

Public Affairs Report



2018 Annual Meeting

Bill Mitchell

Public Affairs 2017 Overview

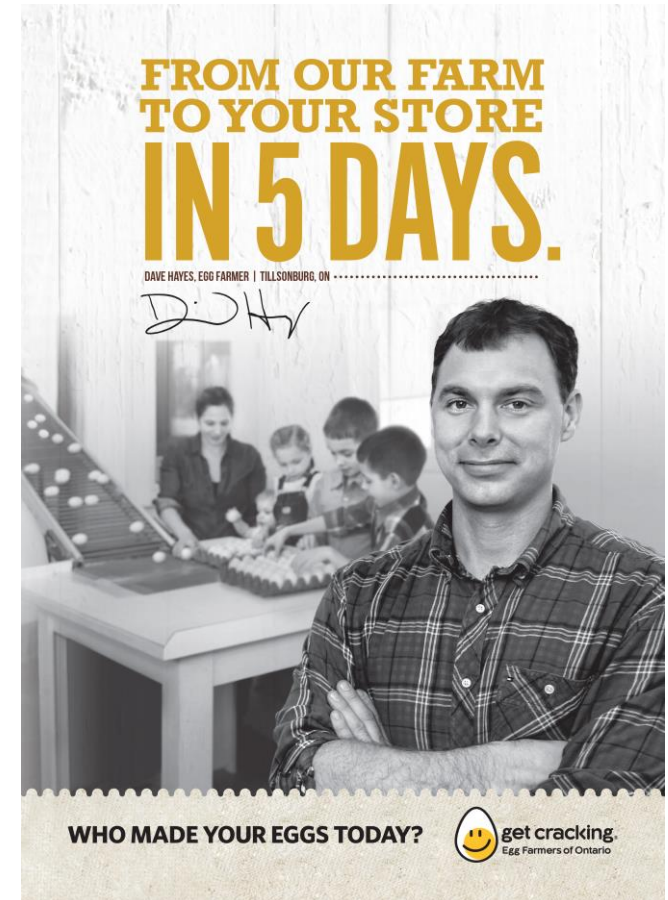
- *Who Made Your Eggs Today?*
- Recipes and Promotions
- Sponsorship
- Digital
- Foodservice
- Government and Media Relations

Who Made Your Eggs Today?

Year 8

2017 Campaign Approach...

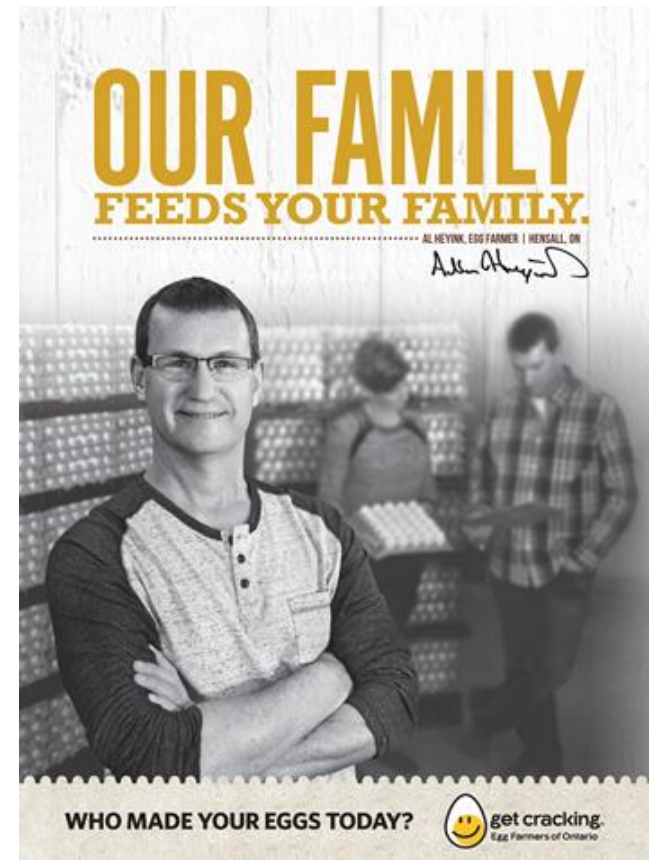
- Second year of existing campaign creative
- featuring four egg farming families
 - Hayes
 - Heyink
 - Mainville
 - Veldman



- Two ad flights
 - March and mid-August
- Creative – subtle black & white style with visual ties to our web properties



- Two families in April and two more in August
- Significant transit buy
 - 2,500 TTC interiors
 - 500 GO Trains
 - 900 buses across Ontario



Transit Ads



3,900 bus, train and subway

Print ads

Horizon magazine
Toronto (quarterly)

Circulation 200,000



CURRIED EGG AND BACON DIP

With its delightful, sticky flavor, this dip is sure to please a crowd including those who tend to shy away from strong spices.

