



## Egg Farmers of Ontario 53<sup>rd</sup> Annual Meeting Agenda

### Tuesday, March 27, 2018

10:30 a.m. to 4:30 p.m.	Registration & EFO Store	Grand Hall A
11:15 a.m.	Pullet Growers' Meeting	Grand Hall E
12:00 p.m.	<i>Buffet Lunch</i>	Grand Hall D
1:00 p.m.	Welcome Farmers, Industry & Guests	Grand Hall BC
	53 <sup>rd</sup> Annual Meeting Call to Order & Agenda Approval Chair's Address Confirmation of 52 <sup>nd</sup> Annual Meeting Minutes	Scott Graham Chair, Egg Farmers of Ontario
	Farm Products Council of Canada	Mike Pickard Interim Chair, FPCC
	Egg Farmers of Canada (EFC) Report	Scott Helps EFO's EFC Representative Roger Pelissero Chair, EFC
	Ontario Farm Products Marketing Commission	Jim Clark Chair, OFPMC
	Guest Speaker	Charlie Arnot President & CEO, Look East
	<i>Energy Break</i>	
	Panel Discussion: Bronchitis/False Layers <i>Moderator Scott Graham</i>	Dr. Elise Myers Dr. Mike Petrik Dr. Joanne Rafuse Dan Veldman, EFO Director
	Guest Speaker	Hongwei Xin Director, Egg Industry Center
	Open Session: Questions & Answers	
4:30 p.m.	Adjournment	
(Closed)	EFO Board of Directors' Election of Executive Committee	

## Tuesday, March 27, 2018

5:30 p.m.	Cocktail Hour	Grand Hall Foyer
6:30 p.m.	Chair's Reception & Dinner <i>Announcement of Executive Committee Election Results</i> <i>2018 Get Cracking Award Presentation</i>	Grand Hall BC
9:00 p.m. to midnight	Host Bar Compliments of Sponsors	

## Wednesday, March 28, 2018

7:30 a.m.	<i>Hot Buffet Breakfast</i>	Grand Hall D
8:00 a.m. to 12:00 p.m.	Registration & EFO Store	Grand Hall A
9:00 a.m.	Meeting Call to Order	Scott Helps Vice Chair, EFO
	Auditor's Report	Bruce Robinson RLB LLP
	EFO's Pullet Report Pullet Growers of Canada (PGC) Report	Andy DeWeerd EFO Pullet Director & PGC Chair
	Poultry Industry Council (PIC) Report	Keith Robbins Executive Director, PIC
	Livestock Research Innovation Corporation (LRIC) Report	Tim Nelson CEO, LRIC
	Farm & Food Care Ontario (FFCO) Report	Kelly Daynard Executive Director, FFCO
	National Young Farmers Program Presentation from 2017 Ontario Delegates	Will McFall Andrew Packham
	<i>Energy Break</i>	
	EFO's Public Affairs Report Choice Campaign Update – Egg Quality Assurance (EQA)	Bill Mitchell Director of Public Affairs, EFO
	Open Session & Other Business	
	Closing Remarks & Adjournment	Scott Graham Chair, EFO
12:00 p.m.	<i>Buffet Lunch</i>	Grand Hall D
1:00 p.m.	Ag Women's Network Meeting	Grand Hall BC

**Egg Farmers of Ontario [EFO] March 29 & 30, 2017 Proceedings**  
**Niagara Fallsview Casino Resort**  
**Wednesday, March 29, 2017**

**Call to Order**

Egg Farmers of Ontario's Annual Meeting was called to order at 1:10 p.m. by EFO's Chair, Scott Graham.

**Agenda Approval**

The agenda was reviewed, moved and carried for approval.

**Chair's Address**

On behalf of the Board of Egg Farmers of Ontario, I am proud to address our 52nd annual meeting, began Mr. Graham. We have made real progress on a number of important issues in the last year that I want to review with you today.

The four issues I want to highlight from the past year are:

- our work to ensure consumers continue to have choices of eggs in the marketplace;
- the process leading to the new Code of Practice being introduced in April 2017;
- success in increasing market allocations; and
- the continuing success of our Quota Transfer System in meeting the sector's needs and the positive environment for attracting new entrants into egg and pullet farming.

Let's begin with the biggest challenge and opportunity facing our business – providing consumers with the choice of eggs from a variety of housing systems into the future. During 2016, some grocery retailers and foodservice operators yielded to pressure to make public statements about their future egg purchasing plans. They did this to defend against attacks by activists opposed to animal agriculture. This is not driven by what is best for the birds or by consumer demand. These statements also ignore egg affordability, sustainability and the environmental footprint of egg production.

