

THE CACKLER

THE LATEST EFO NEWS



get cracking®
Egg Farmers of Ontario

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EGGS ARE THE OFFICIAL BREAKFAST OF PARALYMPIC GOLFER RYAN MACGREGOR

Golf. You either love it or hate it, but many who are familiar with the game understand that frustration is often a big part of the sport. I mean, who hasn't had a bad day of golfing – the lists of reasons for a terrible day on the greens are endless.

Now imagine trying to develop your swing when you have undergone multiple surgeries to your arm and hand. It would be pretty difficult - if not impossible.

Well, for most people it would be, but Ryan MacGregor is not most people. Despite an early diagnosis of an ulnar ray and hand deformity, Ryan didn't let that slow him down. At the age of 10, his love of golf took off and he began to work on figuring out his swing.

From there, Ryan worked on developing other skills of the game and began competing in tournaments. After much success, his goal is to make it to the Paralympics and Egg Farmers of Ontario is happy to help him, through sponsorship, on his journey towards that goal.

Look for more updates on Ryan in future editions of *The Cackler*.

IN THIS ISSUE

- Comments from the Coop, by Marc Bourdon, Zone 10 Director
- Register for Egg Ambassador Training
- EFO Recipe Outreach

UPCOMING CONTRIBUTIONS BY:

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

UPCOMING BOARD OF DIRECTOR'S MEETINGS:

February 6 & 7
March 4 & 5

COMMENTS FROM THE COOP

LETTING MPPS KNOW WE SUPPORT BILL 156

by Marc Bourdon, Zone 10 Director

This month's column is an ideal time to remind all egg and pullet farmers that Egg Farmers of Ontario (EFO) is asking you to look for opportunities to reach out to your local MPPs to support the passage of Bill 156: *Security from Trespass and Protecting Food Safety Act* which will serve to improve protection for farmers, their families and the animals in their care.

As you are aware, the Honourable Ernie Hardeman introduced Bill 156 to help protect Ontario farms and animals from intruders. However, special interest groups have voiced opposition to the proposed legislation and wrongly suggest that the Act will hide how Ontario's farm families produce food. This is not the case. In fact, all animal production is governed by strict codes of practice to ensure the health, safety and welfare of all animals.

Our farms are places of business, where we grow and produce food, raise animals and make a living. But they are also our homes - where we raise our families. Bill 156 is intended to protect farms and food safety, and is welcome news to Ontario farmers because illegal trespassing and stealing private property from farms is unacceptable. This type of behaviour isn't tolerated in any other business environment. This new legislation would finally allow

farmers to operate their businesses without fear of disruption of their farms, families and way of life by special interest groups who previously would have faced virtually no legal repercussions.

We need to make sure our support for this important bill is heard by elected officials. The bill was placed before the Legislature in December and will continue in second reading for a few weeks when the House returns in February. Committee hearings would likely be in March followed by third reading and final passage into law.

Here are some ways you can voice your support:

You can write to your MPP to let him or her know that you support legislation that protects your farm from unwanted visitors and your farm animals from biosecurity threats. You can refer to some of the same messages included in a recent EFO letter (copied in an email sent to EFO farmers on December 24) to all Ontario MPPs outlining its support for Bill 156. You can include some of these points in addition to more personal comments about how important it is to your own family.

If you have an existing relationship with your MPP, you can reach out directly and express your views or perhaps



co-ordinate with farmers of other commodities to meet and speak about the need for this legislation.

If you don't have an existing relationship with your MPP, this would be a good time to reach out and introduce yourself and raise this important issue.

An easy online way to signal your support can be done through a link created by the Ontario Federation of Agriculture (OFA) at this link: <https://actnow.ofa.on.ca/issues/support-for-bill-156/>

The OFA created this *Act Now* campaign to allow farmers to easily send an email to their elected politicians to communicate support for Bill 156.

I hope you can take the time to speak out to this important issue. If you have any questions, please reach out to your EFO Board director at any time if you need more information.

WITH THIS ISSUE

- Managing Ammonia in Layer Barns
- PIC Producer Updates, Revised Dates

SAVE THE DATE!

EFO'S ANNUAL GENERAL MEETING, MARCH 31 & APRIL 1.

INVITATIONS TO BE SENT NEXT MONTH.

EGG AMBASSADOR TRAINING: BE PREPARED!

With the 2020 event season rapidly approaching, many farmers are looking for guidance when speaking directly with consumers. There are lots of dos and don'ts that we follow when communicating with the public, but who knows what they all are!

Egg Farmers of Ontario (EFO), together with Farm & Food Care, is once again offering a speak-up training session for new and experienced Egg Ambassadors. This will run from 4:00 p.m. until 8:00 p.m. the evening before the Annual General Meeting at the Niagara Fallsview Hotel.

Topics will include speaking up about farming, dealing with difficult people, working with media and much more.

Brush up on your people skills, learn new tricks and find out what is trending with consumers that you may be dealing with.

