



Cackler

The Latest EFO News

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get cracking®
Egg Farmers of Ontario

August 2022

Niagara egg farmer represents Canadian youth

▼ [Josiah Mullet Koop](#)

Ontario



As a sixth-generation Ontario farmer and Poultry Science Master's student at the University of Guelph, I have significant experience in agriculture from both an academic and practical standpoint. I hope to use my perspective to help position the Canadian agriculture industry for success for generations to come!

Above: Screen shot of Josiah from Agriculture Canada's website.

On August 10, Minister of Agriculture and Agri-Food Marie-Claude Bibeau named the second group of 25 members of the Canadian Agricultural Youth Council. Josiah Mullet Koop (Zone 4), was announced as one of the newest members by Minister Bibeau.

This working group gives Canadian youth with an agricultural or agri-food background the opportunity to share advice, opinions and ideas regarding policies and programs that impact these areas.

Members of this group meet several times a year for discussions on a variety of issues. To learn more about the Canadian Agricultural Youth Council or to see the full list of members, visit <https://agriculture.canada.ca/en/youth-agriculture/canadian-agricultural-youth-council>.

Eggs-cellent job Josiah!

EFO recipe outreach gets ready for fall



The autumn issue of the LCBO's popular *Food & Drink* magazine will release in September, and EFO's recipe outreach ensured eggs are on the menu for Ontario consumers with our hearty [Mini Squash Pots](#) recipe. Look for copies in-store mid-September or online at www.lcbo.com/foodanddrink.

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UPCOMING BOARD OF DIRECTORS MEETINGS:

- September 6
- October 5 & 6

INFORMATION *update*

Hens at Outreach Events

Egg Farmers of Ontario (EFO) has made the decision to not include hens in our fall outreach events, including the Canadian National Exhibition, the Western Fair and the International Plowing Match.

Given the Avian Influenza outbreak that occurred earlier in 2022, and the risk of return during fall migration, EFO determined that a consistent approach based on the plans of the other Ontario feather boards should be taken.

The health and safety of our flocks is always the highest priority and this decision was based on that concern. We know having hens at consumer events is a great way to open conversations related to hen care and farming, but having Egg Ambassadors at these events to answer questions and share on-farm experiences is still extremely valuable.

If you have any questions about this decision, please contact Donna Lange, Director of Public Affairs (dlange@getcracking.ca) or Pam Passerino, Communications Lead (ppasserino@getcracking.ca).

Ontario Pullet Promotion Program (OPPP) Update

EFO's Board continues to perform its due diligence to ensure the program meets the objective of promoting Ontario grown pullets through fact-based analysis, research and industry consultation. The Board thanks everyone who have provided feedback thus far. Updates will be provided as they become available.

Ontario Pullet Growing Fee for 2023

The pullet industry group met on June 29, 2022 to discuss the pullet growing fee for 2023 and reached an agreement in principle to set the growing fee at \$2.90, less catching costs, plus an additional two cents per bird per day for the period from 19 weeks until placement. Once the agreement has been finalized and signed, it will be submitted to the Ontario Farm Products Marketing Commission to bring into force.

EFOnline

EFOnline Focus Group Results

On July 12th, EFO held the very first *EFOnline* focus group. Farmers volunteered their time to discuss various topics surrounding the *EFOnline* portal, providing insights on performance, process improvement and recommendations on the path ahead. A few key highlights were:

- System should be simple to use
- Improvements to communications – clear, concise and relevant
- *EFOnline* home page – quick links, highlights on communications, etc.
- Need for IOS and Android device (mobile) capability
- Document Management – sharing of documents both internally and externally

We thank those who participated and contributed to the discussions. We are looking forward to future collaborative conversations regarding *EFOnline*. If you would like to be a part of future focus group discussions, please email us at Alerts@getcracking.ca.

Fields to Forks hits the market!



On August 22, EFO's campaign with CTV's *Fields to Forks* program hits the London and Toronto markets and runs until October 2.