At EFO, we decided we needed to take direct and concrete action. So EFO made a commitment to a multi-year effort to proactively engage stakeholders and consumers to preserve their choice of eggs in the marketplace from the various approved hen housing systems. Very briefly, our main objectives are to: proactively tell the real story of egg farming to take back the high-ground on hen welfare; and to provide consumers with credible information showing that eggs can be humanely produced in all housing systems approved in Canada's newly updated *Code of Practice for the Care and Handling of Pullets and Laying Hens* and supported by excellent industry standards such as our On-Farm Food Safety Program and Animal Care Programs.

Retail, restaurant, fast food, foodservice and institutional egg buyers all would benefit from a more sustainable position in the marketplace than "cage-free" commitments. The best solution will be one that works for retailers and consumers and we will back that up with consumer messaging and transparency about how we raise our hens. One example of our consumer engagement strategy is the production of eight on-farm videos. These videos were produced to share farmer stories about hen housing, caring for their hens and what it means to each to be an egg farm family in enriched colony, free run, free range and aviary housing systems.

The second issue I want discuss, and there are many connections to the issue I just talked about, is the conclusion of the multi-year process that lead to the new *Code of Practice for the Care and Handling of Pullets and Laying Hens*. The Code was officially launched on March 27, and the long process leading up to it required a lot of work by many stakeholders – including two of our own Board members who served on the review committee – and we all appreciate their efforts.

As everyone here is aware, Canadian egg farmers have already begun the phase out of conventional housing that is also mandated in the new Code. During their time, conventional systems were an innovation which dramatically improved laying hen welfare by moving the birds up off the floor, away from their own manure, into elevated, hygienic housing in small social groups. But, as farmers we know egg and pullet farming has and will continue to change to make improvements for our birds. Productivity has increased, but more importantly, our farmers are meeting the new

opportunities presented by the changing expectations of consumers, media, government and anyone who wants to know what, how and why we do what we do on our egg farms.

The balance of egg types in the market in the long term will reflect a variety of issues including egg affordability, sustainability and the environmental footprint of egg production. At this point, I believe that the majority of egg farmers and hen welfare experts believe enriched colony housing provides the best combination of benefits among all the housing system standards defined in the Code of Practice. The majority of the new barns built recently have been enriched housing and we now have more than 20 in production in Ontario.

The third issue I want to speak about is allocation increases. As a result of last year's allocation, Ontario has about 500,000 more layers in barns than one year ago. We have had seven or eight years of growth in our egg market of about three per cent annually. One of our main problems is measuring and reacting to this growth to get birds in barns fast enough. There are a couple of forces behind the lag in getting hens into production and one of these is the reality that managing the egg market means dealing with the biological realities of layer production. It takes almost six months following any decision to increase quotas before the first of those birds have been hatched, grown as pullets and begin laying eggs. It takes about a year before all of the birds will be in barns as a natural flock replacement cycle rolls out during the year across all farms in the province. Farmers just can't add birds in the middle of their cycle. Sales are tracked and Egg Farmers of Canada works with market sales data to make allocation requests to the Farm Products Council of Canada. Allocations have traditionally been made based on the previous three years in sales. This means there is a built-in lag as we are using data that trails what has already happened in the market.

There is a move at the national level to change this approach and use the most recent two years of sales data and project the sales trend forward one year. That should help get us better timing of allocations. Provincially and nationally, your egg marketing organizations are constantly working to address the need to improve management of supply and to make allocations work for egg farmers, the entire stakeholder supply chain and consumers. We will continue to work on making the system more responsive and tailored to meet our farmers' operational needs and filling all available domestic markets.

The fourth issue is the Quota Transfer System (QTS), its evolution and adoption by farmers and the business environment created for all farmers and especially new entrants into egg and pullet farming. The way quota was acquired by egg farmers changed dramatically with the introduction of the QTS in 2014. Quota leasing also changed conditions during this period. The QTS performed as expected for all farmers in terms of accessibility and transparency.

The changes in the policy environment of the QTS and leased birds had the overall impact of bringing in more new entrants, lowering any entry barriers and lowering the cost per bird of entry. During the period since the introduction of the QTS in 2014 until the end of 2015 there were 15 new entrants. Four of these were entrants selected under the former New Entrant Quota Loan Program and 11 were new entrants attracted without program assistance. The review of new entrant numbers, policy developments and feedback from the consultation process all supported the conclusion that the factors and pressures that led to the program had been removed or overcome. Based on the review of the five years of operation of the program, EFO decided to develop a next generation approach for encouraging new entrants focused on supporting the business information and business connection needs of potential new entrants.

The quota access and transparency provided by the QTS and the stability and predictability provided by the layer leasing pool mean the needs of new entrants are now focused on accessing excellent egg and pullet business information, business connections and the strong support network that exists in the sector.

I look forward to the year ahead and am confident we will continue to successfully meet the challenges and opportunities that lie ahead. We can do this by demonstrating our shared values with consumers and building relationships based on trust and mutual respect. We all know about science and practice of modern hen care, and that egg farmers must continue to communicate more and be open and transparent with consumers – but we must recognize that real connections with consumers will not come from them caring how much we know – it will come from them knowing how much we care.

