

THE CACKLER

THE LATEST EFO NEWS



get cracking®
Egg Farmers of Ontario

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SPICE UP YOUR BRUNCH!

The first component of Egg Farmers of Ontario's (EFO's) partnership with Tabasco® is underway.

On Saturdays and Sundays during the month of August – you could win the chance to have your brunch tab picked up by Tabasco®! The contest is easy – just go to your favourite breakfast spot and ask your server for Tabasco® sauce with your eggs. Then post a photo of your meal with a bottle of Tabasco to Facebook or Instagram using the hashtag #myTABasco.

During select weekends in July, the Tabasco® summer crew was out and about in Vancouver, Toronto and Montreal to personally pick up brunch tabs in person!

To find out more about the contest, visit <https://tabascosauce.ca>.

IN THIS ISSUE

- Comments from the Coop, Roger Pelissero, Zone 4 Director
- EFO films video with Canadian athlete
- EFO recipes featured in popular GTA magazines

UPCOMING CONTRIBUTIONS BY:

September:
Brian Miller, Zone 5 Director
October:
Scott Brookshaw, Zone 7 Director

UPCOMING BOARD OF DIRECTOR'S MEETINGS:

September 5 & 6
October 2 & 3

COMMENTS FROM THE COOP

A TIME OF REFLECTION

by Roger Pelissero, Zone 4 Director

My role as Egg Farmers of Canada (EFC) Chair requires travel and I often spend a lot of time away from the farm. Recently, I had a two-week period back at home with no meetings to attend which has given me the chance to reflect.

There are so many things we take for granted as egg farmers.

We have had a decade of tremendous growth in our egg industry, yet at times I hear farmers complain. It is a privilege that we have a stable system which allows us to produce eggs and receive a fair return. It's all too often I find that we lose the appreciation of that simple but powerful benefit. What concerns me is when I hear that some farmers don't realize or understand that the system of fair farm pricing is a privilege and not a right.

Last month, Dan Veldman wrote in his comments about the US egg industry and how it will lower our returns. Unfortunately, many US egg farmers will close their barn doors this year because of the over production in the US. The average size US egg farm will be well over 5 million hens. Our system maintains egg production in each province and territory.

I find it very concerning to hear some farmers say that unless our return is

going up they are losing money. I don't know an egg farm in Canada that is losing money.

The statement below is out of our Federal Provincial Agreement:

EFC shall establish and maintain a cost of production formula, monitored by Council, reflecting the price level that over a period of time will return to regulated egg producers in Canada their costs of production plus a reasonable return.

That doesn't mean our return goes up each year. What it means is that over time we cover our cost of production and a reasonable return.

Don't get me wrong, I'm not saying all egg farmers are negative. I just feel it's time that we as an industry help the naysayers to be respectful and appreciative of all that we have.

Sometimes a history lesson on why supply management was introduced is a good reminder of the struggles the egg industry faced back in the 1960s. Without the three pillars – production controls, border controls and fair farm prices that provide the foundation for our system, the egg industry in Canada would look very different.

We need to work to ensure the system will stand the test of time another 50 years. We have a federal election in



October and I can't stress enough how important it is to talk to your Member of Parliament and local candidates and let them know how much you as a farmer appreciate our system for producing eggs. Ask them to defend supply management, not support it. There is a difference.

Let's make sure we thank the elected officials and potential candidates for defending our system.

We know trade is important for Canada but so is agriculture and the family farm is a top employer.

There are many summer functions taking place to allow the positive comments and discussions about our system required to inform these individuals. So please get out and engage – it will make a difference.

A LOVE OF EGGS FUELS THIS CHAMPION



(Above): Lois gets ready to hit the water during filming of a promotional video.

Filming of a promotional video to be used on EFO's social media platforms took place August 13 in Ottawa. The video is to promote EFO's sponsorship of Lois Betteridge, team Canada canoe and kayak athlete.

Lois is the only woman on the Canadian national team who competes in both events internationally and EFO is proud to support Lois on her road to athletic excellence.

Lois is also not shy about her favourite food either.

"Anyone who knows me, know I love eggs."

To learn more about Lois, visit <https://olympic.ca/team-canada/lois-betteridge/>.

follow us online!





Spinach Mozzarella Salad

Fresh leafy greens, asparagus, mozzarella and poached eggs create a beautiful and healthy meal - for lunch or dinner. The sweet Dijon dressing takes it to the next level!

