

THE CACKLER

THE LATEST EFO NEWS



get cracking®
Egg Farmers of Ontario

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A DAY TO CELEBRATE EGGS

On Friday, October 12, Egg Farmers of Ontario (EFO), together with many of our partners, celebrated World Egg Day (WED)! This special day was originally declared by the International Egg Commission and has been recognized since 1996.

Together with the Royal Agricultural Winter Fair (RAWF), EFO debuted the Hayes Family (Zone 3) in a video from their farm, which was posted to their Facebook and Instagram pages. The video was shared over 55 times and had 5,000 views.

In addition, EFO teamed up with three food bloggers. Seasons and Suppers and The Gouda Life both featured *Pumpkin Bread*, EFO's recipe of the month and posted egg facts on their social media channels in the weeks leading up to WED. Love Local Food created a suite of posts, and had a featured blog on their website which highlighted various egg facts as well as egg farmers across the province.

Many egg farmer volunteers helped-out with Egg Farmers of Canada's in-store activations at 15 grocery stores across Ontario. Our egg ambassadors were available at store egg displays to answer questions and give away

coupons, recipes, brochures and egg swag.

Other egg spokespeople were sharing egg facts and recipes during the following television segments: CTV *Morning Live* (Ottawa) with egg farmer Stephanie Nanne; Global *Morning Show* (Kingston) with egg ambassador Cara Ferguson; CHCH *Morning Live* (Hamilton) with Charmaine Broughton; and CTV *News at Noon* (Kitchener) with egg farmer Tonya Haverkamp. Tonya was also featured on the What She Said radio show.

Rita Demontis, senior national Lifestyle and Food Editor for Sun Media, featured six EFO recipes with an international flair to celebrate World Egg Day. This was featured nationally on Sun Media outlets including *The Toronto Sun*, *The Ottawa Sun* and *The Edmonton Sun*.

In addition to regular social media lead-up to WED, EFO ran special Snapchat ads for four days with 1,079,880 impressions and received 11,954 swipe ups.

Finally, curling sensations - Team Homan – held a social media contest to win one of six signed *Get Cracking* aprons.



Right (top to bottom): Screen shot from the Hayes video with the RAWF; Stephanie Nanne on CTV Morning Live; and Anneke Stickney during EFC in-store activations.

IN THIS ISSUE

- Comments from the Coop, by Hubert Schillings, Zone 8 Director
- Food Bank Contest Winners Announced
- EFO Partnerships

UPCOMING CONTRIBUTIONS BY:

- December: Craig Hunter
Zone 9 Director
- January: Marc Bourdon
Zone 10 Director

UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- December 5 & 6
- January 16 & 17

COMMENTS FROM THE COOP

PREPARATION TODAY ENSURES PROTECTION TOMORROW

By Hubert Schillings, Zone 8 Director

As farmers we take great pride in what we do, especially when caring for our animals. However, as few of us have seen, it is very daunting when the health of our animals and our very livelihood is pushed to the limits by disease.

Avian influenza (AI) outbreaks in particular can wipe out an entire operation and as farmers we need to protect ourselves financially if an outbreak occurs.

As a member of the Poultry Insurance Exchange (PIE) I have been working with my fellow board members to develop an insurance policy to cover farmers if an AI outbreak were to occur.

Rather than each farmer investing individually in AI insurance, the PIE board has developed a model whereby insurance can be bought by groups of farmers at a reduced cost. Thus far, two groups have been established and two more groups are in the developmental stages.

Group 1 includes hatching egg farmers from Ontario, Alberta and

Saskatchewan and as of August 1, 2018, AI insurance is now being covered in this group of farmers.

Group 2, which includes Ontario layer breeders, pullets and laying hens has also been covered for AI as of July 1, 2018. The cost of this insurance continues to be \$0.25/chick and will cover both Salmonella enteritidis (SE) and AI with no change in premium cost.

Group 3 and 4 aren't fully established at this time but will cover chicken and turkey farmers in Ontario respectively. PIE continues to communicate with the chicken and turkey boards with the goal of being fully operational by next year.

Each group is responsible for their own financing for AI insurance, however administrative costs will be shared amongst the groups. PIE is communicating with boards individually to get this running.

Within Group 2 specifically, there have been no SE or AI claims as of November 1, 2018, so we are in good financial order should an outbreak occur in the future. In the event of an outbreak, farmers will be



partially compensated by the Canadian Food Inspection Agency (CFIA) and the additional costs will be covered by this new AI insurance plan through PIE. AI coverage will have a total of \$9 million allocated to Group 2.

I firmly believe it is better to plan ahead and be prepared to protect ourselves and our farms if an outbreak occurs. I have been working hard with PIE and Egg Farmers of Ontario to get this insurance plan off the ground.

I encourage all of you to educate yourselves more thoroughly on the insurance plan and how we all benefit by participating.

More information can be found on the PIE website at <https://piex.ca>. I welcome any questions and can always be reached by email or phone (905 260 0951).

IN THIS ISSUE

- Farmed Animal Antimicrobial Stewardship - new rules on acquiring/using antimicrobials
- On-farm security reminder
- *Denotes to egg and pullet farmers only*

ONTARIO VOTED AND THE RESULTS ARE IN

During the month of October, Egg Farmers of Ontario (EFO) ran a Facebook contest that gave people a chance to vote for their community food bank to win up to an extra 600 dozen eggs. Participants could vote daily for their food bank provided they are a member of the Ontario Association of Food Banks (OAFB).

This is the third year of this popular online contest where over 1,200 dozen eggs were available to win, over and above the \$250,000 worth of eggs EFO donates to the OAFB annually.