Yield 2 cups (500mL) **Preparation Time** 10 minutes

INGREDIENTS

- 1 cup (250 g) regular or light cream cheese, at room temperature
- ¼ cup (50 mL) regular or low-fat mayonnaise
- ¼ cup (50 mL) low-fat sour cream or plain yogurt
- 2 tsp (10 mL) curry powder
- ¼ tsp (2 mL) cayenne
- ¼ tsp (2 mL) paprika
- ¼ tsp (2 mL) salt
- ¼ tsp (2 mL) cayenne pepper
- 2 slices egg bacon, crumbled
- 2 green onions, chopped
- 3 large hard-cooked eggs, chopped

COOKING DIRECTIONS

- In medium bowl, with wooden spoon or electric mixer, beat cream cheese until smooth.
- Beat in mayonnaise and sour cream.

- Add curry, cayenne, paprika, salt and cayenne pepper; mix well.

- Stir in bacon, onion and eggs.

- Cover and chill for at least 1 hour to blend flavors. Serve with a selection of crackers, vegetables and pita slices.

TIP Combine with additional crumbled bacon and chopped green onion, if desired.


Use poultry blender to chop hard-cooked eggs.

For a more intense curry flavor, simply add more curry powder.

NUTRIENTS PER SERVING (2 Tbsp/50 mL DIP): 100 calories, 1 g total fat, 10 mg sodium, 1 g dietary fiber, 1 g fat, 1 g protein.

For more egg recipes, go to www.getcracking.ca

OUR FAMILY FEEDS YOUR FAMILY.
the stupid family HELVIG FAMILY, EGG FARMERS | HENKALL, ON

WHO MADE YOUR EGGS TODAY?  **get cracking.**
Egg Farmers of Ontario

Foodism magazine
Toronto

Circulation 50,000

TO MAKE THE PERFECT RICE PUDDING YOU NEED THREE EGGS.
and THE OTHER INGREDIENTS, NATURALLY.

WHO MADE YOUR EGGS TODAY?  **get cracking.**
Egg Farmers of Ontario

Recipes and Promotions

12 new recipes
produced for 2017
including two spice cards



Simply Quiche, a full-colour
booklet - step-by-step
quiche instructions and
four seasonal recipes

- During 2017, *Grade A Goodness* brochure was revised, re-printing 53,000 copies
- Over 100,000 spice cards were printed for Ontario and included cards created for 8 other egg boards

World Egg Month

- Celebrated across Ontario in October
- Seven TV spots featuring Tonya Haverkamp, Stephanie Nanne or EFO nutritionists



Fairs, exhibits and events

- During 2017, EFO promoted eggs at 90 fairs, exhibits and events
- We handed out more than 230,000 recipes plus educational materials and other resources

Sponsorship

- The *Zone Sponsorship Fund* provided \$15,000 directly to each Zone
- Designed to provide local sponsorship of healthy activities while promoting eggs

Sponsorship

***2017 launched partnership
with Team Homan***

***- 2017 Ford World and
Scotties Tournament of
Hearts Champions***



Sponsorship

- Zone 10 egg farmer Valérie Grenier on Alpine Canada team – FPOQ partnership



Sponsorship

*2017 – second year as a
presenting sponsor of
Rocks & Rings with Curling
Canada*

*Introduces school kids to
curling in their gyms*



Sponsorship

***Sponsored another flight
of Fields to Forks shown on
CTV London***

***Included video featuring
Megan Veldman
and three, half-hour radio
segments featuring
Megan, plus Gary West,
Tonya Haverkamp and Don
Storey***



Sponsorship

- Ottawa Senators – final year of contract
Get Cracking Ice Crew



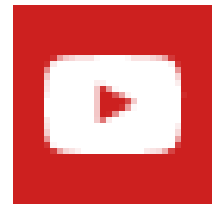
Digital

- January 2017 saw launch of EFO's new recipe platform
 - Consumers create personal accounts to share recipes, create grocery lists and share meal plans
- New interactive site – Your Egg Questions launched March 2017

Provides answers to consumers egg questions

Social Media

- Strong increases in activity under EFO content calendar to co-ordinate across all EFO platforms
- One full-time staff dedicated to social media
- Increased engagement across platforms



Foodservice

- Program delivered by two contract staff
- Customized promotions
- Focus on letting consumers know they are getting local Ontario eggs



Foodservice

- EFO was invited to participate in creating television commercial to connect an Ontario egg farmer with the eggs used in Tim Hortons breakfast sandwiches
- Chris Mullet Koop was featured in the television ad which launched on April 5

Foodservice

Burger King breakfast menu promotion
“Proudly made with Canadian eggs”
Featuring the Get Cracking logo in 290
stores across Canada



Government Relations

- EFO's Directors, GM and staff attended a variety of political events
- The *19th Annual MPP Omelette Breakfast* was held on Sept. 27th at Queen's Park
- EFO took part in Foodland Ontario's 40th anniversary at Picnic in the Square at Yonge-Dundas Square June 1



Looking ahead

- New campaign creative – four new families
- Two ad flights – April and August



- Refurbished trailers in service



- Complete and begin roll out of EQA initiative
- Much, much more.....

Coming Soon

- Egg Ambassador Training Sessions
 - April 17
 - April 24
- EFC in-store program - October

Thanks!

Questions?