

THE CACKLER

THE LATEST EFO NEWS



get cracking®
Egg Farmers of Ontario

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(Above): Registered Dietitian Shannon Crocker shares protein boosting ideas on CTV Morning Live (Ottawa) and (right): Two nutrition infographics created as part of EFO's nutrition strategy.

DELICIOUS WAYS TO POWER YOUR DAY WITH EGGS

Egg Farmers of Ontario (EFO) has teamed up with Registered Dietitians Shannon Crocker and Carol Harrison to develop and carry out a structured nutrition strategy. This program includes the creation of infographics, videos, resources and nutrition-related content to be used on social media and EFO blogs.

A Facebook Live event and several media events are part of this project. Shannon Crocker

demonstrated how to get more protein in your morning during three television appearances on CHCH *Morning Live* (Hamilton) May 24, CTV *Morning Live* (Ottawa) May 29 and CTV *News at Noon* (Kitchener) May 31.

For more information and to download the resource, please visit our blog <https://www.getcracking.ca/recipes/article/delicious-ways-power-your-day-eggs>.

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- What are your hiring practices?
- New EFO Field Inspectors

UPCOMING CONTRIBUTIONS BY:

- July: Dan Veldman
Zone 3 Director
- August: Roger Pelissero
Zone 4 Director

UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- July 4 & 5
- August 1 & 2

COMMENTS FROM THE COOP

SPEAKING UP ABOUT EGG FARMING

By Dianne McComb, Zone 2 Director

Egg Farmers of Ontario (EFO) has been a leading champion of the importance of telling consumers our own family's stories about farming. You see this in our evolving *Who Made Your Eggs Today?* campaign, in our various online channels and as a strong theme in many of our outreach and community activities.

All of us can play a part in this ongoing opportunity and should always be on the lookout for ways to improve and practice the ways we can share our stories as egg farmers. This spring has been a season of learning and sharing for me, starting off with EFO's speak-up sessions. These workshops were offered by EFO to assist volunteers with their communications skills and make them comfortable when interacting with the public.

The Ingersoll session was lead by Amy Matheson through Farm & Food Care Ontario. Although many of the egg farmers in attendance have been "speaking up" for years, our perspective about how we interact with the public continues to evolve.

In the past, we were encouraged to have an "elevator speech" ready to say when the opportunity availed itself.

We now understand that active communication involves conversation from **both** parties and often it is helpful to establish commonalities while sharing information. The simple act

of asking yourself - *what do I have in common with this person?* - helps them find you relatable and willing to have a great conversation about egg farming. Maybe they are parents or you both watch hockey. Whatever it is, make that connection, then add bits of your egg farming story.

I also learned during the speak-up sessions to be cautious about not using farm terms such as *cash crop farmer* to *grain farmer* or the big one - *housing* instead of *cage*. Consumers are not familiar with terms that may be commonplace to a farmer, and by using them you make yourself less relatable.

The speak-up session and resources I acquired from it were very helpful this May, when I was preparing for a presentation to Grade 7 and 8 students during the Western Fair Agri-Education Week. Students from London area schools attended and each group had a 45-minute session to learn about dairy and egg farming, followed by the opportunity to prepare their lunch through the *Growing Chefs* program.

Students were shown videos on housing and egg grading, then put on biosecurity clothes to gather eggs from the live hens in the enriched housing display, which developed into an interesting 45 minutes. The students also played a game where they had to answer questions to win a prize. All of these interactive resources kept the



students engaged and interested - another great way to share information.

I soon discovered that attending the speak-up training helped build my confidence, as speaking to students is well out of my comfort zone. I hope to further develop this and take on more in the years to come. Many of you have been speaking to school-aged students over the years and I would like to hear what you find works and if there are tools, like videos or displays, that you would find helpful to have on hand to do more of this type of presenting.

If you are interested in "speaking up" for eggs, please contact your Zone Director as there are numerous opportunities throughout the year where farmers are needed.