Servings: 2
Prep Time: 20 minutes

Ingredients

Dressing:
1/4 cup (60 ml) olive oil
3 tbsp (45 ml) red wine vinegar
1 tbsp (15 ml) finely minced shallot
2 tsp (10 ml) pure maple syrup
1 tsp (5 ml) honey Dijon mustard
salt and pepper to taste

Salad:
2 cups (500 ml) spinach
asparagus stalks, blanched
3 vine tomatoes, sliced
1 ball (125 g) fresh mozzarella, torn
1 small avocado, sliced
4 eggs, hard-cooked, peeled and sliced
1/4 cup (125 ml) basil leaves, torn

Directions

Dressing: In a small bowl, whisk together olive oil, vinegar, shallots, maple syrup and mustard. Season with salt and pepper.

Salad: On a large platter, arrange spinach, asparagus, tomatoes, mozzarella and avocado. Top with egg slices. Scatter basil leaves. Drizzle dressing and lightly toss to combine.

Tips

Try substituting heirloom tomatoes for a change in flavour. Salad can also be arranged as individual servings, if desired, or in a large bowl.

Nutrients per serving (1/2 recipe): 180 calories, 70g total fat, 18 g saturated fat, 270mg sodium, 25g carbohydrates, 13g fibre, 31g protein.



NOTHING SAYS SUMMER LIKE SALAD.

The Mulder Family

Ray Horvath, Chatham, Ontario



APPLE AND OAT Breakfast Muffins



Loaded with fruit and healthy grains, these muffins will add a nutritious boost to your breakfast on-the-go! They also make a perfect after school snack or lunch box item.

INGREDIENTS

1 cup (250 ml) quick oats
1 1/2 cups (375 ml) oat granola, divided
1 cup (250 ml) whole-wheat flour
1 tbsp (15 ml) ground flaxseed (flaxseed meal)
1 1/2 tsp (7 1/2 ml) baking powder
1 tsp (5 ml) ground cinnamon
1/2 tsp (2 1/2 ml) baking soda
1/2 tsp (2 1/2 ml) sea salt
1/2 cup (125 ml) ground ginger
1/2 tsp (2 1/2 ml) ground allspice
1/2 cup (125 ml) unsalted butter
1/2 cup (125 ml) brown sugar
2 eggs

DIRECTIONS

Preheat oven to 350°F (180°C). Spray muffin pan with vegetable spray or line with muffin cups. Set aside.

In a medium bowl stir together oats, 1 cup of granola, flour, flaxseed, baking powder, cinnamon, baking soda, salt, ginger and allspice.

In a large bowl, using an electric mixer on medium-high speed, beat butter and brown sugar until creamy and light brown, about 4 minutes. Beat in eggs, banana and vanilla until combined. Stir in ground apple, apple sauce and dry ingredients until combined. Spoon batter evenly into prepared muffin cups. Sprinkle reserved granola on top.

Bake for 25 to 30 minutes, until golden brown and toothpick inserted comes out clean. Let cool in pan or wire rack for 15 minutes. Transfer muffins to rack to cool completely.

Tip: For different sweetness, try substituting coconut sugar for the brown sugar.

www.getcracking.ca



YIELD: 12 muffins
PREP TIME: 20 mins
BAKE TIME: 30 mins

(Left): EFO recipe from *edible Toronto* magazine and (above): Tasty muffins featured in *City Parent* magazine.

2019 PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #24)

2019 - 8,534,480
2018 - 8,271,619

Ontario IP (week ending #24)

2019 - 1,812,017
2018 - 1,764,288

Ontario EFP (week ending #24)

2019 - 540,464
2018 - 547,200

US Shell Egg Imports to Ontario (week ending July 20, 2019 - #29)

2019 - 1,444,676
2018 - 1,338,581

EGG AND PULLET FARMERS' REMINDER: Emergency plans and back-up power

A crisis is never the time to learn there are problems with your back-up power systems and emergency procedures. Time dedicated to assess these things before a problem exists can save you a lot of worry.

It's good on-farm practice to regularly maintain and test your back-up power supply and generators and to do so under a full power draw. You may also need to consider a second back-up plan or alarm system.

It is also important to annually review with your insurance provider and understand what is expected from you in keeping a maintenance plan and record-keeping of your routine inspections so that you do not have any unexpected surprises in the case a claim is ever made. The last thing you want to discover in an emergency is that you are not covered.

