



Cackler

The Latest EFO News

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get cracking®

Egg Farmers of Ontario

July 2022



Above: Digital ad created for Foodism.
Right: Print ad featured in the July issue of edible magazine.



Fresh Summer Recipes

July recipe outreach included summer classics and new things to try!

SUMMER RECIPES THAT BEAT THE HEAT

Recipe outreach continues in July, with a number of new items from EFO's collection featured in several food and lifestyle publications.

Ottawa-based [edible](#) showcased the delicious and unique *Butter Chicken & Egg Flatbread* and encouraged readers to fire up the outdoor oven to give it a try. This recipe was also featured in a digital banner ad with *Global Heroes*.

To suit the classic summer crowd, a spread of classic barbeque and picnic favourites was showcased in a double-page print spread in the summer issue of *Foodism*, as well as a digital version of the newsletter and online ads.

If you are looking for summer inspiration, visit www.getcracking.ca/recipes to find your favourite summer egg recipes!



UPCOMING BOARD OF DIRECTORS MEETINGS:

- August 3 & 4
- September 8 & 9

With this issue:

- On-Farm Climate Action Fund Information Sessions*
- Ontario Agriculture Census Summary*

*denotes to egg and pullet farmers only

IN THIS ISSUE

Updates from the July 6 & 7th Board of Directors Meeting

Egg Masters Contest

Recipe of the Month:
[*Spiced Cherry Buckle*](#)

Outreach Update:
Diabetes Canada

INFORMATION *update*

To be efficient in our communications, Egg Farmers of Ontario (EFO) will no longer be sending out Board Meeting summaries via email following each Board meeting. These summaries, which include updates and reminders, will now only be included in this section of *The Cackler* each month; timely announcements will continue to be sent via the Egg Board email. This important change will ensure we communicate promptly while avoiding unnecessary, repetitive emails to farmers.

Updates from the July 6 & 7th Board of Directors Meeting

Egg Market Update

Nielson preliminary retail sales data available up to the end of May 2022 shows approximately 26 million dozen eggs were sold in the latest four-week period, which is a decrease of 8 per cent in sales compared to the same period in 2021. In addition, Nielson retail sales in the last 52 weeks are down 6.7 per cent over the previous 52 weeks. Industrial product supply is 11.89 per cent higher (year to date) than in 2021.

Avian Influenza

As of July 1, Ontario has not experienced a positive case since May 18. All of the 3-kilometre Infected Zones around infected premises have now been released, allowing for fewer restrictions on movement.

In addition, Post Outbreak Surveillance has been completed in eight of the Primary Control Zones (PCZs), with eight PCZ Zone Declaration Orders being revoked as of July 10.

The Feather Board Command Centre has rescinded the heightened biosecurity advisory but encourages all farmers to follow strict biosecurity protocols.

AGM Sessions Now Available Online

Presentations and recordings from the sessions presented during EFO's 57th AGM on June 9 & 10 in Niagara Falls are now available [here](#).

Poultry and Egg On-Farm Investment Program

Funding through the *Poultry and Egg On-Farm Investment Program* (PEFIP) has been put in place to provide compensation to supply-managed sectors for market access concessions made under the *Comprehensive and Progressive Agreement for Trans-Pacific Partnership* (CPTPP). The share allocated to Ontario's egg farmers works out to about \$53 million, or an average of about \$126,000 per farm for applications that qualify as eligible projects under the program.

Egg farmers need to register for PEFIP funding and Ontario egg farmers are encouraged to seek funding for eligible activities that started on or after March 19, 2019. Early registration information will help ensure funds are available promptly and will also assist in future mitigation discussions.

Please visit Agriculture Canada's [website](#) for more information about eligible projects and to register for the program.

National Egg Sustainability Tool

Earlier this year, Egg Farmers of Canada launched their National Egg Sustainability Tool (NEST).

This tool allows farmers to undertake a sustainability assessment of their own farm, to better understand and measure key sustainability metrics of each flock. These metrics include energy and water use, manure management and more.

Farmers can also compare their farm's performance with regional and national benchmarks across the metrics, while development an action plan to track on-farm sustainability improvements.

The NEST was developed in partnership with Dr. Nathan Pelletier and his team at the University of British Columbia. Dr. Pelletier holds the National Science and Engineering Research Council of Canada/Egg Farmers of Canada Industrial Research Chair in Sustainability.

NEST is based on the latest available data and draws from recent research exploring sustainable agriculture in Canada. All of the data entered in NEST is anonymous and cannot be used to identify farm-level information.

Any Canadian egg farmer can sign up for this tool at www.eggsustainability.ca. Farmers can sign-up using their egg board issued Farm Registration ID and begin a sustainability assessment by entering data from a completed flock.

Operations Update

With restrictions slowly lifting concerning avian influenza, EFO's Operations Department has resumed on-farm inspections and Salmonella Enteritidis (Se) testing.

Inspectors will be following EFO's Field Visit Protocols and will adhere to all biosecurity measures to ensure the health and safety of all flocks, farm and EFO employees.

