

# the Cackler Newsletter



get cracking  
Egg Farmers of Ontario

**JULY 2016**

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

## COMMENTS FROM THE COOP

### Continuing to do what is best for our hens

by Dan Veldman, Zone 3 Director

**T**he draft revised *Code of Practice for the Care and Handling of Pullets and Laying Hens* was released for comment on June 30, 2016, and this will undoubtedly be the focus of great interest for egg and pullet farmers. I would like to share my thoughts on some of these issues as they relate to my own family and egg farmers in general.

I think one of the biggest challenges connected with the Code is putting an end date on conventional housing. Even though we had already proactively moved on this issue as an industry, as individual egg farmers we still have some biases. This is because we have worked and seen first-hand the great production improvements and lower mortality results from conventional housing.

But we need to always be looking to the future. If we think back several decades, the very first conventional housing barns were not the best for the birds. Over many years of innovation they evolved into a great production system, but did still restrict some of the behaviours birds will display if given the choice.

This brings to mind an experience I had recently at an educational event. We had an enriched colony

display set up, and a dairy farmer also taking part in the event to educate local school children came over to talk to me. He said he had been watching our enriched housing display and said it seemed much more appealing to consumers than our older conventional systems. I was very interested and asked him why he thought that way.

He had seen that the birds have more space and seemed to keep busy moving around and using the perches, scratch pads and nest boxes. He said from an outsider's perspective it is a lot easier to accept this type of housing.

I've had the opportunity to see many of the new free run and free range systems. They have some challenges and higher production costs, but the birds look comfortable and also express natural behaviours. As with anything new, there will be learning curves and refinements that, using the correct farm management style, can also make these systems viable alternatives for hen housing for some egg farmers.

My daughter Megan worked at the Arkell research farm while getting her Animal Science degree at the University of Guelph. Working with all the different housing systems gave her the chance to use her

education and experience to help in our decision to build one of the first enriched barns in Ontario. She knew which housing system she thought was best.

This has been a great experience and after three years of learning, we now have this enriched system performing in a very similar, and in some ways better, fashion than our existing conventional barns. As an early adopter, we paid for some lessons that will make it easier in the future.

As egg farmers we will all need to continue to make decisions to invest in housing systems included in the new Code that are the best for our hens. In harmony with that, we need to meet our market requirements for high-quality eggs that continue to be produced humanely, sustainably and affordably. For all of these reasons, egg and pullet farmers all need to be informed and involved.

EFO is holding five regional information sessions across the province for egg and pullet farmers to discuss the draft revised Code. Egg and pullet farmers need to be aware of the new Code, since we will continue to be on the front line on farms using it to provide the best care for our hens.

#### Upcoming Contributions By:

August - Roger Pelissero, Zone 4 Director

#### Upcoming Board of Director's Meetings:

August 3 & 4, September: August 29 & 30

## FARMER NOTICES

### Price Change Notice

Effective Monday, July 18, 2016, the Producer prices for one dozen Grade A eggs are as follows: \*Extra Large \$1.84, \*Large \$1.84, \*Medium \$1.63, \*Small \$1.23 (\*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.

### Website updates

Egg Farmers of Ontario's (EFO's) digital team has recently completed revisions to all of EFO's websites to amalgamate them under the *Get Cracking®* umbrella to further improve their performance.

As of July 14, these will be the new URLs for EFO's web properties:

**Consumers:** [www.getcracking.ca](http://www.getcracking.ca)  
**Farmers:**

[www.getcracking.ca/members/](http://www.getcracking.ca/members/)  
**Recipes:**

[www.getcracking.ca/recipes/](http://www.getcracking.ca/recipes/)  
The other URLs will remain as they currently are:  
[www.ontariosbestbreakfasts.ca](http://www.ontariosbestbreakfasts.ca)  
[www.eggchef.ca](http://www.eggchef.ca)

### RSS feed available

A feature of the farmer website, [www.getcracking.ca/members/](http://www.getcracking.ca/members/) offers a Rich Site Summary (RSS).

This is a format for delivering regularly changing web content.

Egg and pullet farmers who subscribe to this feed will receive any updates to the website via email. Please visit [www.getcracking.ca/member-farmer-news](http://www.getcracking.ca/member-farmer-news) to sign up.

## REGIONAL INFORMATION SESSIONS ABOUT DRAFT CODE OF PRACTICE

Egg Farmers of Ontario (EFO) will be holding a series of five regional information sessions across the province for egg and pullet farmers to discuss details of the draft revised *Code of Practice for the Care and Handling of Pullets and Laying Hens*.

