

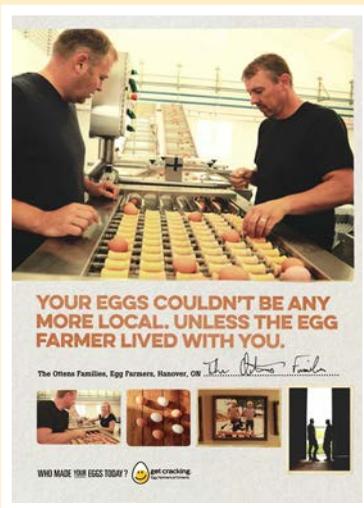
THE CACKLER

THE LATEST EFO NEWS



get cracking®
Egg Farmers of Ontario

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2019 WHO MADE YOUR EGGS TODAY? CAMPAIGN LAUNCHES

Egg Farmers of Ontario (EFO) launched Flight 1 of the 2019 *Who Made Your Eggs Today?* campaign April 29, which will run for four weeks.

Horizontal and vertical ads featuring the Chaudary, Corput, Mulder and Ottens families are on TTC Interiors, GoTrains and transit bus posters across Ontario and include locations such as Barrie, Belleville, Cornwall, Durham Region, the Greater Toronto Area (GTA), Hamilton, Kitchener-Waterloo-Cambridge, Ottawa, Peterborough, Sarnia, Niagara and Windsor. Close to 70 billboards were also placed in the GTA, as well as North Bay, Sudbury and Thunder Bay.

Extended advertising reach on Facebook and Twitter are also included, with each farm family being featured.

IN THIS ISSUE

- Comments from the Coop Scott Helps, Vice Chair
- Farm Security Reminder
- EFO releases spring spice card

UPCOMING CONTRIBUTIONS BY:

- June - Lorne Benedict
Zone 2 Director
- July - Dan Veldman
Zone 3 Director

UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- June 3 & 4
- July 3 & 4

COMMENTS FROM THE COOP

PLANNING FOR SUCCESS

By Scott Helps, EFO Vice Chair

Excellent planning is one of the keys to the success of any business or organization.

To make sure that success continues, EFO's Board decided to reinvigorate its planning process and start a completely fresh approach to deal with the issues and opportunities facing the sector and come up with a business plan for the next five years.

One of the first steps taken was to hold regional meetings to talk directly with egg and pullet farmers to provide a solid foundation of the collective views of our members.

We heard at the Egg & Pullet Farmers' Workshop last fall that farmers wanted to give their planning input earlier in the annual process, so rather than surveying farmers in the fall, their input was sought at these meetings in April.

These meetings provided farmers the opportunity to discuss various components of EFO's Business Plan and provide input into the areas of EFO's mission, vision, guiding principles, strategic priorities and key result areas. A facilitator was hired to help lead the sessions. All feedback was recorded and will be presented to EFO's Board in June as part of the process. Participation was strong, with about

90 egg and pullet farmers in total at the four meetings.

Farmers are always busy so we would like to thank you for taking the time to support this important effort.

Each of these meetings followed the same agenda with a discussion of business trends and a working session to discuss the egg sector's dangers, opportunities and strengths. Farmers were asked to give their views of an ideal future for the sector to support developing a new vision statement. The afternoon session focussed on the organization's current key result areas (KRAs). Everyone was asked to rank the KRAs in terms of importance and also in terms of EFO's performance in each area.

The final item on the agenda was an update and discussion of the Stop, Start, Continue results from last November's Egg and Pullet Farmers' Workshop. The group was provided an update on actions and progress on the issues and asked for comments about any new issues.

Some of the issues emphasized in the four meetings included: uncertainties around hen housing transition and the new *Code of Practice*; pullet utilization and cross-border pullet



issues in Eastern Ontario; difficulties in accessing sufficient volumes of quota over the *Quota Transfer System* (QTS); catching, vaccination and handling crew labour issues and related timing and management problems for end of lay bird disposal; and communication from EFO.

