

# the Cackler Newsletter



**APRIL 2016**

Relevant news, information and statistics for Ontario egg farmers and pullet growers.

## Annual meeting highlights the importance of building consumer trust



*Clockwise (left to right): Charlie Arnot, from the Center for Food Integrity; Zone 3 farmers Dave and Joanne Hayes accept a plaque from the 2016 Who Made Your Eggs Today? campaign presented by EFO Vice Chair Scott Helps; Al & Sylvia Heyink (Zone 5) accept their plaque; and Kayla Veldman (Zone 3) receives a plaque on behalf of her brother, Josh Veldman.*

**E**gg Farmers of Ontario's (EFO's) 51st Annual Meeting was held March 30 & 31 at the Niagara Fallsview Casino Resort in Niagara Falls.

About 420 were in attendance and a variety of speakers were scheduled throughout the two-day meeting.

Charlie Arnot, CEO of the Center for Food Integrity (CFI) spoke about CFI's *Consumers Choice in the Canadian Marketplace Strategy*, where he outlined how to build support for choice in hen housing. His presentation proposed a multi-faceted approach to preserving choice whereby science and facts are still part of the conversation, but at the forefront will be the development of shared values between egg farmers and consumers. Up until this point, agriculture has typically tried to lead and leverage the conversation using science and facts.

Steve Dolk, a graduate student from York University, encouraged agriculture groups and farmers to connect and collaborate with those who rely on agriculture to build up consumer relationships and support, such as with seniors and those on fixed incomes.

Updates were also provided by Ontario Farm Products Marketing Commission, Pullet Growers of Canada, Farm and Food Care Canada, Poultry Industry Council, Livestock Research Innovation Corporation and EFO's Public Affairs department.

Charlie Arnot returned to the podium on day two of the meeting to provide an overview of the *Coalition for Sustainable Egg Supply* study, including its objectives, methodology and reviewed their key findings.

To watch any of the meeting speakers, visit <http://www.eggfarmersofontario.ca/annual-meetings/51st-annual-meeting>.

### Upcoming Contributions By:

May - Scott Helps, Zone 1 Director

### Upcoming Board of Director's Meetings:

May 5 & 6, June 2 & 3

## FARMER NOTICES

### Price Change Notice

Effective Monday, April 25, 2016, the Producer prices for one dozen Grade A eggs are as follows: \*Extra Large \$1.79, \*Large \$1.79, \*Medium \$1.58, Small \$1.18 (\*denotes change). The above prices are for eggs ungraded and unwashed f.o.b. the producer's farm, shipped and graded in minimum lots of 1,500 dozen. In lots of 300 dozen to 1,499 dozen the minimum prices shall be one cent (1¢) less, and in lots of 1 dozen to 299 dozen the minimum prices shall be ten cents (10¢) less than the above quoted prices.

### SRED Claim 2015

Ontario egg farmers should have received a letter for your Scientific Research and Experimental Development Expenditures (SRED) relating to 2015 in March. Please follow the instructions provided in the letter.

Note the SRED for 2015 needs to be filed with your 2015 tax return before the end of June 2017.

Should you have any questions on how to claim this credit on your tax return speak to your accountant/tax specialist.

### Wanted

Farmer Automatic cages, 24" x 22.75", conventional, 216 cages. Please call: Peter 519-392-8448

