



Cackler

The Latest EFO News

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get cracking®
Egg Farmers of Ontario

May 2020



Real campaign in real motion

Ads like the one pictured on the TTC (left) are making their debut in Ontario.

REAL LOCAL FARMERS AND REAL LOCAL EGGS

The *Real Farmers. Real Eggs.* campaign rolled out province-wide in May as a way for egg farmers to connect with consumers and the efforts are in full-swing across Ontario.

For the two families featured in the new campaign, it is exciting to see.

Ian and Sara Laver and their three children say they are thrilled to be one of the two new egg farming families being featured in the 2020 campaign. "Consumers see so much fake stuff," Ian says. "They want real food – and this campaign let's them see the care real farmers provide for the hens that deliver those real eggs."

The Vyn family - Colin and Nicole and their three children - echo that sentiment.

"It means even more during these times of the COVID-19 crisis," Colin adds. "I get a good feeling knowing that my family's eggs will be on grocery store shelves in just a few days and be part of home-cooked meals providing people with good food."

The reach of the campaign will feature two periods of extensive exposure on Ontario transit systems: GO trains, TTC buses and a number of transit systems across the province, as well as on billboards in urban areas and on television, online and social media.



UPCOMING BOARD OF DIRECTOR'S MEETINGS:

June 3 & 4 - via video conference

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Baked Egg Bruschetta

INFORMATION

update

by Scott Helps, EFO Chair

There's an old saying that "life is what happens to us while we're making other plans." In many ways that fits the dramatic situation we have all found ourselves in for the last three months during the COVID-19 emergency.

All of our plans had to adjust and that will continue. The Board's Strategic Plan, the operational plans of staff, plans on all of our farm businesses as well as all of our personal plans have all been forced to adapt.

I'm proud to say that I think we've met the challenges pretty well for the most part in our sector

The normal process of ending the Board's governance year at our Annual Meeting could not take place in person so we held elections on the scheduled date to select the new Egg Farmers of Ontario's (EFO) Board committees by video conference call.

The monthly Board meetings for April and May and the first meetings of all of the committees have also been held by video conference. It was already in our plans to begin gradually adopting some of this approach during 2020, but those plans had to be accelerated and used for all meetings during the emergency.

I am happy to report the approach works remarkably well and thank the Board for adapting so quickly. In fact, although the full Board meetings will take place in person as soon as it is possible and suitable for the Board to make that move, I would not be surprised if committee meetings are held mainly by video conference even after the state of emergency is lifted. We can meet



very effectively and save a lot of Board member travel time and costs.

We're going to have the formal EFO 2020 Annual Meeting via video conference, open to all egg and pullet farmers, on June 25 between 10 am and 1 pm. Agenda details will be finalized shortly and sent to farmers and stakeholders that would normally attend.

Personally, one real disappointment was being forced to delay the formal recognition for Scott Graham's years of service as Chair and for Andy DeWeerd as Ontario's Pullet Director

But we will do their contributions the justice they greatly deserve at next year's annual meeting in Niagara Falls.

The next thing I would like to do is to praise EFO's field staff that, like our farmers, carried on their essential roles as front line workers under new standard operating procedures designed to try to protect the health and safety of every member involved in the egg supply chain. I would also like to compliment head office staff with how well they've been able to function remotely when necessary and maintain the office with a rotating staffing limited to five people each day.

In the midst of the turmoil, good progress has continued on all fronts. The Simplified Quota Policy development process is on track. Strong participation by more than 100 egg and pullet farmers in consultations was reviewed by the board and the draft policy is being discussed at the June Board

meeting. The process is on schedule with the next step being to deliver the policy for discussion with farmers this summer.

Other developments relating to the COVID-19 situation is an increase in egg donations to food banks. Beginning in April, the Board decided to commit to donating up to 18,000 dozen eggs more each month beginning in May for up to six months, with the volume to be reviewed each month.

The Board also increased Zone funding for egg donations by \$5,000 per Zone for April with an additional \$2,500 per Zone each month for May and June

And finally, I want to repeat again the need to pay extra attention to an important area of our business that may continue to face challenges weekly if not daily - spent hen removal.

All egg and pullet farmers have received communications from Maple Lodge outlining what steps they are taking to deal with COVID-19 issues within their plant. EFO applauds them for their actions, and wish them all the best as they work to operate their facilities during these difficult times.

With this in mind, if you have hens that were/are scheduled to be disposed of through Maple Lodge going forward, EFO strongly recommends you have a Plan B in place that would use an approved method of depopulation.

