



Cackler

The Latest EFO News

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get cracking®
Egg Farmers of Ontario

August 2020



Ad campaign receives extended coverage

Traffic volumes may be down, but viewership of EFO ads are up on some executions.

REAL FARMERS. REAL EGGS. CAMPAIGN GETS EXTENSION

Although *Real Farmers. Real Eggs.*, the new campaign from Egg Farmers of Ontario (EFO) was launched back in May, out-of-home ads are still in market because of a decrease in traffic and transit ridership related to COVID-19. The ads, which were supposed to be removed mid-June, have received some bonus coverage.

As of July 17, 40,021,606 impressions were reached with GTA billboards (including 13,629,646 bonus impressions) and 74,283,196 impressions (including 18,276,196 bonus impressions) with exterior transit executions.

This extra coverage was able to further extend the reach of the campaign.



UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- September 3 & 4 (via teleconference)
- October Meeting: September 29 & 30

IN THIS ISSUE

Highlights from the August Board of Directors Meeting

Operations Update: Face Coverings Required

Recipe of the Month: Chicken Parmesan

EFO Participates in Food Day Canada

INFORMATION

update

HIGHLIGHTS FROM THE AUGUST BOARD OF DIRECTORS MEETING

Zone Summer Meetings

As Ontario currently remains under a provincial “State of Emergency,” the traditional Zone Summer Meetings will be replaced by online meetings for 2020. EFO’s Board decided the risks posed by hosting face-to-face meetings and the potential negative fallout should a COVID-positive situation arise, were not in the best interest of the industry.

The Board will be hosting three virtual meetings on August 20, 25 and 26 to provide business updates for Ontario’s egg and pullet farmers. These virtual meetings will be capped at 100 participants per meeting to ensure opportunity for interaction and will require advance registration. Details were sent to all egg and pullet farmers August 11.

Information Technology (IT) Project (FMS 2.0)

An update was provided to EFO’s Board on the upgrade to its IT system, referred to as FMS 2.0. This is a multi-year project to upgrade its IT programs and database system. When completed, this technology transformation project will provide real-time access for farmers to view information regarding allotments, bird tracking from hatch to disposal, as well as reminders and notifications for farmers.

In addition to providing farmers with real-time access to information, this online tool will provide best-in-class workflows and improve organizational productivity and risk management, and will ensure integrity in data used to provide assistance and information for the Board to make informed decisions. Consultations are being planned for farmers and stakeholders to provide input into final design and functionality.

Early Fowl Removal and Egg Market Update

Some additional Early Flock Removal (EFR) actions were needed in Ontario in August to keep the short-term egg supply in line with demand. Ontario had previously removed about 500,000 birds on direction from Egg Farmers of Canada (EFC) to all provinces about required reductions. As some of these flocks reached their Home Weeks and were repopulated, an additional 80,000 birds were removed to maintain Ontario’s required EFR commitments.

Shell egg sales have softened slightly but continue to be up year-over-year from 2019. The processing market continues to strengthen but remains below pre-COVID levels as businesses continue to reopen.

WITH THIS ISSUE:

**Letter to Egg Farmers of Ontario (Maple Lodge Farms)

**Example Flock Sheet

Thank you Ontario egg farmers!
Social media messages of support to farmers.

(** denotes to egg and pullet farmers only)

OPERATIONS UPDATE

Face Coverings required during EFO on-farm activities

Under Ontario’s labour laws, employers must take every reasonable precaution to protect the health and safety of workers. This includes protecting workers from hazards posed by infectious diseases. Therefore, in order to comply with all labour laws (including obligations under the Workplace Safety and Insurance Board (WSIB)), EFO is requiring all farmers and staff wear a face covering during all on-farm activities (inspections, audits, etc.). More information can be found here: <https://www.ontario.ca/page/covid-19-coronavirus-and-workplace-health-and-safety>

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.

follow us online!





COVID-19 ONLINE TOOLKIT AVAILABLE

In response to the challenges faced by the agriculture sector during COVID-19, the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) has recently launched an online toolkit for farm operators who employ workers, including temporary foreign workers.

The toolkit is part of Ontario's plan to reduce the transmission of COVID-19 on farms and throughout the community which includes ongoing and expanded on-site testing, access to employment benefits and supports, as well as new public health guidance. The toolkit will be updated as information and plans evolve.

For more information and to access this resource, visit www.ontario.ca/covidfarmertoolkit.

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.

