

2018 BUSINESS PLAN OVERVIEW

Egg Farmers of Ontario (EFO) is committed to using a robust annual strategic planning process that includes extensive consultations with its egg and pullet farmers, graders and other stakeholders to develop and implement a business plan that drives its ongoing operations.

What makes up the plan

The business plan sets out the organization's: Mission; Values; Vision; and Key Result Areas. The goals and staff work plan prompts that are included in the plan are critical drivers of all of the organization's activities and form the benchmark against which the success of those actions are measured.

Egg Farmers of Ontario's Mission

Our mission is to provide customers with a supply of safe, high-quality eggs at a fair price and a return to egg and pullet farmers achieved through fair farm pricing, within a stable national supply management system.

Means of Delivery - How the mission is pursued

Egg Farmers of Ontario:

Allocates pullet and laying hen quota within national guidelines;
Manages the production and pricing of eggs through a cost of production system; and
Stimulates the market's demand for eggs through research and promotion.

Based on those elements, the content of the plan:

Defines EFO's goals and direction;
Outlines allocation of staff time and resources to reach those goals; and
Provides a way to evaluate success and provide accountability for deliverables in the plan.

The Six Key Result Areas

The plan is organized around six Key Result Areas. These are the areas that EFO must be successful in to meet its mission and values. The Key Result Areas become the focus of EFO staff department work plans.

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Go online to check out the full version of the 2018 Business Plan complete with goals and detailed work plans.

Find it at www.getcracking.ca/2018EFObusinessplan.



The flow chart below shows our business planning annual cycle. The assessment of the results of the 2017 Key Result Areas was completed in September. Please refer to our website for the full draft of the 2018 Business Plan, as presented to the Board at its January meeting, complete with goals and detailed work plans. The plan is posted on the members section of EFO's website (www.getcracking.ca/members), and can be found by then clicking on the **Operations** tab in the main menu on that page and then selecting the **EFO Business Planning** tab. You can also find it directly at www.getcracking.ca/2018EFObusinessplan.



Key Result Areas in the 2018 Business Plan

1. DEALING WITH THE OPPORTUNITIES RELATED TO FAIR FARM PRICING
2. MANAGING THE EGG AND PULLET SUPPLY
3. PROMOTING THE FARM FAMILY
4. PROMOTING THE PRODUCT
5. PRACTICING SOCIAL RESPONSIBILITY
6. ENSURING GOOD GOVERNANCE

Your participation is critical to the process

Please invest the time to review the 2018 Business Plan. It serves a key role in helping ensure the organization meets the ongoing operational needs of the sector and its goals for the future. The plan is used to track the results of efforts to achieve the goals and work plan specifics and provide accountability to the Egg Farmers of Ontario Board. Your input on that progress and ideas for the 2019 plan will be sought in consultations and review that will begin in the fall of 2018.