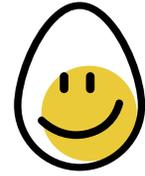




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The Latest EFO News

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get cracking®
Egg Farmers of Ontario

January 2024



Two of the delicious recipes created by influencers to enjoy eggs when hosting over the holidays.



Holiday Influencer Campaign

EFO worked with influencers to share festive recipes with Ontario consumers.

HOSTING FOR THE HOLIDAYS

To celebrate the gathering of friends and family in December, EFO worked with five influencers on a “hosting for the holidays theme.”

Social media influencers [@zimmysnook](#), [@chefericak](#), [@modestmarce](#), [@milkofthykindness](#) and [@andreabucketcooks](#) were asked to feature a festive dish made with eggs, that could also be brought as a potluck item for holiday parties.

As a result of the campaign, five delicious recipes were created including *Honey Cake with Cream Chees Frosting*, *Spanish Egg Tortilla with Smoked Salmon and Dill*, *Gingerbread Pizzelles*, *Picnic Roll* and *Coffee Basque Cheesecake*.

Combined reach of the campaign was 15,296 and 1,104 engagements, with 19,955 video views and 72 shares. Jimmy’s Nook had the best performing post with his honey cake earning a reach of 8,259.

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UPCOMING BOARD OF DIRECTORS’ MEETINGS:

- February 5 & 6
- March 4 & 5

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- Agriculture Wellness Session Information
- Skillet Skate Flyer
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Farm and Food Care - Year in Review

By Jessica McCann, Communications Coordinator,
Farm & Food Care Ontario

Thanks to the support of Platinum members like Egg Farmers of Ontario (EFO), Farm & Food Care Ontario (FFCO) and its partners were able to execute major projects in 2023 that brought egg farmers, food producers and agribusinesses together with consumers to interact, answer questions and learn more about what it means to farm in Ontario.

Platinum members are foundational to FFCO's successes, and enable the organization to continue working to build public trust on behalf of all of Ontario agriculture. This year FFCO and EFO partnered on several in-person activations as well as virtual initiatives to spark conversations and answer consumer questions about eggs and egg farming in Ontario. Janelle Cardiff serves as Vice Chair of the FFCO Board of Directors as nominated by EFO.

Three *Breakfast on the Farm* (BOTF) events were held across the province. This year, BOTF events took place in Huron County, on a Napanee dairy farm and on a Brussels sprouts farm near Chatham.

2023 was an exceptional year for FFCO's on-farm tours with a record 10 tours taking place across the province. This included hosting three tours for more than 70 food influencers and Registered Dietitians as well as four Culinary Student Tours that help form connections with more than 145 of tomorrow's chefs and food influencers.

In September of 2023, 45 culinary students and faculty from Centennial College went to see an egg farm. In addition to this, each of the 145 students and 50 food influencers and registered dietitians that attended a farm tour in 2023 were able to take home at least one egg related item, including egg cookers, spices, shopping lists, and reusable bags.

Tour participants were surveyed on their knowledge and perceptions of Ontario agriculture before and after each tour. Pre-tour impressions of Ontario agriculture, 65% responded good or excellent, while post-tour survey results showed an increase to 93% who responded good or excellent. This shows the value of an in-person tour experience.

FFCO unveiled the sixth edition of *The Real Dirt on Farming* in November of 2023. The

booklet is available in English and French and was reviewed by EFO staff prior to going to print. In early 2024, a digest version will be available, a digital educator resource will be released this winter by Agriculture in the Classroom Canada, and a new 4-H manual is in development by 4-H Ontario.

Eggs and egg farming are key areas of focus in publication. This edition tackles questions on food waste, food insecurity and labelling as well as avian influenza in relation to human health and food safety, diets of poultry, as well as transportation and animal welfare.

The Real Dirt on Farming also acknowledges the important role groups such as EFO play in supporting food banks. FFCO congratulates EFO on receiving the *Paul Mistele Memorial Award* for its contributions to Feed Ontario member food banks across the province last year. The award was presented to EFO Chair Scott Helps and Zone 6 Director Sally Van Straaten at the Harvest Gala in November.

FFCO returned to the CNE with an 'Ask-a-Farmer' video booth and spent the Royal Agricultural Winter Fair sharing *FarmFood360* virtual tours - including virtual egg farm tours - with the public.