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

PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #24)

2020 – 8,786,381

2019 – 8,534,480

Ontario IP (week ending #24)

2020 – 1,520,726

2019 – 1,812,017

Ontario EFP (week ending #24)

2020 – 602,735

2019 – 540,464

US Shell Egg Imports to Ontario (week ending July 25, 2020 - #30)

2020 – 393,679

2019 – 1,465,113

#SOCIAL UPDATE:

FOOD DAY CANADA AUG. 1, 2020

This year's food day Canada post featured:

- 2 images
- Highlighted locations where red & white lights were shining in celebration
- Contest using #FoodDayCanada for a chance to win prizes



reach: 687
likes: 47
comments: 2



reach: 1223
post clicks: 24
reactions: 19

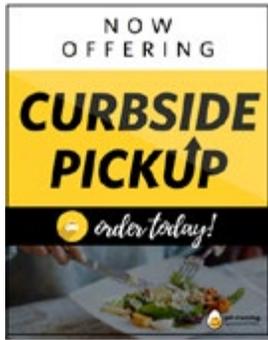


impressions: 802
likes: 13
total engagements: 26

FOODSERVICE UPDATES



Above: floor graphic and (right) wall clings offered to foodservice operators on the Egg Chef portal.



EFO's Foodservice Consultants continue to connect with foodservice operators as restaurants slowly begin to reopen their premises. Templates for floor graphics (for social distancing) and wall clings went live on the *Egg Chef* site at the end of July and many orders have been placed.

Our partnership with Restaurants Canada in their #TakeoutDay initiative to support foodservice restaurants as reopening continues. EFO was also featured on their [blog](#), along with a social media home page takeover during the month of July.

EFO COVID-19 UPDATES

Although our office remains closed to the public, a recent decision was made to extend the amount of staff allowed into the office to 10 people at any given time. Staff members who are able to continue to work from home are still encouraged to do so.

Events throughout the province continue to be postponed or cancelled including fairs and agricultural events. As the situation continues to change from week-to-week, EFO will provide updates when necessary. Stay safe!

EGG TEAM UPDATE

Christine Wong joined the team June 4 as Flock Placement and Verification Analyst. Christine has replaced Sheena Welsh who left EFO in June as she has moved away from the area. Christine can be contacted regarding allotments.

Sarah Sahid has recently joined the Egg Team on a contract basis and will be working closely with Christine to support the flock management cycle as work continues to digitalize EFO's business processes.

Welcome Christine and Sarah!

FARMER UPDATES

FOR SALE

Farmer Automatic conventional layer cages

Used for less than 10 flocks
2 rows of 23 x 19 3/4" cages 5 deck
1 row of 23 x 24" cages 5 deck
Asking \$3,400 per row

Spare parts for Farmer Automatic conventional layer cages

Never used
Cage floors for 19 3/4" cages and 24" cages, feed troughs & front ends for troughs

Contact James @ 226-239-0120

Egg cross conveyor - 16 inches wide, 34 feet long in addition to a 90" long downward slope.

Please contact:
Telephone (519) 236 4095
Email: vbeeler@hay.net

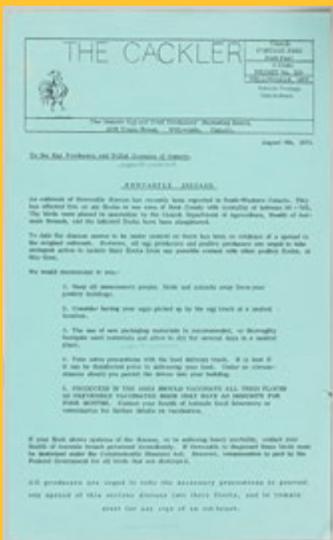
Price Change Notice

Effective Sunday, August 9, 2020, the Market Producer Prices for one dozen Grade A eggs are as follows: *Extra Large \$2.12, *Large \$2.12, Medium \$1.84, Small \$1.44 (*denotes change).

Effective Sunday, August 9, 2020 the Producer Prices for one dozen Grade A eggs from Enriched Housing at 116.25 square inches are as follows: *Extra Large \$2.20, *Large \$2.20, Medium \$1.92, *Small \$1.49 (*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.

Historical Corner



On August 6, 1971, a special issue of *The Cackler* was released due to an outbreak of Newcastle Disease!

Have a "historical" idea? Contact ppasserino@getcracking.ca to share!

Our Sincere Condolences



Egg Farmers of Ontario would like to extend our condolences to the Becic family on the passing of Donna Becic, mother of Zone 2 egg farmer Glenn on August 12.

Our thoughts go out to the Becic family during this difficult time.

HOLIDAY NOTICE

Please note - EFO staff will be taking Monday, September 7 as a holiday to celebrate Labour Day with family and friends and will not be available.