Promotion on CTV London includes 45, 60 or 30 second commercials and bonus spots, plus similar ads on BX93. The media schedule continues

with three separate interviews on Newstalk 1290 CJBK *Ask the Expert* show, featuring interviews with Janelle Cardiff (August 27), Lisa Linton and Gary West (September 10) and Tonya Haverkamp (September 24). Digital ads for the London market include big box and leaderboard ads with 50,000 impressions, video pre-roll with 8,300 impressions and a dedicated *Fields to Forks* page on CTV London, BX93 and 1290 CJBK websites.

As mentioned in the July *Cackler*, new for this year is expansion into the Toronto market. This market is similar to London, but with TV placements on CTV Toronto and CP24, 30-second commercials 23 times per week on CHUM 104.5 and 99.9 Virgin Radio and 25 times per week on NewsTalk 1010. Also included is a segment on *Things to Know TO* on August 27, featuring Janelle Cardiff. Digital placements are similar to the London market with placement on Toronto stations.

The video segment created for both markets was filmed earlier this summer, and has Janelle explain the different types of eggs available in the grocery case and the importance of fresh, high-quality, local eggs.

An Ottawa campaign will launch in October - stay tuned for more information at that time!

With this issue:

- PIC Emergency Planning Resource Information sheet

GET THE HELP YOU NEED WHEN YOU NEED IT WITH THE FARMER WELLNESS INITIATIVE

by Ontario Federation of Agriculture staff

Farming is an unpredictable business and the stress of dealing with so many factors that are out of our control can take a toll on our mental health. Unpredictable weather, fluctuating markets, and the pressure to work non-stop, all add to the stress of working in agriculture.

With the rising mental health concerns in the agricultural sector, the *Farmer Wellness Initiative* (FWI) was created to offer mental health and wellness support to farmers and farm families across Ontario. This initiative was developed and launched by the Canadian Mental Health Association (CMHA) – Ontario Division, in partnership with the Ontario Federation of Agriculture (OFA) earlier this year.

It is funded by the Canadian Agricultural Partnership program in partnership with the Ontario Ministry of Agriculture, Food and Rural Affairs and Agriculture and Agri-Food Canada. This is a five-year federal-provincial-territorial initiative.

The FWI provides farmers and their families free 24/7 direct access to mental health support. The helpline is accessible 24 hours a day, 7 days a week, 365 days a year, in English and French, as well as up to 30 different languages. To work with the busy schedules of farmers and farm families, counselling services are available by phone, virtual or in person. All mental health professionals have also received training to understand the unique needs of farmers and their families.

Anyone in an immediate crisis will be connected with a counsellor by phone who will assist them through the crisis. Depending on the urgency, the caller will be referred to an in-person counselling session either the same day or the next business day. Any information shared during your counselling sessions will be confidential and protected under the Personal Health Information Protection Act (2004).

The FWI is making strides to break down barriers and end the stigma surrounding mental health. We want farmers and farm families to know that they are not alone, and that help is available – all they have to do is take that first initial step. If you or someone you know is struggling, take the first step and call 1-866-267-6255 today. For more information, visit the FWI website at farmerwellnessinitiative.ca.

Let's break this silence together.



FARMER UPDATES

For Sale

Diamond egg packer for sale. In excellent working order, used in grading station. 2 available.

Call Eric 519-381-5961

Diamond - 100 case per hour - all stainless with stacker, excellent condition.

Contact: 519-872-0472 (cell)



EFO will be closed on Monday September 5, 2022 in recognition of Labour Day.

In case of emergency, please contact Ryan Trim, EFO Director of Operations, at 905-464-6590 or Ryan Brown, EFO General Manager, at 289-834-4582. Have a safe and happy long weekend.

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 to ensure you have the most recent information.

follow us online!



PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #28)

2022 – 10,890,555
2021 – 10,587,148

Ontario IP (week ending #28)

2022 – 2,325,766
2021 – 2,147,551

Ontario EFP (week ending #28)

2022 – 410,810
2021 – 394,986

US Shell Egg Imports to Ontario (week ending July 16, 2022 - #29)

2022 – 477,000
2021 – 633,540

MONTHLY recipe

Crisp Prosciutto and Parmesan Cloud Eggs



Servings: 6
Prep Time: 20 minutes
Cook Time: 6 minutes

INGREDIENTS

3 slices prosciutto (about 45g)
6 eggs, separated
½ cup (125 mL) + 2 tbsp (30 mL)
fresh, grated Parmesan cheese,
divided
3 tbsp (45 mL) finely chopped mixed
fresh herbs (such as chives, thyme
and basil), divided
pepper to taste

INSTRUCTIONS

Preheat oven to 450°F (230°C).