Over the year, the online *Faces Behind Food* campaign told the stories of 79 individuals from a diverse cross-section of commodities and answered 38 'Ask a Farmer' questions while garnering over seven million impressions on Instagram and Facebook. EFO saw a significant presence in the *Faces Behind Food* project this year with 11 profiles collected from the poultry show as well as with interviews and photoshoots conducted at both Gray Ridge Egg Farms and Burnbrae Farms. Egg farmers also answered several 'Ask a Farmer' questions.

In 2023 FFCO, in partnership with AgScape, hosted 17 virtual field trips. In June students virtually toured an egg farm and learned how hens are cared for, and how eggs are collected, cleaned and packaged. These virtual trips reached more than 83,869 people and continue to be a unique and accessible way to bring agriculture to audiences across Canada.

FFCO continues to offer media and Speak Up training. 46 presentations and training sessions were facilitated in 2023 and continue to be



Centennial College culinary students were able to tour Eisses Farm Fresh Eggs as a part of FFCO's farm tours.

available for member organizations and industry groups with commodity-specific content created for each.

16 Livestock Emergency courses were held in 2023 for 339 firefighters and first responders across Ontario. The three-year total is 1,112 trainees taking the course online or in-person. The course offers training for first responders being called to livestock transportation emergencies including truck rollovers. It covers factors critical to the decision-making processes for accidents involving livestock trailers, including trailer design, animal behavior, laws and regulations, euthanasia protocols, and how to develop response teams.

FFCO also responded to 13 Animal Care Helpline calls in 2023, working with commodity groups on cases of concern such as animals on the loose and provision for animals in extenuating circumstances.

To learn more about all of FFCO's initiatives, visit www.FarmFoodCareON.org and subscribe to the monthly e-newsletter. Comments and questions can always be directed to FFCO staff directly at info@farmfoodcare.org

PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #48)

2023 – 18,359,404

2022 – 18,474,765

Ontario IP (week ending #48)

2023 – 3,050,180

2022 – 3,741,931

Ontario EFP (week ending #48)

2023 – 1,255,434

2022 – 934,143

US Shell Egg Imports to Ontario (week ending December 30, 2023 - #52)

2023 – 1,782,002

2022 – 1,265,532

follow us online!
f i t

EFO's 2024-2026 Strategic Plan Available Online

Egg Farmers of Ontario's 2024-2026 Strategic Plan is available on our website [here](#).

A one-page summary highlighting EFO's vision, mission and strategic priorities is included as an attachment to all egg and pullet farmers with this issue. Please use this as a resource to share with your MP, MPP and industry meetings, as appropriate.

Thank you to those who took the time to participate in surveys and focus group sessions throughout the year. Your feedback was invaluable in setting the strategic direction and priorities of EFO's Board.

Updated *Start Clean-Stay Clean*® Manuals

Egg Farmers of Canada has recently updated the Farmer Guideline manuals. The updated manuals are available on the *EFOnline* portal.

For those farmers who do not have digital access, please contact EFO's office at 905-858-9790 for a printed copy.

Ontario Layer Allocation Increase for 2024

In December, EFO's Board of Directors informed all egg and pullet farmers via email that Egg Farmers of Canada officially approved a national allocation increase for 2024. Ontario's share of this allocation will be 518,694 units of layer quota. Following a meeting held on December 18, 2023, EFO's Board has decided to implement this increase, effective Week #24, which commences June 9th, 2024.

Consistent with past practices, the increase will be distributed among current quota holders using the 70%-30% (pro-rata/per quota holder) mechanism, subject to existing policies and regulations.

For specific details of the allocation, please refer to the email sent on December 21, 2023.

Please note that fowl quota issued as a result of the Layer Leasing Pool (LLP) conversion process in 2024 is ineligible for pro rata increases in the year of conversion.

Individual letters confirming specific quota increases will be sent to all quota holders in January. If your flock allotment for Week 24 has already been published, we will work to have them republished as quickly as possible through *EFOOnline*.

Should you have any questions, please do not hesitate to contact the Board Director in your Zone, Julie Cangiano at jcangiano@getcracking.ca or 905-858-9791, ext. 251, or James Corpuz at jcorpuz@getcracking.ca or 905-858-9791, ext. 262.

Testing Power & Temperature Alarms: Input Needed

Egg Farmers of Canada is requesting farmers provide information regarding testing power and temperature alarms. This information will be used to provide better guidance and understanding for auditors, as well as to provide background information during the Animal Care redevelopment project.

We ask that all egg and pullet farmers complete the testing power and temperature alarms survey using this [link](#).

Farmers are asked to complete this survey by January 31, 2024.