Looking at the year to come, we have a federal election on the horizon and trade issues back in the headlines. We all need to work to continue the all-party commitment to the three pillars of our marketing system and the fair farm pricing it provides for eggs and pullets. The system works for consumers, retailers, government and farmers to provide consumers with a constant supply of high-quality eggs at affordable prices.

The Chair concluded his Address by thanking all of the companies and individuals who contributed as donors to support this terrific event.

#### **Confirmation of 51st Annual Meeting Minutes/Highlights**

Upon a motion duly received and seconded

THAT the highlights of the 51st Annual General Meeting of Egg Farmers of Ontario are accepted as printed

Motion Carried

#### **Auditor's Report**

Bruce Robinson from the accounting firm of RLB LLP reported on Egg Farmers of Ontario's 2016 balance sheet, statements of operation, accumulated surplus, administrative expenses and changes in the Board's financial position.

The Chair announced the appointment of RLB LLP as Egg Farmers of Ontario's auditors for the succeeding year, 2017.

#### **Farm Products Council of Canada (FPCC)**

##### **Laurent Pellerin, FPCC Chair**

Mr. Pellerin was welcomed to the podium and outlined a few elements in the egg sector including the supply management system, review of the Federal Provincial Agreement, and allocation.

Mr. Pellerin provided an overview of the supply management system noting a couple of sectors clearly prove under supply management that growth and stability can come together, and eggs are one of those sectors. Specifically in eggs, the type of growth you faced in the last couple of years is quite an achievement, due in part to luck and hard work. Looking back at the numbers I discovered that when the system started in 1976, you had 25 million layers in your barns. But those layers at that time were producing only 475 million dozens of eggs. Actually, the same number of layers are now producing almost 700 million dozens of eggs, what an achievement. That's what I mean when I use the words 'hard work'. It came with genetics, feed, building, ventilation, clean water, all types of good things that you manage on your farms. During those almost 40 years the improvement on the market came exactly and uniquely from the management on your farm.

Another element, and probably one that is more specifically challenging, is the review of the Federal Provincial Agreement (FPA). The functioning of your system is based on an old document dated 1976, and certainly needs to be reviewed. Laurent Souligny, past Chair of the national agency, is now Chair of the FPA review committee. We have already identified 17 items that need to be discussed, reviewed, and possibly changed in the FPA on our side. There's certainly a lot to do there. The problem is you have improved the system but it is not incorporated in any legal document. As a Council we have to prove legally what you are doing - allocation, levy, budget - and when we cannot base our decisions on a legal document it's taking a risk that it will fail. That is exactly why we need to review this agreement.

Last December we approved an allocation of 848,000 layers. The numbers prove that those eggs were needed at the table egg market. Looking to the numbers that are in your annual report we certainly measure an increase in eggs that moved to the processing sector, so I hope that the table egg market is 100% served and the rest is used for processing, he commented.

Mr. Pellerin concluded his remarks noting this is his last time attending as Chair of FPCC and thanked everyone for their support during the past seven years.

## **Egg Farmers of Canada (EFC) Report**

### **Roger Pelissero, EFC Chair**

Scott Graham introduced Roger Pelissero, EFO's zone 4 Director, as the newly elected Chair of Egg Farmers of Canada.

Last year was quite a year for egg farming in Canada, reported Roger Pelissero. The Retail Council of Canada (RCC) announced a commitment to go cage free. Through the year we met with RCC and some retailers and are working to maintain that choice for consumers and enriched housing and other alternative systems. Our new code that was just released and the way we care for hens will build on that greatly. Our job as egg farmers is to make sure the welfare of our hens are first, and that we produce all the eggs that consumers want to buy in this country and maintain choice for them.

We've had phenomenal growth over the last ten years. Between 2006 and 2016 we've seen a 27.8% increase in production in this country, giving us 30% more hens in our barn, which is 4.8 million more birds. This is a tremendous achievement regarding how we care for our hens. In the last 50 years we have increased production by 50% and at the same time used 50% less of our resources.

Mr. Pelissero provided an update on trade and the Trans-Pacific Partnership (TPP) talks. I encourage farmers and industry to continue to talk to your members of parliament both provincially and federally. Continue to ask them for your support; continue to talk about how we as an industry contribute to the Canadian economy. We support over 17,000 jobs across this country and we add over \$100 billion of GDP to this country.

We are in the process of completing the COP study; most of the data has been collected. The COP is going to be based on conventional housing, but we are also collecting data from producers who are at 116.25 square inches on enriched housing. That is to make sure as we move forward that producers in those types of systems are getting paid appropriately, because we all know there is a higher cost to produce those eggs. I want to thank the producers in this room who have participated in the COP study; it takes time but is very important to our industry.

