



Cackler

The Latest EFO News

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get cracking®
Egg Farmers of Ontario

April 2020



New decade, new campaign

Our successful *Who Made Your Eggs Today?* campaign ran for 10 years but the time was right for a change.

REAL FARMERS. REAL EGGS.

This is the tagline for a new ad campaign that will be launching in May. The new campaign involved months of extensive consumer research and creative development to create a new platform to tell our egg farming stories in this new decade.

The list of issues consumers want to understand has changed. While the egg farmer will still be prominent when we tell our story, new consumer research tells us we need to position ourselves to proactively tell other stories in the current market place. While the previous campaign asked a provocative question, the new slogan gives a direct and positive answer. The farmers are real. The eggs are real. In a world where consumers are bombarded with fakes – they want real – especially when it comes to nature's most perfect food: eggs! See **REAL** continued on page 2



UPCOMING BOARD OF DIRECTOR'S MEETINGS:

May 6 & 7 - via video conference

IN THIS ISSUE

Operations staff to restart farm visits

Ontario egg supply remains stable

EFO Board Officers, Committees & Representatives 2020-2021

Easter activities in Ontario



REAL: continued from page 1

The look and feel of the ads within the *Real farmers. Real eggs.* features photography that is almost in a selfie style familiar to social media posts. The farmers in the ads can be felt relating directly to consumers with the stories they tell and the information they share. We see a lot of flexibility in covering current and developing issues and we can extend the stories to real care, real quality, real local and more.

The reach of the campaign will feature two periods of extensive exposure on Ontario transit systems: GO trains, TTC buses and a number of transit systems across the province. The graphics and messaging of the campaign will extend across all elements of EFO's integrated marketing activities including print media, social media and paid online marketing elements.

Check out our launch video at:

<https://youtu.be/kM7XOcp1B8I>

Watch for *Real farmers. Real eggs.* in markets across the province.



Above: Egg farmer Colin Vyn is one of two farm families featured in the new campaign.

Left: Ian Laver and son pose with an egg in one of the campaign images.

WITH THIS ISSUE:

LETTER FROM ERNIE HARDEMAN, ONTARIO MINISTER OF AGRICULTURE, FOOD AND RURAL AFFAIRS

NOTICE: SOME CANADIAN FARMERS NOW EXEMPT FROM FUEL CHARGES

NEWS RELEASE: CO-CHAMPIONS NAMED IN OMHA PLAYDOWN FINALS ASSOCIATION

OPERATIONS UPDATES

EFO plans to carefully restart farm visits

A primary focus at EFO during this emergency situation has been protecting the health and safety of everyone involved in our sector, which is designated as essential under Ontario's current state of emergency.

EFO field staff were initially taken off the road but a CFIA legal requirement for Se testing saw them return to carefully-conducted farm visits to perform those tests. As the needs of operating under the outbreak continue to develop, EFO must

now carefully restart providing the on-farm functions that need to be in place to fulfil requirements of our public responsibilities for our ongoing quality, food safety and animal welfare programs, as well as flock verification and flock counts.

As a result, beginning Monday April 20, field staff will begin regular farm visits observing more strict operating procedures to conduct bird counts, Se tests, *On-Farm Food Safety* and *Animal Care Program* audits. NSF will also restart conducting 3rd party audits.

EFO'S BOARD OFFICERS, COMMITTEES & REPRESENTATIVES, APRIL 1, 2020 - MARCH 31, 2021

Chair *

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Vice Chair

Dan Veldman

EFC Representative

Scott Brookshaw

EFC Alternate

Dan Veldman

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Ontario Federation of Agriculture Representative

Tonya Haverkamp

Farm & Food Care Ontario Representatives

Alvin Brunsveld

Tonya Haverkamp

Secretary Treasurer

Harry Pelissero

(*Please note the Chair, Scott Helps, is an ex-officio member on all committees.)

EFO welcomes the new Pullet Director, Alvin Brunsveld, to represent Ontario Pullet Growers.