The draft Code has been posted for public comment as part of the process used by the National Farm Animal Care Council (NFACC). The 60-day public comment period for the NFACC draft revised Code began June 29 and runs until August 29.

The three-year NFACC code development process brought together a wide variety of stakeholders including farmers, veterinarians, food companies and animal welfare enforcement and advocacy groups. The scientifically-supported requirements and recommended practices found in the Code form the foundation for the Canadian egg industry's mandatory national *Animal Care Program*.

EFO is working with Ontario graders, other provincial egg boards, Egg Farmers of Canada and other stakeholders to completely review the draft Code and prepare a formal submission on behalf of Ontario egg and pullet farmers. Discussions at the regional information sessions are part of this process.

Individuals are also invited by NFACC to submit comments online. The Code Development Committee will consider comments based on their relevance and how constructive they are. Therefore, any comments should include justification based on science, industry practice or personal experience and what can improve any particular section of the draft Code.

For copies of the Draft Code, please visit:

<http://www.nfacc.ca/codes-of-practice/poultry-layers>

### The regional information sessions are as follows:

Region	Date	Location/Details
Trenton	July 18	Ramada Trenton 99 Glen Miller Road, Trenton, ON Noon - Registration & Light Lunch 1:00 pm - Meeting
St. Isidore	July 19	St. Isidore Recreation Centre 20 Arena Street, Saint Isidore, ON 5:00 p.m. - Registration & Light Dinner 6:00 pm - Meeting
Cambridge	July 25	Holiday Inn Cambridge 200 Holiday Inn Drive, Cambridge, ON 6:00 p.m. - Registration & Light Dinner 7:00 pm - Meeting
Monkton	July 27	Elma-Logan Recreation Complex 200 Nelson Street, Monkton, ON 6:00 p.m. - Registration & Light Dinner 7:00 pm - Meeting
Coldstream	July 28	Coldstream Community Centre 10227 Ilderton Road, Ilderton, ON 6:00 p.m. - Registration & Light Dinner 7:00 pm - Meeting

Egg Farmers of Ontario (EFO) will be closed on Monday, August 1 to celebrate the Civic holiday. In case of emergency, please contact Harry Pelissero, EFO General Manager, on his cell phone at 289-237-5554.

# TIM HORTONS GETS CRACKING WITH NATIONAL LAUNCH OF BREAKFAST SANDWICHES MADE WITH 100% CANADIAN EGGS

Egg Farmers of Ontario (EFO) is pleased to be connected to the July 13th national launch of Tim Horton's Grilled Bagel Breakfast Sandwich made with 100% Canadian Eggs.



*The Get Cracking® logo is featured on the Tim Horton's website to promote their new breakfast sandwich.*

The *Get Cracking®* logo features prominently on the online, in-store and video campaign elements.

The launch is now underway with Tim Horton's website featuring the promotion to encourage consumers to switch up their everyday breakfast with Tim Horton's new Grilled Bagel Breakfast Sandwiches.

Consumers at the 3,800 Tim Horton's locations can enjoy this breakfast sandwich made with 100% Canadian eggs, processed cheese, and sausage or bacon on any one of Tim's Classic or Specialty oven-fresh bagels.

Visit [www.timhortons.com/ca/en/index.php](http://www.timhortons.com/ca/en/index.php) for more information.

## Avian influenza detected on Niagara-area farm

On July 7, low pathogenic H5N2 was detected on a 14,000 bird duck farm near St. Catharines, Ontario. A 3 kilometre quarantine zone was established around the farm and no other farms in the area were affected.

With this in mind, we remind you to follow these biosecurity measures:

- Every farmer, employee and every person entering all poultry barns must put on clean footwear, protective clothing and follow all biosecurity protocols on every entry into barns.
- Minimize visits to other poultry production sites and avoid any co-mingling of birds or contact with outside/wild birds.
- Avoid exchanging equipment with other poultry production sites.
- Ensure all vehicles/farm equipment that access the barn vicinity are properly washed and disinfected and that the laneway is restricted/secured.
- Ensure adequate training of farm and company personnel in biosecurity and disease prevention.
- Ensure adequate control of wild birds and rodents.
- Have a pressure washer or hose available to wash tires and equipment, and make this available to all service vehicles.
- If possible, "heat treat" the barn/litter ahead of chick or poul placement (to 30°C for a minimum of three days).

If your birds show any sign of illness, please contact your veterinarian and board immediately.

