

the Cackler Newsletter



JUNE 2016

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

COMMENTS FROM THE COOP

Earning public trust for food in Canada

by Dianne McComb, Zone 2 Director

Many egg farmers probably find they do their best thinking at home in layer barns surrounded by the contented sounds of the hens that are in their constant care.

That was the case for me recently when I had the privilege to spend two days in Ottawa at a conference discussing many of the challenges Canadian farmers are facing followed by the next few days working on the farm. There, the routine of walking the rows and gathering eggs allowed me to reflect on what I learned and the connections I made at that meeting.

The session in Ottawa was the Public Trust Summit and it was the launch of the Canadian Centre for Food Integrity by Farm and Food Care Canada. The parent organization is a unique coalition created in 2011. It brings together many partners, including all types of farmers, associations, retailers and food companies from across the country.

The common element that ties the coalition together is a shared commitment and responsibility to provide credible information about food and farming. This effort grew out of Farm and Food Care Ontario and one of its parents, the Ontario Farm Animal Council, of which Egg Farmers of Ontario (EFO) was a founding member.

The Canadian Centre for Food Integrity is a new division of Farm and Food Care Canada. It is affiliated with the Center for Food Integrity

based in the United States. It is the research arm that provides a North American approach and perspective on food issues and conversations in an increasingly interconnected food system.

About 230 people attended and around every table there was an incredibly diverse group of people, from farmers to retailers and university researchers. All were there to hear how they could communicate about food and farming with clarity, consistency and through more collaboration.

We arrived as a group of separate individuals but, after hearing how each sector is facing pressure from animal activists and a consumer base that trusts farmers while being unsure about farming, there was a feeling of unity around the need to get accurate information about farming out with the support of Farm and Food Care.

Telling our story has long been an emphasis at EFO, from discussions with Members of Parliament (MPs) and Members of Provincial Parliament (MPPs) to reaching consumers through our *Who Made Your Eggs Today?* campaign.

Meetings like the Public Trust Summit renew our understanding of the need and variety of ways to get our message out. Everyone needs to find their own way to speak up, whether it is about the code of practice or at fairs, in classrooms or any day in your grocery store.

As egg farmers, our most important message is that we care for our hens. Ontario's egg farmers need to stand up and speak clearly about continuing to provide the best for the health and welfare of our hens.

Beyond the fundamental hen care issues, we have so many good news stories to tell.

For example, over the last 50 years, egg production in Canada has increased 50% while its environmental footprint decreased by almost 50%.

That 50% increase in egg production is achieved using 81% less land, 41% less energy and 69% less water.

The 50% increase in production is also achieved with vastly reduced emissions; a 61% reduction in acid rain causing omissions; 68% less emissions of nitrogen and phosphorus; and 72% less greenhouse gas emissions.

While there have been a lot of headlines about hen housing recently, anti-animal agriculture extremists don't talk about the 50% improvement in egg production per hen or the 75% reduction in laying hen mortality that has been achieved by Canadian egg farmers that care for their hens or the dramatic impact this has on food affordability for consumers.

As egg farmers, we have many great stories to tell, so when the time comes and you have the chance to speak up - remember that it is up to all of us together.

Upcoming Contributions By:

July - Dan Veldman, Zone 3 Director

Upcoming Board of Director's Meetings:

July 7 & 8, August 3 & 4

FARMER NOTICES

Regional Farmer Information Sessions

Egg Farmers of Ontario (EFO) will be conducting regional information sessions to provide farmers with an update on the new layer code of practice once released for public comment. Dates and locations are to be determined.

RSS feed available

A feature of the farmer website, www.eggfarmersofontario.ca 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 <http://www.eggfarmersofontario.ca/member-farmer-news> to sign up.

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.

EFO CELEBRATES LOCAL FOOD WEEK



Left: Scott Graham, EFO Chair; Honourable Jeff Leal, Minister of Agriculture, Food and Rural Affairs and Dianne McComb, Zone 2 Director at the Queen's Park Farmers Market.



Left: Samples ready to be served; and Toby Barrett (MPP Haldimand-Norfolk) with Dianne McComb.



Above: Scott Graham with John Vanthof (MPP for Timiskaming Cochrane) and Dianne McComb; Right: Scott Graham, Ernie Hardeman (MPP Oxford) and Dianne McComb.

Local Food Week was celebrated June 6 -12 and provided a great opportunity for Egg Farmers of Ontario (EFO) to share information with consumers about fresh, local, high-quality eggs and the farmers that provide them every day.

