

THE CACKLER

THE LATEST EFO NEWS

Publication Agr. No: 40068941



get cracking®
Egg Farmers of Ontario

**EGGS: 1
HUNGER: 0**



 **get cracking.
Egg Farmers of Ontario**
WHO MADE YOUR EGGS TODAY?

**From our barn to
yours in just 5 days.**



 **get cracking.
Egg Farmers of Ontario**
WHO MADE YOUR EGGS TODAY?

**Fuel your game.
For only 70 calories.**



 **get cracking.
Egg Farmers of Ontario**
WHO MADE YOUR EGGS TODAY?

Left (top to bottom);
Ads created for
use on OMHA's
website during the
Playdowns, which will
also be promoted on
EFO's social media
platforms.

CHECK OUT EFO'S LATEST PARTNERSHIP: IT'S A BEAUTY!

On December 20, the Ontario Minor Hockey Association (OMHA) announced a new partnership with Egg Farmers of Ontario (EFO), who is now the first-ever Playdowns Sponsor for all sections of the league (Novice to Juvenile, AA-AE).

Part of this sponsorship includes champion Red Hats, player medallions and rink banners with the *Get Cracking* logo. In addition, the *Get Cracking* logo is prominently

displayed on their website and banner ads are also included on the Playdowns section of the OMHA website at <https://www.omha.net/page/show/1296626-playdowns>. There will also be an opportunity for local farmers to present champion medallions.

To see the full OMHA news release, visit https://www.getcracking.ca/sites/default/files/omha_playdowns_presented_by_egg_farmers_of_ontario.pdf.

IN THIS ISSUE

- Comments from the Coop, by Marc Bourdon, Zone 10 Director
- 2019 Zone Election Results
- Ten Years of Rocks & Rings

UPCOMING CONTRIBUTIONS BY:

- | | |
|-----------|---------------------------------|
| February: | Andy DeWeerd
Pullet Director |
| March: | Scott Graham
EFO Chair |

UPCOMING BOARD OF DIRECTORS' MEETINGS:

- February 7 & 8
- March 7 & 8

COMMENTS FROM THE COOP

HOPING FOR CLEAR SKIES IN 2019

By Marc Bourdon, Zone 10 Director

Ontario egg and pullet farmers have many reasons to be optimistic as we all begin the New Year.

More than a decade of growth in egg sales continued to provide strong tailwinds helping to propel our sector forward. Yes, there has been some turbulence caused by trade talks that resulted in market losses and some crosswinds from lags in allocation increases but the sector made strong progress forward in 2018 and upward trends should dominate in 2019.

Most of the turbulence was the trade negotiations that lead to *USMCA* - the new *United States-Mexico-Canada* trade agreement. No sector likes giving up market access but the good news is that now we should be entering an extended period of stability. Other positives are that access is set by specific volume quantities so will not grow as our egg markets grow and over-quota tariff rates charged to enter Canada have not changed.

Existing access plus access under the two new pending agreements will rise during a 16 year phase-in period from the current World Trade Organization (WTO) access of 21 million dozen annually to 51 million dozen annually.

The new access under USMCA is 11 million dozen over 16 years – this is in addition to WTO and *Comprehensive and Progressive Agreement for Trans-*

Pacific Partnership (CPTPP).

To put that future access commitment in context, 51 million dozen is less than seven per cent of our current production; remember that access is issued as fixed access not market share, so any future market growth will mean that fixed access will represent a smaller percentage over time.

The growth in sales we have experienced resulted in a national allocation increase communicated to all farmers in December along with an Eggs For Processing (EFP) increase. At the same time, EFO's Board also made a decision to make two program changes that converted program birds into production quota. Market growth was also reflected in a five per cent increase in pullet quotas effective January 2.

Ontario's share of the national allocation increase for layers was 494,515 birds. As in the past, it will be allotted on a 70/30 split with 70 per cent allocated pro rata based on your national production number. This means 346,161 birds will be allotted pro rata.

The other 30 per cent will be allotted on an equal basis. This means 148,354 divided equally between all quota holders holding quota as of January 2, 2019. It is EFO's practice to provide our hatcheries 6 months' notice; therefore birds cannot be placed before July 1,



2019. Details were explained in an email to all quota holders on December 18.

The EFP increase was made to help to fulfill its commitment to Ontario breakers with EFP contracts. EFO asked for and received additional birds to meet the contract commitments. EFO received approval to increase the number of EFP birds by 67,245 to take effect July 1, 2019.

The two program changes made were to end the 1 per cent incentive connected to the *Home Week Policy*, converting that 1 per cent into production quota, and to cap the *Market Growth Allowance (MGA)* 4 per cent and convert the planned 1 per cent MGA increase into production quota.

Strong egg sales growth is forecast to continue in 2019 and we understand that Egg Farmers of Canada will be making another request to the Farm Products Council of Canada for an increase in allocation needed to fill the Canadian egg market.

We are looking forward to 2019 and continuing to work together with egg and pullet farmers to meet the evolving needs of egg consumers and the needs of the breaker market.

WITH THIS ISSUE

- New Fence Ruling
- Canadian Integrated Program for Antimicrobial Resistance Surveillance Publication Release

EFO HELPS ATHLETE PADDLE HER WAY TO SUCCESS



Lois enjoys an egg during a break in her paddling.

In keeping with our objective of supporting Canadian athletes, Egg Farmers of Ontario (EFO) is proud to announce our sponsorship with Lois Betteridge, Canadian Senior U23 National Team athlete for canoe and kayak. Lois is currently training towards making it to the Tokyo 2020 Olympics, which will include women's canoe events for the first time. This sponsorship includes dedicated social media posts and the *Get Cracking* logo on her helmet, paddle and kayak.