Some upcoming opportunities are the *Breakfast on the Farm* in Ancaster, June 23 or in North Gower on September 8, The Canadian National Exhibition, Western Fair, International Plowing Match, Stratford Garlic Fest and Norfolk Fair. There may be other events in your local community as well.

With farmers now making up less than two per cent of the population and egg farmers an even smaller group, your voice counts. If we aren't telling the egg farming story, who is?

WITH THIS ISSUE

- Ontario Veterinary College Recruitment Notice*

* denotes to egg and pullet farmers only



Egg Farmers of Ontario's office will be closed on Monday, July 2 to observe Canada Day.

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

CALLING ALL EGG AMBASSADORS!



Photo courtesy of www.theex.com

Although it seems like summer is just getting started, that doesn't mean it's too early to book your spot at the Canadian National Exhibition (CNE)!

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

The CNE is open from Friday, August 17 to September 3 and EFO has two shifts operating 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.

Both past egg ambassadors and new ones are encouraged to help out and invite fellow farmers to join them. 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 Sarah Brien at sbrien@getcracking.ca.

EFO WELCOMES THREE FIELD INSPECTORS



(Above, left to right): New EFO inspectors Megan Acheson, Danielle Fawcett and Casey Riddle.

Egg Farmers of Ontario (EFO) would like to welcome Megan Acheson, Danielle Fawcett and Casey Riddle, who recently joined EFO's Operations Department as Field Inspectors and will visit egg and pullet farms, to help administer the *On-Farm Food Safety* and *Animal Care Programs* with farmers. Megan will be covering the areas of Waterloo, Wellington, Grey, Bruce, Simcoe, York and Dufferin while Casey and Danielle will be responsible for western Ontario.

Megan has recently completed her studies at the University of Guelph, in Animal Biology and along with playing rugby and outdoor activities, she also enjoys horseback riding.

As a graduate of the University of Guelph B.Sc in Animal Biology, Danielle is currently completing her Masters of Science in Animal Behaviour and Welfare. She has also worked as a research assistant at the Arkell Poultry Research Station.

Casey comes to EFO from the Poultry Industry Council where she worked as the Education and Extension Coordinator. Casey is a graduate of the University of Guelph where she studied Agricultural Science, majoring in Animal Sciences.

HOW SAFE ARE YOUR HIRING PRACTICES?

With the recent increase in activity from aggressive special interest groups across North America, we remind you to exercise extreme caution when hiring employees for your farm or business.

Always follow-up with references - did the applicant actually work where they say they did? Are they who they say they are?

Remember, a quick "google" search can often lead to more information about the employee.

Here are some other things to watch for:

- Be wary of applicants offering to work for nothing or posing as students that want to "learn more" about farming.
- Are they seeking a job below their skill or education level?
- Do they volunteer for tasks before or after normal business hours or jump at the opportunity to do menial tasks that give them direct contact with animals?
- Are they overly curious, asking a lot of questions and over-familiarizing themselves with other workers?

These things are all "red flags" and may be an indication that the applicant is looking for more than employment.

ATTENTION EGG AND PULLET FARMERS

The Ontario Veterinary College is researching agricultural producer mental wellness and is in need of egg and pullet farmers to participate in a one-on-one interview, followed by a short survey.

If you are interested in participating in this valuable research, please see the attached insert for more information or contact Briana Hagen (bhagen@uoguelph.ca or 306-381-8927).

REMINDER: TIME TO CHECK COOLER TEMPERATURES

Due to the warmer weather during this time of year, farmers are advised to check their egg cooler temperatures regularly.

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

Egg Farmers of Ontario 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.

