



Cackler

The Latest EFO News

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get cracking®
Egg Farmers of Ontario

November 2021



An *Eggs-ceptional* Athlete

EFO BECOMES THE OFFICIAL BREAKFAST PROTEIN OF TYLER MCGREGOR

Egg Farmers of Ontario (EFO) is excited to announce our partnership with Tyler McGregor, Team Captain of Hockey Canada's National Sledge hockey team. In addition to leading his team, Tyler is one of Canada's top athletes as a two-time Paralympian.

Tyler is not only a world-class athlete, but also a community leader and role model for young athletes. At the age of 15, following a leg injury while playing AAA hockey, Tyler was diagnosed with Spindle Cell Sarcoma and had to have his leg amputated to save his life. Instead of letting that stop him, Tyler changed direction and found a new way to compete on the ice. A lot of hard work and commitment later, he has become an incredible athlete and an inspiration to others.

Follow EFO's social channels and *The Cackler* for more updates on this exciting new partnership, or follow Tyler on his adventures @tylermcgregor8 on Instagram.



UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- December 7 & 8 (in-person)

IN THIS ISSUE

Updates from the
November 4 and 5
Board of Directors' Meeting

Nutrition Update

Recipe of the Month:
[Flourless Brownie Cake](#)

Outreach: Virtual Royal
Agricultural Winter Fair

INFORMATION *update*

Business Highlights of Egg Farmers of Ontario (EFO) from the November 4 and 5, 2021 Board Meeting

Egg Market Update

The re-opening that continues in the economy is improving egg market conditions, while changing consumer and out-of-home consumption patterns continue to present ongoing uncertainty and volatility in egg demand.

Market reporting from Egg Farmers of Canada (EFC) indicates national table egg market demand through week 43 shows 2021 volume was lower by 12.9 per cent compared to the same week in 2020, while compared to the same week in 2019 it was higher by one per cent. Table demand is expected to remain soft in the coming weeks and pick up towards the end year.

Processed egg demand through week 44 showed a slight decrease compared to the previous week. Compared to the same week in 2020, processed egg demand was higher by 12 per cent. Compared to the same week in 2019, processed egg demand was lower by 6 per cent. Processors are expecting processed egg demand to fluctuate but remain strong compared to 2020 levels.

Imports were about 14,000 boxes in week 44, down about 6,000 boxes compared to the previous week. There were no eggs in storage and none forecast to build in the coming week. The market remains in a supply shortage position but imports continue to decrease. Shell egg demand is expected to remain soft in the near term and then strengthen through to the end of the year. Egg processors are reporting that demand may fluctuate but remain strong compared to last year's levels.

Businesses are optimistic as foodservice and wholesale businesses continue to report strong demand across the country. Additional COVID-19 related restrictions pose some risk moving forward but high vaccination rates across the country and vaccine passports in many regions should allow business to remain fully functional and sustain high levels of demand.

The market will continue to be monitored closely and our system will be ready to use the tools available to balance the market if conditions swing again into an oversupply situation.

Breakout topics chosen for November 16 Virtual Fall Workshop

The two breakout session topics for the 2021 Farmer Fall Update meeting (Workshop) were chosen by EFO's Board.

The two sessions featured discussions about the Quota Transfer System (QTS) and EFO's strategic planning process for the organization's next three year plan.

The virtual meeting was held November 16 at 10 a.m. The agenda included an Egg Farmers of Canada Update, Pullet Industry Update, Update from the General Manager, Public Affairs Update, Open Session and the two breakout discussions.

New Special Layer Lease rates take effect January 1, 2022

The Board approved a change to Special Layer Leases currently set at \$14 per bird to increase to \$16 for conventional, \$20 for free run/aviary and \$25 for organic, effective on day-old placements beginning on January 1, 2022.

Farmers need to be aware that Special Layer Leases are not intended to put more birds in barns than a farm's existing allotment or have lease rates that generate additional farm revenues.

The lease approach is used because EFO recognizes farmers are dealing with a live product and need a mechanism to deal with variances in bird numbers that can result from favorable or unfavorable growing results versus planned mortality and the importance of placing optimal pullet numbers that reflect each farm's past growing results.

EFO returning to in-person Board meetings in December and for 2022 Zone meetings

As COVID-19 conditions continue to improve, the Board is making plans to resume meetings in person in December for the first time since March 2020.

To meet public health requirements for social distancing, plans will be made for regular monthly Board meetings to be held at a hotel in Mississauga until rules permit returning to use of the EFO Boardroom.

The Board also approved the option for the annual Zone meetings to be held in-person in the traditional January and February time period. Meetings will need to comply with any public health requirements that are in place locally on those dates.

