



Cackler

The Latest EFO News

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get cracking®
Egg Farmers of Ontario

July 2020



Above: July front cover of City Parent magazine, featured EFO's salad recipe.

Right: Recipe shared in the July Horizon Magazine.



Summer Sizzle!

Yummy ways to heat up your summer menu.

RECIPES THAT SHINE LIKE THE SUMMER SUN

The recent July heatwave wasn't enough to slow down Egg Farmers of Ontario's (EFO's) outreach of summer recipes.

City Parent Magazine featured EFO's [Strawberry Summer Salad](#) recipe and egg farmer Colin Vyn in a full-page ad, with the recipe also showcased on the front cover of the magazine.

Horizon Magazine shared EFO's [Egg Stuffed Peppers](#) and the Laver family in a double-page spread in their magazine.

Both advertisements were created for the July issue of the magazines.

Recipe outreach continues to be a key component of EFO strategy throughout 2020 and although COVID-19 initially postponed some scheduled print commitments, many are once again printing materials with a strong emphasis on digital elements.

UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- August 5 & 6 (via teleconference)
- September 2 & 3 (via teleconference)

IN THIS ISSUE

Highlights and updates from EFO's July Board of Directors Meeting

What's new in Foodservice?

Recipe of the month: [Strawberry Summer Salad](#)

New EFO online resource for kids!

INFORMATION

update

VIRTUAL ANNUAL GENERAL MEETING

EFO held its Annual General Meeting via Zoom webinar on June 25; approximately 250 egg and pullet farmers and industry stakeholders participated.

The agenda included remarks from EFO Chair Scott Helps, the Honourable Ernie Hardeman, Minister of Agriculture Food and Rural Affairs, Amy Cronin, Chair of the Ontario Farm Products Marketing Commission, and Yvon Cyr from Farm Products Council of Canada.

Comments were also heard from Former Chair Scott Graham and Former Pullet Director Andy DeWeerd.

Reports were presented from Egg Farmers of Canada, EFO's Auditors, Pullet Director and Director of Public Affairs. Presentations from Urner Barry, OMAFRA's Provincial Poultry Specialist and Maple Lodge gave participants insight into pricing, emergency depopulation and challenges with spent fowl.

The meeting concluded with updates on the Quota Simplification and Flock Verification projects. The full recording of the meeting has been posted to EFO's website and can be found here: <https://www.youtube.com/watch?v=nUfahggrObQ&feature=youtu.be>

HIGHLIGHTS FROM THE JULY BOARD OF DIRECTORS MEETING

Zone Summer Meetings

As Ontario currently remains under a provincial "State of Emergency", discussions around the scheduling of Zone Summer meetings continue. EFO's Board of Directors will discuss with their Zones options to move forward with scheduling of these meetings in the coming weeks.

Early Fowl Removal Update

The current market situation is being monitored to see if any additional Early Flock Removal actions may be needed to keep the short-term egg supply in line with demand.

Ontario has acted to remove about 500,000 birds to date on direction from Egg Farmers

of Canada (EFC) to all provinces about required reductions.

While shell egg sales are still up, this trend has softened and processed egg demand has returned to about 75% of normal levels as businesses continue to reopen.

Simplified Quota Policy Update

Further refinements were made to the draft policy that will move in several steps from the existing "quota plus programs" approach towards one single quota allocation number for each farm beginning in 2021. Staff are finalizing the administrative details and a draft policy will be distributed this summer for implementation on January 1, 2021.

The first and primary step to simplifying quota in the move towards a single quota allotment for each farm in the proposal is to end the Layer Lease Program (LLP) effective January 1, 2021.

For more information related to the Early Fowl Removal and Simplified Quota Policy, check your email for the Monthly Egg and Pullet Farmer update sent July 7.

OPERATIONS UPDATES

Multi species under one roof

Effective July 3, 2020, new facilities and renovated barns are not permitted to house multi-species under the same "roof" (barn) including pullets and layers as they are deemed separate species. This is in an effort to minimize infection risks associated with air movement, ventilation and biosecurity.