EFO would like to thank Andy DeWeerd for his time spent with the Board and his outstanding dedication representing pullet growers over the past 18 years.

REMINDER: ENHANCED BIOSECURITY DURING SPRING MIGRATION AND COVID-19

With spring migration upon us, all farmers are urged to continue vigilant on-farm biosecurity measures. Protect your flock and the industry from any incidence of highly pathogenic avian influenza (HPAI), which has already been seen recently in a turkey flock in South Carolina.

Properly implemented biosecurity is your first-line of defense against infectious diseases. Your farm biosecurity protocols should be well thought-out, well implemented and continuously followed. Constant biosecurity measures should be practiced at all times.

COVID-19 update for farmers and on-farm service providers

Agriculture and related service industries have been deemed essential by the Ontario government and as a result, EFO would like to remind you to continue to be diligent on

having measures in place to protect yourself, your family and your flock.

Part of these measures should now include screening everyone entering your farm for risk of exposure to COVID-19. Deny entry to anyone who:

- has travelled outside of Canada in the past 14 days or has been with someone who has travelled outside of Canada in the past 14 days;
- has been exposed to someone who has tested positive to COVID-19, or is suspected to have COVID-19; and
- is showing symptoms associated with COVID-19 (cough, fever, difficulty breathing)

Service providers are on-farm a short time while delivering feed, fuel and supplies and it's very easy to maintain the recommended social distance of 2 meters (6 feet).

Ask yourself - how will you address the following?

- Hand-washing and bathroom facilities separate from the farm-house.
- Can the work be done without your assistance? Where assistance is necessary, restrict the number to only those absolutely needed.
- In situations where social distancing (2 metres/6 feet) cannot be maintained, consider wearing personal protective equipment such as a face mask. Once the job is complete, promptly change outer layer of clothing, launder clothes and wash your hands thoroughly for a minimum of 30 seconds.

If you (or anyone on the farm) are self-isolating, let your service providers know so they can re-schedule.

Together we can all do our part and help flatten the curve.

EFO REASSURES CONSUMERS WITH ONLINE MESSAGING:

Good News: Stable Egg Supply in Ontario

There is no shortage of eggs for Ontario consumers, in spite of shelves for some products being temporarily empty in some stores.

This occurred in various locations during the last few weeks following some higher than normal buying volumes as many Canadians driven by concern about the COVID-19 uncertainty stocked up their pantries of many staple foods. Some stores have placed limits on volumes of eggs – not because of any shortage – but to prevent inconvenience for other shoppers.

Ontario egg consumers can be assured there are no egg supply issues and that any individual retail grocery store supply issues should be very short term. Egg demand is being monitored and will be always be responded to by farmers and partners in Canada's robust egg marketing system.

Major retailers have reported that their supply chains and store teams are responding to the spikes in volume and quickly getting products consumers need back on the shelf. Reports from retailers indicate shopping volumes are already beginning to return to normal. They say that some items, normally slower selling items including hand sanitizer, may continue to take longer to restock.

Our egg farmers and every proud part of the Ontario egg supply chain is working hard to ensure the health and safety of our farmers, business partners, customers, consumers and our communities. The established record of our strong hygiene and biosecurity programs to ensure the highest food safety, worker safety and hen welfare are our best defense as we do everything we can to combat the virus. We are reinforcing these programs with extra measures and contingency plans where appropriate during these extraordinary circumstances.

POLICIES AND PROCEDURES NOTICE

Reminder: New policies and procedures will be updated and posted on EFO's farmer website at www.getcracking.ca/members/operations-quota as they come into effect.

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.

Recent changes included amendments to the Quota Credit Policy. A memo which included updates was sent out April 16.

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

SOCIAL UPDATES

The "panic" buying of March and early April thankfully seems to be settling down, but appears to have been replaced with something new; stress baking.

With all this action in the kitchen, lots of eggs are being used and consumers are looking online to satisfy their cravings for sweets and beyond.