Regarding the Federal Provincial Agreement (FPA), I hope Mr. Souigny and the FPA Committee can complete this task as it is quite a task. It is time for us to update the FPA and make sure we have a system in this country with good understanding and legal documentation in place so we can operate for another 50 plus more years.

I'm fairly confident as we move through these next few months and the code comes out, it will be very useful for us in talks with retailers. Consumers trust us; we are highly ranked as farmers for the trust they have for us and the job we do caring for our hens. We need to continue to build on that trust and show them the way we produce eggs, because right now the message they are getting is from the people that don't want us to produce eggs in the systems that we know are safe, concluded Mr. Pelissero.

## **EFO's Pullet Report**

### **Andy DeWeerd, Pullet Director**

Ontario's Pullet Director, Andy DeWeerd, reported on the provincial front, reflecting on significant accomplishments that were achieved for the pullet industry during 2016.

At the provincial level, our utilization rate was 103.27 per cent, with a quota increase of 5 per cent in July. The Ontario leasing initiative is now in its' tenth year and Egg Farmers of Ontario staff continue to work on executing this program together with pullet farmers and industry stakeholders.

Changes made in the new *Code of Practice for the Care and Handling of Pullets and Laying Hens* has minor changes for pullets, with space for growing changing to 42 square inches in the first five years under the new code and then changing to 44 square inches. In addition, the feed and water space issues of the past have been resolved.

At the 2016 Egg and Pullet Farmers' Workshop in November, changes in reporting for pullet tracking and traceability were introduced with implementation of new forms commencing in January 2017. Monitoring the movement of hens

ensures the protection of animal health, public health and food safety.

### **Pullet Growers of Canada (PGC) Report**

#### **Andy DeWeerd, PGC Chair**

PGC's Chair Andy DeWeerd reported it has been a year of change. At their annual meeting last week there was change in their executive representation; Cal Dirks and Marc Ouellet have stepped down from their roles at PGC. New members include Jeff Clarke from Nova Scotia and Harold Froese from Manitoba.

A pullet cost of production (COP) survey was completed with all provinces except for British Columbia, Alberta and Prince Edward Island who weren't members. The resulting price is \$2.83 for a conventional grown pullet. Now the focus at PGC is to determine how we will get this new price for our producers and we will be working as a board looking for ways to implement this, concluded Mr. DeWeerd.

### **Video Greeting from the Minister of Agriculture, Food and Rural Affairs**

Scott Graham introduced a video greeting from The Honourable Jeff Leal, Minister of Agriculture, Food and Rural Affairs.

### **Ontario Farm Products Marketing Commission (OFPMC)**

#### **Robert Anderson, OFPMC Member**

Scott Graham noted that Jim Clark, Chair of the Ontario Farm Products Marketing Commission, was unable to attend and introduced Robert Anderson who was appointed to the Commission in May of 2015.

The Commission is the agency of the Ontario Ministry of Agriculture and Food that is accountable for the conduct and impact of Ontario's regulated marketing system. Its members are private citizens appointed by the Lieutenant Governor in Council. While policy development and supervision related to the enabling legislation is a cornerstone of the Commission's agency mandate, the Commission also provides strategic leadership, advice and facilitation to industry producers, processors and other value chain participants. Working with the industry on regulatory changes to advance the sector is a critical component of the policy development process. Through its actions, it ensures that individual commodity systems operate in an effective and responsible manner.

Mr. Anderson commended EFO on its operational and governance process, and on increased efforts to consult with members as well as industry; this is fundamental to building trust and fostering collaboration. He noted the Commission is pleased to see import volumes at the national level decrease close to 25% compared to 2015. We need to capture economic opportunities and growth opportunities like these, wherever possible. It is through your hard work that the egg market is as vibrant as it is, and the Commission is optimistic that EFO and industry stakeholders within Ontario and across Canada can accomplish even more in the coming year, he concluded.

### **Open Session**

Time was afforded on the agenda for egg and pullet farmers to voice their concerns/comments/questions in an open session. Discussion included the cost of production (COP) study regarding enriched housing; definition for enriched housing regarding 10 cent premium; clarification on the drivers within the pullet COP that account for the increase from \$2.12 to \$2.83; and timeline to transition away from conventional housing.

### **Communication – The Next Great Skill Every Farmer Needs**

#### **Andrew Campbell, Fresh Air Media**

Andrew Campbell is a farmer with a passion for agriculture advocacy, social media and new technology. With the farm, known as Bellson Farms, he and his family milk holsteins and grow corn, soybeans, wheat and hay in Southern Ontario's Middlesex County. With all kinds of information available about modern farms, and not all of it being true, he is keen to make sure people get the full story on what farmers do on a daily basis, why they do it and what they care about. He's been featured on CBC, CTV, and other media outlets across Canada for his work in opening up his farm with pictures on social media as the FreshAirFarmer.

The consumer is puzzled and they don't know what to think any more, began Mr. Campbell. Food is presented as either a good or bad choice and they don't want to make the bad choice. As farmers we have job security in that survival is based on the food we produce. The challenge is are we going to be able to produce food the way we think is best or the way they think is best?