Protect your family and flock!

EFO would like to remind you to continue to be diligent on having measures in place to protect yourself, your family and your flock.

Although restrictions in various areas of the province have started to loosen, safety measures should still be practiced to ensure farm safety.

Part of these measures should now include screening anyone who enters your farm and denying access to anyone who:

- Has travelled outside of Canada in the past 14 days or has had contact with someone who has travelled outside Canada in the past 14 days;
- Has been exposed to someone who has tested positive for COVID-19; and

- Anyone who is sick, has a fever or other symptoms of COVID-19.

Be sure to social distance at least 6 feet from any visitor and when distance cannot be maintained, wear a face mask. Try to limit their visit to a small area, provide hand sanitizer at all entry and exit points and limit your contact with the visitor whenever possible.

Ontario is making great strides in diminishing the number of active cases by following these simple steps.



FOODSERVICE UPDATES

Canada Takeout Partnership

#TakeoutDay is a grassroots movement in support of the restaurant industry, the supply chain and communities across Canada.

EFO is partnering with Restaurants Canada during the months of June and July and have created digital content, banners ads, social media content and farmer testimonials to support this partnership.

Egg Chef Portal

Although restrictions are starting to lift in some areas and restaurants are starting to become more accessible, our Egg Chef program is looking at ways we can help existing *Egg Chef* members, such as independent operators, in their re-opening plans.

Since many of these operators will not have the financial means to safely prepare for re-opening, foodservice staff have been exploring options to help such as new table cards, posters, window clings and floor markers to promote social distancing.

EGG TEAM UPDATE

Bill Mitchell

The Board of Egg Farmers of Ontario (EFO) announced the appointment of Bill Mitchell to the position of Interim General Manager, effective July 1, 2020.

Bill has served as EFO's Director of Public Affairs since February 2013. He previously had 26 years of service with Dairy Farmers of Ontario.

Donna Lange

Effective July 2, Donna Lange became Acting Director of Public Affairs. Donna has been EFO's Public Affairs Manager since November 2012.

EFO wishes them both great success in their new roles.

POLICIES AND PROCEDURES NOTICE

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.

EGGS FOR PROCESSING ADJUSTMENTS

As per the memo to all EFO quota holders dated July 3, the market demand for further processed egg products has dropped significantly and as a result, EFO's Board decided to reduce production from the equivalent of 767,452 to the equivalent of 530,000 birds. This means the new split will be regular production (93.5%) and EFP production (6.5%).

Currently, your grader will pay you an advanced payment of 20% of your EFP and remits the other 80% to EFO to be put into the EFP pool. There will be no change in this payment process; the only change will be the percentage from 91.5/8.5 to 93.5/6.5.

For more information, please contact Lee Hickey (lhickey@getcracking.ca) or Suzanne Walton (swalton@getcracking.ca).

#SOCIAL UPDATES

For followers of EFO's Instagram account, you may have noticed recently the addition of recipe story highlights.

This is a new way for EFO to share featured recipes and has shown positive results.

Also in July, a Canada Day-themed post highlighting EFO's [Butter Tart Square](#) recipe created substantial engagement and interest.

What's more Canadian than butter tarts!

If you aren't already, be sure to give us a follow or a share.

follow us online!



PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #20)

2020 - 7,297,139

2019 - 7,075,744

Ontario IP (week ending #20)

2020 - 1,196,123

2019 - 1,522,172

Ontario EFP (week ending #20)

2020 - 516,984

2019 - 448,380

US Shell Egg Imports to Ontario (week ending June 13, 2020 - #24)

2020 - 392,060

2019 - 1,348,582

NUTRITION TRENDS



Above: Andrea D'Ambrosio demonstrates ways to enjoy eggs on CHCH Television.

Eggs and charcuterie boards; a winning combo!

Registered Dietitian Andrea D'Ambrosio was a guest on CHCH *Morning Live* June 26 to share how she makes charcuterie boards healthy using eggs. During the segment, Andrea demonstrated how to prepare delicious hard-cooked eggs and the many nutrients eggs have to offer.

