



Cackler

The Latest EFO News

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get cracking®

Egg Farmers of Ontario

June 2023



Real Farmers. Real Eggs.

2023 Campaign



YEAR THREE OF REAL CAMPAIGN HITS THE MARKET

Flight one of the 2023 *Real Farmers. Real Eggs.* campaign hit the market May 29th and will run for four weeks, with Zone 8 egg farmer Sara Laver featured in digital billboard and taxi-top ads.

The Laver family was included in the original campaign launch in 2020, but with issues related to farm access due to biosecurity concerns, it was decided to continue with already existing content for the first flight.

In addition to digital boards, this flight features a series of 10-second radio tags played during high-volume commute times on stations throughout the province. The tags feature a variety of messages, including nutrition and egg facts, dinner ideas and information about egg farming.

Photo shoots have been planned for July 2023 with new families being introduced for future iterations of the *Real* campaign.

IN THIS ISSUE

Industry Updates:
FCC, LRIC, OFA, PIC

EFO partners with
Hamilton Sports Group

Recipe of the Month:
[Chimichurri Steak
and Egg Skillet](#)

Celebrating Local
Food in Ontario

UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- August 2
- September 11

WITH THIS ISSUE:

- OFA Viewpoint: Farmers welcome government decision on farmland severence

INDUSTRY updates

Farm Credit Canada (FCC)

Recent updates from FCC Knowledge included:

[Q2 2023 Macroeconomic snapshot: Strength today, weakness tomorrow](#) – Outlines future economic slowdown following a somewhat resilient Canadian economy and the potential impact on inflation, interest rates and exchange rates.

[5 tips to stay ahead of the supply chain issues](#) – Although the supply chain issues faced during COVID-19 seem to be diminishing, this article shares tips on planning ahead to avoid future disruptions.

[Leaning in and leading through farm transition](#) – FCC business advisors share best practices on implementing your farm transition plan.

For more FCC information and updates, click [here](#).

Livestock Research Innovation Corporation (LRIC)

The May newsletter from LRIC shared commentary from Mike McMorris on using storytelling as an effective way of getting your message across. To see the full commentary, click on [A Great Story](#).

The update also included a summary of LRIC in the news:

[Livestock meeting focuses on getting research from the lab](#)

[Data - simple answer but what's the question?](#)

To view the full newsletter, click [here](#).

Ontario Federation of Agriculture (OFA)

In the latest news from OFA, Senator Rob Black and MP John Nater were thanked for their support and work to have Bill S-227, *An Act to Establish Food Day in Canada* passed in the House of Commons. This Act gives Food Day Canada official recognition as a day to celebrate farmers, agriculture and all those who contribute to Canadian food.

A joint statement from the leaders of Ontario farm organizations was issued on May 18 asking the Ontario government to pause the proposed Provincial Planning Statement and Bill 97, specifically in relation to the 3 lot severances per farm that had been proposed in the statement.

As a result, the Ontario government decided to extend the consultation period for the *Provincial Planning Statement* to work directly with the agriculture sector for solutions that benefit all parties.

OFA released the 2023 MPP newsletter that is distributed to all MPPs across Ontario. It highlights the opportunities and challenges faced by farmers and their communities. To view the full newsletter, click [here](#).

Nominations are now open for OFA's 2023 Zone Directors and elections will be held in five zones across the province. Nominations close June 30. For more information, click [here](#).

To view upcoming agricultural events across Ontario, visit ofa.on.ca/events/.

Poultry Industry Council (PIC)

June 28th is Poultry Health Day in Stratford. This day-long session features many excellent speakers and will focus on producing healthy flocks and important issues within the poultry sector. To register for this session, click [here](#).

PIC's annual charity golf tournament is set to take place on September 6 at the Foxwood Golf Course in Baden. For more information or to register your four-some, visit the PIC [website](#).

If you are interested in poultry research, the Canadian Poultry Research Council has a [summary of research](#) combined in one easy-to-understand resource.

Nominations are now being accepted for the *Ed McKinlay Poultry Worker Award* until August 14. This award acknowledges an individual that has made a significant contribution to the poultry industry. To learn more or to download the nomination form, click [here](#).

To keep up-to-date with upcoming PIC news and events, visit their website at poultryindustrycouncil.ca.

IMPORTANT UPDATE: BIOSECURITY PLAN

An important update has been made to the new records binder that you should have recently received.

New for 2023, the Biosecurity Plan is an important part of your flock's protection against avian influenza and other health risks. The Biosecurity Plan is now a mandatory requirement of the *Start Clean-Stay Clean™* program, effective May 1, 2023.

On June 7, an email was sent to all egg and pullet farmers with *Form 05a - Biosecurity Plan*, in English and French, for both layer and pullet flocks, to be completed and placed into the record binder for your current flock. This form is also available on the *EFOnline* portal.

