



# Cackler

The Latest EFO News

Publication Agr. No: 40068941



get cracking®

Egg Farmers of Ontario

June 2022



**REAL FARMERS.  
REAL EGGS.**

EFO launches first flight of the 2022 campaign, where two new families are introduced to Ontario!

## CAMPAIGN UPDATE

The first flight of the 2022 *Real Farmers. Real Eggs* campaign launched on May 16 and runs for six weeks. Ontario consumers have been introduced to two new farm families - the Arthur family (Zone 5) and the Leroux family (Zone 10). Both families are featured on digital billboards, in pre-roll streaming video and promoted ads on social media.

New for 2022 is mobile route runners, where ads are featured on the sides and back of trucks. In addition to this, a variety of traffic tags with key egg messages were created, to be played Monday to Friday during high-volume commute times.

Finally, a short, 30-second video was created that highlights, through images and graphics, the journey of the egg from the farm, to the grading station to the grocery store.



### UPCOMING BOARD OF DIRECTORS MEETINGS:

- July 6 & 7
- August 3 & 4

## IN THIS ISSUE

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Call for CNE Volunteers

Recipe of the Month:  
[Butter Chicken & Egg Flatbread](#)

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Local Food Week

# ANNUAL MEETING *update*

## Highlights from Egg Farmers of Ontario's 57th Annual General Meeting (AGM), June 9 & 10, 2022

Egg Farmers of Ontario's (EFO's) 57th Annual General Meeting (AGM), the first one to be held in person since 2019, was convened at the Fallsview Casino Resort in Niagara Falls on June 9th and 10th. There were about 300 in-person and virtual participants.

The meeting started off with a memorial tribute to Brian Ellsworth, past General Manager of EFO, followed with reports from Ryan Brown, EFO General Manager; Roger Pelissero, Egg Farmers of Canada (EFC) Chair; and Oscar S. Garrison, Senior Vice President Food Safety Regulatory Affairs with the United Egg Producers (UEP).

The afternoon session included updates from Ron Bonnett, Chair of the Farm Products Council of Canada (FPCC) and Valerie Gilvesy, Vice Chair of the Ontario Farm Products Marketing Commission.

The first day concluded with a timely and informative presentation by Jean-Pierre Vaillancourt, DMV, MSc., PhD on the current outbreak of highly pathogenic avian influenza.

The banquet was an opportunity to gather together and celebrate many milestones that have occurred since our last in-person AGM. During the event, EFO's former Chair Scott Graham, former General Manager Harry Pelissero and retired Directors Marc Bourdon, Andy DeWeerd, Tonya Haverkamp and Craig Hunter were celebrated and thanked for their many years of service to EFO and the egg sector.

EFO's *Get Cracking* Award was presented to Bill Gray (Gray Ridge Eggs), Scott Graham (former EFO Chair) and Harry Pelissero (former EFO General Manager). The Poultry Industry Council also presented the Ed McKinlay Poultry Worker of the Year Award to Harry Pelissero.

Tickets were sold leading up to the banquet for a draw for a beautifully framed painting in support of Heart for Africa, an organization that brings HOPE (hunger/orphans/poverty/education) to find solutions to address these key issues. As a result of the raffle, close to \$9,000 was raised and the winner of the painting was Kurt Siemens from Manitoba Egg Farmers.

Day two of the meeting featured the auditor's report on EFO's financial statements given by Jennifer Riddell, RLB LLP, the Public Affairs Report by Donna Lange, Director of Public Affairs and a TikTok presentation by Kwesi Jacob, EFO's Digital Media Coordinator.

A mental health and wellness session was next on the agenda with Peggy Brekveld, President of the Ontario Federation of Agriculture discussing the impacts of stress and mental health issues on farmers and their families, as well as the tools and resources available to them. Cyndy Moffat Forsyth, Executive Director of the Grove Youth Wellness Hubs (Ontario) provided an overview of their organization and how it connects rural youth with access to mental health resources.