## 2016 PRODUCTION STATISTICS

(in boxes of 15 dozen)

### Ontario Production (week ending #20)

2016 – 6,254,677

2015 – 5,879,492

### Ontario IP (week ending #20)

2016 – 1,298,299

2015 – 1,178,002

### Ontario EFP (week ending #20)

2016 – 456,008

2015 – 455,969

### US Imports to Ontario (week ending

**June 18, 2016, #25)**

2016 – 844,528

2015 – 1,070,634

### For Sale

Farmer Automatic, 4 rows, 4 high, approximately 20 x 20" cage and 200' long. Diamond egg packer, 32' Farmer Automatic rod conveyor, 1 24 ton feed bin.

Available in July.

Call Mike: 905-730-3536.

720 Ford Dickson cages, 3 high, 20 x 24", capacity of 5,000 birds. Collector unit and egg and manure belts, two lengths of Ziggity water lines. Please contact Tom at 519-664-2357.

Valli cages, 3 rows and 4 high, capacity of 6720, holds brown or white. Fans & controls. Egg cooler, 2 - 6 ton feed bins. Respond to [2dchesney@execulink.com](mailto:2dchesney@execulink.com).

### Wanted

Farmer Automatic cages, 24" x 22.75", conventional, 216 cages. Please call: Peter 519-392-8448.

## DELICIOUS RECIPES TO HEAT UP YOUR SUMMER



Summer has definitely arrived, and with it comes barbeques, picnics and weekends at the cottage. That's why Egg Farmers of Ontario (EFO) created the perfect recipes to enjoy summertime fun, no matter the occasion.

Not your moms' macaroni salad, *Egg Mac'n Cheese Salad* is a delicious and colourful addition to any warm weather activity. It's so easy to make, you'll be out the door and heading to your favourite picnic spot in no time at all!

*Frozen Raspberry Mousse* is a tasty way to keep your cool when the temperature rises. Make ahead of time and store in the freezer until you're ready to serve. For added appeal, top with in-season raspberries and fresh whipped cream to delight your guests.

Visit [www.getcracking.ca/recipes](http://www.getcracking.ca/recipes) for these and other egg recipes that are sure to be crowd pleasers all summer long!

### UPDATE: Consumer Choice Campaign

As a key tactic in EFO's *Consumer Choice Campaign*, research was recently conducted to uncover consumer beliefs towards animal welfare in Ontario. The research was carried out on EFO's behalf by MotivIndex, a company that specializes in analyzing consumers online behaviours to reveal their true beliefs and intentions. This type of investigation is much different than traditional focus groups, in that it goes beyond what people say they think and do, to reveal their actual behaviours and the values that motivate them. Typically, members of a focus group can be easily swayed and influenced by others in the group to the point of communicating one thing, but doing the opposite.

The objective behind this research was to understand how an individual's beliefs and values

affect the type of eggs they buy, discover the most influential groups and what their motivations around animal welfare are. Most importantly though, is to understand and identify opportunities for communication when it comes to people's perceptions related to animal welfare.

Through this research, five dominant belief systems were discovered amongst Ontario consumers and one in particular was pinpointed as a group to directly connect with. The opportunity to engage this group and communicate with them the shared values they have with egg farmers will be a major focus of upcoming work.

Keep up-to-date with the *Consumer Choice Campaign* in upcoming editions of *The Cackler*.

## Coming soon to a mobile device near you



On August 11, EFO will be launching our new account on the social media platform Snapchat.

More information on this *eggs-citing* new update will be provided in the August edition of *The Cackler*.

Stay tuned!

## 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.getcracking.ca/members](http://www.getcracking.ca/members) 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.

## 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	Marc Bourdon	marc@bourdon.ca	613-551-5071
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.

## Volunteers needed for the Canadian National Exhibition

Egg Farmers of Ontario (EFO) is looking for currently active egg or pullet farmers to help with the Canadian National Exhibition (CNE) display.

The CNE is open from August 19 to September 5 and EFO has two shifts per day. The morning shift runs from 10 a.m. to 4 p.m. and the afternoon shift is

4 p.m. to 10 p.m.

Past volunteers are encouraged to help again and invite fellow farmers to join. The knowledge and experience of our farmers are invaluable at such events.

If you are an active egg or pullet farmer who is interested in volunteering at the CNE, please contact Morgan Baker ([mbaker@getcracking.ca](mailto:mbaker@getcracking.ca)).

## 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.

The mandatory temperature for on-farm coolers is between 10 to 13 degrees Celsius (50 to 55 degrees Fahrenheit).

Egg Farmers of Ontario (EFO) encourages all farmers to maintain a properly sized compressor-cooler to maintain the quality of eggs.

EFO inspectors continue to check cooler temperatures during regular visits.

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WHO MADE YOUR  
EGGS TODAY?



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Egg Farmers of Ontario