Finally, a word of personal thanks to every person in our sector for all the support and generosity we have seen in these difficult times.

I think it shows the values of our people and speaks volumes about the strength of our regulatory system and our sector's ability to work co-operatively managing supply in co-ordination with our stakeholders.

This strong combination gives the egg sector the tools and flexibility to manage the egg supply and deal with market changes, while maintaining our commitment to keep fresh, high-quality eggs moving relatively smoothly to Ontario consumers.

WITH THIS ISSUE:

- Fair 2020 announcement
- 2020 photo contest rules



FOODSERVICE UPDATES

With restaurant closures due to COVID-19, contacts between foodservice staff and restaurant owners/operators have diminished. This time is being used to re-visit plans to promote EFO's *Egg Chef* platform for when these establishments are once-again able to open to the public.

Since the pandemic may have a permanent impact on whether some restaurants continue to operate, this may have an impact on existing *Egg Chef* members. With that in mind, initial plans to support the site materials include:

- target and promote with existing and new operators
- potential promotion on Synergy Purchasing Partners website (foodservice support network)
- continue to target Chefs and university & college foodservice in Ontario

In addition to these plans, work continues on development of new resources and creative, website review and a redesigned newsletter.

COVID-19 CANCELLATION UPDATE

Egg Farmers of Ontario (EFO) was disappointed, but not surprised, to hear the news on May 12 that the Canadian National Exhibition (CNE), scheduled to take place August 21 to September 7, has been cancelled due to COVID-19.

On May 15, EFO was notified that the 2020 Western Fair had also made the difficult decision to cancel the fall fair (see Fair 2020 Announcement) attached.

We look forward to the time when we can once again share the fair experience!

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.

Recent amendments approved at the May Board meeting include the Egg Quota Policy, Pullet Quota Policy, and Pullet Leasing Pool Policy.

If further information or clarification on any matter is required, farmers should contact EFO's office.

#DIGITAL UPDATE

EFO is trying to help parents get through the challenges of isolating at home by providing fun activities for kids.

A fun and instructional [blog](#) was posted online so kids could make their own "Carton Critters." With a little imagination and a lot of fun, kids could make their own zoo, farm or whatever they could dream up.



PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #12)

2020 - 4,329,465

2019 - 4,238,372

Ontario IP (week ending #12)

2020 - 901,758

2019 - 906,630

Ontario EFP (week ending #12)

2020 - 310,800

2019 - 266,340

US Shell Egg Imports to Ontario (week ending April 18, 2020 - #16)

2020 - 334,186

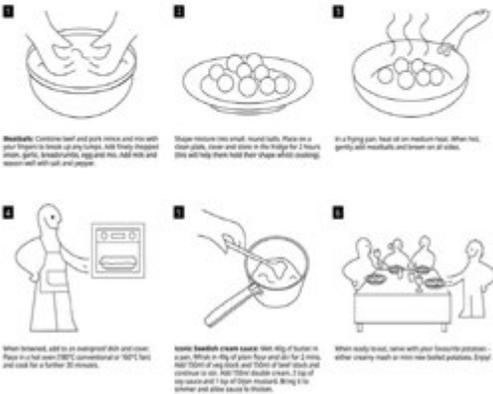
2019 - 868,591

follow us online!





- INGREDIENTS - MEATBALLS**
- 500g beef mince
 - 200g pork mince
 - 1 onion finely chopped
 - 1 clove of garlic (minced or minced)
 - 50g breadcrumbs
 - 1 egg
 - 1 tablespoon of milk (optional, helps generalise salt and pepper)
- INGREDIENTS - CREAM SAUCE**
- dash of oil
 - 1/2 cup butter
 - 1/2 cup plain flour
 - 1/2 cup vegetable stock
 - 100ml beef stock
 - 100ml thick double cream
 - 2 teaspoons soy sauce
 - 1 teaspoon Dijon mustard



A delicious combination of pork patty and free range egg with a toasted English bun to finish, nothing beats our breakfast classic.

Below you'll find instructions so you can re-create your own version of the iconic Sausage and Egg McMuffin® at home...

Did you know?

All we have using the range eggs across our menu.

We're passionate about nothing with the very best ingredients. Each egg and all the eggs we use are from farms that we've been to in our own communities, ready to take the best care.

The eggs we used for breakfast confirm our Quality Grade of the best in the industry. We're committed to the best for the range eggs available in our food communities.



NUTRITION TRENDS

HOME COOKING CONTINUES

There is a well known expression – *if you can't come to us, we'll come to you* – and that has never been truer than during the COVID-19 outbreak when it comes to food.