Thank you for taking the time to complete this survey. The information you provide will offer valuable insight to further this effort and assist in providing more clarification.

The graphic features a yellow background with the EFOonline logo at the top left. Below it, the text 'DID YOU KNOW?' is written in large, bold, black letters. To the right of this text are a lightbulb icon and a question mark. Below the main text, there is a list of five steps to find Se test results. A large white question mark is positioned on the right side of the graphic, with several smaller white question marks scattered around it. At the bottom, a black banner contains the text 'Still having trouble? Call us at 1-800-387-8360!' in white.

EFOonline
DID YOU KNOW?

There's only **5 easy steps** to find your Se tests results on EFOonline!

1. Log into EFOonline.
2. On left-hand side, select documents.
3. Select the folder with your quota number (click on the arrow, so that it is pointing down).
4. Select Se test Results (select the folder this time).
5. On right-hand side, you can download the file.

Still having trouble? Call us at 1-800-387-8360!

FARMER UPDATES

For Sale

170 ft of 14 Inch Farmer Automatic egg conveyor. I have 2 double-drive drive units - can be all one conveyor length or 2 separate conveyors.

Contact Dan Veldman: 519-801-5216

Wanted

Minimum 8'-0" long slat bars for Jansen nesting system.

Contact James: 519-608-3829

NOTICE: Updated Se Test Protocols

To ensure compliance with the national Salmonella Enteritidis (Se) testing protocols and *Animal Care Program*, effective immediately, EFO is making changes to our Salmonella Enteritidis (Se) testing schedules.

Flock counts will now be conducted before 23 weeks, with the Se test being completed at a later date between 28-35 weeks.

Second layer flock and pullet barn Se testing will be completed as follows:

- For farmers completing a full wet wash (i.e., washing floors, ceilings and equipment with detergent and using disinfectant), testing will occur after 55 weeks; and
- For farmers not completing a full wet wash or not using a detergent or not using a disinfectant, testing will occur within 8 weeks prior to new flock placement.

Farmers who do not complete a full wet wash are reminded that it is their responsibility to contact their inspector and arrange for the test to be completed within the 8-week time frame. Failure to do so could result in a Corrective Action Request (CAR) on your inspection/audit.

CACIO E PEPE **GRATED EGG** **TOAST**



Servings: 2
Prep Time: 15 minutes
Cook Time: 10 minutes

INGREDIENTS

2 eggs
1 small ripe avocado
½ cup (125 ml) + 1 tbsp (15 ml) freshly
grated Pecorino Romano cheese, divided
½ tsp (2 ml) pepper
¼ tsp (1 ml) kosher or fine sea salt
2 large slices dark rye or pumpernickel
bread
32 g thinly sliced prosciutto, about 4 slices
pepper to taste

DIRECTIONS

Place eggs in the bottom of a small pot. Cover with cold water and heat until boiling. Remove from heat and let stand for 9 minutes. Immediately transfer to an ice bath. Drain and peel eggs. Set aside.

In a small bowl, mash avocado and stir in ½ cup (125 ml) cheese, pepper and salt.

Toast bread and spread avocado mash evenly on slices. Tear prosciutto into smaller pieces and arrange evenly on mash.

Using a fine grater or zester, grate 1 egg evenly over each slice. Sprinkle with remaining 1 tbsp (15 mL) cheese and season with additional pepper to taste.

Nutrients per serving (1/2 recipe): 480 calories, 28 g total fat, 8 g saturated fat, 225 mg cholesterol, 1220 mg sodium, 700 mg potassium, 36 g carbohydrates, 9 g fibre, 3 g sugars, 24 g protein.

Excellent source of thiamin, riboflavin, niacin, vitamin B6, folate, pantothenate, manganese, selenium and calcium. Good source of vitamin E, vitamin K, magnesium and iron.

Egg Team Update

After two decades as a valuable Egg Team member, Julie Cangiano, Industrial Product and Quota Unit Manager, has announced her retirement, effective February 29, 2024.

As many of you already know, Julie has been an integral part of EFO, contributing significantly to various roles throughout the years. Starting as a receptionist, her dedication and adaptability led her to excel in the finance department and ultimately assume the role of Industrial Product and Quota Unit Manager.

On behalf of the entire Egg Team, thank you Julie for your outstanding service and dedication. You will be greatly missed. Wishing you all the best in your well-deserved retirement!

If you have any questions, please contact James Corpuz at 905-858-9790, ext. 262.