Be sure to regularly review all your on-farm emergency plans and update all contact information for suppliers, industry personnel, emergency contacts, equipment suppliers and repair companies. Make sure this information is readily available and easy to access in emergency situations.

LOOKING TO FIND GOOD RECIPES? CHECK OUT THESE MAGAZINES!

The July/August issue of *edible Toronto*, a magazine that celebrates local food culture recently featured EFO's *Spinach Mozzarella Salad* recipe. The publication has a circulation of over 420,000 and is distributed at quality grocery stores, specialty food stores, farmers' markets and retail venues that share our values in Toronto, the GTA, Niagara, Wellington County and cottage country. The popular magazine is also available online at www.edibletoronto.ediblecommunities.com.

Just in time for back to school, *City Parent* magazine will be featuring EFO's *Apple and Oat Breakfast Muffins*. The recipe will appear in both Toronto and Halton/Hamilton editions in the premium position of inside front cover. The muffins are great as a breakfast on-the-go, lunch box item or after school snack!

REMINDER: TIME TO CHECK YOUR COOLER TEMPERATURES!

Due to the warmer weather during this time of year, farmers are advised to check their egg cooler temperatures regularly.

The mandatory temperature for on-farm coolers is between 10 to 13 degrees Celsius (50 to 55 degrees Fahrenheit).

EFO encourages all farmers to maintain a properly sized compressor cooler to maintain the quality of your eggs.

EFO inspectors continue to check cooler temperatures during regular visits.

#DIDYOUKNOW FAMOUS BASEBALL PLAYER BABE RUTH HAD BACKYARD HENS?!

This picture, taken from the March 1924 American Poultry Journal, asks the question "if you had Babe Ruth's five-figure income, would you keep chickens?"



EGGS IN THE NEWS

Cyberbullying by vegan activists a source of stress for farmers: psychologists

CTV News
August 4
by Stephane Blais

MONTREAL -- Cyberbullying by vegan activists is a growing source of stress for farmers and agricultural producers who already face significant mental health challenges linked to the job, a farmer and a psychologist working in the agriculture sector say.

Farmer Mylene Begin, who co-owns Princy Farm, created an Instagram account a few years ago to both document daily life on the farm and combat what she calls "disinformation and the negative image," of agriculture. Today, she describes herself as the target of bullying from vegan activists.

The problem, she said, is that many city people don't understand agriculture but become severe critics nonetheless.

"It affects you psychologically. It's very heavy even if we try not to read (the comments)," she said.

Pierrette Desrosiers, a psychologist who works in the agricultural sector, said bullying on the part of hardcore vegan activists on social media is a

new source of stress for a number of farmers.

"It's now a significant source of stress for producers, and it didn't exist a year or two ago."

Beginning last year, the Standing Committee on Agriculture and Agri-Food spent several months studying the mental health challenges facing farmers, ranchers and agricultural producers. The report, completed in May, found that farmers are vulnerable to mental health problems due to "uncertainties that put them under significant pressure."

Frederic Cote-Boudreau, who recently completed a philosophy doctorate at Queen's University and who studies animal ethics, said he's a vegan who would like to see animals recognized as equal to humans.

However, he said, the language used by some animal rights defenders on social media is "counterproductive" to the cause.

But while he believes a peaceful approach is a more effective way to grow the movement, he said he shares the activists' concerns and their strong emotions when faced with a society that appears to accept exploitation and violence towards animals.

FARMER NOTICES

FOR SALE

Diamond egg packer, 70 cases per hour.

If interested, please call Gert Waanders, 519-525-9392.

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Diamond egg packer, good working condition - \$12,000.

Steel, solar wall, 6' x 195' - \$500 (remove it yourself).

If interested, please call 519-236-4095.

EFO POLICIES, PROGRAMS AND PROCEDURES ONLINE

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 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 office.

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@gmail.com	519-464-2744
2	Lorne Benedict	lbenedict@eastlink.ca	519-281-3321
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	Scott Brookshaw	sbrookshaw@sympatico.ca	519-671-7568
8	George Pilgrim	georgepilgrim@hotmail.com	905-376-6869
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 Mission Statement The Mission of Egg Farmers of Ontario 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.



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EFO will be closed on Monday, September 2 to observe the Labour Day holiday.

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