To watch the segment, please visit <https://www.chch.com/healthy-charcuterie-boards/>. In addition, Andrea shared her tips on a featured [blog](#).

Easy dinner ideas for hot summer days

July let us know it arrived with the onset of scorching weather, making many activities too hot to handle, especially making dinner!

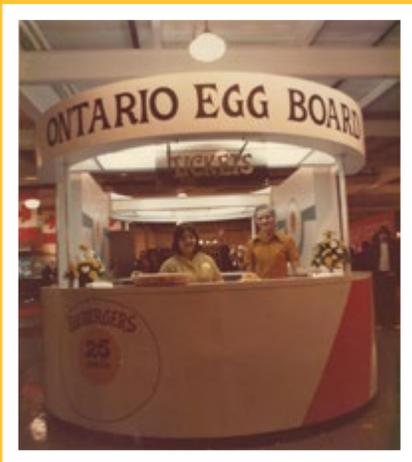
Fortunately, EFO has many meal suggestions on getcracking.ca to beat the heat that can be prepared with just a bit of effort. That means more time to spend near the pool, lake, pond or air conditioner!

The [BLT Power Bowl](#), [Layered Devilled Egg Pasta Salad](#) or [Sweet and Spicy Potato and Egg Salad](#) are just a few options – and to cool you down even more, [Frozen Raspberry Mousse](#) is a delicious but summery finale to your dinner.



Above: Frozen Raspberry Mousse is a colourful way to end a summer meal!

HISTORICAL CORNER



With all the event cancellations happening this year, we thought it would be fitting to share this photograph from an event display in 1974.

Even back then, an Egg Burger for 25 cents seems like a great deal!

Have some old memories of egg farming, EFO or your family farm you'd like to share? Email Pam Passerino (ppasserino@getcracking.ca) to see your memories in *The Cackler*!

FARMER UPDATES

FOR SALE

Farmer Automatic conventional layer cages

Used for less than 10 flocks
2 rows of 23 x 19 ¾" cages 5 deck
1 row of 23 x 24" cages 5 deck
Asking \$3400 per row

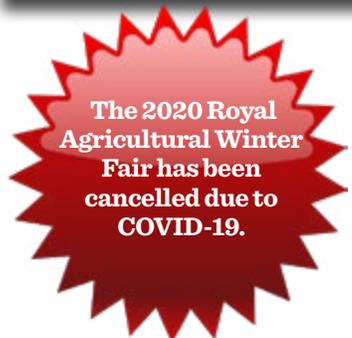
Spare parts for Farmer Automatic conventional layer cages

Never used
Cage floors for 19 ¾" cages and 24" cages, feed troughs & front ends for troughs

Contact James @ 226-239-0120

Egg cross conveyor - 16 inches wide, 34 feet long in addition to a 90 inch long downward slope.

Please contact:
Telephone (519) 236 4095
Email: vbeeler@hay.net



MONTHLY recipe

Strawberry Summer Salad



Servings: 6
Prep Time: 15 minutes
Cook Time: 7 minutes

INGREDIENTS

½ cup (125 mL) thinly sliced red onion
¼ cup (60 mL) red wine vinegar
1 tbsp (15 mL) granulated sugar
2 cups (500 mL) mixed greens
2 cups (500 mL) baby spinach
1 cup (250 mL) halved cherry tomatoes
1 cup (250 mL) crumbled blue cheese
1 cup (250 mL) sliced strawberries
6 eggs, hard-cooked, peeled and quartered

Strawberry Dressing:

1 ½ cups (375 mL) fresh strawberries, hulled and halved
3 tbsp (45 mL) apple cider vinegar
2 tbsp (30 mL) fresh lemon juice

2 tbsp (30 mL) olive oil
1 tbsp (15 mL) maple syrup
1 tsp (5 mL) poppy seeds

Candied Walnuts:

1 tbsp (15 mL) unsalted butter
½ cup (125 mL) chopped walnuts
¼ cup (60 mL) maple syrup

DIRECTIONS

• In a small bowl, mix together red onion, red wine vinegar and sugar. Pickle onion for 5 to 10 minutes or until red onion flesh turns pink. Drain from liquid and set aside.