To learn more about Lois, follow her on Instagram and Facebook.

2019 ZONE ELECTION RESULTS

Recently, the following Egg Farmers of Ontario (EFO) Directors were elected for the 2019-2020 term at their annual Zone meetings:

- Zone 1, Scott Helps
- Zone 2, Lorne Benedict
- Zone 3, Dan Veldman
- Zone 4, Roger Pelissero
- Zone 5, Brian Miller
- Zone 6, Scott Graham
- Zone 7, Scott Brookshaw
- Zone 8, George Pilgrim
- Zone 9, Craig Hunter
- Zone 10, Marc Bourdon

EFO welcomes two new Directors: Lorne Benedict, to represent Zone 2 egg and pullet farmers; and George Pilgrim to represent Zone 8 egg and pullet farmers.

10 YEARS OF ROCKING THE RING



Rocks & Rings recently celebrated 10 years of bringing the sport of curling to Canadian schools and Canadian egg farmers are honouring this occasion by continuing our support of the program until 2022.

To mark this huge milestone, on January 22, Hubert and Cindy Schillings (Zone 8 egg farmers) joined in the fun with students at Three Valleys Public School in Toronto – the very first school to ever host a *Rocks & Rings* event.

Students were treated to a curling tournament in the gym and lunch – on the “house.”

For more information about *Rocks & Rings*, visit www.rocksandrings.com.

EFO SPONSORS VOLLEYBALL IN ONTARIO



To supplement our support of Canadian athletes, EFO began a sponsorship with Sport and Social Club (SSC), who are the leading provider for adult, co-ed sports leagues in Ontario. SSC has a membership of more than 100,000 in the 21-40 age demographic. EFO will sponsor volleyball programs

in Toronto, Mississauga, Hamilton, Sudbury, Kitchener-Waterloo, Ottawa, London and Quinte West.

2018 PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #48)

2018 – 16,581,281
2017 – 16,314,365

Ontario IP (week ending #48)

2018 – 3,595,642
2017 – 4,107,213

Ontario EFP (week ending #48)

2018 – 1,095,101
2017 – 1,096,209

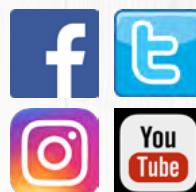
US Shell Egg Imports to Ontario (week ending December 22, 2018 - #51)

2018 – 2,321,913
2017 – 1,567,706

family
TOGETHER
we have it all

EFO's office will be closed on Monday, February 18 to celebrate the Family Day holiday. In case of emergency, please contact EFO General Manager Harry Pelissero on his cell phone at 289-237-5554.

FOLLOW US ONLINE



EGGS IN THE NEWS

What makes chickens happy? Testing might reveal

Telegraph Herald

January 9

Byline: Candice Choi

How do you measure a chicken's happiness? Is it in the way it runs for food?

To size up what might make chickens happy in their brief lives, researchers at the University of Guelph in Ontario, Canada, are putting 16 breeds through physical fitness and behavioral tests. They're watching how well birds scramble over a barrier for food, how skittish they seem and whether they play with a fake worm.

In recent years, the animal welfare world has moved beyond looking at how to minimize suffering to exploring whether animals can also enjoy their lives, Torrey said.

Animal welfare advocates say cruelty begins with birds that have been bred to have breasts so big they can barely walk.

Many in the industry say there's no problem and that chickens might not move around a lot because they're sedentary. Even if they were to agree

to change breeds, it's not clear what the alternatives should look like.

Still, animal welfare is becoming a bigger concern, and companies say they're always looking for ways to take better care of their chickens.

University of Guelph researchers are also tracking chicken traits like weight, growth rate and meat quality they hope will be useful to the industry. Aviagen and Tyson-owned Cobb, which supply breeds to chicken producers, are providing birds for the study, including breeds that are widely used.

The Guelph study is being funded by the Global Animal Partnership, which certifies corporate animal welfare standards. In 2016, it launched a campaign to get companies to switch to "slower growing" breeds. Since then, it has acknowledged that chicken welfare is more complicated than just growth rate.

Anne Malleau, the group's executive director, notes some of the researchers' tests may seem far out. But she said providing "enrichments" - such as places where chickens can rest or perch - was also seen as a fringe idea before becoming more accepted.

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

1 Scott Helps

Dianne McComb

2 Dan Veldman

Roger Pelissero

3 Brian Miller

Scott Graham

4 Scott Brookshaw

Hubert Schillings

5 Craig Hunter

Marc Bourdon

6 Andy DeWeerd

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613-551-5071

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.



get cracking®
Egg Farmers of Ontario

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FARMER NOTICES

HOUSING CAPACITY CHANGES

Reminder: There will be upcoming housing capacity changes. Please keep watch for emails and updates in *The Cackler*.

FOR SALE

Egg cooler, five years old, excellent condition. Capacity to suit 40,000 hens.

If interested, please contact 705-458-8826.

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.

EFO would like to extend our deepest sympathies to the Brown, Clark and Logan families.

Mackenzie (Mac) Burlingham Brown passed away January 20 at the age of 101. He was an EFO Board Director in 1975.

Ronald Murray Clark, 78, passed away on January 14. He joined The Clark Companies in 1966, which was founded by his father, Fred Clark.

Paul Douglas Logan was an egg farmer in Zone 1. He passed away on January 16 at the age of 64.

Our thoughts are with their families during this difficult time.