EFO has been happy to help by supplying Ontario with lots of recipe ideas, suggestions and tips through our social medial platforms. Several paid ads have been used throughout this period to push the amount of views by consumers.

So don't forget to follow us online and share with your friends and followers!

follow us online!



PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #8)

2020 – 2,872,746

2019 – 2,806,713

Ontario IP (week ending #8)

2020 – 624,413

2019 – 618,348

Ontario EFP (week ending #8)

2020 – 207,300

2019 – 173,100

US Shell Egg Imports to Ontario (week ending March 14, 2020 - #11)

2020 – 143,851

2019 – 462,850



NUTRITION TRENDS

With the current government recommendations stating we should grocery shop only once per week, the current trend for food has been pantry staples, freezer items and using up what you have available in the house.

Thankfully, eggs fit in with all of these categories! Not only are they good for you, they can fill up an entire household with very little effort.

If you need to use up vegetables, frittatas and quiches are the way to go. EFO's website has lots of ideas to use up leftover meats and veggies and cut back on food waste.

Or, mash a couple of hard-cooked eggs with some mayonnaise, dijon and you've got yourself a healthy lunch or snack.

During these unusual times, eggs make it easy to be creative in the kitchen with little to no effort. Let's face it, we have enough on our minds these days to worry about what to make for lunch or dinner.

For breakfast, lunch and dinner inspiration, visit www.getcracking.ca.

FARMER UPDATES

SRED CLAIM 2019

Ontario egg farmers will be receiving a letter for your Scientific Research and Experimental Development expenditures relating to 2019.

Please follow the instructions provided in the letter. Note, the SRED for 2019 needs to be filed with your 2019 tax return.

Please visit <https://www.canada.ca/en/departement-finance/news/2020/03/canadas-covid-19-economic-response-plan-support-for-canadians-and-businesses.html> to view changes related to taxation and COVID-19.

CONSUMERS WANT TO THANK ONTARIO EGG FARMERS

EFO's website has received a number of messages from Ontario consumers who wanted to thank egg farmers for their hard work in supplying food during this difficult time. We thought we would share one very special message:

"I've spent a bit of time on your site - reading about our egg farmers, the families, the commitment. I was wanting to send a note of thanks to any or all, but of course, don't see emails. Could you please pass on my thanks - to the grown ups, to the children - who all work so hard to provide for the rest of us!"

We love eating eggs and cooking with eggs. Usually I make egg salad sandwiches every week for a group I go to - Every week I boil and peel the eggs. And everyone loves the sandwiches! But of course we are not meeting now.

If you can, please communicate my thanks!"

Sheila Eastman

HISTORICAL CORNER

With the changes recently made to The Cackler, we thought it might be fun to take a look back at times gone by. So welcome to the first Historical Corner!

In 1964, the Ontario Egg and Fowl Producers' Marketing Board (OEFPMB) was established under the *Farm Products Marketing Act*, primarily for the purpose of research and promotion. This was the original logo for the board.

Have an idea, picture or historical knowledge you would like to share? Email ppasserino@getcracking.ca.



MONTHLY recipe

Chai Crème Brûlée

Servings: 4
Prep Time: 10 minutes
Cook Time: 40 minutes

INGREDIENTS

5 egg yolks
¼ cup (60 mL) + 2 tbsp (30 mL)
granulated sugar
¾ cup (175 mL) whole milk
¾ cup (175 mL) 35% heavy cream
1 tsp (5 mL) ground ginger
1 tsp (5 mL) ground cinnamon
½ tsp (2 mL) ground cardamom
½ tsp (2 mL) allspice
¼ tsp (1 mL) ground nutmeg
½ tsp (2 mL) vanilla extract