Looking for egg washer, big or small, any condition. Call or text 519-857-4849

## 2016-2017 EGG FARMERS OF ONTARIO BOARD OFFICERS, COMMITTEES & REPRESENTATIVES

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Brian Miller

**Ontario Federation of Agriculture Representative**  
Dianne McComb

**Farm & Food Care Ontario Representatives**  
Dianne McComb  
Dan Veldman

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Andy DeWeerd

**Pullet Growers of Canada Alternate**  
Dan Veldman

*\* EFO's Chair serves as an ex officio Member on all EFO Committees*

### EFO honours retiring Zone 10 Director



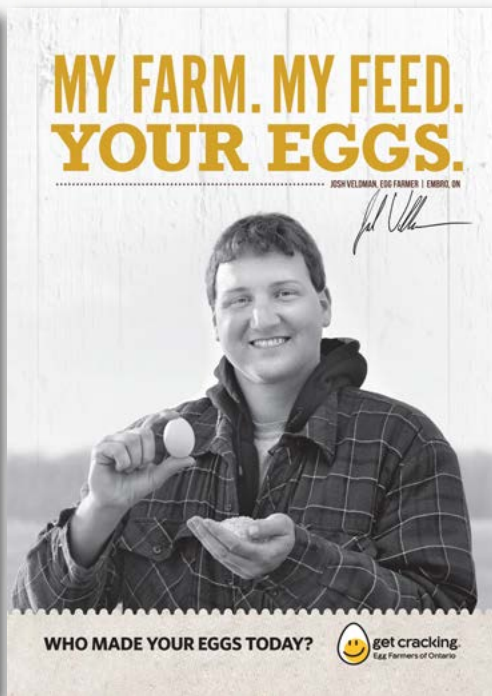
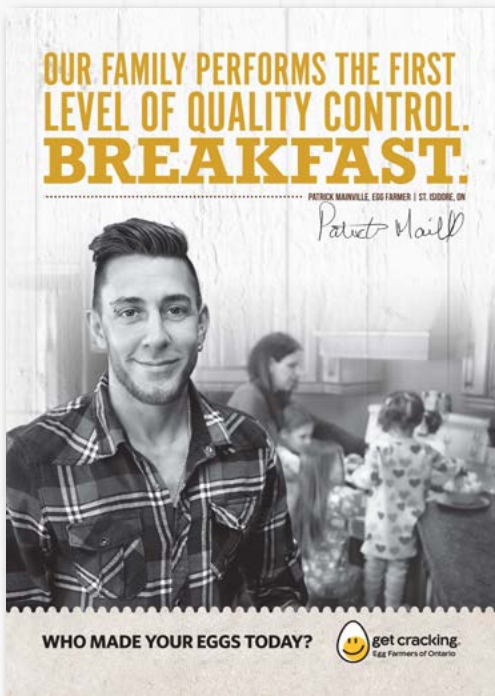
*Left to right: Sylvette and Marcel Leroux with Laurie and Scott Graham during the banquet dinner at EFO's 51st Annual Meeting.*

During Egg Farmers of Ontario's (EFO's) Annual Meeting in March, retiring Zone 10 Director Marcel Leroux was thanked for his service to EFO and the contributions he has made.

Marcel served as a Councillor for more than 35 years and was elected Director to EFO's Board in 2011. He was also on several committees including: Executive, Egg Industry Advisory, Finance and Pullet.

Egg Farmers of Ontario would also like to welcome Marc Bourdon who was elected as Director for Zone 10 (2016-2017).





## REVITALIZED WMYET? CAMPAIGN LAUNCHED ACROSS ONTARIO

The first phase of the 2016 *Who Made Your Eggs Today?* (WMYET?) campaign was launched on March 28, and included a brand new look.

Featuring egg farmers Josh Veldman (Zone 3) and Patrick Mainville (Zone 10), the launch saw the familiar blue and white barn board look from the first six years of the campaign replaced with sepia-toned photos, gold text and neutral elements matching the style of EFO's online properties.

This flight consists of transit executions, broadcast advertising on CP24 and CHCH television news channels as well as in-store ads late April to May and again in June.

As always, strong consumer-focused messaging on feed and egg quality are the messaging for the ads.

### Egg Team Announcement

Effective May 2, 2016, Egg Farmers of Ontario will have the following staff changes:

Valerie Jones Drew will assume a new role as Corporate Affairs Consultant, Jennifer Correa will undertake the position of Director of Corporate Affairs, Siobhán Desrochers will move into the position of Corporate Affairs Executive Assistant and Tiffany Hughes will assume the role of Corporate Affairs Coordinator.

EFO would like to thank Valerie for her over 31 years of service and wish her the very best as she begins a new chapter in her life.

Welcome Jennifer, Siobhán and Tiffany to their new positions.

## 2016 PRODUCTION STATISTICS

(in boxes of 15 dozen)

### Ontario Production (week ending #8)

2016 – 2,463,218

2015 – 2,332,731

### Ontario IP (week ending #8)

2016 – 476,918

2015 – 474,669

### Ontario EFP (week ending #8)

2016 – 182,400

2015 – 182,400

### US Imports to Ontario (week ending March 12, 2016, #11)

2016 – 398,877

2015 – 367,534

### For Sale

Valli cages, 3 rows and 4 high, capacity of 6720, holds brown or white. Fans & controls. Egg cooler, 2 - 6 ton feed bins. Respond to [2dchesney@execulink.com](mailto:2dchesney@execulink.com).