EFO's farmer payment structure was revised during 2019 by adding an *Egg Ambassador Premium*. In recognition of the commitment farmers are putting towards improving communication and consumer engagement skills, those who participate in training sessions offered through EFO will be compensated at a higher rate for fairs and events during 2020.

Please RSVP to Donna Lange, Public Affairs Manager at dlange@getcracking.ca by **February 29, 2020**.

PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #44)

2019 - 15,554,479
2018 - 15,163,921

Ontario IP

(week ending #44)

2019 - 3,352,462
2018 - 3,297,807

Ontario EFP

(week ending #44)

2019 - 1,049,924
2018 - 1,000,301

US Shell Egg Imports

to Ontario (week ending November 16, 2019 - #46)

2019 - 2,586,750
2018 - 2,652,114

NOTICE: NRC PUBLIC REVIEW, PROPOSED CHANGES TO NATIONAL BUILDING AND FIRE CODES

Please be advised that the National Research Council (NRC) has recently opened their public review related to proposed changes to the National Building and Fire Codes. The proposals include substantial changes to the codes governing the design and maintenance of farm buildings, which may be of interest.

The public review runs from January 13, 2020 to March 13, 2020.

If you would like more information about the proposed changes please visit the National Research Council website: <https://nrc.canada.ca/en/certifications-evaluations-standards/codes-canada/codes-development-process/public-review-proposed-changes-codes-canada-publications-winter-2020>

NOTICE TO GRADING STATIONS:

Effective immediately, EFO will no longer be providing producer receipt books.



REAL RECIPES, REAL TASTY

Recipe outreach was off to a great start in January, with two magazines featuring new Egg Farmers of Ontario (EFO) recipes.

The popular Canadian magazine *Chatelaine*, with a distribution of 259,000 for print and 3.66 million for digital, showcased EFO's *Mason Jar Lemon Meringue* in a full-page ad, which also featured egg farmer Colin Vyn.

Also in January, EFO's *Garlic Shrimp and Asparagus Bowl* was highlighted in *edible Toronto* magazine. The Laver Family was included in the ad. To view the digital version, please visit <https://indd.adobe.com/view/b1a21339-d449-4f3a-9bf9-681ea67c55eb>.

EFO SERVES UP ANOTHER YEAR OF ACTIVE LIVING



21-40 age demographic. Through this collaboration, EFO sponsored volleyball programs in Toronto, Mississauga, Hamilton, Sudbury, Kitchener-Waterloo, Ottawa, London and Quinte West.

The partnership will continue into its second year in 2020. Eggs were the official breakfast of the first tournament of the season and microwave egg cookers and oven mitts were distributed over the course of the tourney.

To enhance sponsorship of active lifestyles and athletes, EFO just completed the first year of our partnership with Sport and Social Club (SSC), the leading provider for adult co-ed sports leagues in Ontario. SSC has a membership of more than 100,000 in the

EGGS IN THE NEWS

Ottawa getting ready to launch multimillion-dollar 'Buy Canadian' food campaign

Global News
January 20, 2020
Amanda Connolly

The federal government is getting ready to roll out a five-year, multimillion-dollar ad campaign this summer in the hope that teaching the public how Canadian farms operate and what their standards are will get more people to "buy Canadian."

According to a contract notice posted on Monday morning, Agriculture Canada is looking for a marketing firm to help it launch a "social marketing campaign to better connect Canadians with, and instil pride in, Canada's food system and its agriculture, food and seafood products."

The official name for that project is the "Buy Canadian Promotion Campaign," and it comes amid a major shift in consumer eating habits towards plant-based proteins and questions about the environmental impacts of industrialized global farming. Over the course of the campaign, the government plans to spend between

\$1.5 million and \$4 million each year to do things like refresh the branding of Agriculture Canada and the Canadian Food Inspection Agency and find ways to put Product of Canada stickers on more Canadian food items.

"The campaign should tell the story of Canada's agri-food sector and reach audiences on an emotional level in order to instil pride and confidence in the country's food systems," the notice of the contract states under a section outlining the goals of the project.

"Research has found that Canadians are becoming increasingly disconnected from how food is produced," the statement of work says.

"Canadians are faced with making increasingly complex decisions about their food purchases with social, health, environmental and/or economic influences and factors coupled with an increasing number of global offerings that have varying claims and attributes. A 2018 survey by researchers at Dalhousie University found more than half of Canadians want to eat less meat amid concerns about their health and the environmental impact of farming as well as concerns about animal welfare.

FARMER NOTICES

For sale - Diamond egg packer, very good working condition. \$12,000 o.b.o.
tel: 519-236-4095
email: vbeeler@hay.net.

Complete system, Farmer Automatic, 22,000 bird capacity, 4 tier, all parts available (free), contact Peter Van Zeeland, 519-392-8448.

One Sanovo Staalkat FP40 farm-packer, 80 cases per hour, all stainless steel. Brand new with full one-year warranty. Installed and delivered in Southwestern Ontario, \$30,000. If interested, please call Meller Poultry Equipment, 519-587-2667.

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.

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@ymail.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	519-521-1325
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 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.

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Egg Farmers of Ontario's office will be closed on Monday, February 17 for Family Day.

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