DIRECTIONS

- Preheat oven to 325°F (175°C). Set four 6 oz (175 mL) ramekins (about 2 inches/ 5 cm high) into a 13 x 9-inch (33 x 23 cm) baking pan.
- In a medium bowl, whisk together egg yolks and ¼ cup (60 mL) of sugar until lemon-coloured and thick; set aside.
- In a medium saucepan, over medium heat, bring milk, cream, ginger, cinnamon, cardamom, allspice and nutmeg to a gentle simmer. Cook 5 minutes, stirring occasionally; reduce heat as necessary to maintain simmer. Remove from heat. In slow steady stream, whisk into egg mixture. Stir in vanilla. Pour mixture into large measuring cup and divide among ramekins.
- Pour enough warm water into baking pan to come halfway up sides of ramekins. Bake in center of oven for 30 to 35 minutes until edges are set but centres still jiggle. Remove from water; let cool on rack. Cover and refrigerate until chilled about 2 hours or up to 2 days.
- Before serving, place chilled ramekins on rimmed baking sheet. Gently blot any liquid formed on the surface of the custards with paper towel. Sprinkle remaining 2 tbsp (30 mL) of sugar evenly over custards. Broil 6 inches (15 cm) from heat for 2 to 4 minutes until sugar bubbles and caramelizes, removing each when ready. Chill uncovered for 30 minutes before serving.

“eggs-pert” advice

TIP: If you have a kitchen blowtorch, caramelize the sugar using the torch.

EGGS IN THE NEWS

Egg farmers scramble to donate surplus eggs to food banks, shelters

The Stratford Beacon Herald
April 7, 2020
By Chris Montanini

Farmers in Southwestern Ontario sitting on a surplus of eggs as their supply lines adjust to the impact of the pandemic are trying their best to deliver extras to food banks, shelters and other agencies that can use them.

In Perth County, Dan Veldman, an Egg Farmers of Ontario board member whose family farm lies between Stratford and St. Marys, took to social media recently to let people know he has eggs to spare for people helping others in need.

“Within hours, the eggs were gone,” Veldman said. “There’s going to be a lot of people – a lot of families – that are going to be hurting. In agriculture, it’s almost a social responsibility we have to feed the people.”

His efforts caught the attention of Gray Ridge Egg Farms in Strathroy, one of three major operations in Ontario that also grade and distribute eggs to restaurants and grocery stores across the province. Veldman said Gray Ridge

appreciated the gesture so much they began sending eggs back to him and other farmers in Southwestern Ontario with instructions to keep donating.

The result was free deliveries to places like the Emily Murphy Centre in Stratford, the Huron County Food Bank Distribution Centre and Ronald McDonald House in London and Windsor, Veldman said.

With schools shut down, eggs that were being sent to school nutrition programs are also available, although Veldman said egg farmers are considering ways to keep distributing those eggs and the funds associated with those programs, to students who need them most.

outreach UPDATES

EFO creates online Easter egg hunt

Easter festivities and events everywhere were cancelled as a result of the COVID-19 pandemic.

While we all know that Easter 2020 certainly wasn't celebrated like normal, EFO wanted to help people mark the occasion in a way that hopefully delivered a spark of happiness to all.

Using the #WindowEggsONT hashtag, we encouraged Ontarians to "show us your eggs" on their windows and doors. All participants had to do was decorate paper eggs, take a picture and tag EFO on Instagram.

Since people were doing their part to stay at home, a [blog post](#) which had 1,100 views, was also created to help with getting creative and using things that people already had in their homes.

The decorating activity was also shared on EFO's *Eggs & Bakin'* newsletter which was sent to 1,535 contacts.

The 64 participants were enthusiastic about the promotion as it gave them an opportunity for an activity inside the home, created interest during walks around the neighbourhood and created a new way to enjoy a holiday tradition.

Instagram and Twitter results showed a reach of 3,019 and an engagement of 115. A facebook ad was also used during the promotion with a reach of 845,160 and an engagement of 854.



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QUOTE OF THE MONTH

“When everything seems to be against you, remember an airplane takes off against the wind, not with it.”

HENRY FORD



EGG FARMERS OF ONTARIO MISSION STATEMENT
Egg Farmers of Ontario is a farmer-run organization that manages the supply and orderly marketing of eggs so customers can enjoy fresh, safe, high-quality protein at a fair price.