

the Cackler Newsletter



get cracking
Egg Farmers of Ontario

AUGUST 2016

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

COMMENTS FROM THE COOP

Connecting on shared values about hen care

by Roger Pelissero, Zone 4 Director

Looking back six or seven years, market research found many consumers didn't seem to know there were real farmers on Ontario egg farms and our sector responded by telling the real story of *Who Made Your Eggs Today?*

In 2016, events give the impression that some consumers don't seem to know that caring for hens and doing what is best for their birds is a top priority for egg farmers and our sector is working to engage consumers to tell them the real story. That real story is about the values that farmers and consumers share about ensuring the hens that produce Ontario's eggs receive the best care.

The events that give the current impression about the market do not come from consumers but from announcements by some retailers and foodservice chains. Media headlines saw fast food restaurant chains make competing announcements about plans to switch to "cage-free eggs", in competition for market share. This was also an attempt to protect their brands from attacks by professional activists opposed to all animal agriculture.

In a similar context, this was followed by the umbrella group representing the large grocery retailers being the next to seek respite from unwanted attention for

their brands from the activists by making similar announcements.

Meanwhile, the sector has moved to phase out conventional housing and the draft *Code of Practice for the Care and Handling of Pulletts and Laying Hens* will include a phase out plan and improved standards for the remaining housing systems: enriched, free run, free range and aviary.

As noted in the draft *Code*, the phase out is in spite of the success of conventional housing in reducing hen mortality, disease and antibiotic use – while it also improves sustainability and affordability.

These moves establish a period of more than a decade for the sector to continue to work diligently to respond in an orderly way that protects consumers by avoiding shortages and/or the production of eggs for which there is no market (already a problem in the US) and keeping prices steady during a staggered retirement of older housing.

For many egg farmers, the option when they update their housing system may be a move to enriched colony housing, a European trend that had already taken root in Canada. Enriched housing gives hens more space and adds several enrichments for hens while retaining conventional housing's best attributes that reduce hen mortality, disease and antibiotic use, while improving

sustainability and affordability.

The standards for the four housing types for the future of Canada's egg farmers laid out in the new *Code* show they can all produce eggs humanely and we need to continue to be even more transparent with consumers about how we provide the best care for our hens.

To connect with consumers about what happens on egg farms, Egg Farmers of Ontario (EFO) has embarked on a multi-year journey to engage consumers about our farms, consumer choices of eggs in the market and the strong values that farmers and consumers share.

Plans to make these connections with egg consumers will involve many elements such as providing videos online that go inside all of the types of egg barns in Ontario with real farmers telling their stories about living the daily life of caring for hens. It will also include working with our graders, egg processors, retailers and other stakeholders that all have a voice and role to play in the industry.

As egg farmers, you are central to this effort and there will be roles for you to play as well in this vital work. There will be more details coming out over the next several months about this approach, including information at the November Egg and Pullet Farmers' Workshop, other industry meetings and in continuing communication efforts from EFO.

Upcoming Contributions By:

September - Brian Miller, Zone 5 Director

Upcoming Board of Director's Meetings:

September: August 29 & 30, October 6 & 7

FARMER NOTICES

Price Change Notice

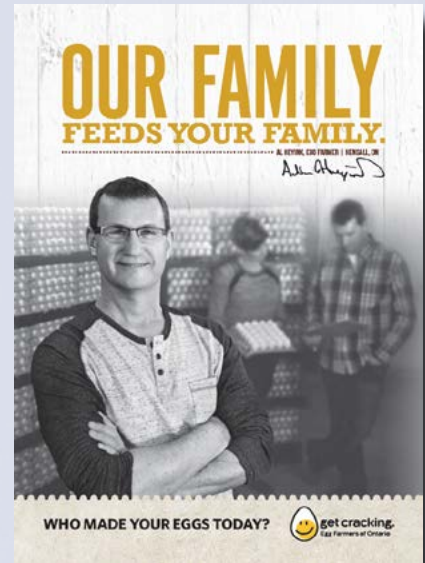
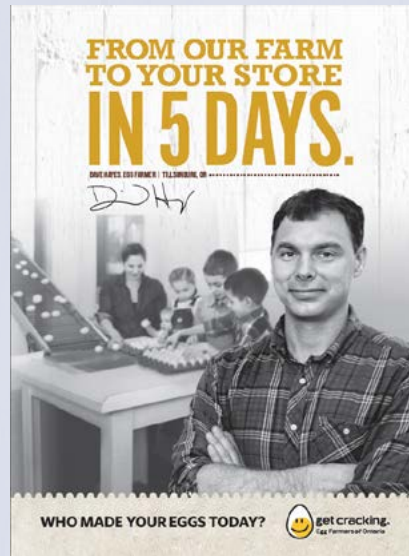
Effective Monday, August 15, 2016, the Producer prices for one dozen Grade A eggs are as follows: *Extra Large \$1.90, *Large \$1.90, *Medium \$1.69, *Small \$1.29 (*denotes change). The above prices are for eggs ungraded and unwashed f.o.b. the producer's farm, shipped and graded in minimum lots of 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.

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Notice of Levy and Licence Fee Increase

Effective Monday, August 15, 2016, the total Producer Levy & Licence Fee will be changed to thirty two point twenty five cents (32.25 cents) per dozen. The remittance is as follows: total deduction from Producer is 32.25 cents plus grading station voluntary research fee of .02 cents (per dozen, plus HST). In Zone 9N, the levy will be thirty one point twenty five cents (31.25 cents) plus HST. Please check your calculations to ensure that the correct amount of levy is remitted to Egg Farmers of Ontario's Board office.

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WMYET: FLIGHT TWO OF CAMPAIGN LAUNCHED IN AUGUST

The second phase of the 2016 *Who Made Your Eggs Today?* (WMYET) campaign launched August 15.

Two new farm families - the Hayes Family (Zone 3) and the Heyinks (Zone 5), were introduced to Ontario on bus, train and subway ads.

The campaign will run for four

weeks with placement in TTC interiors, GO trains and bus posters. As with the previous flight, static imaging on CP24 and CHCH television weather broadcasts will appear in September and October.

In-store promotion will take place in August and October.

EGGS:

The Official Breakfast Protein of the Ottawa Senators



Egg Farmers of Ontario (EFO) has recently renewed our partnership with the Ottawa Senators for the 2016-2017 hockey season.

As with last year, eggs are the *Official Breakfast Protein of the Ottawa Senators* and the partnership includes LED advertising on both the jumbotron and around the arena, digital advertising within the Canadian

Tire Centre and two arenas affiliated with the Senators, distribution of EFO recipe/hockey cards, social media outreach and the Get Cracking® logo on the shirts, helmets and shovels of *The Ice Crew*.

Additionally, participation in eight *Home Town Tours* held in August and the *Fan Fest* event on September 25 are included with the partnership. Development of activation plans for all fan events are currently underway by EFO staff and will include farmer involvement.

Updates to this partnership and fan events will be provided in upcoming editions of *The Cackler*.

WITH THIS ISSUE

• denotes to egg & pullet farmers only

• Clean Farms Ontario Flyer

ONTARIO ATHLETES GET CRACKING AT SUMMER GAMES



Egg Farmers of Ontario (EFO) is proud to have been a sponsor of the Ontario Summer Games, held August 11-14 in Mississauga, Ontario. The games are held every two years and provincial-level athletes aged 12-18 are selected to compete in the sport of their specialty, from archery to sailing to wrestling.

Each morning of the games, athletes were provided a delicious breakfast, courtesy of EFO.

For more information on the games, please visit <https://www.osgmississauga.ca/>

Left: EFO has promoted our sponsorship of the summer games on social media channels, like in this Snapchat post.