60'-0" Farmer Automatic rod conveyor. Contact: Pete at 519-902-3508 or Colin 519-328-7787.

Six 4-tier Farmer Automatic egg elevator ends. If interested, please call 519-871-8202.

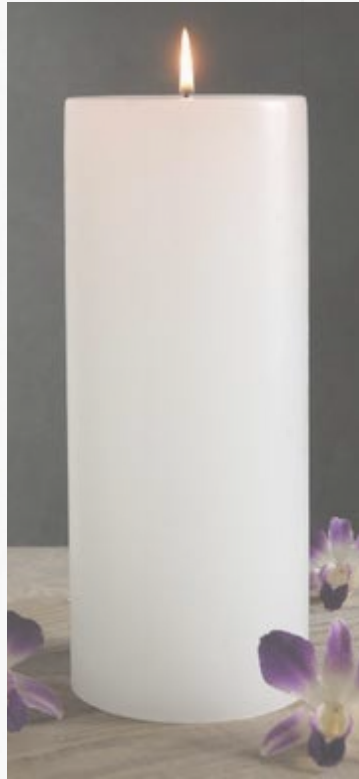
Farmer Automatic - 2 front end units, floors and doors, gear boxes and other parts for sale. Please call Willy at 519-494-6114.



## Partnership to provide for hungry students

Egg Farmers of Ontario (EFO) recently partnered with the *Ontario Student Nutrition Programs Network* for a three year commitment of \$150,000 to provide Ontario schools with funding to purchase eggs or the equipment needed to serve them.

Scott Graham, EFO Chair, presented a cheque for this year's funding on April 15 at St. James Catholic School in Guelph.



## *With Sympathy*

Egg Farmers of Ontario would like to extend our deepest sympathies to the Petropoulos and Veldman families.

Sam Petropoulos, an egg farmer from Zone 4, passed away March 30 surrounded by his loving family. He leaves behind his wife Anna Barci, children and grandchildren.

Adrian Veldman, father of Zone 3 Director Dan Veldman, passed away April 24 in his 82nd year. He is survived by his wife Mary, children, grandchildren and great-grandchildren.

Our thoughts are with both families during this difficult time.

## How to contact EFO Zone Directors

Your Directors are available to address any questions and comments you may have pertaining to your industry.

ZONE	DIRECTOR	EMAIL ADDRESS	PHONE
1	Scott Helps	shelps@ymail.com	519-464-2744
2	Dianne McComb	dmccomb@isp.ca	519-494-5360
3	Dan Veldman	dveldd@gmail.com	519-801-5216
4	Roger Pelissero	rpelisseroeggs@gmail.com	905-984-0279
5	Brian Miller	bwmiller@quadro.net	519-235-1126
6	Scott Graham	scottgraham06@gmail.com	519-284-1300
7	Bryan Hostrawser	bryanhostrawser@gmail.com	519-803-9076
8	Hubert Schillings	chschillings@hotmail.ca	905-260-0951
9	Craig Hunter	chunter@burnbraefarms.com	613-341-2006
10	Marc Bourdon	marc@bourdon.ca	613-551-5071
Pullet	Andy DeWeerd	abdeweerd@hsfx.ca	519-502-5385

*Egg Farmers of Ontario's Mission Statement - The mission of Egg Farmers of Ontario is to provide customers with a supply of high-quality eggs at a fair price and a fair return to egg and pullet farmers within a stable national supply management system.*

## PLEASE NOTE: Egg Farmers of Ontario Policies, Programs & Procedures are online

New policies and procedures will be updated and posted on EFO's farmer website [www.eggfarmersofontario.ca](http://www.eggfarmersofontario.ca) as they come into effect and will no longer be mailed to all farmers.

Policies, procedures and documents posted on EFO's farmer website contain the most up-to-date versions and should be used for all policy interpretation and quota transactions – please check this site frequently.

If further information or clarification on any matter is required, farmers should contact EFO's Board office.

the  
**Cackler** Newsletter

WHO MADE YOUR  
EGGS TODAY?

EGG FARMERS  
**Ontario.ca**

7195 Millcreek Drive, Mississauga, Ontario L5N 4H1