The typical image of farmer is in plaid, using a wicker basket to collect eggs; these are the images you get when you search Google. In reality farmers are a different gender than most people assume and a different generation, using technology. How do we start this transition of what you all look like in this room today instead of the Google image? How do we make sure that we maintain the trust that image already has?

To the consumer, our side of the story doesn't exist unless we tell it. No one else is going to be as good of a communicator as you. It comes down to you and your ability to tell the consumer why your business is important. What you do to care for your animals, to protect the environment, etc. You need to consider who you are actually talking to. Conversations about housing will be very different with consumers than at dinner with friends. Think about what connects you to the people you are having a conversation with; talk about values and connect with what's important to them.

The reality is activists are not going to go away. How are we going to change the conversation? How are you actually going to put that message out? Social media allows me to reach more people than I would otherwise. It provides a bit of control over what that message is and conversations I wouldn't have otherwise had. Another option is classrooms, in person or video/skype link. Is there an opportunity to connect in ways you maybe haven't thought of before? Is there an opportunity to use technology to your advantage, to connect from your phone/barn via video?

We are the only ones capable enough and actually able to do a good job having a conversation, concluded Mr. Campbell quoting an unknown source, "I used to wonder why somebody didn't do something. Then I realized I am somebody."

### **Adjourn**

The proceedings adjourned to an in camera session for EFO's Board of Directors to elect from amongst themselves its Officers. With no further business brought before the assembly, the 52nd Annual Meeting of Egg Farmers of Ontario adjourned at 4:00 p.m.

**Thursday, March 30, 2017**

The 52nd Annual Meeting of Egg Farmers of Ontario  
was called to order at 9:15 a.m.

EFO's Chair Scott Graham announced the election results of EFO's Officers for 2017-2018 at the banquet (held the previous evening): Scott Graham, Chair; Scott Helps, Vice Chair; Dan Veldman and Marc Bourdon.

EFO's Vice Chair, Scott Helps, welcomed egg & pullet farmers and guests to the meeting.

### **Canadian Centre for Food Integrity (CFI)**

#### **Crystal Mackay, CEO**

The Canadian Centre for Food Integrity represents a coalition of farmers and associated food and agri-businesses proactively working together with a commitment to provide credible information on food and farming. Their role is to provide intelligence, research and support to help Canada's food system earn public trust.

Crystal Mackay provided the results from their 2016 Canadian Public Trust Research. The top two overall life concerns for Canadians are the rising cost of food (69%) and keeping healthy food affordable (66%). You are in the healthy affordable food business, she remarked.

93% know little or nothing about farming, and 60% want to know more. The good news is they don't know much but want to know more. The other good news is the overall impression of agriculture and farmers is at a record high.



However, only 29% think farmers are good stewards of the environment – this is where we need to spend some time and money.

There is an erosion of public trust regarding animal welfare. Only 27% agree undercover videos are not representative of normal farm practices; the challenge is on us to do something about it. Nobody cares more about chickens than the people in this room. Consumers want to have a conversation about food with normal people, and we need to connect with shared values. Take your industry hat off and put your human hat on to connect with what people want to talk about. Take Andrew Campbell up on his challenge to do something; you can talk in person, give presentations, farm tours. Read the *Real Dirt on Farming* for your own information and promote it to others ([www.realdirtontfarming.ca](http://www.realdirtontfarming.ca)). Promote [www.farmfood360.ca](http://www.farmfood360.ca) for virtual farm tours to bring more people to your farms.

What can you do? Think about changing your demeanor to have a conversation. Listen, embrace skepticism, and tell your story, encouraged Ms. Mackay; help Canadians make informed decisions about their food.

### **Poultry Industry Council (PIC)**

#### **Keith Robbins, PIC Executive Director**

The Poultry Industry Council (PIC) is a non-profit corporation that delivers poultry extension services, event coordination, and project and program management while supporting research capacity for the betterment of the Ontario industry. PIC is a non-profit charitable organization with a focus on education, events/project management and research capacity. There are 3 full time staff and 12 board members comprised of various industry groups. PIC is funded by the four Ontario feather boards, corporate and individual memberships, sponsorships and events. Mr. Robbins encouraged everyone to attend PIC's upcoming events and concluded thanking members for their support of PIC.

### **National Young Farmers Program Presentation from 2016 Ontario Delegates**

#### **Laura Buys, Mélissa Bourdon-Vallance and Andrew Vallance**

Young farmers Laura Buys from Thorndale, Mélissa Bourdon-Vallance and Andrew Vallance from Maxville, Ontario, were welcomed to the podium to share their experiences in the National Young Farmers Program. The curriculum content builds knowledge of key industry areas and key soft skills to help prepare young farmers to take on a leadership role in the industry. A range of workshops and webinars were offered in 2016, and a number of activities were facilitated to compliment content areas through applied learning. This included mock interviews, social media training, a quota allocation simulation, and a range of team building and networking activities.