2018 PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #16)

2018 - 5,489,858

2017 - 5,424,483

Ontario IP (week ending #16)

2018 - 1,183,012

2017 - 1,289,291

Ontario EFP (week ending #16)

2018 - 364,800

2017 - 364,860

US Shell Egg Imports to Ontario (week ending May 19, 2018, #20)

2018 - 708,493

2017 - 410,027

EFO CELEBRATES LOCAL FOOD WEEK



EFO's recipe as featured in *Love Local Food's* e-magazine

In the absence of a provincial event/celebration for Local Food Week, EFO partnered with other commodities in the summer issue of the *Love Local Food* e-magazine. This digital magazine, available at lovelocalfood.ca, features information on local foods, the Oxford County cheese trail, a feature on asparagus and a variety of summer recipes from other commodities (including Ontario Bean). EFO's recipe, *Layered Devilled Egg Pasta Salad*, features pasta, turkey, cheese and layered local vegetables topped with devilled eggs! The recipe can also be found here <https://www.getcracking.ca/recipes/layered-devilled-egg-pasta-salad>.

EGGS IN THE NEWS

Egg sales soar as Canadians jump at all-day breakfast

CBC News
June 4, 2018
By Kyle Bakx

No longer a dietary enemy, eggs are surging in sales, pleasing farmers, restaurants and consumers.

Egg sales in Canada are sizzling, and a recent trend in the fast-food industry is fuelling some of the demand in the country — all-day breakfast.

In early 2017, restaurant chains like McDonald's and A&W began selling their breakfast sandwiches around the clock. Tim Hortons is now starting its own test at certain locations in Ontario.

The menu change is a hit at McDonald's, with egg sales surging 25 per cent in the first 12 months of offering all-day breakfast. That's over 35 million more eggs.

In the past 12 months, egg sales were up 6.6 per cent across Canada. As more restaurants are adding eggs to their menus, the surge in sales shows no signs of cracking.

"Oh wow," said Sarah Caron, with the Egg Farmers of Canada, upon

hearing the numbers. "It shows the clear demand for our product. These chains are smart."

In 2017, more than 732 million dozen eggs were produced in Canada. That's 8.78 billion eggs.

Watching sales continuously increase year after year is bringing optimism to the 1,000 egg farmers across the country, who have few complaints about their industry.

The egg industry's smooth ride over the past decade is due, in part, to changes in diet and knowledge. The sector faced significant pressure as eggs were chastised as being harmful to your heart. Medical experts have worked to dispel those cholesterol concerns and say it's more important to look at what you eat with your eggs.

"Maybe 10 or 15 years ago, eggs were looked at as an enemy," said Kevin Grier, an independent market analyst for the food industry. However, with research proving otherwise, "that's got to be a large part in the turnaround of egg demand."

Increasingly, people want protein with every meal, and most types of diets, even the trendy ones, often include eggs.

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	gizmo53.dm@gmail.com	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	Scott Brookshaw	sbrookshaw@sympatico.ca	519-671-7568
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 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.



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FARMER NOTICES

FOR SALE

Farmer Automatic complete layer barn equipment, seven years old, complete cages - 23 by 24 inches to house 11,700 white layers. 10 tonne feed bin and feed system, also complete ventilation system, one floor lift in pack room. Multiple spare motors and spare cage parts. If interested, contact Mark Littlejohn: 519-678-3280.

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.

MAPLE LODGE PLANNED LINE SHUTDOWN

As part to the modular loading transition for broilers, the following dates CANNOT have any fowl (USA or Canadian) scheduled, as the fowl line will be used for broiler processing only or shut down completely.

- Week of October 22nd, 2018
- Week of October 29th, 2018
- Day of December 5th, 2018
- Day of December 13th, 2018

On these weeks and days there can be no fowl coming to Maple Lodge Farms.

For farmers who typically send out birds in that time period, you are asked to work with industry and Maple Lodge or other processing plants as soon as possible to plan your fowl pickups and new flock placements accordingly. An alternate plan would be a full barn depopulation using EFO's team. This option would require additional planning and co-ordination; please contact Albert Visser at 613-847-7075 or avisser@getcracking.ca.