Second commercial in Tim Hortons partnership released in-store and on TV

The second commercial from the Tim Hortons partnership was released in-store on October 27, with the TV and digital commercial launching November 1. This promotion launches their Steak and Egg Breakfast Sandwich and features Scott

Graham (Zone 6) and a beef farmer from Quebec for the English ads.

Please check out the ads on YouTube at the links listed below. There are 15 second and 30 second versions of the commercials in English and French.

English 15 second - <https://youtu.be/g87uMUup9d8>

English 30 second - <https://youtu.be/ofEGWYR9FBg>

French 15 second - <https://youtu.be/6LHM7dkOxQY>

French 30 second - <https://youtu.be/fym8h39Ud8k>

Layer farmers encouraged to carry contingent business interruption insurance

Layer farmers make decisions about business interruption insurance on their layer operations and on pullets that they may grow for their own operations, but the Board would like to remind layer farmers that separate coverage – contingent business interruption insurance – is encouraged to cover pullets purchased from other growers. Pullet farmers should also consider their own business interruption insurance. Consult with your insurance provider to see what is best for your operation.

WITH THIS ISSUE

- Promotional Items Brochure
- OAHN Poultry Expert Update*
- Flu reminder; poultry worker*

**denotes to egg and pullet farmers only*

COVID-19 VACCINATION POLICY FOR 2022 IN-PERSON EVENTS

It was recently announced that effective September 22, 2021 all patrons entering the National Poultry Show will be required to show proof of full vaccination, as required by

the Government of Ontario and the Middlesex-London Health Unit. This policy will also apply to show staff, contractors, volunteers and exhibitor booth staff. Attendees will be required to show proof of full vaccination before entering the event.

As we look towards 2022 and the potential for the return to in-person events, Egg Farmers of Ontario will continue to communicate with the various venues to determine whether our Egg Ambassadors/farmer

volunteers will be required to show proof of vaccination. In the event that proof of vaccination will be required in advance of shows, we will establish a process to ensure vaccination status of our Egg Ambassadors/volunteers is maintained in the strictest confidentiality.

More information will be shared with farmers as we continue to navigate these uncertain times and changing public health regulations.

REMINDER: EGG AND PULLET FARMERS MUST CLEAR SNOW AND ICE FROM LANEWAYS AND YARDS

Egg Farmers of Ontario (EFO) reminds all egg and pullet farmers of the requirement to keep your farm laneways and yards clear of snow and ice. This is a critical safety issue for grader drivers picking up your eggs, industry / EFO staff coming onto farms to perform required tasks and all potential farm visitors. In addition to the safety issues, maintaining safe and easy access also reduces costs.

Providing safe conditions for egg pickup is more than a courtesy – it is every farmer's obligation under the applicable sections of the *Ontario Occupational Health and Safety Act*. In addition, EFO's On-Farm Visitor and Inspector Safety Policy for Egg and Pullet Farms states "General areas around the home, barn yard and buildings need to be safe from trips, slips, falls and collisions (ice, snow, vehicle and farm equipment traffic)."

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.

PRODUCTION STATISTICS

(in boxes of 15 dozen)

**Ontario Production
(week ending #36)**
2021 – 13,728,634
2020 – 13,071,937

**Ontario IP
(week ending #36)**
2021 – 2,879,094
2020 – 2,440,156

**Ontario EFP
(week ending #36)**
2021 – 474,186
2020 – 813,607

**US Shell Egg Imports
to Ontario (week ending
October 16, 2021 - #42)**
2021 – 1,208,396
2020 – 1,041,332

follow us online!



NUTRITION OUTREACH



The weather might be getting cold, but nutrition outreach was heating up in November!

On November 9, Registered Dietitian Andrea D'ambrosio was a virtual guest on CHCH Morning Live to promote meal planning using EFO's *Meal Plan Like a Pro* resource. As a result of the segment, EFO received over 90 orders for the resource within the following days. To view Andrea on CHCH, visit <https://www.chch.com/steps-to-start-meal-planning/>.

Later that day, EFO hosted a webinar geared to Registered Dietitians where Andrea shared the benefits and steps to meal planning with clients. The meal planning resource was also promoted as a free tool for Registered Dietitians to share as part of their client sessions. 249 dietitians registered for the event and offered positive feedback about the session.

To download a copy of the Meal Plan Like a Pro resource, visit www.getcracking.ca/mealplan.

