

# THE CACKLER

THE LATEST EFO NEWS



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Egg Farmers of Ontario

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## EFO JOINS ONTARIO FARMERS TO OFFER THANKS

In celebration of Ontario Agriculture Week (October 1 to 7) Egg Farmers of Ontario (EFO) joined Farm & Food Care and several other commodity groups on October 3 to say thank you to commuters in Toronto's Union Station.

Farmers and agricultural group staff were available during high volume commute times (7-8:30 a.m. and 4-5:30 p.m.) to engage with consumers while providing them with a meal on-the-go featuring Ontario ingredients.

EFO Directors Dianne McComb (Zone 2) and Hubert Schillings (Zone 8), along with EFO staff, participated during the morning event where they handed out egg sandwiches and recipes.

Ernie Hardeman, Ontario's Minister of Agriculture, Food and Rural Affairs and Randy Pettapiece, Parliamentary Assistant to the Minister also joined the group to greet commuters.

### IN THIS ISSUE

- Comments from the Coop, by Scott Brookshaw, Zone 7 Director
- EFO's latest spice card
- Toronto chefs learn about egg farming

### UPCOMING CONTRIBUTIONS BY:

- November: Hubert Schillings  
Zone 8 Director
- December: Craig Hunter  
Zone 9 Director

### UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- October 30 & 31 (November)
- December 5 & 6

## PUTTING THINGS INTO PERSPECTIVE

By Scott Brookshaw, Zone 7 Director

Over the Thanksgiving weekend, I had time to reflect on how much we have to be thankful for in this beautiful province of Ontario. Of course, one thought leads to another, and I started to think about how in our daily lives, it is easy to get caught up in the negativity of current headlines.

With that in mind, I would like to take some time out to acknowledge the positive things about our sector we don't always hear about.

As you likely know, October 12 was World Egg Day (WED) and it was celebrated internationally. But did you know Egg Farmers of Canada (EFC) recognized WED by setting up a display in 65 stores across Canada, where local egg farmers were available to speak to shoppers about egg farming?

Ontario egg farmers took part at participating locations across Ontario. Events like this help a great deal to dispel common myths and help farmers make a direct connection with consumers; something that is, in many cases, not likely to happen otherwise.

As we learned from the very beginning of the *Who Made Your Eggs Today?* campaign, people are often not aware of what egg farmers do every day – or even if there is a farmer on the farm! Once a connection has been made between farmer and consumer,

the possibility for further discussion surrounding very important topics is established.

I believe Ontario egg farmers have a great story to tell - it is one of animal care and a commitment to meeting constantly improving standards. Our farmers take great pride in what they do and follow strict animal care and food-safety programs, which means the hens always receive the best care possible.

On-going third-party audits of barns across Ontario will only help to strengthen the standards of today, tomorrow and the future.

However, we need to understand there will always be threats from special interest groups trying to put agriculture out of business and that's just a fact we need to deal with in 2018 and beyond. With social media operating 24 hours a day, this often can provide a "soapbox" for these groups.

If your barn is not something you would be proud to see posted on Instagram, Facebook, Twitter, Snapchat, YouTube, the nightly news or any other forum – then you need to make changes. We now live in a world where you can't just say you provide the highest standard of animal care – you have to show it! This means ensuring your barns are always camera ready.



With the trade talks that have been going on the last several months, it has been especially difficult to stay positive and upbeat. The recent negotiations surrounding the United States -Mexico-Canada Agreement (USMCA), to replace the existing North American Free Trade Agreement (NAFTA), have lead to perceived instabilities and fear-mongering throughout many of the daily headlines.

What is important to remember is nothing has been signed and the deal is not done yet. There is still the opportunity to be part of the discussions.

Although there may be some disappointment on the outcome of the trade negotiations, remember that we continue to be part of a very stable, very viable industry. Our story continues and at its very foundation are the farmers that provide the commitment, care and quality behind each and every delicious egg.

## IN THIS ISSUE

- Promotional Items Brochure\*
- Flu Vaccination Recommendations\*
- Euthanasia Notice\*

\* denotes to egg and pullet farmers only

## EGG FARMERS OF ONTARIO ANNOUNCES NEW DIRECTOR OF POLICIES AND QUOTA AFFAIRS



Egg Farmers of Ontario (EFO) announces the hiring of Ray Hinton as its Director of Policies and Quota Affairs.

Hinton brings with him a solid background in policy development and finance gained during previous experiences with several other food companies.

"His experience in a similar role with Chicken Farmers of Ontario puts him in an ideal position to help meet the needs of our farmers," said EFO General Manager Harry Pelissero. "His knowledge of financial governance, policy development and quota administration are a definite asset to EFO."

EFO welcomed Ray on October 17.

# THAT'S A WRAP: EFO'S BREAKFAST BURRITO



**The Neeb Family Breakfast Burrito**

Servings: 4 burritos  
Prep Time: 20 minutes  
Cook Time: 10 minutes

**Ingredients**

6 eggs	2% milk	To assemble, spread each tortilla with 1 tbsp (15 mL) each of the sour cream and salsa. Divide scrambled eggs & bean mixture along the center of each and top with tomatoes and cheese. Garnish with cilantro and season with hot sauce, if desired. Roll up burrito-style and serve warm.
¼ cup (50 mL) 4 tsp (25 mL) olive oil, divided	¼ cup (125 mL) diced sweet orange pepper	<b>Single Spice Mix:</b>
¼ cup (125 mL) corn kernels (fresh, canned or frozen/thawed)	1 tbsp (15 mL) water	2 tsp (10 mL) chili powder
1 tsp (5 mL) salt	12-inch (30 cm) whole wheat tortillas	½ tsp (2 mL) ground cumin
¼ cup (50 mL) 5% sour cream	salsa	½ tsp (1 mL) garlic powder
¼ cup (50 mL) quartered cherry or grape tomatoes	shredded cheddar cheese	½ tsp (1 mL) dried oregano
1 cup (250 mL) Fresh cilantro leaves and hot sauce of your choice (optional)		½ tsp (1 mL) paprika

**Directions:**

In a medium bowl, whisk together eggs and milk; set aside.

