

the Cackler Newsletter



JANUARY 2016

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

COMMENTS FROM THE COOP

Moving towards a common goal

by Andy DeWeerd, Pullet Director

The pullet industry has made significant advancements in a number of key areas since writing my last comments in *The Cackler* (February 2015).

It began early in 2015, when Egg Farmers of Ontario (EFO) Directors and pullet contractors were able to settle on a common pullet growing fee. This was a two-step process, which resulted in pullet farmers receiving fair remuneration based on the Cost of Production (COP). All parties were able to agree to a price of \$1.75 on day-old chicks placed from January 1, 2015, increasing to \$2.12 on placements after September 1, 2015. For the first time ever, the growing fee reflected the actual cost to grow a 19-week old pullet.

Although some organizational

matters remain, this was a huge achievement in the agreement of the principle for pullet growers in both Quebec and Ontario to receive a growing fee that is based on a COP.

Late in 2015, a third-party auditor was retained to conduct a national COP study that will be used to calculate the pullet growing fee moving forward. The study is now in Phase 2 and the full report will be issued in the early spring.

Another significant step that occurred was the announcement of a 5 per cent allowance, to be followed by another 5 per cent in 2016. Utilization has never been higher and this growth is a great indication of the stability of this industry.

Another major accomplishment for pullet growers was the

development and release of the *Care of Pullets Guidebook* – a guide that defines the best practices for raising pullets. This was significant, as the publication covers all aspects of pullet care, such as housing, record keeping and inspections which allows for consistent and thorough regulations.

The fundamental aspect of all of these achievements is the willingness and dedication of all pullet farmers and key industry partners to work together. Without the dedication of all parties involved to make headway, I believe none of these things would have been accomplished.

I believe that 2016 will be another year of success and progress for pullet growers across Canada.

2016 Annual Meeting

Egg Farmers of Ontario's 51st Annual Meeting will be held March 30 and 31 at the Fallsview Casino Resort. Further details to follow next month.

Upcoming Contributions By:

February: Marcel Leroux, Zone 10 Director

Upcoming Board of Director's Meetings:

February 3 & 4, March 3 & 4

FARMER NOTICES

Price Change Notice

Effective Monday, January 25, 2016, Producer prices for one dozen Grade A eggs are as follows: *Extra Large \$1.82, *Large \$1.82, *Medium \$1.61, *Small \$1.18 (*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.

Notice of Levy and Licence Fee Decrease

Effective Monday, January 25, 2016, the total Producer Levy & Licence Fee will be decreased to twenty three point twenty five cents (23.25 cents) per dozen from twenty nine point twenty five cents (29.25). The remittance is as follows: total deduction from Producer is 23.25 cents plus grading station voluntary research fee of .02 cents (per dozen, plus HST). In Zone 9N, the levy will be twenty two point twenty five cents (22.25 cents) plus HST. Please check your calculations to ensure that the correct amount of levy is remitted to the Egg Farmers of Ontario's Board office.

Holiday Office Hours

Please note that Egg Farmers of Ontario's office will be closed on Monday, February 15 to celebrate the Family Day holiday.

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



CAMPAIGN UPDATE: WHO MADE YOUR EGGS TODAY?

The 2016 *Who Made Your Eggs Today?* campaign is well underway, with photography of our upcoming egg farm families starting January and continuing into February.

The refreshed campaign will feature transit and in-store ads.

More information on this campaign will be featured in upcoming editions of *The Cackler*.

New EFO recipes get back to basics

As with every year, Egg Farmers of Ontario (EFO) develops 10 to 12 new recipes per year, to be used in targeted media pitches, social media and on EFO's website. This year is no different and 12 new culinary creations, including two new spice cards, have been developed for 2016.

The thought behind this year's collection of recipes was getting "back to basics" with simple, easy-to-follow, classic egg recipes such as quiche, frittatas and chocolate cake.

Photography and testing has already taken place and two of the new recipes - *Egg Drop Soup* and *Chocolate Cake*, have already been featured on *CTV News at Noon* (Kitchener) with nutritionist Judy Scott Welden.

To see new recipes and more, visit www.getcracking.ca.



This deliciously simple Chocolate Cake was created for EFO's 2016 recipe bank.

PLEASE NOTE:

Egg Farmers of Ontario Policies, Programs & Procedures are online

New policies and procedures will be updated and posted on EFO's farmer website www.eggfarmersofontario.ca 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.

WITH THIS ISSUE

- PIC Regional Poultry Producer Updates flyer
- PIC Science in the Pub flyer
- PIC Biosecurity Workshops

EFO IS NOW ON INSTAGRAM



Two posts from EFO's recently created Instagram account.