FARMER UPDATES

For Sale

Volker VDX 12000 Egg Grading Machine:

- Rated at 12,000 eggs/hour
- Approximate dimensions 12' x 8'
- Built in 2011
- Acquired with the purchase of a farm, but do not need for our operation
- \$10,000, open to offers

2 x Prinzen EasyPack 7R Egg Packing Machines:

- Fitted with a manual transfer head for collecting 30 eggs at a time
- Approximate dimensions of each machine is 2.5' x 9.5'
- Built in 2010 / 2011
- Acquired with the purchase of a farm, but do not need for our operation
- \$5000 each, open to offers

Vencomatic Plastic Slats:

- Older style of Vencomatic plastic slats
- Approximate dimensions of each slat is 2' x 4'
- Thousands of square feet available
- Mount on U-Channel galvanized steel bar
- Steel mounting bars are available as well
- \$5 /slat, open to offers

Nathan Hutten

Email: nathan@huttenshenhaven.com

Cell: 289-257-0421

Farmer Automatic conventional cage 3 rows, 3 tier, 200' long, elevator end units, lubing conveyor, some new equipment such as acleaner, upgraded Diamond 70 case egg packer, Glasspac Fans 18,24,36", Expert 64 Ventilation Equipment, baffle board and actuators, barn in use until mid September all equipment good working order.

Contact: 705-970-0211 (Cookstown)

Air Inlet Baffle Board for sale. Very good condition. 15 pieces, size 8' x 1', \$30.00/each.

Telephone: 519-236-4095

BEST OF CAMA AWARDS

Egg Farmers of Ontario (EFO) was recently nominated for three Best of CAMA awards through the Canadian Agricultural Marketing Awards (CAMA).

For the 2021 awards, EFO was nominated for the *Real Farmers. Real Eggs.* campaign, the Virtual Egg Education Display and the Easter Tree contest.

The virtual event was held November 18 and EFO was awarded a Certificate of Merit for the Real Farmers. Real Eggs. 2021 campaign and was the winner for our *Eggs-perience Ontario Eggs* Virtual Booth. EFO was also a category sponsor of the Crisis Communication category.



UPCOMING HOLIDAY NOTICE

EFO staff will be taking Monday, December 27 to Monday, January 3, 2022 to celebrate the holidays.

Due to COVID-19, the office remains closed to the public. When possible, EFO staff will continue to work remotely until Peel Public Health advisories change.

MONTHLY recipe

FLOURLESS BROWNIE CAKE



Servings: 8
Prep Time: 30 minutes
Bake Time: 50 minutes

INGREDIENTS

$\frac{2}{3}$ cup (175 mL) granulated sugar
4 eggs, separated
8 oz (225 g) semi sweet baker's chocolate, chopped
 $\frac{1}{2}$ cup (125 mL) unsalted butter
 $\frac{1}{2}$ cup (125 mL) cocoa powder
1 tbsp (15 ml) orange zest
 $\frac{1}{4}$ cup (60 mL) fresh orange juice
 $\frac{1}{2}$ tsp (2 mL) vanilla extract
 $\frac{1}{4}$ tsp (1 mL) salt
Cocoa, candied orange peel and sugared cranberries for garnish

DIRECTIONS

Preheat oven to 325°F (160 °C). Line bottom of 8-inch (20 cm) spring form pan with parchment paper.

In a large mixing bowl, whisk sugar and egg yolks until pale and thick, about 3 minutes.

Melt chocolate and butter together over a double boiler. Pour one-third of the melted chocolate mixture into the egg yolk mixture; whisk to incorporate. Whisk in remaining chocolate mixture, cocoa powder, orange zest, orange juice, vanilla and salt until fully combined.

Using a hand mixer or stand mixer, on high speed, whisk egg whites until stiff peaks form, about 3 minutes. Fold egg whites into chocolate batter until fully combined.

Pour batter into prepared pan. Bake for 45 for 50 minutes, until a toothpick inserted in center comes out fairly clean. Let cool in pan on a wire rack for 3 minutes. Remove spring form ring and cool cake completely. (It will fall upon cooling; that's expected.) Transfer to serving plate. Dust with cocoa and garnish with candied orange peel and cranberries.

Candied Orange Peel

Slice rind off of 1 naval orange and cut into thin strips. In a small saucepan, on low-medium heat, combine $\frac{1}{2}$ cup (125 mL) granulated sugar with $\frac{1}{4}$ cup (60 mL) water. Cook for 5 minutes, stirring until sugar has dissolved. Add orange strips and cook out until pith (white skin) looks semi translucent, 20 to 25 minutes. Gently remove orange slices from syrup and lightly toss in $\frac{1}{4}$ cup (60 mL) granulated sugar. Transfer to a wire rack to dry. Store in an airtight container for 1 week.