If you have any questions, please contact Ryan Trim, Director of Operations (rtrim@getcracking.ca).



MEMORIAL SCHOLARSHIP TO HONOUR BRIAN ELLSWORTH

Egg Farmers of Ontario recently created a memorial scholarship as a tribute to Brian Ellsworth, past General Manager.

The \$5,000 scholarship is to be provided to any successful applicant of the Advanced Agriculture Leadership Program (AALP) that is either: an egg and pullet farmer; a family member/employee under a quota number; or an EFO staff member.

Given Brian's impact on the industry, EFO's Board determined that a program designed to develop and prepare future industry leaders, such as AALP, would be a fitting tribute to Brian's legacy.

Application details will be shared in the near future. For more information about the scholarship, please contact Donna Lange, Director of Public Affairs (dlange@getcracking.ca).

Left: Brian Ellsworth during EFO's 50th anniversary meeting.

RSS Feed: Don't miss out on important updates!

A feature of the farmer website, www.getcracking.ca/members, offers a Rich Site Summary (RSS). This is a format for delivering regularly changing web content.

Egg and pullet farmers who subscribe to this feed will receive any updates to the website via email on a weekly basis. Please visit www.getcracking.ca/members/member-farmer-news to sign up.

Reminder: Check your cooler temperatures

With the warm weather upon us, EFO wants to remind farmers to check cooler temperatures regularly.

The mandatory temperature for on-farm coolers is between 10 to 13 degrees Celsius (50 to 55 degrees Fahrenheit).

We also encourage farmers to maintain a properly sized compressor cooler to maintain egg quality.



EFO will be closed on Monday August 1, 2022 in recognition of the Civic Holiday.

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.

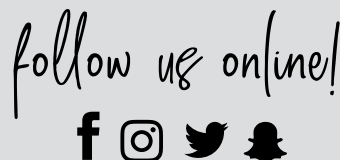
Have a safe and happy long weekend.

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.



PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #20)

2022 – 7,856,058

2021 – 7,421,534

Ontario IP (week ending #20)

2022 – 1,662,989

2021 – 1,362,189

Ontario EFP (week ending #20)

2022 – 210,892

2021 – 300,906

US Shell Egg Imports to Ontario (week ending June 25, 2022 - #26)

2022 – 471,000

2021 – 623,040

EGG MASTERS CONTEST

EFO's foodservice team ran a contest to encourage consumers to visit their favourite local restaurants, from June 6 until July 3.

Twenty-five Ontario restaurants participated in the contest where consumers could visit a participating location, order one of the featured egg menu items and cast their vote for their favourite menu item.

Participants could vote online on the restaurant's Facebook page for a chance to win a number of weekly prizes including gift cards and microwave egg cookers.

The contest delivered 963,611 impressions and 510 clicks. Although Facebook users are more likely to engage with an ad and 62% of contest impressions came from the platform, 38% of impressions also came from Instagram.

The winning restaurant was the Eggscitement Café in Meaford, with the most customer contest reviews.



Fields to Forks

Egg Farmers of Ontario have partnered again with CTV to promote egg farming in Ontario with the successful *Fields to Forks* program.

New for this year is placement within the Toronto market. Since this our first placement with the *Fields to Forks* program in that area, a back-to-basics, journey of the egg approach will be taken.

Filming recently took place, featuring Janelle Cardiff of Gray Ridge Egg Farms.

More information on EFO's involvement will be featured in an upcoming edition of *The Cackler*.



EFO celebrates opening of The Grove Hub in Guelph

As part of our sponsorship of *The Grove Youth Wellness Hubs*, EFO had representatives on hand June 21 to take part in the grand opening of the hub located on the University of Guelph campus.

Egg farmer Anneke Donkers-Stickney (Zone 7) joined Donna Lange, EFO's Director of Public Affairs at the opening, which was also attended by Guelph mayor Cam Guthrie and Mike Schreiner, MPP (Guelph) as well as other local dignitaries.

As a highlight of this partnership, a dedicated plaque is displayed on the wall entering the kitchen area. For more information on *The Grove Youth Wellness Hubs*, please visit <https://www.thegrovehubs.ca/>.



FARMER UPDATES

For Sale

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

Contact: 519-872-0472 (cell)

Egg Team Update

Effective July 5, Syed Ali Shahzad is no longer with Egg Farmers of Ontario. We wish him all the best in his future endeavours.

Louie Panagakos has joined the Egg Team as Finance Manager. Louie is a Certified Professional Accountant and comes to us with more than 15 years' experience in financial and management reporting, technical accounting research and documentation, oversight of all accounting functions, external audit support, budgets, process improvements, and management.

In the Public Affairs Department, Emma Anifowose joined EFO on a 2-year contract as Education Program Coordinator. She will be responsible for developing, piloting and launching targeted education programs for elementary and high schools across the province. Emma is a certified Ontario teacher.

We welcome Louie and Emma to the Egg Team!