Wishing a safe and healthy long weekend to all.

MONTHLY recipe

CHICKEN PARMESAN



Servings: 2-4
Prep Time: 10 minutes
Cook Time: 40 minutes

INGREDIENTS

½ cup (125 mL) all-purpose flour
2 tsp (10 mL) garlic powder
½ tsp (2 mL) **each** salt and pepper
2 eggs
1 cup (250 mL) Panko bread crumbs
2 tsp (10 mL) **each** dried thyme, oregano and rosemary
½ cup (125 mL) grated Parmesan cheese, divided
2 boneless skinless chicken breasts (about 500 g)
¼ cup (60 mL) vegetable oil, divided
2 cups (500 mL) marinara sauce
4 slices fresh mozzarella cheese (¼-inch/5 mm thick)
Fresh basil leaves for garnish

DIRECTIONS

Preheat oven to 350°F (175°C).

In a shallow dish, stir together flour, garlic powder, salt and pepper. In a separate shallow dish, whisk together eggs. In third shallow dish, stir together bread crumbs, thyme, oregano, rosemary and ¼ cup (60 mL) of the Parmesan cheese.

Place chicken breasts on cutting board. Holding knife parallel to work surface and starting at curved side, cut in half lengthwise, almost but not all the way through; open like a book. Working with 1 chicken breast at a time, coat in flour mixture, followed by dipping into eggs, then coating in bread crumb mixture; pressing to coat.

In medium skillet, heat 2 tbsp (30 mL) of vegetable oil over medium-high heat. Cook 1 chicken breast, for 3 minutes on each side until breading is golden brown, adjusting heat as necessary. Repeat with remaining oil and chicken breast.

Transfer chicken breasts into a 13- x 9-inch (33 x 23 cm) greased baking dish. Generously spoon marinara sauce over chicken and into the dish. Top with sliced mozzarella and remaining Parmesan cheese.

Bake 30 minutes or until cheese has melted and is a light golden colour. Garnish with basil and serve with a side salad or vegetable of choice.

“eggs-pert” advice

TIP: If chicken fillets/tenders are attached, remove before butterflying breasts. If you like, coat and prepare along with the breasts.

EGGS IN THE NEWS

12M surplus eggs headed to food banks; COVID hits farms

National Post
August 14, 2020
Stephanie Levitz

OTTAWA - More than 12 million eggs will be redistributed via an emergency federal program designed to help farmers faced with too much food and nowhere to sell it due to COVID-19.

Agriculture Minister Marie-Claude Bibeau announced Thursday that the government has signed eight agreements

worth nearly \$50 million to help align the needs of food banks and other community groups with what farmers and producers can supply.

The organizations receiving the money include Food Banks Canada, Second Harvest and the Quebec group La Table des Chefs.

Approximately 12 million kilograms of everything from fish to fowl will be purchased from food producers and then redistributed under the \$50-million food surplus program announced by the Liberals earlier this year.

The near shutdown of the hospitality industry has meant a decline in the number of places to sell perishable foods.

At the same time, food banks have reported sharp increases in the number of people seeking assistance, having lost their jobs due to the pandemic.

Second Harvest uses an online platform, FoodRescue.ca, to link up organizations that need food for their programs with farmers and producers who have surplus goods.

They received \$11 million from the government to expand that program to include paying producers directly for their food, and ensure the groups on the receiving end have what they need to process, distribute and store it.

outreach UPDATES

Recipe outreach continues into the fall

Since recipes are a big part of what Ontario consumers look to the *Get Cracking* brand for, EFO's strategy is to include recipe outreach throughout the year across several channels. Aside from social media, the plan to have coverage in local magazines has been an active approach during 2020.

In August, *Chicken Parmesan*, EFO's monthly recipe, was featured as a double-page spread on pages 6 and 7 in the popular Toronto area *Foodism* magazine. The ad package also includes a digital component, with four

newsletter ads and two website "takeovers" for 7 days in September.

The website takeover is a banner style ad that will be across the top of the *Foodism* website.

As a bonus, the Laver Family and *Real Farmers. Real Eggs* campaign artwork was also a big component of the ad, further extending the campaign reach.

To view the digital version of *Foodism* Magazine, please visit <https://issuu.com/squareupmedia/docs/fto23>



Zone	Director	Email Address	Phone
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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	519-521-1325
6	Tonya Haverkamp	tutzhaverkamp@hotmail.com	519-274-2574
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	Alvin Brunsveld	brunsvelda@gmail.com	519-319-1874

QUOTE OF THE MONTH

"How wonderful it is that nobody need wait a single moment before starting to improve the world."

-Anne Frank



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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.