Sugared Cranberries

In small bowl, place 1 egg white. In a separate small bowl, place $\frac{1}{4}$ cup (60 mL) granulated sugar. Dip $\frac{1}{4}$ cup (10 mL) fresh cranberries in egg white and toss in sugar. Let dry 10 to 15 minutes.

TIP: Add in a hint of powdered espresso to the mix instead of orange and top with whipped cream for a mocha chocolate vibe.

EGGS IN THE NEWS

Steps to start meal planning

CHCH News
October 9, 2021
by Eric Vienneau

With work and school stress upon us, you've likely noticed the dinner-time frustration mounting. Knowing what to eat can be a real challenge! However, meal planning can be the solution. Andrea D'Ambrosio, Registered Dietitian and owner of Dietetic Directions shared some tips.

Tip #1: Take stock before you shop

D'Ambrosio says it is as simple as opening the fridge and taking a look at what is already there.

"[Canadians] spend about 10 per cent of their grocery budget on food that goes bad," said D'Ambrosio. "Often, we don't even know it is sitting in the back of the fridge."

"Maybe a stir fry would be a good option to just throw everything in, or even a soup," said D'Ambrosio. "Another great option is a quiche. I love doing this because you throw in the leftover vegetables, use them up and save money."

Tip #2: Do schedule review notes

D'Ambrosio says it is like a planner because you will write down all the commitments you have in the coming week and plan a meal around your schedule.

Tip #3: Translate planned meals into a recipe list

D'Ambrosio says everything that you come up with for a meal you will slot into a grocery list which is ordered by sections of a grocery store.

She says this would prevent last minute grocery shopping and will allow you to come out of grocery shopping with exactly what you need.

outreach UPDATES

EFO participates in the Royal

For the second time in its history, the Royal Agricultural Winter Fair was held once again as a virtual event. Egg Farmers of Ontario (EFO) took part in the event in two ways.

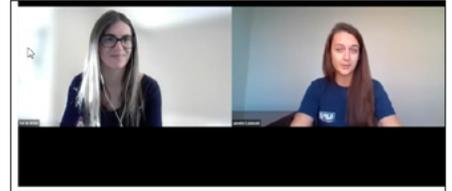
On November 1, a virtual tour was hosted by Janelle Caldwell (Gray Ridge Egg Farms) where she shared a look inside an enriched egg barn. Following the video tour, Janelle was available to answer the questions submitted by students and teachers.

There were more than 280 teachers and approximately 5,500 students that participated in the the egg virtual tour. Some of the many questions asked by students included wanting to know the difference between brown and white eggs, why are eggs

different colours, how many chickens are in your barn and how does a farmer know if an egg is for eating or if it has a baby chick inside.

EFO was a sponsor of the Royal Food and Nutrition Forum on November 2 with four keynote presentations including eliminating food waste, nutrition and healthy aging and sustainability were offered.

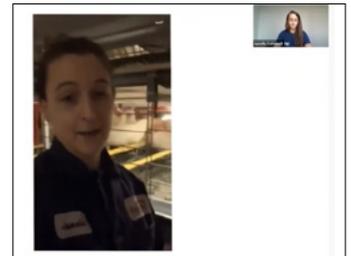
The forum is designed for Registered Dietitians, nutritionists, chefs and other health professionals.



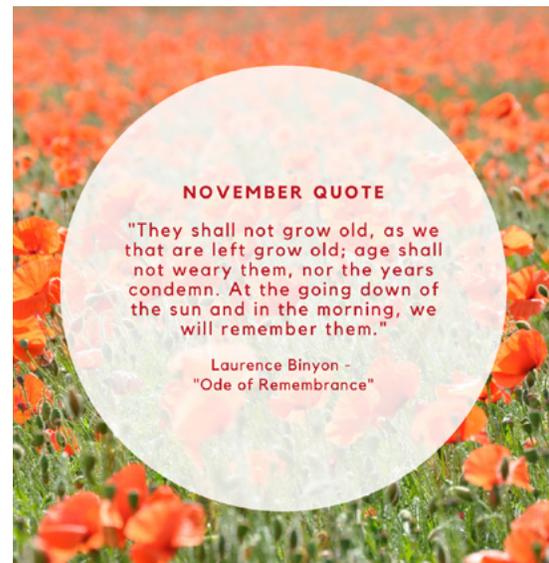
Virtual Egg Farm Tour with Janelle Caldwell

Above: Sarah Brien (EFO) and Janelle Cardiff (Gray Ridge) introduce students to egg farming.

Below: Janelle gives students a look inside an egg barn.



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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 farm farm pricing.