

THE CACKLER

THE LATEST EFO NEWS



get cracking®
Egg Farmers of Ontario

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EFO CAMPAIGN FOCUSES ON CHINESE COMMUNITY

The Ethic Marketing campaign launched February 17th and targeted Chinese consumers in both Mandarin and Cantonese.

This promotion was created to highlight omelettes and frittatas, using traditional Chinese flavour combinations, while increasing brand awareness for *Get Cracking*™. A

special campaign webpage, www.getcracking.ca/Chinese, was also created.

The campaign will include a brand promotion video, how-to recipe videos, in-store demonstrations, traditional print advertising, website and a social media component. To view the video, please visit <http://bit.ly/2kRv3gA>.

IN THIS ISSUE

- Comments from the Coop by Andy DeWeerd, Pullet Director
- Zone election results
- Women in egg farming, share your story!

UPCOMING CONTRIBUTIONS BY:

March:
Scott Graham, EFO Chair

UPCOMING BOARD OF DIRECTORS' MEETINGS:

March 9 & 10
April 6 & 7

COMMENTS FROM THE COOP

SUCCESSFUL STRUGGLES AND POSITIVE PROGRESS By Andy DeWeerd, Pullet Director

There is an old saying, “without struggle, there can be no progress.” This certainly seems very accurate when I think about milestones the sector has achieved in advancing the interests of the pullet farmers that I represent at Egg Farmers of Ontario and at Pullet Growers of Canada.

One significant milestone was achieved in 2016, as it was the first year pullet farmers received payment for their pullets based on their cost of production. This was a goal which took a long time to achieve. To put it in historical context, when I started on the Board in 2002, our goal was to get a 5 per cent increase to 1.45 cents per pullet.

Other significant accomplishments for pullet farmers have included the establishment of a national agency to represent pullet farmers (Pullet Growers of Canada). Participation in

the Animal Care Code Committee leading to the new *Code of Practice* coming in April and membership on Egg Farmers of Canada’s Production Management Committee.

The most important part is that pullet farmers nationally are united in working together, sharing each other’s problems and concerns.

Provincially, we have come a long way by taking steps to act on the pullet and egg sectors need to work together. Recent rules being implemented will co-ordinate how EFO monitors and manages pullet numbers with what is needed for the laying sector. This should improve transparency and help with reducing the number of surplus birds.

As we move ahead, we still have more work to do with a new pullet Cost of Production (COP) being released soon and deciding how the sector can work to ensure we can implement it without causing market disruptions. Also on the



horizon, the revised Code addresses many new things for alternative housing and different welfare standards. The sector will need to find ways to match needs for pullets grown for placement in alternative housing as the market evolves during the housing transition and ensure pullet farmers are paid fairly for their costs in each housing type.

It indeed has been a struggle, but we have made progress for pullet farmers. I am confident in our ability to deal with these issues on behalf of all pullet and egg farmers and look forward to working with farmers to meet these challenges.

WITH THIS ISSUE

- Promotional Item Order Form
- Trailer Operator Job Description
- Euthanasia training and validation information sheet

ZONE ELECTION RESULTS

Recently the following Egg Farmers of Ontario (EFO) Directors were re-elected for the 2017-2018 term at their annual Zone meetings:

| | |
|---------|-------------------|
| ZONE 1 | SCOTT HELPS |
| ZONE 2 | DIANNE MCCOMB |
| ZONE 3 | DAN VELDMAN |
| ZONE 4 | ROGER PELISSERO |
| ZONE 5 | BRIAN MILLER |
| ZONE 6 | SCOTT GRAHAM |
| ZONE 8 | HUBERT SCHILLINGS |
| ZONE 9 | CRAIG HUNTER |
| ZONE 10 | MARC BOURDON |

EFO welcomes a new Director, Scott Brookshaw, to represent Zone 7 egg and pullet farmers following the AGM.

EFO would like to thank current Zone 7 Director Bryan Hostrawser for his contributions to EFO’s Board and his dedication to representing local egg and pullet farmers.

Please note the Pullet Director election will take place during the 52nd Annual Meeting in Niagara Falls on March 29 & 30.

EGG-UCATING CONSUMERS ON THE HEALTH BENEFITS OF EGGS



Think you have to head to school to learn your ABC's?Nope!

Egg Farmers of Ontario (EFO) spent the month of January promoting the ABC's of egg nutrition on social media, from Vitamin A all the way to Zeaxanthin. Messages were posted about twice a week on Facebook, Twitter and Instagram and touted the nutritional benefits of eggs.

Follow EFO on Facebook (Egg Farmers of Ontario), Twitter (@GetCracking) and Instagram (eggfarmersont) for more *eggs-citing* egg news, recipes and more!

WOMEN IN EGG FARMING, SHARE YOUR STORY!

by Dr. Jodey Nurse-Gupta, Ph.D., Postdoctoral Fellow,
Department of History, University of Waterloo

Today more attention is being paid to women who participate in a variety of agricultural industries across Canada. Canada has an aging farmer population, so farm sectors are interested in attracting new entrants – including women. An increasing number of farm organizations, including Egg Farmers of Canada, recognize that women will be an important part of future industry growth.