After 40,000 votes being cast, the winners of the 2018 Beat Hunger contest were:

- 600 dozen eggs – The Agape Centre, Cornwall
- 400 dozen eggs – The Inn of the Good Shepard, Sarnia
- 250 dozen eggs – St. Thomas Elgin Food Bank, St. Thomas

Congratulations to the winners!



EGGS-CITING NEW PARTNERSHIP

On November 6, The Algonquin College Foundation announced a new partnership with Egg Farmers of Ontario (EFO).

This collaboration will include opportunities for applied research, the creation of a state-of-the art pastry lab, the development of an annual food symposium and special events such as a new brunch series at Restaurant International, the student-staffed restaurant at the College's School of Hospitality and Tourism.

Participating programs, whose students and faculty members will now proudly wear the EFO logo on their whites, will include:

- Baking and Pastry Arts, Baking and Pastry Arts Management
- Bachelor of Hospitality and Tourism Management
- Culinary Skills, Culinary Management Hospitality
- Hotel and Restaurant Operations Management



Above: the Get Cracking logo is prominently featured on the Algonquin College "whites."

2018 PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #36)

2018 – 12,429,334
2017 – 12,239,171

Ontario IP (week ending #36)

2018 – 2,729,258
2017 – 3,052,559

Ontario EFP (week ending #36)

2018 – 819,779
2017 – 820,869

US Shell Egg Imports to Ontario (week ending October 6, 2018 - #40)

2018 – 1,658,864
2017 – 1,076,214

EFO AND TASTE CANADA: AN EGGS-CELLENT PAIRING

Egg Farmers of Ontario (EFO) is proud to announce a three-year partnership with Taste Canada.

Taste Canada brings together Canadian food and beverage writers, chefs, restaurateurs, farmers, culinary colleges and cookbook fans. They represent over 150 publishers and 1,500 authors of both cookbooks and blogs.

As the presenting sponsor of the General Cookbooks category, EFO was prominent at their Awards Gala on October 29. Scott Graham, EFO Chair, presented the award to the winning author.

Through this partnership, EFO was also able to provide promotional materials to the culinary student competition, held October 28.

Recognition online, including logo placement and recipe content is also a part of this partnership. For more information, please visit <https://tastecanada.org>.

SHOW US YOUR EGGS: EFO HOSTS ROYAL CONTEST

As an element of our partnership with the Royal Agricultural Winter Fair (RAWF), Egg Farmers of Ontario (EFO) hosted an online recipe contest.

Participants were required to cook their favourite egg dish and post them on Facebook or Instagram and tag @EggFarmersONT and @theroyalfair and

include the hashtag #OntEggsAnytime. Participants had the chance to win a Royal Prize Pack that included free eggs for a year and the opportunity to cook live at the RAWF November 11 in front of a special judges panel.

Finalists were announced on October 12 (World Egg Day) and the Grand Champion was



determined November 11 during the live cooking competition.

2019 ZONE MEETINGS FOR THE ELECTION OF COUNCILLORS', DELEGATES AND DIRECTORS

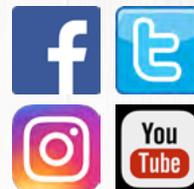
All egg farmers and pullet growers are urged to attend their annual Zone meetings to elect their Councillors', Delegates and Directors for the year.

The Zone meeting dates* are as follows:

| Date | Meeting |
|------------|-------------|
| January 7 | Zones 1 & 2 |
| January 8 | Zones 3 & 7 |
| January 9 | Zone 4 |
| January 10 | Zone 10 |
| January 11 | Zone 9 |
| January 15 | Zone 6 |
| January 22 | Zone 8 |
| January 31 | Zone 5 |
| TBD | Pullet |

* Location and times to be confirmed.

FOLLOW US ONLINE



CELEBRATING EGG TEAM MEMBERS

Egg Farmers of Ontario would like to congratulate two of our Egg Team members on their achievements.

Field Inspector Casey Riddle recently won second runner up in the 2018 Canadian Young Speakers for Agriculture public speaking competition held at the Royal Agricultural Winter Fair.

Field Inspector Cassandra Chornoboy was elected as a Trustee on the Wellington Catholic District School Board representing Guelph/Eramosa Township, Township of Puslinch and Erin.

Our compliments on a job well done!

ZONE 4 EGG FARMER PLACES THIRD IN PHOTO CONTEST

The Ontario Federation of Agriculture announced the winners of their *Proud to Farm* photo contest November 20 at their 2018 annual meeting. Winners were selected in three categories - Proud to Farm, Farm Animals and Ontario Farm Scenes.

Josiah Mullet Koop, son of Zone 4 egg farmer Chris Mullet Koop, took home 3rd place in the Farm Animals Category.

To view the winning entries, please visit <https://ofa.on.ca/photocontest/>.



Above: Josiah Mullet Koop's prize winning photo entry.

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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7195 Millcreek Drive,
Mississauga, ON L5N 4H1

FARMER NOTICES

FOR SALE

Egg cooler, five years old, excellent condition. Capacity to suit 40,000 hens.

If interested, please contact 705-458-8826.

UPDATE: SRED CLAIM 2017

Ontario egg farmers will be receiving a letter for your Scientific Research and Experimental Development Expenditures (SRED) relating to 2017. The letters have recently been mailed out.

Please follow the instructions provided in the letter.

Should you have any questions on how to claim this credit on your tax return, speak to your accountant/tax specialist.

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.

To celebrate Christmas and the New Year with family and friends, EFO's office will close at the end of the work day Friday, December 21 and re-open on Wednesday, January 2, 2019.