Many popular brands have decided to share their secret recipes so people can enjoy them in the comfort (and safety) of their own homes.

Here in Ontario, the popular tourist attraction Canada's Wonderland decided to share their recipe for funnel cake. The step-by-step instructions are on a [blog](#) they posted on April 17 and it definitely looks delicious.

In case you had a craving, IKEA made sure people could have their famous meatballs at home with an Ikea-style set of instructions for making them (top left).

Finally, early in April, the fast-food giant McDonalds (United Kingdom) created a recipe card for their Egg McMuffin and asked people to share their home-made creations with them on social media (bottom left).

With Ontario's state of emergency extended to early June, who knows what great things we can make at home next!

FARMER UPDATES

SRED CLAIM 2019

Ontario egg farmers will be receiving a letter for your Scientific Research and Experimental Development expenditures relating to 2019.

Please follow the instructions provided in the letter. Note, the SRED for 2019 needs to be filed with your 2019 tax return.

Please visit <https://www.canada.ca> to view changes related to taxation and COVID-19.

EFO 2020 ANNUAL MEETING WILL BE HELD BY WEBINAR JUNE 25

The 2020 Annual Meeting had to be postponed from its original date in March and, under current conditions, the Board made the decision to replace it with a meeting by webinar on June 25 from 10 am to 1 pm.

The agenda and details are being developed and will be communicated to farmers when they are finalized.

HISTORICAL CORNER



The Mullet Koop family (Zone 4) found this *Get Cracking* bag in storage and wanted to share their find! The "cracked" logo was originally created in the late 70s and used into the early 2000s. While we aren't sure the date this bag was made, it still looks like it's in great shape!

Have an idea, picture or historical knowledge you would like to share? Email: ppasserino@getcracking.ca.

FARM & FOOD CARE LAUNCHES PHOTO CONTEST!

Farm & Food Care (FFC), has launched a nation-wide farm photo contest with \$4,000 in cash prizes available for winners in six categories.

Winning photos will be used by the organization in the updated fifth edition of *The Real Dirt on Farming*, a publication that answers common questions about food and farming practices in Canada, or in other FFC initiatives. Submissions must be received by July 1, 2020.

For criteria, rules and contest details please see *2020 photo contest rules* attached to this edition of *The Cackler*.



heartfelt Sympathy

Egg Farmers of Ontario would like to extend our deepest sympathies to the family of Rudy Krall who passed away May 6, in his 86th year.

Rudy was predeceased by his wife Donna and is survived by his brother, children, grandchildren and great-grandchildren.

Rudy was an egg farmer in Zone 1 and an active volunteer and member of his community.

Our thoughts are with the Krall family during this very difficult time.

MONTHLY recipe

BAKED EGG BRUSCHETTA

Servings: 4
Prep Time: 20 minutes
Cook Time: 32 minutes

INGREDIENTS

Herb Olive Oil:

¼ cup (60 mL) olive oil
2 tbsp (30 mL) chopped fresh oregano leaves
2 tbsp (30 mL) chopped fresh thyme leaves
¼ tsp (1 mL) each salt and pepper

Bruschetta Mix:

3 cups (750 mL) finely diced tomato
¾ cup (175 mL) finely diced white onion
¼ cup (60 mL) chopped fresh basil
2 tbsp (30 mL) thinly sliced garlic cloves
2 tbsp (30 mL) fresh lemon juice
¼ tsp (1 mL) each salt and pepper
700 g store bought pizza dough
½ cup (125 mL) crumbled feta cheese
4 eggs

DIRECTIONS

- Preheat oven to 500°F (260°C). Line baking sheet with parchment paper; set aside.
- Herb Olive Oil: In a small bowl, stir together olive oil, oregano, thyme, salt and pepper; set aside.
- Bruschetta Mix: In a large bowl, stir together tomatoes, onion, basil, garlic, lemon juice, salt and pepper; set aside.
- Divide pizza dough into two balls. On lightly floured surface, stretch or roll each ball to roughly 11 x 6-inch (28 x 15 cm) rectangles. Place on baking sheet and spread 1 ½ tbsp (22 mL) of the herb oil over each dough base. Add any remaining herb oil into bruschetta mixture. Bake for 12 minutes and remove from oven.
- Reduce oven temperature to 425°F (220°C).
- Using a slotted spoon distribute bruschetta mix over each partially baked crust (leaving liquid in bowl). Sprinkle with feta. With a spoon, make two wells in the tomato mixture on each flatbread and crack one egg into each well. Return to oven and bake for 20 minutes, or until eggs are set and cooked through.
- Garnish with fresh basil and drizzle with balsamic glaze. Serve warm.

