



Cackler

The Latest EFO News

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get cracking®
Egg Farmers of Ontario

May 2022



Recipe Outreach

EFO shares delicious new ways to enjoy eggs with Ontario consumers.

MAY BLOOMS WITH RECIPES

Recipe outreach continued in May with ads placed in several prominent food and lifestyle magazines.

Our [Crisp Prosciutto and Parmesan Cloud Eggs](#) recipe was featured in *edible* (Ottawa) magazine, our [Lemon Blueberry Bars](#) in the Global Heroes insert in *The Toronto Star*, *Globe and Mail* and *The National Post*, and finally, a selection of desserts were included in *Foodism* magazine for Mother's Day.

The print publications had a combined reach of approximately 4,000,000 impressions. Recipes were featured throughout our digital and social channels, along with our campaign ad, reaching over 3,970,000 impressions.



UPCOMING BOARD OF DIRECTORS MEETINGS:

- May 27
- July 6 & 7

IN THIS ISSUE

Updates from the May 4th and 5th Board of Directors' Meeting

Zone 4 Activities

Recipe of the Month:
[Lemon Blueberry Bars](#)

Outreach:
Easter Tree Contest

INFORMATION *update*

Business Highlights of Egg Farmers of Ontario (EFO) from the May 4 and 5, 2022 Board Meeting

Confirmed Avian Influenza in 25 flocks as Ontario poultry stakeholders remain on heightened biosecurity

As of May 16, 2022, the Canadian Food Inspection Agency (CFIA) has confirmed the presence of High Path Avian Influenza (HPAI), subtype H5N1 on 25 premises in Ontario.

The Feather Board Command Centre (FBCC), operated by Ontario's four feather boards including EFO, has continued to work on managing the situation 24/7 since it issued a heightened biosecurity advisory, effective March 26 to all poultry farmers, small flock growers and poultry industry personnel throughout the province.

All poultry farms within 10 kilometres of the infected premises have been contacted. Mapping information about the sites is available on the FBCC website and all stakeholders are asked to avoid unnecessary travel to these areas to reduce the risk of spreading the disease.

Properly implemented biosecurity remains your first and most important line of defense against infectious diseases. Your farm biosecurity protocols should be well thought-out, well implemented and continuously followed. Constant biosecurity measures should be practiced at all times. Please refer to the attached FBCC Update issued May 16, 2022 for details about the situation and links to updates on outbreaks in all provinces of Canada and to the serious circumstances in the U.S. as well.

Ontario egg and pullet quota holders subscribed for insurance through the Poultry Insurance Exchange (PIE) are covered for Avian Influenza (AI) insurance. PIE supplements the compensation provided by the CFIA.

Farmers are asked NOT to contact PIE unless they are in the zones and impacted by CFIA destruction directives.

The situation remains extremely fluid.

FBCC is committed to providing timely communications to Ontario's poultry industry and will continue to keep you updated as the situation evolves. Please visit FBCC's website for the latest information.

In the meantime, should birds show any signs of illness, farmers are to call their veterinarian immediately. It is also recommended that you contact the 24-hour FBCC support line, 1-877-SOS-BYRD.

Egg Market Update

As reported in last month's update, the overall trend in egg demand continues to remain strong and, with the reopening of the economy progressing, processed egg demand has remained higher than demand in previous years.

The overall market balance remained in a shortage position in recent weeks with virtually no eggs being held in storage and some increase in the number of boxes imported to meet market demand.

The market will continue to be monitored closely and contingency plans will be in place to use the tools available to balance the market if conditions require further actions.

With this Issue:

- FBCC Update May 16 2022
- HPAI OMAFRA Information Sheet

IN THE

Zone



Zone 4 Egg Donations

Recently, Zone 4 donated four cases of eggs to the Third Space Café in Niagara Falls, to assist with their free breakfast program for the homeless that is served daily.

Egg farmer John Vanderwerff (Zone 4) was happy to deliver the eggs to the café and presented staff Amanda Williams (centre) and Elizabeth Vander Klippe (right) with the eggs.

To learn more about the Third Space Café and their work within their community, visit <https://www.thirdspaceonqueen.ca>.

NUTRITION OUTREACH

In May, outreach continued with Registered Dietitian Michelle Jaelin on a social media campaign as part of EFO's nutrition strategy.

To celebrate Asian Heritage Month, Michelle shared with her followers a recipe for Okonomiyaki, which is a savoury Japanese pancake. Unlike the western style pancake served with maple syrup, this fluffy version included many ingredients and demonstrated the versatility of eggs across all cultures.

Michelle's recipe demonstration included messages about Ontario eggs and was shared through Instagram and TikTok. To view the recipe, visit <https://www.instagram.com/p/Cdv4Nf-FgrG/>.



FARMER UPDATES

For Sale

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

Contact: 519-872-0472 (cell)

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.