In a large non-stick pan, over medium heat, cook prosciutto until crisp and golden brown, about 3 minutes. Let cool and chop. Set aside.

Using an electric mixer, on medium-high speed, beat egg whites to stiff peaks. Fold in ½ cup (125 mL) Parmesan and 2 tbsp (30 mL) of the mixed herbs. On a parchment paper-lined baking sheet, spoon 6 large dollops of egg mixture 2-inches (5 cm) apart. Using the back of a spoon, press small wells into the centre of each egg cloud. Bake for 3 minutes.

Top each well with an egg yolk; sprinkle with remaining cheese, herbs, pepper and prosciutto. Bake for another 3 minutes or until egg is heated through. Serve immediately.

Tip: Try other variations like diced chorizo, shredded old cheddar or Romano cheese.

Nutrients per serving (1/6th recipe or 1 cloud egg): 140 calories, 9 g total fat, 380 mg sodium, 1 g carbohydrates, 0 g fibre, 1 g sugars, 12 g protein.

EGGS IN THE NEWS

Tastefood: Eggs can work for Dinner

The Niagara Gazette
August 6, 2022
By Lynda Balslev

A frittata is a light and fluffy baked egg dish, a hybrid of an omelet and a quiche. It is crustless and requires baking in the oven.

A frittata can be made in advance and served warm or at room temperature, which is conducive to a sweltering day.

Asparagus Frittata
Prep time: 15 minutes/Baking time: about 25 minutes
Yield: Serves: 4 to 6

12 ounces asparagus, medium-thin thickness
8 large eggs, room temperature
½ cup heavy cream (or ¼ cup whole milk plus ¼ cup heavy cream)
2 to 3 ounces Gruyere cheese, grated
1 teaspoon kosher salt
½ teaspoon freshly ground black pepper
1 tablespoon unsalted butter
1 tablespoon olive oil
2 medium leeks, white and pale green parts thinly sliced and rinsed
2 tablespoons finely grated Parmigiano-Reggiano cheese
Fresh herbs for garnish, such as thyme, mint or chervil

Preheat the oven to 375 degrees.

Snap off the tough ends of the asparagus and discard. Trim the asparagus tips to 3 to 4 inches in length and set aside. Chop the trimmed stalks.

Lightly whisk the eggs in a medium bowl, then whisk in the cream, Gruyere, salt and pepper.

Melt the butter with the oil in a large ovenproof skillet over medium heat. Add the leeks and saute until soft without coloring, about 2 minutes. Add the chopped asparagus stalks and sauté until bright in color, about 1 minute more.

Pour in the eggs and gently stir to evenly distribute. Carefully arrange the asparagus tips in a spoke pattern on the eggs without submerging. Sprinkle the Parmigiano cheese over the top.

Transfer to the oven. Cook until the frittata is set and golden in spots, 20 to 25 minutes. It will puff up while baking, then set as it cools. Serve warm or at room temperature garnished with fresh herbs.

OUTREACH *update*

EFO Participates in Canada Summer Games

Egg Farmers of Ontario (EFO) was proud to be the official breakfast protein for the Niagara 2022 Canada Summer Games. The games are held every two years and alternate between summer and winter, hosted at rotating locations. This year's games were held in Niagara from August 6 to 21.

The 2022 games will feature over 5,000 top Canadian amateur athletes, competing in 18 different sports. EFO is proud to support these athletes by serving them eggs and also providing event signage as a sponsor.

For more information about the games, visit <https://niagara2022games.ca/>.



Above (left to right): Pop up banner featuring sponsor logos on site and EFO's banner set up at an event during the games.

Left: Get Cracking logo prominently displayed on field.

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10	Marcel Jr. Laviolette	marcel@falaviolette.com	613-806-2847
Pullet	Alvin Brunsveld	brunsvelda@gmail.com	519-319-1874

AUGUST QUOTE

“Hello to the month of peaches and plentiful sunshine.”

-Author Unknown



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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 consumers can enjoy fresh, local, safe, high-quality protein produced under fair farm pricing.