“eggs-pert” advice

TIP: Use Naan bread for base.

EGG IN THE NEWS

Local farmers say supply management ensures food stability

Kingston Whig-Standard
May 5, 2020
By Meghan Balogh

As much of the world holds its breath to see when economies will reopen in the wake of a global pandemic, it's business as usual on Ontario farms.

The Canadian dairy industry operates under a supply management system that controls milk supplies to meet demand. With the closure of schools and an extreme decrease in demand from restaurants and other food industry

businesses, managing Ontario's milk supply has been tricky.

In stark contrast to Canada's supply-managed system, U.S. dairy farmers face many market fluctuations that can make or break them, especially during times of crisis. Other food industries in Canada are supply managed, including egg production.

Hank John Reinink runs Reinink Family Farms in Yarker, an organic, free-range and free-run egg operation that supplies brown eggs directly to customers, as well as under the Burnbrae Farm label in grocery stores.

Reinink's farm houses 6,000 laying hens, which is a small setup compared to other Ontario egg farms.

To Reinink, supply management is an important part of food security and

sovereignty. He exists as a “small fish in a big pond,” and that provides stability to Canada's food system, he argues.

“Supply management has ensured that a small producer like ourselves can make a living,” Reinink said.

In the States, there aren't very many small (egg) farms. It's all economics of scale. If you oversupply, the price for eggs plummets and then you can't afford to keep birds. Then there's an exodus from the industry, then a shortage, and then everyone wants to be an egg farmer again.”

In Canada, Reinink said, farmers know they will get a fair price for their eggs.

Reinink is proud of Canada's food system and he is doubly impressed by Kingston's local food movements.

outreach

UPDATES



Tonya Haverkamp talks about egg farming, virtually

Ag education goes virtual

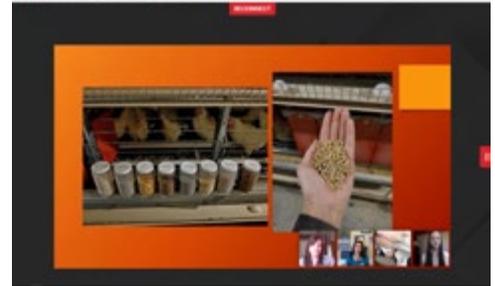
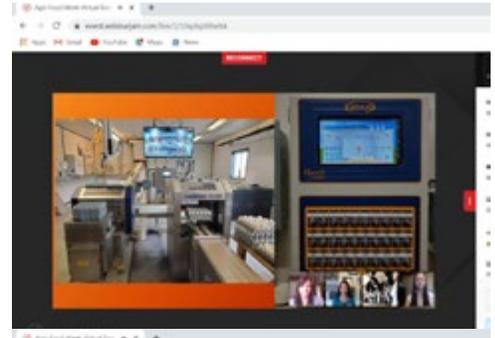
The Western Fair District hosted their very first virtual Agri-food Week event and Egg Farmers of Ontario was part of the action.

Zone 6 Director Tonya Haverkamp participated in the Farm F.A.N. session May 13, where she shared with participants the things that happen on her farm, including where the hens live and what they eat.

During her presentation, Tonya also showed what it looks like in her barn, the packing room and explained what a pullet is.

The event was open to teachers, parents and students and the opportunity was given at the end of the presentation to ask questions, which Tonya was available to answer.

For more information on how agriculture was celebrated by the Western Fair District, visit <http://www.westernfairdistrict.com/events/virtual-agri-food-week>.



Top: Participants got an inside view of a packing room and (above) what a hen eats.

| Zone | Director | Email Address | Phone |
|--------|-----------------|---------------------------|--------------|
| 1 | Scott Helps | shelps@ymail.com | 519-464-2744 |
| 2 | Lorne Benedict | lbenedict@eastlink.ca | 519-281-3321 |
| 3 | Dan Veldman | dveldd@gmail.com | 519-801-5216 |
| 4 | Roger Pelissero | rpelisseroeggs@gmail.com | 905-984-0279 |
| 5 | Brian Miller | bwmiller@quadro.net | 519-521-1325 |
| 6 | Tonya Haverkamp | tutzhaverkamp@hotmail.com | 519-274-2574 |
| 7 | Scott Brookshaw | sbrookshaw@sympatico.ca | 519-671-7568 |
| 8 | George Pilgrim | georgepilgrim@hotmail.com | 905-376-6869 |
| 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

“If life were predictable it would cease to be life and be without flavor.”

-Eleanor Roosevelt



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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.