The final sessions of the meeting included the Pullet Report given by Alvin Brunsveld, Pullet Director, the Pullet Industry Committee/Industry Working Group Report by Kristen Thompson-Dow, Committee Co-Chair and EFC's Research Chair in Sustainability by Dr. Nathan Pelletier.



*Above (clockwise from top): Scott Helps (EFO Chair); Ron Bonnett (FPCC Chair); and Roger Pelissero (EFC Chair) provided messages and updates during the two-day meeting.*



*Above (clockwise, from top left): Harry Pelissero, former EFO General Manager; screen view of the retiring Director's presentation; Scott Graham, former EFO Chair accepting his Get Cracking award; and Bill Gray, Gray Ridge Eggs gives his thanks after receiving his Get Cracking award during the evening banquet.*



*Above: A painting was raffled off during the banquet, with the proceeds going to the Heart for Africa project.*

# Carolynne Griffith Inducted into Ag Hall of Fame

Carolynne Griffith, past Chair of Egg Farmers of Ontario (EFO), was recently inducted into the Lambton Agricultural Hall of Fame for her many accomplishments working as councillor, Director, Vice Chair and Chair of EFO.

Not only was Carolynne the first (and only) woman to be elected Chair of EFO, she has continued to be a passionate advocate for agriculture, and in particular, egg and pullet farming. She has put in countless hours volunteering and answering consumer questions on behalf of all farmers.

To learn more about Carolynne's many accomplishments, visit <https://www.lambtonmuseums.ca/en/lambton-heritage-museum/carolynne-griffith.aspx>.



## With this issue:

- PIC Poultry Show News Release\*
- Foundations in Ag Management Program Information Sheet\*

\*denotes to egg and pullet farmers only

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

A feature of the farmer website, [www.getcracking.ca/members](http://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](http://www.getcracking.ca/members/member-farmer-news) to sign up.

## REMINDER: Biosecurity in the cooler

Given the presence of highly pathogenic avian influenza (HPAI) in Canada, all farms across the country have been encouraged to practice enhanced biosecurity measures.

This may include biosecurity measures in place for egg pick-up, including disinfecting the wheels of trolleys and/or the cooler floor after the eggs are collected.

With this in mind, the Production Management Committee (PMC) would like to advise egg boards and farmers that although the storage of chemical and other substances in the cooler is prohibited under the *Start Clean-Stay Clean*® Program, disinfectant sprays for this purpose may be kept in cooler in the form of a mixed solution in a leak proof container.

Please also note that on-farm auditors are aware of this acceptable practice.

If you have any questions, please don't hesitate to reach out to Andrea Lambert-Ross or Ellen Hayes ([ehayes@eggs.ca](mailto:ehayes@eggs.ca)).

## 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](http://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

follow us online!



## Volunteers Needed!

Egg Farmers of Ontario (EFO) is pleased to announce that we 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](mailto:kjacob@getcracking.ca).

## OFA Farmer Wellness Website Launches

The Ontario Federation of Agriculture (OFA) has recently launched their new Farmer Wellness Initiative [website](#).

The goal of the website is to raise awareness about the initiative among all farmers and their family members across Ontario in order to learn more about the free 24/7 bilingual mental health service available to all farmers and farm family members.

To learn more or to access the website, visit [www.farmerwellnessinitiative.ca](http://www.farmerwellnessinitiative.ca).

## Agricultural Clean Technology Program

As part of the Government of Canada's strengthened climate plan, *A Healthy Environment and a Healthy Economy*, the new Agricultural Clean Technology (ACT) Program aims to create an enabling environment for the development and adoption of clean technology that will help drive the changes required to achieve a low-carbon economy and promote sustainable growth in Canada's agriculture and agri-food sector.