In a large nonstick skillet, heat 1 tsp (5 mL) of the olive oil over medium heat. Add peppers and cook, stirring occasionally, until tender, about 2 minutes. Add corn, beans, water, salt and contents of single spice mix; mix well and cook until water has evaporated, about 3 minutes. Remove from heat and set aside.

In a large nonstick skillet, heat remaining olive oil over medium heat. Pour in egg mixture and cook 3 to 5 minutes, stirring gently, until eggs are set but still soft. Remove from heat.

**The Neeb Family**  
Egg Farmers of Ontario  
New Hamburg, ON

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Egg Farmers of Ontario  
www.getcracking.ca

Autumn is here and it's the perfect time to "fall" in love with Egg Farmers of Ontario's (EFO's) latest spice card - *The Neeb Family Breakfast Burrito*. This delicious recipe combines scrambled eggs, black beans, corn and peppers for a tasty combination that will help you "wrap" up a quick breakfast, lunch or dinner on-the-go.

Along with the 25,000 cards created for Ontario in English and French, EFO produced 45,000 cards for 9 other provincial egg boards and one territory. In addition, 10,000 cards were created in partnership with Ontario Bean in order to co-brand their outreach efforts.

If you would like to order cards for an upcoming event, please contact Stephanie at [ssabo@getcracking.ca](mailto:ssabo@getcracking.ca).

# 2018 PRODUCTION STATISTICS

(in boxes of 15 dozen)

## Ontario Production (week ending #32)

2018 – 11,034,646  
2017 – 10,870,096

## Ontario IP (week ending #32)

2018 – 2,400,789  
2017 – 2,741,692

## Ontario EFP (week ending #32)

2018 – 729,599  
2017 – 729,599

## US Shell Egg Imports to Ontario (week ending September 8, 2018 - #36)

2018 – 1,398,760  
2017 – 802,162

# TORONTO CHEFS LEARN ABOUT EGG FARMING



Egg farmer Jeff Wohlgenuth speaks with chefs during their visit to his farm.

Egg Farmers of Canada (EFC) held their third *#CheftoFarm* event on September 18 at Eisses Poultry Farm (Zone 8).

Well known chef and television personality Lynn Crawford hosted the event, which brought a group of six chefs from Toronto to learn how eggs go from farm to table. The morning concluded with the chefs and Eisses' family working together to create an appetizer, entrée and dessert from secret ingredients which, of course, included eggs.

# CHANGES AT EGG FARMERS OF ONTARIO

After 32 years with Egg Farmers of Ontario (EFO), Judy Kean, Director of Policies and Quota Affairs, has decided to leave EFO to pursue a new chapter in her life and career.

We wish Judy all the best for success in the next steps of her journey.

# TEAM HOMAN ROCKIN' NEW LOGO PLACEMENT

Egg Farmers of Ontario is into the second year of our partnership with Team Homan, Canada's 2018 Olympic Women's curling team. This dynamic team has recently won the first part of the World Cup of Curling, held in China. During the event, the *Get Cracking* logo was highly visible on the pants of the foursome.

EFO has secured a new logo placement for the 2018-2019 curling season, with the Get Cracking logo placed on the front of the athletes' shirts and the other on their pants, above the knee.



# CALLING ALL ROYAL VOLUNTEERS!

The Royal Agricultural Winter Fair (RAWF) is right around the corner. but it's not too late to volunteer!

Egg Farmers of Ontario (EFO) will have our large egg education trailer on display at the fair, and we need your help! Shifts run every day from 9 a.m. -3 p.m. and 3-9 p.m. Farmers are needed to answer consumer questions and share egg farming knowledge!

The RAWF runs from November 2-11. If you are interested in volunteering, please contact Sarah Brien at [sbrien@getcracking.ca](mailto:sbrien@getcracking.ca).

## MOVE OVER HALLOWEEN - PUMPKINS ARE FOR MORE THAN JACK O' LANTERNS



Who says pumpkins and spice are just for lattes and Halloween?!

With this *Pumpkin Bread*, Egg Farmers of Ontario has taken the sturdy symbol of ghosts and goblins and turned it into a delicious, cake-like bread perfect for coffee, tea or anytime. There's nothing scary about the ribbon of cream cheese filling hidden within this treat!

So whether you are serving dessert to more reserved dinner guests or to a rambunctious crowd of Halloween party-goers, our Pumpkin Bread fits the bill.

For this recipe and more, please visit [www.getcracking.ca](http://www.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	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

## 2018 EGG AND PULLET FARMERS' WORKSHOP

Plans are underway for the 2018 Egg and Pullet Farmers' Workshop. It will be held on November 28 & 29 at the Marriott Toronto Airport Hotel. Invitations and information regarding the workshop have recently been sent. If you have any questions, please call EFO's office.

## 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.

## REMINDER: EUTHANASIA TRAINING

If you or an employee on your farm has not completed the mandatory euthanasia training, the course is still available online.

Farmers and employees still requiring this training should contact Albert Visser via email at [avisser@getcracking.ca](mailto:avisser@getcracking.ca) to register for the online course.

Please see attached insert for more information.

## 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](http://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.