### **EFO's Public Affairs Report**

#### **Bill Mitchell, Director of Public Affairs**

Bill Mitchell, Director of Public Affairs, provided an update on EFO's public affairs activities for 2016. EFO operates a broad range of programs in its marketing efforts including mass media advertising, print campaigns, online, Foodservice, consumer outreach and education, government and media relations.

Each zone was provided \$15,000 in 2016 to support local programs, including sports teams, community and lifestyle events and egg donations.

The partnership between EFO and Ottawa Senators National Hockey League team continued in 2016. Once again, eggs were the official breakfast protein of the team and the collaboration included advertising on the Jumbotron and digital ads throughout the Canadian Tire Centre and community centres affiliated with the Senators.

Together with Fédération des producteurs d'oeufs du Québec, EFO proudly sponsored Alpine Canada's downhill skier Valerie Grenier, zone 10 egg farmer, with the *Get Cracking* logo prominently displayed on her helmet.

EFO was the official breakfast protein and Presenting Sponsor for the 2016 Canadian Men's and Women's Junior Curling Championships. EFO also teamed up with Curling Canada for the *Rocks and Rings* program which visits elementary schools across Canada to introduce students to the sport of curling. Eight provincial and one territorial egg board joined EFO as the official breakfast protein of the program in their respective province/territory.

## **Choice Campaign Update**

### **Charlie Arnot, President & CEO, Look East**

Mr. Arnot joined the meeting via conference call to present an update on the choice campaign: Building Consumer Trust and Stakeholder Support in Choice for Hen Housing. The desired outcomes and strategies of the campaign were outlined including coordinated tactics to preserve choice in the marketplace.

2016 progress included:

- Large-sample research of consumer beliefs and motivations, to effectively segment audiences for engagement.
- Eight on-farm videos featuring Ontario egg farmers telling their own stories about housing hens in enriched colony, free range, free run and aviary environments.
- Detailed engagement plans for a variety of stakeholders, including food system, academia, NGOs, media and consumers.
- Qualitative research with 1,000 consumers to measure driving factors in their egg purchases.
- Message development and testing with consumers to determine how messages resonated for confidence in egg purchases and hen housing.

Learnings that will shape the 2017 plan include: graders didn't want to go back to buyers until they have a new solution/strategy to offer; consumers want to hear about hen care, not choice; there is a need for a certification program to illustrate practices as values in action. Developing the engagement strategy involved discussions with graders plus restaurant, fast food and institutional buyers. The engagement strategy is essential – but it became clear that to be more successful, it needed to be paired with a marketing solution. That marketing solution could be a certification designation for all 'code-compliant' eggs. This certification would give retailers and restaurants an alternative to stating "cage-free" in their public commitments. The road ahead will involve more consultation and strategy development with graders and other stakeholders; an agreement around a "certification" approach; and marketing and communication resources to support consumer choice.

## **Open Session**

Time was once again afforded on the agenda for egg and pullet farmers to voice their concerns/comments/questions in an open session. Discussion included compensation for eggs from enriched housing and bilingual services from EFO.

## **Canadian Egg Farmers Summer Conference**

Egg Farmers of Ontario is pleased to host the Canadian Egg Farmers Summer Conference to be held July 9 to 12, 2017, in Toronto. Scott Graham announced the theme of the conference will be 'eggs and athletes' and introduced a video inviting everyone to come out and enjoy all the sights and sounds of the city of Toronto.

## **Closing Remarks & Adjournment**

Scott Graham closed the proceedings summarizing the topics of the day's agenda, noting both EFO's successes and recognizing the challenges ahead. I thank everybody here for what you do every day, he remarked. You are the people on the gravel roads that produce a nutritious, safe product every day and I know you take a lot of pride in it. It really is an honour and a privilege to represent you, concluded the Chair.

With no further business brought forward, the 52nd Annual General Meeting of Egg Farmers of Ontario adjourned at 12:00 p.m. In lieu of speaker appreciation gifts, Egg Farmers of Ontario will make a financial contribution to Ontario Association of Food Banks in each speaker's name.

---

Chair

---

Secretary/Treasurer



## Egg Farmers of Ontario 53<sup>rd</sup> Annual Meeting GUEST SPEAKERS



### ***MIKE PICKARD, Interim Chair, Farm Products Council of Canada***

Mike Pickard is a resident of Saskatoon, Saskatchewan. Formerly the owner of a broiler chicken operation, Mr. Pickard also served as a Director with the Chicken Farmers of Saskatchewan (2007-2013) as well as the Chicken Farmers of Canada (2008-2013). While with the Chicken Farmers of Canada, his contributions included serving on its Consumer Relations and on its Finance Committees. He is originally from Saint John, New Brunswick and has three children.