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 #16)

2022 – 6,329,035
2021 – 5,867,192

Ontario IP (week ending #16)

2022 – 1,412,374
2021 – 1,000,966

Ontario EFP (week ending #16)

2022 – 104,992
2021 – 221,886

US Shell Egg Imports to Ontario (week ending May 14, 2022 - #20)

2022 – 469,500
2021 – 579,080

MONTHLY recipe

Lemon Blueberry Bars



Yields: 16 bars
Prep Time: 25 minutes
Cook Time: 40 to 45 minutes

Ingredients

Shortbread Crust:

1 cup (250 mL) butter, softened
½ cup (125 mL) granulated sugar
2 cups (500 mL) all-purpose flour

Lemon Blueberry Filling:

6 eggs
3 cups (750 mL) granulated sugar
1 cup (250 mL) all-purpose flour
2 tbsp (30 mL) finely grated lemon zest
1 cup (250 mL) fresh lemon juice
½ tsp (2 mL) kosher or sea salt
1½ cups (375 mL) fresh blueberries
icing sugar

Directions

Preheat oven to 350°F (175°C). Line a 13 x 9-inch (3.5 L) metal cake pan with parchment paper, leaving 1-inch (2.5 cm) extending over long edges for handles. Set aside.

Shortbread Crust: In a large bowl, with a hand mixer or stand mixer, cream butter and sugar until light and fluffy. Stir in flour in 2 additions until just combined. Press evenly into prepared pan and chill for 20 minutes. Bake for 20 minutes. Let cool in pan on rack.

Lemon Blueberry Filling: In a large bowl, whisk eggs, sugar, flour, lemon zest, lemon juice and salt until combined. Pour over cooled base; sprinkle with blueberries. Bake for 25-30 minutes, or until centre is set.

Let cool completely in pan on rack. Chill uncovered for at least 2 hours before serving. Slice into 16 bars of equal size; sprinkle with icing sugar and serve.

“eggs-pert” advice

TIP: Substitute equal amounts of raspberries or blackberries for a flavour variation.

EGGS IN THE NEWS

MEF celebrates 50 years by giving away free egg sandwiches

By Canadian Poultry
May 19, 2022

Manitoba's egg farmers invited the public to join them for free coffee and delicious egg sandwiches recently in Winnipeg's Old Market Square. There was also a chance to meet egg farmers and ask questions about eggs

and egg farming. Attendees took home MEF-branded swag, including squishy eggs, whisks or cookbooks among other items, and radio station QX104 was onsite playing music and inviting folks to join in the celebration.

“Manitoba Egg Farmers is very pleased to celebrate this milestone of 50 years,” says Catherine Kroeker-Klassen, chair of MEF. “We can’t think of a better way to celebrate than for our farmers to come to the city, chat with folks about farming and give away delicious sandwiches made with local eggs. We are excited about being egg farmers and we want to share that with everyone!”

MEF worked with Chef Karl Oman to make the sandwiches fresh onsite at Red River

College Polytechnic's Exchange District Campus. Oman is an instructor from RRC Polytech's Culinary Arts program, who sourced local ingredients for these sandwiches and supervised students, who benefited from the opportunity to put the skills they have learned into practice.

“Eggs are delicious, protein-packed, and highly versatile – perfect for weekend brunches, after-gym snacks, holiday baking and a quick nutritious way to start every day,” Kroeker-Klassen adds.

OUTREACH *update*

Easter Egg-tivities!

To celebrate Easter in a fun and engaging way, EFO brought back our Easter Tree social media contest for a second year.

Participants could submit their decorated photos to EFO's Instagram account or via email for a chance to win one of eight prize packages within four categories. New for this year was a category for "Learning Tree" where classrooms could enter their tree.

Leading up to Easter, egg farmer Tonya Haverkamp hosted an Instagram Live event on April 9, which had a reach of 1,102, 489 views and 12 shares. During the event, Tonya was also joined by influencers @Cucina_Kids and @Extrasparklesplease to boost event reach.

A video was also created where Tonya created recipes with the contents of

the blown-out eggs that were decorated during the Instagram event.

Registered Dietitian Michelle Jaelin had some Easter fun during her segment on CHCH *Morning Live* April 4. Michelle took a departure from her normally health conscious recipe content to promote fun ways to celebrate the Easter season with eggs and shared a recipe for Peanut Butter Candy Egg Blondies. In addition, Michelle also demonstrated egg decorating fun during her segment.

Mom in the Know Julie Findlay visited CTV *Morning Live* (Ottawa) April 13 to share kid-friendly Easter activities and information about EFO's Easter Tree Contest. The segment featured a call-out to getcracking.ca and the Easter contest landing page.

More than 128 contest entries were received and were judged by a panel of three egg farmers that included Colin Vyn, Audrée Arthur and Mirielle Leroux.



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6	Sally Van Straaten	sallyvanstraaten@gmail.com	519-301-4408
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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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MAY INSPIRATION

“Life is like riding a bicycle.

To keep your balance, you must keep moving.”

- Albert Einstein

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.