In order to support existing female producers in their farming goals and to encourage new female entrants, however, more knowledge is needed about women's past and present experiences. This study seeks to understand the challenges and opportunities women have had and continue to have in egg farming with the goal of determining useful strategies for inspiring greater involvement from women in the future. Of course, farm families are at the heart of agricultural production across Canada, so it will also be important to highlight the roles and responsibilities of individual family members in creating a successful farming operation. Dr. Jodey Nurse-Gupta from the Department of History at the University of Waterloo will be conducting a study of women in egg farming across Canada. She invites all women who were, are, or wish to be actively involved in the industry to share their stories.

Participation in this study is voluntary. It will involve a standardized questionnaire and an in-person or telephone interview. Participants can choose to only complete the questionnaire or only participate in the interview; however, we do encourage participants to complete both the questionnaire and the interview. The information collected will be linked in order to achieve a broader understanding of farmer experiences. The questionnaire will take approximately 1 hour to complete, and the interview is expected to take approximately 1-2 hours.

This study is funded by Mitacs Accelerate and Egg Farmers of Canada. The findings of this research will be published as a report, and the information collected will be held for a minimum of 7 years. For more information about the project and for how you can help tell the story of women in egg farming, please contact Dr. Nurse-Gupta at jnursegu@uwaterloo.ca for more information. This study has been reviewed by and received ethics clearance through a University of Waterloo Research Ethics Committee ORE#21956. However, the final decision about participation is yours.

2017 PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #52)

2016 – 17,024,358 (WK 53)

2016 – 16,686,510

2015 – 15,358,132

Ontario IP (week ending #52)

2016 – 3,940,495 (WK 53)

2016 – 3,866,480

2015 – 2,905,103

Ontario EFP (week ending #52)

2016 – 1,210,088 (WK 53)

2016 – 1,187,288

2015 – 1,187,123

US Imports to Ontario (week ending January 21, 2017, #3)

2017 – 12,000

2016 – 81,959

PRICE CHANGE NOTICE (NEW CLASS - ENRICHED HOUSING)

Effective Monday, February 20, 2017, the Producer prices for one dozen Grade A eggs from Enriched Housing at 116.25 square inches are as follows: *Extra Large \$2.06, *Large \$2.06, *Medium \$1.85, *Small \$1.45 (*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.

Egg Farmers of Ontario will be in contact with Graders to discuss the reporting process for eggs from enriched housing at 116.25 square inches.



EGGS IN THE NEWS

NEW WEBSITE FEATURES VIRTUAL TOURS OF 23 FARMS; CREATED BY NATIONAL CHARITY FARM AND FOOD CARE CANADA

Farm & Food Care, a charity aimed at educating Canadians about how their food is produced, has launched a website that features "virtual tours" of nearly every type of farm in Canada.

The new Farm-Food 360° website gives Canadians the chance to tour a total of 23 working dairy, egg, vegetable, pig, sheep, fruit and vegetable farms, most of which are in Ontario.

Visitors to the website (www.farmfood360.ca) can click on what type of operation they would

like to tour. This brings up a window displaying general info about that type of agriculture, along with another link to more pictures of a typical operation.

Interviews with the farmers and plant employees involved in each business are also featured as part of the virtual tours.

"Canadians want to know more about their food, but they are also increasingly removed from its production," said Ian McKillop, chair of Farm and Food Care Canada. "Changing technology also means they are looking for and finding information

in different ways."

McKillop said the website keeps pace with both of these factors, using modern technology to immerse them in the process of food production and answer their questions "in the most compelling way possible."

"This modern platform is a great way of doing just that. These immersive tours open barn doors to show the passion and care our farmers put into the food they produce."

Town & Country, byline: Kevin Berger, January 31 -

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 | gizmo53.dm@gmail.com | 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 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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FARMER NOTICES

ANNUAL MEETING REGISTRATION

Egg Farmers of Ontario's (EFO's) 52nd Annual Meeting will be held March 29 & 30 at the Niagara Fallview Casino Resort. Invitations have been recently sent out.

Register online at <https://www.getcracking.ca/members/article/52nd-annual-meeting-registration> and follow the on-screen instructions.

Please note, the registration deadline is March 7, 2017. For further information, please contact EFO's office.

UPDATED INFORMATION: EUTHANASIA TRAINING AVAILABLE ONLINE

If you or an employee on your farm has not completed the mandatory euthanasia training, the course is now available online.

Farmers and employees still requiring this training should contact Albert Visser at avisser@getcracking.ca to register for the online course.

Please see attached insert for updated information on veterinarians available for validation.

EFO POLICIES, PROGRAMS AND PROCEDURES ARE ONLINE

Reminder: New policies and procedures will be updated and posted on EFO's farmer website 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 Board office.