Snap to it: EFO now on Snapchat



On August 11, Egg Farmers of Ontario (EFO) officially activated our Snapchat account!

To launch our presence on the platform, EFO was “snapping” live from the Ontario Summer Games in Mississauga. This fully rounds out EFO’s presence on four major social media platforms; Facebook, Twitter, Instagram and now, Snapchat.

If you aren’t already a follower, don’t forget to add us to meet Ontario egg farmers, find recipes, follow us to fun events and learn *eggs-citing* facts.

Barn security reminder

This is a reminder to all farmers that animal rights groups continue to be active across Ontario and will use various tactics to gain access to your farm. For the safety of your family and birds, be wary of individuals volunteering to work on your farm “for free” with the pretext of wanting to learn about farming. Be vigilant when it comes to securing your property and buildings. As always, the health and welfare of your birds are a top priority.

Tips to help secure your farm include:

- Make sure *No Trespassing* signs are posted at all entrances to the property.
- Have a gate or other means of stopping vehicles from entering your premise when no one is on-site.
- Ensure you have good lighting.
- Make sure you have good locks on all your buildings and that you actually use them.
- Complete a risk assessment of your site and develop practical action plans to reduce the risk.

Should you witness suspicious activity or any violation of your security protocols, please contact your local police detachment, your local inspector and the Board office.

2016 PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #24)

2016 – 7,532,192
2015 – 7,060,790

Ontario IP (week ending #24)

2016 – 1,643,705
2015 – 1,399,583

Ontario EFP (week ending #24)

2016 – 547,208
2015 – 547,169

US Imports to Ontario (week ending July 16, 2016, #29)

2016 – 928,470
2015 – 1,230,231

For Sale

Farmer Automatic, 4 rows, 4 high, approximately 20 x 20” cage and 200’ long. Diamond egg packer, 32’ Farmer Automatic rod conveyor, 1 24 ton feed bin.

Available in July.

Call Mike: 905-730-3536.

720 Ford Dickison cages, 3 high, 20 x 24”, capacity of 5,000 birds. Collector unit and egg and manure belts, two lengths of Ziggity water lines. Please contact Tom at 519-664-2357.

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.

Wanted

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

Eggs in the News

Scrambled eggs baked in muffin tins save morning prep; Invest a little time on the weekend to eat healthy all week long

When it comes to healthy eating, good intentions and willpower can only take us so far.

That's why I believe strongly in making the healthy choice the easy choice, especially when it comes to morning decisions.

When I'm hungry and in a rush, I'm far more likely to grab anything that will fill my belly. But I'll absolutely eat a healthy, protein-filled breakfast if it's prepped and ready to go.

In fact, my family eats better when I invest a little time cooking and stocking my freezer with my own version of "fast food." One of our favourites is the morning egg muffin, essentially scrambled eggs baked in muffin tins.

I make a dozen or two on weekends to keep in the freezer and in less than two microwave minutes, we have a weekday breakfast chock-full of filling protein. My secret: I use two eggs to get some of that luscious fat, flavour and colour from the yolk and then load up on serious-protein egg whites.

Use whatever veggies you have on hand, and don't be shy about loading up - even my two pickiest kids love these little guys!

The Hamilton Spectator, by Melissa D'Arabian, August 2 -

Egg Farmers of Ontario Policies, Programs & Procedures are online

REMINDER: New policies and procedures will be updated and posted on EFO's farmer website www.getcracking.ca/members 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.

Office closure

Egg Farmers of Ontario will be closed on Monday, September 5 to celebrate labour day.

In case of emergency, please contact Harry Pelissero, EFO General Manager, on his cell phone at 289-237-5554.

RSS feed available

A feature of the farmer website, www.getcracking.ca/members offers a Rich Site Summary (RSS).

This is a format for delivering regularly changing web content.

Egg and pullet farmers who subscribe to this feed will receive any updates to the website via email.

Please visit <https://www.getcracking.ca/members/member-farmer-news> to sign up.

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.