Egg Farmers of Ontario 's (EFO's) extensive social media calendar has been expanded for 2016. As part of this, the social media platform Instagram has been added to EFO's program and features recipes, egg facts and more.

If you are on Instagram, don't forget to add us (eggfarmersont).

Of course, you can also find us on Facebook, Twitter (@EggFarmersOnt) and Pinterest.

2015 PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #48)

2015 - 14,159,293

2014 - 13,638,625

Ontario IP (week ending #48)

2015 - 2,680,634

2014 - 2,767,134

Ontario EFP (week ending #48)

2015 - 1,095,904

2014 - 1,096,207

US Imports to Ontario (week ending December 5, 2015 - #49)

2015 - 2,495,453

2014 - 2,157,060

For Sale

Six 4-tier Farmer Automatic egg elevator ends. If interested, please call 519-871-8202.

Farmer Automatic - 2 front end units, floors and doors, gear boxes and other parts for sale. Please call Willy at 519-494-6114.

Farmer Automatic layer cages. 2 rows, 4 high complete with drives and egg elevators. Approximately 6,600 bird capacity. 19" x 20" cage (5 birds per cage), on pallets in shed ready to go. \$15,000 or best offer. Email: duffin@gtn.net

Wanted

3,000 btu size egg cooler. Please call Gord & Rita Macpherson 519-644-0681.

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	Marcel Leroux	msleroux1@gmail.com	613-293-0730
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.

Eggs in the News

More people concerned about animal welfare

Three times as many Canadians are concerned about animal welfare compared with two years ago, and they are more deeply disturbed than they used to be, says University of Guelph researcher Michael von Massow.

Farms.com reports that he was “stunned” by his research results.

“Two years ago, animal welfare registered with only a small number of people, and most people said they didn’t consider it an issue,” said von Massow, an associate professor in the College of Business and Economics.

“Consumers inherently trust farmers, but they have no idea what farmers do on the farm,” he says.

“So, if consumers see a picture or a video of a certain farming practice that they don’t like, or something like animal abuse, that becomes their reality.”

People are telling researchers such as von Massow and the rest of the farming industry that they want more information about agriculture and production practices, but they don’t know where to get it.

- *Today’s Farmer*, January 19

Egg Farmers of Ontario bring School Curling Program to Local Schools

Stratford will host the 2016 *Canadian Junior Men’s and Women’s Curling Championships* from January 23-31, 2016. The national event will welcome teams, guests and fans from across the country, in a historic nine-day premier curling championship, showcasing the best and brightest of Canada’s junior curlers.

Egg Farmers of Ontario has been named Presenting Sponsor of this prestigious event, and additionally has sponsored the Inspiring Youth through Sport program, which includes the school curling program, delivered through the popular Rocks and Rings curriculum.

Egg Farmers of Ontario Chair, Scott Graham, states, “we are proud to be the Inspire Youth through Sport Sponsor for the Rocks and Rings program. We are pleased to be able

to help bring the curling rink to the school gym and provide today’s youth the opportunity to experience this Olympic sport. Today’s youth are our future champions!”

- *Southwest Health Line*, January 8

The Humble Egg is making a difference in the life of thousands of people in Swaziland

January marks a major milestone for a flagship agriculture development project supported by Egg Farmers of Canada (EFC) and the International Egg Foundation (IEF) in Swaziland.

The newly built egg laying operation at *Project Canaan* welcomed its first flock of pullets this month.

The egg barns, will deliver thousands of nutritious eggs to orphaned children.

The partnership between Egg Farmers of Canada and Heart for Africa was announced in late 2014 and since then, volunteer leaders and farmers from the Canadian egg industry have helped locals build the entire egg farm from the ground up.

“When we first heard about Heart for Africa, we recognized an opportunity for the humble egg and knew we wanted to be involved,” said Tim Lambert, Chief Executive Officer at Egg Farmers of Canada.

“This egg farm will serve as a showcase for other developing countries and regions afflicted by malnutrition and hunger,” said Julian Madeley, Managing Director of the International Egg Foundation. “When organizations like Heart for Africa and Egg Farmers of Canada partner with local farmers, the diets, well-being and outcomes for populations can be improved greatly. Eggs in particular, given the efficiency of hens and scalability of operations, can have an incredible impact in terms of nutrition and sustainable food supply.”

- *Canada Newswire*, Source: *Egg Farmers of Canada*, January 20

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WHO MADE YOUR
EGGS TODAY?

EGG FARMERS
Ontario.ca

7195 Millcreek Drive, Mississauga, Ontario L5N 4H1