Social media provided an excellent platform to participate in the week-long celebrations and EFO promoted five farm families and their stories through Facebook, Twitter and Instagram using the hashtag #LoveOntFood. As well, EFO sponsored and participated in the Local Food Week Twitter party hosted by @FoodlandOnt.

A blog post, written by Zone 4

egg farmer Chris Mullett Koop, was also promoted through social media channels. To view the blog post, visit <http://www.getcracking.ca/news-events/our-farmers/what-local-food-week-means-me>.

The annual Queen's Park Farmers Market, in conjunction with Local Food Week, was held on June 9th on the lawn of Queen's Park and EFO participated along with 21 other commodity groups. Scott Graham, EFO Chair, and Dianne McComb, Zone 2 Director, along with EFO staff, handed out 1,000 samples of EFO's latest (and very popular) recipe *Crustless Coconut Chai Pie* to attendees.

CONSUMER CHOICE CAMPAIGN

In response to the recent on line and media activity surrounding the cage-free movement, EFO is moving forward with our *Consumer Choice Campaign*. This is a multi-year plan with various strategy levels, with objectives that focus on consumer choice and the evolution of housing, the various egg options available to consumers and the tradeoffs of each system. In addition, it will provide information on housing systems – in terms of economics, sustainability and hen well-being in a manner that encourages restaurants and retailers to consider sourcing eggs from a variety of production systems.

A variety of tactics will be used to implement the campaign, including consumer purchasing research, a consumer engagement plan consisting of farmer videos, media tour, blogger tour and twitter forums as well as updated Egg Ambassador training and resources, targeted media monitoring and an Issues Management and Engagement Plan.

Visit <http://www.eggfarmersofontario.ca/annual-meetings/51st-annual-meeting> to view the *Consumers Choice in the Canadian Marketplace Strategy* presentation and Coalition for Sustainable Egg Supply report to EFO's 2016 Annual Meeting.

EFO's Thomas R. Graham Scholarship

The *Egg Farmers of Ontario's Thomas R. Graham Scholarship* was established to recognize the contributions of Thomas Graham, a graduate of the Ontario Agricultural College in 1950. First awarded in 1984, this scholarship grants \$5,000 to a PhD student, registered in their first year in an area of research and study in the general field of poultry science. If no PhD student is eligible, two awards of \$2,500 may be awarded to MSc. students.

Tom Graham owned and operated *Graham Farms* that was founded within the current town of St. Marys in 1953. The farm is now operated by Tom's son and Egg Farmers of Ontario (EFO) Chair Scott, and his wife Laurie, along with his grandson Brett and his wife Jessica. Brett represents the third generation involved with the farm.

Egg Farmers of Ontario and the Graham family are honoured to offer this scholarship opportunity.

For more detailed information and how to apply, please visit <https://www.uoguelph.ca/registrar/studentfinance/apps/grawards?id=15067>

2016 PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #16)

2016 – 4,970,127
2015 – 4,679,237

Ontario IP (week ending #16)

2016 – 986,239
2015 – 910,431

Ontario EFP (week ending #16)

2016 – 364,808
2015 – 364,793

US Imports to Ontario (week ending

May 14, 2016, #20)

2016 – 758,808
2015 – 820,374

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 Dickison 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.

Wanted

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

With Sympathy

Leslie Ballentine, who many will remember as a Canadian expert on animal welfare, passed away May 29 at the age of 60. She is survived by her husband and daughter.

Prior to establishing her company Ballentine Communication Group in 2004, Leslie was the Executive Director of the Ontario Farm Animal Council (now Farm and Food Care), which she helped form in 1988. Prior to that, Leslie was the Communications Officer for Ontario Egg Producers' Marketing Board (now EFO). Previous to that, Leslie served several roles for the Ontario Federation of Agriculture.

Her knowledge and expertise was invaluable and she will be deeply missed. Egg Farmers of Ontario would like to extend our most sincere condolences to her family.

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).

In celebration of Canada Day,
Egg Farmers of Ontario will be
closed on Friday, July 1.

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

EFO recipe featured in Horizon Food and Drink Magazine



The April/May issue of Horizon Food and Drink Magazine featured EFO's *Crustless Chai Coconut Pie* on the cover, with a two-page spread on the inside showcasing the recipe and one of our latest ads from the *Who Made Your Eggs Today?* campaign. This magazine is distributed throughout the Greater Toronto Area, boasting a circulation of over 200,000 readers per issue.

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.

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.

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WHO MADE YOUR
EGGS TODAY?

EGG FARMERS
Ontario.ca

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