Early feedback from farmers at the meetings was that they found them very effective. There were Board members and a few staff attending each meeting as observers, with a staff member from the Ontario Farm Products Marketing Commission also attending one of the meetings.

The input collected at the regional meetings and the work-in-progress of developing the new plan will be provided in an update at the summer Zone meetings.

WITH THIS ISSUE

- Poultryhealth Bytes biosecurity resource
- Unvented heater code deadline reminder

• denotes to egg and pullet farmers only

REMINDER: SIMPLE BUT EFFECTIVE WAYS TO PROTECT YOUR FARM

With a recent increase in aggressive on-farm protests and demonstrations by special interest groups, farmers are reminded to always maintain a high level of awareness and security. There is always a possibility for action by these groups at any time.

Good fencing and lighting, proper use of locks and no-trespassing signs are ways to ensure that you are not an easy target for this type of activity.

Activists will look for a simple way in and will tend to avoid well-lit, fenced off locations with extra security such as locks. Not all activity takes place during

the day when you are around to see it.

Be aware of what is going on both on and off of your barn property and also remind your neighbours to notify you of any suspicious activity. If possible, get to know your local police so if you do have any issues, you can get them easily involved.

In the event that you encounter suspicious activity, please contact your local police detachment and notify Bill Mitchell, Director of Public Affairs at bmitchell@getcracking.ca or on his cell at 519-897-3440.

EGGS IN THE NEWS

ADVOCATING FOR THE EGG INDUSTRY

Better Farming
May 2019
by Kate Ayers

Chris and Laura Mullet Koop, who farm in Jordan, are passionate about growing food, protecting the environment and advocating for their industry. They demonstrate this enthusiasm in their daily farm operations and community involvement.

His ancestors established the operation in 1932. Chris is the fourth-generation egg farmer on this property. The family shifted into poultry production because it was a reliable source of income and made farming full time a viable option, he says.

The family have two poultry barns. The Mullet Koops use the aviary pullet barn to rear hens up to 19 weeks of age, when they are ready to lay eggs. The second facility is a fully enriched layer barn, which houses mature hens over 19 weeks old. The family collects eggs in this barn.

Beyond managing their farm operation, the Mullet Koop family are heavily involved in consumer outreach through Egg Farmers of Ontario (EFO). Since the launch of the organization's *Who Made Your Eggs Today?* campaign in 2010, "we have shared our family farm story on various platforms set up by our EFO team," Chris says.

The family have also appeared on live broadcast television. They have run educational days in elementary school classrooms, and travelled with EFO's Egg Education Trailer to events throughout southern Ontario. The family volunteers at these events, allowing consumers to see, hear, smell and touch chickens. The Mullet Koops also host on-farm events.

The sixth generation of Mullet Koops shows promise for the continuation of the family farm for years to come.

FARMER NOTICES

CALLING ALL EGG AMBASSADORS!

Although Mother Nature doesn't seem to know it yet, summer is right around the corner and with it comes fairs and events across Ontario.

Egg Farmers of Ontario (EFO) is looking for active egg or pullet farmers to help with *Breakfast on the Farm* (BOTF) and the Canadian National Exhibition (CNE).

As a significant sponsor for the BOTF event, EFO has been given exhibit space in the outdoor exhibit area where our Egg Ambassador Alisha, along with the egg education trailer, will be on-hand to answer questions about egg farming.

We would also like to invite local egg farmers to help out at the exhibit, to be held on June 22 at Jobin's dairy farm in Tecumseh. Over 2,000 people are expected to attend the day-long event so it's a great opportunity to share the real story of what you do with people who want to know!

The CNE is open from August 16 to September 2 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 volunteers and new ones are encouraged to help and to 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, please contact Sarah Brien at sbrien@getcracking.ca.

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

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613-341-2006
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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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