### ***ROGER PELISSERO, Chair, Egg Farmers of Canada***

Roger was elected Chairman of Egg Farmers of Canada in March 2017. Previously, he served as first Vice Chair and also sat on the EFC Executive Committee. He is also a member of many Board appointed committees including; COP, Marketing & Nutrition, Service Fee and Quota Utilization.

Roger was elected in 2012 as the Egg Farmers of Ontario representative around the EFC board table, and has served as a Director on the Egg Farmers of Ontario Board since 2011. As Director for Ontario's Zone 4, Roger represents Ontario's Counties of Brant and Haldimand, and the regional municipalities of Hamilton-Wentworth and Niagara.

Roger has been farming with his family and wife Lorrie since 1984, and is a third generation egg farmer from St. Ann's, Ontario.



### ***JIM CLARK, Chair, Ontario Farm Products Marketing Commission***

After serving as a board member of the Ontario Farm Products Marketing Commission for more than 10 years, Jim Clark was appointed as the Interim Chair on January 1, 2017, and Chair on June 14, 2017. Mr. Clark is currently also the Executive Director of the Ontario Cattle Feeders' Association. Previously, he served as Senior Policy Advisor and Stakeholder Relations Specialist for the Minister of Agriculture, Food and Rural Affairs.



### ***CHARLIE ARNOT, President & CEO, Look East***

Charlie Arnot is recognized as a thought leader in food and agriculture. He is highly regarded as both a writer and sought-after speaker who engages audiences across the globe. Charlie has more than 25 years of experience working in communications, public relations and issues management within the food system. He is the founder and president of Look East, an employee-owned consulting firm. He also serves as CEO of the Center for Food Integrity, an international non-profit organization dedicated to building consumer trust and confidence in today's food system.

Charlie spent ten years as a corporate officer for a leading food company; he worked for a public relations agency, was an award-winning radio journalist and worked in video and film. Charlie grew up in southeast Nebraska and graduated from the University of Nebraska with a Bachelor of Journalism degree.



### ***DR. ELISE MYERS***

Dr. Elise Myers was born and raised in Canada and obtained her veterinary degree, with distinction, from the Ontario Veterinary College (Guelph, ON, Canada). Following veterinary college, Dr. Myers underwent specialized training in the U.S., obtaining her Master of Avian Medicine degree from the University of Georgia. Thereafter, she obtained her board certification with the American College of Poultry Veterinarians.

She previously served as president of the Ontario Association of Poultry Veterinarians and continues to serve on a number of American Association of Avian Pathologist committees. From 2013 to 2017 Dr. Myers provided veterinary technical service to clients across Canada as Technical Services Veterinarian for Merck Animal Health. In 2018, Dr. Myers began her new role as Global Poultry Technical Director, where she will continue to provide science-based technical solutions to the Merck Animal Health Poultry Team and their customers.



### ***DR. MIKE PETRIK***

Mike Petrik grew up on a poultry farm in Ontario, raising broilers, turkeys, laying hens and layer pullets. He graduated from the Ontario Veterinary College in 1998, and has worked as a full-time laying hen vet for McKinley Hatchery in Ontario for 17 years. He received his MSc in Animal Welfare in 2014 from the University of Guelph.

Mike has worked on multi-species welfare education projects, the meat bird and laying hen codes of practice with NFACC, has advised and worked with industry and government groups at provincial and national levels. He has been instrumental in developing euthanasia and hatchery welfare programs that are in use across Canada.



### ***DR. JOANNE RAFUSE***

Joanne Rafuse is a 1993 graduate of the Atlantic Veterinary College in Charlottetown, Prince Edward Island. She worked briefly in Saskatchewan and moved to Ontario in 1994. Since 1995, she has practiced mostly poultry at Zorra Veterinary Services near Thamesford, Ontario.



***HONGWEI XIN, Director, Egg Industry Center***

Dr. Xin is the Assistant Dean for Research in the College of Agriculture and Life Sciences at Iowa State University. He is a Charles F. Curtiss Distinguished Professor in the Departments of Agricultural and Biosystems Engineering (ABE) and Animal Science and an Iowa Egg Council endowed professor. Since 2008, he has been the director of the Egg Industry Center, where he helps achieve the mission of the center by providing oversight of the day-to-day operations.

In addition to coordinating EIC-funded research projects, Xin also leads his own research and extension programs focusing on a) air quality issues relative to animal production; b) animal-environment interactions with regards to animal bioenergetics, behavior and welfare, production efficiency and sustainability; and c) livestock and poultry housing systems and environmental control.



***ANDY DEWEERD, Chair, Pullet Growers of Canada***

Andy DeWeerd has been Chair of Pullet Growers of Canada since its establishment in 2010, and prior to that was Chair of the National Pullet Growers Association for three years. Since 2001, Andy has served as Pullet Director with Egg Farmers of Ontario.