In Sympathy

Egg Farmers of Ontario would like to extend our most sincere condolences to the Coukell, Matheson, McIntosh and Morden families on the passing of their loved ones.

Gord Coukell passed away on January 14 at the age of 84. He was a long-time dairy farmer that was involved with various agricultural organizations, including an active role in the creation of the Ontario Farm Agriculture Council (now Farm and Food Care Ontario), and as Chair of the Ontario Livestock & Poultry Council (OLPC).

Gary Matheson passed away on January 8. In addition to being an egg farmer (Zone 3), he was also a proud dairy farmer. A memorial donation in Gary's name was made on behalf of EFO.

Brenda McIntosh passed away on December 26 and is survived by her husband Jim, son Ross and daughter Carol Leeming (both farmers in Zone 5). Brenda and her husband Jim were egg and pullet farmers in Zone 5. A memorial donation in her name was made on behalf of EFO.

Gerald Morden passed away on January 4 at the age of 93. Gerald was Chair of Ontario Egg Producers from 1988 until 1995 and was an egg farmer from Zone 1. He was inducted into the Chatham-Kent Agricultural Hall of Fame in 2000. A memorial donation in Gerald's name was made on behalf of EFO.

OUTREACH *update*

OMHA Championships

CALLING ALL EGG AND PULLET FARMERS!

EFO's partnership with the Ontario Minor Hockey Association (OMHA) 2024 championship road to #redhats is coming soon!

Four playoff weekends have been announced: March 15-17, 22-24, 29-31 and April 5-7 and will be held in 6 Ontario cities – Newmarket, Brampton, Whitby, Halton Hills, Oakville and Kingston. To learn more about the championships, visit omhachampionships.ca/.

EFO is looking for farmers to participate at each location, to present medals, red hats and banners to winning teams.

If you are interested in helping out, please contact Kwesi Jacob (kjacob@getcracking.ca).

Skillet Skate

Egg Farmers of Ontario (EFO) and the OMHA are partnering to present an *eggs-citing Skillet Skate!*

If you play hockey, are from an Ontario egg or pullet farm family, are between the ages of 8 to 11, and want to take your skills to the next level, this event is for you.

Hosted by Tyler McGregor, captain of Canada's national Para ice hockey team, this is an opportunity to practice your skills and learn new ones, with a real Canadian Olympian.

The skate is taking place on February 24 in Mississauga. Spaces are very limited, so be sure to register for your spot. For more information, or to [register](#), see the *Skillet Skate flyer* attachment sent with this email or click on the image (right).

If you have any questions, please contact Kwesi Jacob (kjacob@getcracking.ca).



Egg Farmers of Ontario x Ontario Minor Hockey Association presents

★ SKILLET SKATE ★

Do you play hockey and are from an Ontario egg or pullet farm family?
Do you want the chance to skate with an Olympian?

Join us for a once-in-a-lifetime opportunity, hosted by none other than Tyler McGregor, the captain of Canada's national Para ice hockey team.

Tomken Twin Arena, 4495 Tomken Rd, Mississauga
February 24, 2024 | 5:00pm-8:00pm

This event is open to Ontario egg or pullet farm family hockey players, ages 8-11, who are looking to take their skills to the next level. Full equipment is required. Light snack will be provided. Space is limited, register now!

For more information
kjacob@getcracking.ca
905-858-9791x243



Zone	Director	Email Address	Phone
1	Scott Helps	shelps@ymail.com	519-464-2744
2	Lorne Benedict	lornebenedict@outlook.com	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	Sally Van Straaten	sallyvanstraaten@gmail.com	519-301-4408
7	Scott Brookshaw	scott@grayridge.com	519-671-7568
8	George Pilgrim	georgepilgrim@hotmail.com	905-376-6869
9	Ian McFall	imcfall@burnbraefarms.com	613-498-8526
10	Marcel Jr. Laviolette	marcel@falaviolette.com	613-806-2847
Pullet	Alvin Brunsveld	brunsvelda@gmail.com	519-319-1874



EFO will be closed on Monday, February 19th to celebrate Family Day.

In case of emergency, please contact Jennifer Correa at 416-434-3627, Pam Kuipers at 519-827-6856 or Ryan Brown at 519-831-1500.

Wishing everyone a safe and happy family day.



7195 Millcreek Drive,
Mississauga, ON L5N 4H1

EGG FARMERS OF ONTARIO MISSION STATEMENT

To lead a progressive and thriving egg sector committed to high-quality eggs, consumer choice and sustainable practices.