The ACT Program offers support under two streams:

- Adoption Stream
- Research and Innovation Stream

Due to high demand, the application intake period for the Agricultural Clean Technology Program – Adoption Stream has been suspended. If your Project Summary Form was received between August 1, 2021 and March 30, 2022, the program may contact you if funding is available. The application intake period for the Research and Innovation Stream is still open: <https://agriculture.canada.ca/en/agricultural-programs-and-services/agricultural-clean-technology-program-research-and-innovation-stream>.

## FARMER UPDATES

### For Sale

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

**Contact: 519-872-0472 (cell)**

### Notice of Levy and Licence Fee Increase

Effective Sunday, June 12, 2022 the total Producer Levy & Licence Fee changed to forty nine point four five cents [49.45 cents] per dozen plus HST. The remittance is as follows: total deduction from producer is 49.45 cents plus grading station voluntary research fee of .02 cents (per dozen, plus HST).

In Zone 9N, the levy forty eight point four five cents [48.45 cents] per dozen plus HST. Please check your calculations to ensure that the correct amount of levy is remitted to Egg Farmers of Ontario's Board Office.

### Price Change Notice

Effective Sunday, June 12, 2022, the Market Producer Prices for one dozen Grade A eggs are as follows: \*Extra Large \$2.63, \*Large \$2.63, \*Medium \$2.33, \*Small \$1.95 (\*denotes change).

Effective Sunday, June 12, 2022, the Producer prices for one dozen Grade A eggs from Enriched Housing at 116.25 square inches are as follows: \*Extra Large \$2.71, \*Large \$2.71, \*Medium \$2.40, \*Small \$2.01 (\*denotes change).

The above prices are for eggs ungraded and unwashed f.o.b. the producer's farm, shipped and graded in minimum lots of 1,500 dozen. In lots of 300 dozen to 1,499 dozen the minimum prices shall be one cent (1¢) less, and in lots of 1 dozen to 299 dozen the minimum prices shall be ten cents (10¢) less than the above quoted prices.

### *With our sympathy*

EFO would like to extend our sympathies to the family of Bruce MacMillan, who passed away on June 6 at the age of 83. Bruce was well-known within the egg and poultry sector and is remembered for his helpful and positive nature. For more information, please see his obituary here:

<https://www.haskettfh.com/macmillan-bruce-of-stratford-and-formerly-of-clinton/>

## Egg Team Update

Bill Mitchell, EFO's Director of Public Affairs, recently announced he was stepping down from his position, effective May 31. All EFO staff and Board of Directors, would like to thank Bill for his contributions as part of the EFO team for the past 9 years and we wish him all the best for the future.

EFO would like to congratulate Donna Lange, who was promoted to Director of Public Affairs, effective June 1. Donna has been with EFO since November 2012 in the role of Public Affairs Manager.

In other Egg Team news, Sarah Brien, Public Affairs Coordinator, began her maternity leave on June 3. We wish Sarah all the best as she and her husband Jordan welcome their second child. While coverage for Sarah's leave is being secured, you can contact [Donna Lange](mailto:Donna.Lange@dlange@getcracking.ca) at [dlange@getcracking.ca](mailto:dlange@getcracking.ca)



EFO staff will be taking the time to celebrate Canada Day on Friday, July 1.

In case of emergency, please contact Ryan Trim at 905-464-6590 or Ryan Brown at 289-834-4582.

# MONTHLY recipe

## Butter Chicken & Egg Flatbread



Servings: 4    Prep Time: 30 minutes

Cook Time: 17 minutes

### INGREDIENTS

1 lb boneless, skinless chicken thighs, cut into bite-sized pieces  
1 tbsp curry powder  
1 tbsp garam masala  
1 tsp salt  
½ tsp garlic powder  
½ tsp ground coriander  
¼ tsp ground cumin  
2 tbsp oil  
1 small onion, diced  
1 can crushed tomatoes  
4 pieces garlic naan bread  
1 cup crumbled feta cheese  
½ cup diced dill pickle  
4 eggs  
⅓ cup plain yogurt

### DIRECTIONS

In a medium bowl, combine chicken, yogurt, curry powder, garam masala, salt, garlic powder, coriander and cumin. Let marinate for 30 minutes.