Andy and his wife Bonnie raise over 100,000 pullets on A & B DeWeerd Farms located in Perth County, near Stratford, Ontario. They also cash crop 160 acres with rotations of wheat, soybeans and corn.



***KEITH ROBBINS, Executive Director, Poultry Industry Council***

Keith Robbins is the Executive Director of the Poultry Industry Council, a not for profit charity that develops extension and education programs for the poultry industry within Ontario as well as across Canada. Keith graduated from Centralia College with an Agricultural Business Management diploma in 1989, graduated from Conestoga College with a certificate in Volunteer Board Management in 93, attended the University of Waterloo for a Bachelor of Environmental studies in 93 and obtained his Executive Development Program from the George Morris Centre in 2005. He also has his Incident Command System Level 1 and 2 training.

Keith has a progressive approach to association management including education and extension activities, staff management, administration, finance, research experience and advocacy. Keith was previously with Ontario Pork as their Director Communications, Marketing, Research, Policy and Environmental Issues.



***TIM NELSON, CEO, Livestock Research Innovation Corporation***

Tim has spent almost 35 years working with farmers. He started in Australia with the Queensland Egg Marketing Board in the mid-eighties. Since that time he has been responsible for the establishment, management and direction of a number of farmer-owned organizations. He moved into the management of research for farmers in the dairy industry in Australia and in Canada at the Poultry Industry Council and now Livestock Research Innovation Corporation.





***KELLY DAYNARD, Executive Director, Farm & Food Care Ontario***

Kelly Daynard was named Executive Director of Farm & Food Care Ontario in 2017. She has been with the organization, and its predecessor organization, the Ontario Farm Animal Council, since 2005.

Farm & Food Care Ontario is a whole-sector coalition made up of representatives from all farming types and associated businesses, and positions itself as the helpful expert on Ontario agriculture. The common goal is to build public trust in food and farming in Ontario and across Canada.



***WILL MCFALL, National Young Farmers Program 2017 Delegate***

Will McFall currently works at Ferme Saint Zotique and lives in Quebec with his wife and 22 month old daughter. He started working for Burnbrae Farms in high school, and after high school went to Cornell University for his undergraduate degree, and studied Applied Economics and Management with a specialization in Agribusiness Management. He then moved to Charlotte, North Carolina to work for Compass Group North America as a buyer for three years, managing food and non-food contracts. In August 2016, Will and his family moved back to Canada where he started working for Burnbrae Farms full-time as a producer and industry relations representative, and an operations manager in training.



***ANDREW PACKHAM, National Young Farmers Program 2017 Delegate***

Andrew Packham is a fourth-generation egg farmer. He grew up on the farm with his parents Lyle and Marianne, and his brothers Jeremy and Josh. Andrew works full-time as pipefitter and plumber, and works on the farm every weekend and some week nights. His parents own and operate the farm with help from Andrew's wife Nicole and other employees. They also operate a registered grading station. Andrew's wife Nicole gave birth to a healthy baby girl, Rowan, on December 6 – there is a very good chance she will be another generation Ontario egg farmer! They are currently in the process of building a new barn, of which Andrew is a partner. So between working off the farm, working on the farm, and being a new dad he is keeping himself very busy.



*In lieu of speaker appreciation gifts, Egg Farmers of Ontario will make a financial contribution to Ontario Association of Food Banks.*

## Farm Family Information Cards

Egg Farmers of Ontario (EFO) is offering to provide interested egg and pullet quota holders with *Farm Family Information Cards*. The cards will feature a photograph of your family on the front of the card, with facts about your farm on the back. If you are interested in having a card made for your family, we can use photos taken for EFO's 50<sup>th</sup> Anniversary Commemorative Book or you can provide an updated photo of your own (that meet printing specifications).

The cards are 6" wide x 4" high and printed on semi-gloss card-stock. A card has already been created for EFO Chair Scott Graham as an example:



(card front)



(card back)

If you are active in your local community on behalf of the industry, these make a great impression when meeting with the general public, local business leaders and politicians to tell your story.

If you are interested in having a card created for your family, please fill in the information on the back of this form and send to Donna Lange at [dlange@getcracking.ca](mailto:dlange@getcracking.ca) or fax to 905-858-1589.

Card Details			
Farm Name			
Family Name			
Contact Person:			
Phone Number:		Email:	

Egg Farmer: Yes ☐ No ☐      Pullet Farmer: Yes ☐ No ☐

Egg and/or Pullet Farmer Since: \_\_\_\_\_ # of Generations \_\_\_\_\_

Please provide a brief history of your farm (for example, who started the farm, who is farming now):

What do you love most about farming?

What would you like your community to know about your farm and/or family?

Which photograph would you like to use?  
(Please select one)

50<sup>th</sup> Anniversary: ☐

Family to provide: ☐

Please return to Donna Lange at [dlange@getcracking.ca](mailto:dlange@getcracking.ca) or fax to 905-858-1589.