If you need any assistance regarding the Biosecurity Plan, please contact your local inspector:

Haley Langdon (hlangdon@getcracking.ca) or (519) 820-9849 (Zones 1-7)

Guylain Levac (glevac@getcracking.ca) or (613) 862-4144 (Zones 8-10)

Pam Kuipers-Malek (pamk@getcracking.ca) or (519) 827-6856

EFO TACKLES NEW PARTNERSHIP

For those familiar with the famous “Oskee wee wee! Oskee wa wa!” chant, popular with Canadian football enthusiasts, you may be excited to learn that EFO recently kicked-off a winning two-year partnership with Hamilton Sports Group and becomes an *Official Partner of the Hamilton Tiger-Cats, Forge FC and Tim Hortons Field*.

In addition to promotion with the football and soccer teams, EFO is the presenting sponsor of the *Fit with Forge* program, where students can interact with Forge FC players while learning about health and fitness in a fun and engaging way. EFO is also the presenting sponsor of the *Guest Coaching Program*, where Forge FC players make guest coaching appearances at local high schools to inspire the next potential generation of Canadian Premier League soccer players.

In-stadium advertising during Forge FC and Tiger-Cats games and designation as an official sponsor of the 2023 Grey Cup Festival is another element of the sponsorship.

To learn more about this exciting new partnership, see the full news release [here](#).

UPDATED FOODSERVICE IMAGES PROMOTE DINING IN STYLE

With the foodservice sector gearing back up post-COVID and just-in-time to promote summer patio season, EFO decided it was time to update images used in promotions with restaurants.

The new photography reflects current foodservice tastes and trends and will be used as an asset to promote new menu ideas to operators and restaurant owners.



Above: A sneak peak of EFO's updated foodservice photography.



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.



CONGRATULATIONS CAROLYNNE!



The induction ceremony for the 2023 Ontario Agricultural Hall of Fame was held on June 11 in Elora. As announced in *The Cackler* earlier this year, past EFO Chair Carolynne Griffith was inducted along with 10 other individuals for her tireless commitment to promoting the egg industry in Ontario, Canada and globally.

FARMER UPDATES

For Sale

Staalkat packer for sale, 40 case,
2007 type FP102.
Asking \$28,500

Call Markus: 613-229-8336

Price Change Notice

Effective Sunday, July 16, 2023, the Market Producer Prices for one dozen Grade A eggs are as follows: *Extra Large \$2.59, *Large \$2.59, *Medium \$2.29, *Small \$1.91 (*denotes change).

Effective Sunday, July 16, 2022, the Producer prices for one dozen Grade A eggs from Enriched Housing at 116.25 square inches are as follows: *Extra Large \$2.67, *Large \$2.67, *Medium \$2.36, *Small \$1.97 (*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.

Notice of Levy and Licence Fee Increase

Effective Sunday, July 16, 2023, the total Producer Levy & Licence Fee will be changed to thirty-nine point nine five cents (39.95 cents) per dozen plus HST. The remittance is as follows: total deduction from Producer is 39.95 cents plus grading station voluntary research fee of .02 cents (per dozen, plus HST). In Zone 9N, the levy will be thirty-eight point nine five cents (38.95 cents) per dozen plus HST. Please check your calculations to ensure that the correct amount of levy is remitted to the Egg Farmers of Ontario's Board office.

ATTN: FARMERS WE NEED YOU!
at the 2023 CNE

WHO DOESN'T LOVE A DAY AT THE FAIR?

CONSUMERS LOVE LEARNING WHERE THEIR FOOD COMES FROM - SHARE YOUR STORY!

The Canadian National Exhibition (CNE) opens Friday, August 18 and runs until Monday, September 4, 2023.
EFO's large egg education trailer will be on display during the 18-day event and we need your help! There will be two shifts operating per day with a morning shift from 10 a.m. to 4 p.m. and an afternoon shift from 4 p.m. to 10 p.m.
Contact Kwesi Jacob (kjacob@getcracking.ca) to sign up.

EGG TEAM UPDATE

Michael Barun will be joining Egg Farmers of Ontario as the Director of Finance, effective June 19. Reporting to the CEO, Michael will provide leadership and support to EFO by leading, overseeing and directing the finance, accounting and select administrative operations for the organization.

Michael has 10 years of financial experience working as a financial analyst, accountant and controller in the food manufacturing and glass fabrication industries. Michael received his Honours Bachelor of Management and Organizational Studies, Accounting from Western University and is a certified Chartered Professional Accountant.

In the Policy and Strategic Initiatives Department, Sheila Venkatarao joined the team as the Industrial Product Coordinator. Sheila is responsible for coordinating the IP program.

Welcome Michael and Sheila!

PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #16)

2023 – 6,147,714
2022 – 6,329,036

Ontario IP (week ending #16)

2023 – 887,383
2022 – 1,412,374

Ontario EFP (week ending #16)

2023 – 414,101
2022 – 104,992

US Shell Egg Imports to Ontario (week ending May 20, 2023 - #20)

2023 – 786,733
2022 – 469,500

In sympathy

EFO would like to extend our deepest sympathies to the Bastiaansen family on the passing of Bill Bastiaansen on May 21, 2023. Bill is the father of Mark Bastiaansen (Zone 1) and is survived by his wife, children and many grandchildren. Bill was an egg farmer until 1995 and served as a long-term chair for Zone 1. Wishing you strength and peace during this difficult time.

CHIMICHURRI STEAK AND EGG SKILLET

Servings: 4
Prep Time: 15 minutes
Cook Time: 15 minutes

INGREDIENTS

Chimichurri:

¾ cup (180 ml) finely chopped fresh parsley
½ cup (75 ml) olive oil
¼ cup (125 ml) red wine vinegar
1 red Thai chili, thinly sliced
2 cloves garlic, minced
½ tsp (2 ml) kosher salt

Steak:

8 oz (250 g) beef top sirloin steak
1 tsp (5 ml) each kosher salt and pepper, divided
1 tbsp (15 ml) olive oil

10 cremini mushrooms, sliced
2 cups (500 ml) frozen mixed sliced peppers and onion blend
2 cups (500 ml) frozen diced hash brown potatoes
4 eggs

DIRECTIONS

Chimichurri: In a small bowl, combine parsley, oil, vinegar, chili, garlic and salt. Set aside.

Heat a large non-stick skillet over medium-high heat. Season steak all over with ½ tsp each of salt and pepper. Cook steak, uncovered, turning periodically until golden brown; about 4-5 minutes for medium rare. Remove to a board to let rest.

In the same skillet, add oil, mushrooms, peppers and onion blend, potatoes and remaining ½ tsp each of salt and pepper. Sauté for 2-3 minutes or until potatoes are warmed through.

Make 4 shallow wells and add an egg into each well. Reduce heat to medium-low and let cook uncovered until egg whites have set, about 4 minutes.

Slice steak and arrange on skillet. Spoon chimichurri over steak and eggs to serve.

“eggs-pert” advice

TIP: In place of the frozen peppers and onions, you can use 1 bell pepper (any colour) cut lengthwise into thin strips and half a small onion, sliced. Sauté peppers and onions with mushrooms for 2 minutes before adding the potatoes, then proceed as directed.



Attend a workshop and training with Agriculture Wellness Ontario

Through our suite of programs, [Agriculture Wellness Ontario](#) is bringing mental health education, counselling services and enhanced community support to rural and agricultural communities across the province.

The Guardian Network

[The Guardian Network](#) includes training and ongoing peer connection and continuous learning for trained Guardians. The role of a Guardian is to reduce mental health stigma

in agricultural communities by promoting access to mental health supports, Agriculture Wellness Ontario programs, and fostering mental health conversations with farmers who may be in distress and connect individuals with appropriate mental health and crisis resources.

July 26th 8:30-4:30 Register [Here](#)

In The Know

[In The Know](#), is a mental health literacy workshop for farmers and the

agricultural community.

This four-hour course is designed around real events using real scenarios for educational purposes. The goals of the program are to increase understanding of mental health and wellness on the farm, create comfort in having conversations about mental health, raise awareness and reduce stigma.

July 19th – 10am – 2pm - Register [Here](#)

OUTREACH *update*

Celebrating Local Food Week in Ontario

June 5th to 11th was Local Food Week in Ontario – a time to celebrate all the fresh, local food produced in our province.

EFO shared in the celebration through Instagram and Facebook posts and a Twitter trivia series. Also included is a [blog post](#) that shares 5 fresh summer recipes featuring eggs and local foods.

In addition, EFO collaborated with other commodity groups to promote a Potato, Egg and Tomato Salad recipe on CTV Kitchener News at Noon (June 5) and CHCH Hamilton Morning Live (June 19) with Home Economist Emily Richards. Emily's segments have the theme of five meals using five ingredients.



Deliciously healthy, budget-friendly recipes

Registered Dietitian Michelle Jaelin visited CHCH *Morning Live* on June 1 to share healthy recipes that combine budget and nutrition-boosting ingredients with eggs.



During the segment, Michelle demonstrated the versatility of eggs by making a spinach, black bean and scrambled egg quesadilla, an eggy potato salad and paired both with a fruit salad served with balsamic dressing and topped with feta cheese.

Michelle also shared egg facts with the host, including that eggs go from the farm to the store in only 4 to 7 days and gave a call-out to [getcracking.ca](#) for more egg recipes.

To view the segment, click [here](#).

Zone	Director	Email Address	Phone
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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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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.