Calling all farmers!

EFO will be participating in the first in-person Canadian National Exhibition (CNE) since 2019! With this in mind, we are looking for active egg or pullet farmers to help with the exhibit.

The CNE is open from Friday, August 19 to Monday, September 5 and EFO will have two shifts operating per day. The morning shift runs from 10 a.m. to 4 p.m. and the afternoon shift is from 4 p.m. to 10 p.m.

Whether you have volunteered at the CNE previously or want to make 2022 the year to start, we would love to hear from you! The knowledge of farmers at this event is invaluable, and consumers appreciate the opportunity to connect with you face-to-face.

If you are interested in volunteering, please contact Kwesi Jacob at kjacob@getcracking.ca.

See you at the Ex!

MONTHLY recipe

Spiced Cherry Buckle

Servings: 12
Prep Time: 20 minutes
Cook Time: 60 minutes

INGREDIENTS

Filling

2 cups pitted and halved fresh or frozen sweet cherries
½ cup granulated sugar
2 tbsp lemon juice
1 tbsp corn starch
½ tsp almond extract

Loaf

2 ½ cups all purpose flour
2 tsp baking powder
1 tsp ground cinnamon
1 tsp ground ginger
½ tsp baking soda
½ tsp salt
¼ tsp ground cardamom
¼ tsp ground cloves
3 eggs

1 ¼ cup granulated sugar
¾ cup vegetable oil
½ cup plain yogurt
2 tbsp sliced almonds

Glaze

½ cup icing sugar
2 tsp milk

INSTRUCTIONS

Filling: In a small saucepan, combine cherries, sugar, lemon juice and corn starch; bring to a simmer over medium heat, stirring frequently until thickened, about 3 to 8 minutes. Stir in almond extract; transfer to a shallow bowl to cool.

Preheat oven to 325°F (160°C). Line a 9- x 5-inch (23 x 13 cm) loaf pan with parchment paper, leaving 1-inch (2.5 cm) extending over edges for handles. Set aside.

Loaf: In a medium bowl, whisk flour, baking powder, cinnamon, ginger, baking soda, salt, cardamom and cloves. In a large bowl, whisk eggs, sugar, oil and yogurt until smooth. Add dry ingredients and whisk until just combined.

Pour half of the batter into the prepared pan. Spoon half of cherry filling evenly over batter. Layer with remaining batter and cherry filling; sprinkle with sliced almonds. Bake for 55 to 60 minutes until a toothpick inserted into centre of loaf comes out clean.

Let cool for 10 minutes and remove the loaf to a cooling rack to cool completely.

Glaze: In a small bowl, whisk together icing sugar and milk. Drizzle glaze over cooled loaf and let set before slicing.

EGGS IN THE NEWS

Some Avian flu primary control zones are lifted in Ontario; It brings the number of farms still under close watch to 21

Ontario Farmer
July 12, 2022
by Alex Binkley

Four Ontario poultry farms and small flocks were removed from the High Pathogenic Avian Influenza (HPAI) list of primary control zones in late June and early July as part of a national trend toward recovery from the deadly livestock disease.

The Canadian Food Inspection announced the change in status bringing the number of Ontario farms and flocks still under close watch to 21. It said 560,500 birds were still under surveillance, mostly in commercial poultry operations in southern and western regions of the province.

The first HPAI control zone in Ontario was established in the Regional Municipality of York on March 27 and the last on May 27 in the Eramosa area.

At its peak, HPAI was found in nearly 100 poultry operations and small flocks across the country. It has affected chicken, turkey, duck and egg producers.

Agriculture Minister Marie-Claude Bibeau says, "This has been an unprecedented year for the highly pathogenic avian influenza H5N1 (HPAI) worldwide. Working together, we can prevent the spread of the disease and minimize the impact on poultry producers across Canada."

This outbreak serves as a reminder to poultry producers to maintain strict biosecurity measures at all times to prevent the introduction and spread of diseases, Bibeau said. This extends to small producers who may only have a few backyard birds.

OUTREACH *update*

Diabetes Canada

As one of the activations through the partnership with Diabetes Canada, EFO participated in the first of three *Flame of Hope* golf tournaments on July 12 in Flamborough.

Egg Farmer Charlotte Huitema (Zone 4) was at the event to hand out microwave egg cookers to registered participants. As an avid golfer herself, Charlotte was busy talking about eggs and getting golfers on their way.

Two other tournaments are scheduled to take place in Ottawa (September 12) and London (October 14) as well as a virtual marathon - *Lace up for Diabetes* - taking place later this year.

This is the second year EFO has sponsored these events that support those living with Diabetes in Canada.



Clockwise (from top left): Charlotte hands out a microwave egg cooker; social media post of cookers lined up for golfers; and Kwesi Jacob (EFO Digital Media Coordinator) lends Charlotte a hand.

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	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



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SUMMER THOUGHTS

"Keep your face to the
sunshine and you will never
see the shadows."

- Helen Keller

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.