Strawberry Dressing: In a mini food processor, combine strawberries, apple cider vinegar, lemon juice, olive oil and maple syrup. Purée until smooth. Stir in poppy seeds.

Candied Walnuts: Line a medium plate with parchment paper; set aside. In a small skillet, over medium heat, melt butter. Add walnuts and maple syrup. Cook, stirring until walnuts become a golden colour and sticky, about 7 minutes. Remove from heat and transfer to plate. Allow to cool fully. Roughly chop and set aside.

In a large serving bowl, combine mixed greens and baby spinach. Arrange cherry tomatoes, blue cheese, strawberries, drained pickled onions, eggs and walnuts on top of salad greens. Drizzle with dressing.

“eggs-pert” advice

TIP: Cover and store dressing in the refrigerator for up to 1 week.

EGGS IN THE NEWS

Food affordability still top consumer concern: CCFI

The Western Producer
July 6, 2020
By D.C. Fraser

The Canadian Centre for Food Integrity held a webinar to look at how to better earn public trust in food and farming.

Globally, there has been a record rise in general trust, with Canada seeing a 10-point increase in that trust.

CCFI's 2019 research into gauging public attitudes about Canadian agriculture

and food found Canadians are more concerned about the rising cost of food and keeping healthy food affordable than they are about healthcare or energy cost increases.

As is consistent with recent years, CCFI found more Canadians are concerned with ensuring there is enough food to feed Canada than they are with having enough food to feed people outside of the country.

CCFI has found that half of Canadians surveyed are “very concerned” of their food safety; but a growing number of Canadians trust food made in Canada over food produced elsewhere.

Other organizations have found that while consumers want more local food, their desire for high-quality and affordable food will continue to be paramount.

CCFI also found 91 percent of Canadians know little or nothing about modern farming practices, but 60 percent are interested in knowing more.

The organization's 2020 research will be particularly noteworthy in determining how COVID-19 has affected consumer views of issues such as food safety and food affordability.

outreach UPDATES

EFO creates new resource for at-home fun

With kids spending endless time at home over the past few months, EFO decided to create a fun activity for them to enjoy while learning about the eggs they eat.

The Egg Story Colouring Book is an 11-page resource that kids can print and colour and also doubles as a book to enjoy.

Although the booklet was created as an online tool, EFO has plans to print copies for distribution when schools and events begin to open.

The Yummy Farm

EFO recently collaborated with The Yummy Farm and Ontario Asparagus in a resource to showcase new and unique ways to enjoy recently in-season asparagus.

The Yummy Farm is an online magazine that shares recipes and ideas from Canadian food writers and bloggers.

EFO shared our delicious recipe for [Garlic Shrimp and Asparagus Noodle Bowl](#). To see a copy of the resource, visit <https://bit.ly/3eh021n>.



Fields to Forks

Egg Farmers of Ontario is proud to once again participate in the *Fields to Forks* program with CTV London which connects people to local farmers and how they produce food for Ontario.

The upcoming video segment has a focus on female farmers that are challenging the way consumers think about agriculture. Filming took place July 13 and will feature Zone 6 egg farmer Tonya Haverkamp.

The video should be live at the end of August - look for a link to the segment in an upcoming edition of *The Cackler*.

Zone	Director	Email Address	Phone
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5	Brian Miller	bwmiller@quadro.net	519-521-1325
6	Tonya Haverkamp	tutzhaverkamp@hotmail.com	519-274-2574
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9	Craig Hunter	chunter@burnbraefarms.com	613-341-2006
10	Marc Bourdon	marc@bourdon.ca	613-551-5071
Pullet	Alvin Brunsveld	brunsvelda@gmail.com	519-319-1874

QUOTE OF THE MONTH

“Everything that exists in your life, does so because of two things: something you did or something you didn’t do”

- Albert Einstein



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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.