Preheat oven to 400°F (200°C).

In a large non-stick skillet, heat oil over medium-high heat; sauté onion for 1 minute. Add chicken mixture and cook 4 minutes, stirring occasionally. Stir in crushed tomatoes; cook for 2 minutes.

Place naan bread on a large parchment paper-lined baking sheet. Divide butter chicken evenly among naan slices; sprinkle with feta cheese and pickles. Make a well in the centre of each naan and crack one egg into each well.

Bake for 10-15 minutes or until egg whites are cooked and yolks are still runny. Drizzle with yogurt and garnish with cilantro, mint and pepper to serve.

“eggs-pert” advice

**TIP:** You can use ½ cup store-bought butter chicken sauce per flatbread to speed up meal prep.

## EGGS IN THE NEWS

### It's Local Food Week!

Farms.com  
June 6, 2022  
by Andrew Joseph

June 6-12, 2022, is Local Food Week in Ontario, a time for all citizens to celebrate of the bounty of fresh, healthy food grown, produced and processed right here in the province. It's also a time to celebrate the efforts of our local farmers who work hard every day to grow and produce fresh, safe and nutritious food for all Ontarians to enjoy.

Teresa Van Raay, Director of the Ontario Federation of Agriculture (OFA), offered her thoughts on this special annual event.

“The OFA challenges everyone to take a moment this week to pause, reflect and celebrate how lucky we are to have easy, affordable access to high-quality foods. It's important that we recognize the critical links in the supply chain that work tirelessly to ensure Ontarians have food on the table that is proudly grown, produced or raised in Ontario.

“Remember, local food is always in season and readily accessible. Local food extends beyond seasonal fruits and vegetables. It also includes a diverse range of commodities from the dairy in your fridge to the meat on your barbeque. Ontario meat, eggs, grains and dairy are in season throughout the year.

Agri-food workers also go to great lengths to process frozen vegetables, jams, pickles, and other high-quality products so that we can enjoy local all year round. Local food can be found in nearly every aisle of the grocery store 24-7.

“Celebrate Ontario agriculture throughout the year by choosing to source and purchase local food products. Ontario's farmers grow and produce over 200 commodities that feed our province, our country and the world. Purchasing local supports your neighbourhood farmers, processors, and small businesses while supporting the local economy and contributing to community economic recovery.

# OUTREACH *update*

## EFO Celebrates Local Food

Local Food Week was celebrated June 6-12, and EFO joined several other agriculture groups to share the love of local food with Ontario. For 2022, #30DaysOfLocal was used to promote the week and to extend it across the whole month, in an effort to get consumers in the habit of choosing local food when shopping.

A series of recipes produced with fresh Ontario ingredients were promoted to television, print media and on social media. Canadian Chef Ted Reader was featured on [CHCH Morning Live](#) with four segments, each including recipes that could be made on the grill. Segment 1 featured *Asparagus on Toast with White Kidney Beans and Eggs*.

Chef Raquel Fox was featured on [Breakfast Television](#), live from Thatcher Farms, cooking up delicious meals made from local ingredients and explaining the many benefits



Above: Social media graphic created for #30DaysOfLocal.

Right: Asparagus on Toast with White Kidney Beans and Eggs, made on CHCH Morning Live by Chef Ted Reader.



of buying local. Chef Fox made a layered salad, including eggs.

Finally, Rita DeMontis, shared her love of local foods in the [Toronto Sun](#), by featuring a number of recipes made with Ontario ingredients.

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

## CANADIAN THOUGHTS FOR CANADA DAY:

(from Instagram)

- “You can’t buy happiness, but you can live in Canada. And that’s pretty much the same thing.”
- “One day, Canada will take over the world. Then you’ll all be sorry.”
- “Canada is eh okay.”
- “Keep calm and...I’m Canadian. I’m always calm.”



7195 Millcreek Drive,  
Mississauga, ON L5N 4H1

## 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.