



Cackler

The Latest EFO News

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get cracking®
Egg Farmers of Ontario

September 2023



Fields to Forks

EFO shares our love of eggs with Ontario consumers.

EFO PARTICIPATES IN CTV CAMPAIGN

Egg Farmers of Ontario (EFO) sponsored the fall flight of the *Fields to Forks* campaign with CTV London August 22 to October 2. Executional elements include a vignette shown on CTV channels, online advertising, pre-roll video, online advertorials and through radio segments on CJBK News 1290 radio and Pure Country 93. The campaign runs for 6 weeks on TV, radio and online. Egg farmers Kayla and Megan Veldman were also featured as part of the campaign.

To view the vignette for the London market, visit the Fields to Forks website [here](#).

The Ottawa execution will launch in October, and filming recently took place for that market and featured a local egg farmer. Updates will be provided after the campaign launches next month.

IN THIS ISSUE

Industry Updates: CFFO, FCC, LRIC, OFA & PIC

Notice: Pullet Growing Fee

Recipe of the Month:
[Sundried Tomato Pesto Eggs](#)

Outreach Update: Fall Fairs

UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- October 31
- December 5 & 6

WITH THIS ISSUE:

- Egg Farmers of Canada News Release
- Egg Nutrition Research

INDUSTRY updates

Christian Farmers Federation of Ontario (CFFO)

In the most recent update from CFFO, there was a reminder to all Ontario farmers who own a home in Canada to check with their tax advisor or accountant to determine if it is necessary to file an *Underused Housing Tax* form. The deadline for submissions without penalty is October 31, 2023 and the fines for failing to file paperwork will be \$10,000, even if you qualify. For more information, click [here](#).

Save the date for the CFFO provincial council meeting on September 27, 2023 in Leamington. For more information or to register, click [here](#).

Farm Credit Canada (FCC)

How do you define success? FCC shares tips for defining what success looks like and how it helps farmers make plans, informed business decisions and where to concentrate your time. Read it [here](#).

Learn how to control your business instead of people and to understand the difference – click [here](#) to learn more.

Are you interested in learning more about sharing knowledge with the next generation and how to help the next generation gain skills and experience necessary to help with the farm business? Find out how [here](#).

Did you miss an FCC webinar or session you wanted to attend? You can access

recent content [here](#) in their on-demand virtual events.

Miss the FCC annual public meeting? Watch the recording [here](#).

Livestock Research Innovation Corporation (LRIC)

A recent event was held in Elora on improving how the livestock sector can get research into practice and was hosted by LRIC. For more about this event, click [here](#).

For more updates on LRIC in the news, visit livestockresearch.ca/news.

Ontario Federation of Agriculture (OFA)

On September 19, OFA shared a statement to their members with their views on the protection of Ontario farmland. With ongoing debate and vast media coverage on this topic, OFA wanted to clarify their stance on this issue. To read the full statement, click [here](#).

The Ontario Ministry of Agriculture, Food and Rural Affairs have announced a two-year, \$1.5 million investment to help improve deadstock removal. The *Deadstock Capacity Initiative*, offered through the Sustainable Canadian Agricultural Partnership (SCAP) and project applications can be submitted from September 21 to February 1, 2024. Visit [here](#) for more information.

2023 OFA regional meetings have begun and will be held across the province. To find a meeting near you, visit <https://ofa.on.ca/regional-meetings-2023/>.

OFA's 2023 Annual General Meeting is November 21 & 22 at the Delta Hotel Toronto Airport. For more information about times and speakers, please visit <https://ofa.on.ca/community/annual-general-meeting/>.

OFA is working with the Community Safety Knowledge Alliance on a series of four articles over the next few months on the topic of cybersecurity. To read the first article, click [here](#).

For more OFA updates, events and more, visit <https://ofa.on.ca/>.

Poultry Industry Council (PIC)

Caroline Gonano, PIC Chair, recently announced that Ashley Honsberger, PIC Executive Director, will be leaving PIC at the end of September. PIC's Board of Directors will work to find a suitable replacement for Ashley and will work closely with staff on programing and events.

SAVE THE DATE

The Egg and Pullet Farmers' Workshop will be held on Tuesday, November 28, 2023 from 8:30 a.m. to 4:00 p.m. and Councillor & Delegate training Monday, November 27. We hope you will be able to join us. Further details will be sent in October regarding registration and hotel information.

INTERNATIONAL PLOWING MATCH

The 2023 International Plowing Match (IPM) took place on September 19 to 23 in Bowling Green.

EFO participated in the event with our large egg education trailer and thanks to farmer volunteers, the busy event was a success. Minister of Agriculture, Food and Rural Affairs, Lisa Thompson, also attended the event and EFO's display.



Above (left): EFO's display, featuring the large egg education trailer, at the IPM and (right): Pullet Growers Bonnie and Andy DeWeerd take time out from volunteering to meet with Minister Thompson.

Drew Black joins Egg Farmers of Canada as new Chief Executive Officer

OTTAWA, September 20, 2023 - Egg Farmers of Canada announced the appointment of Drew Black as their new Chief Executive Officer (CEO), effective November 6, 2023.

Mr. Black has extensive knowledge of governance, advocacy, and policy and program development. He takes on the role of CEO after serving as Executive Director at the Canadian Hatching Egg Producers where he was the principal liaison between the Board of Directors, Board Committees, and the organization's operations. Prior to this, he served as the Director of Environment and Science Policy at the Canadian Federation of Agriculture. He has sat on a range of federal and global advisory committees and roundtables, advancing policy and regulations in the areas of animal health, biosecurity, and climate change.

To view the full news release about this announcement, see the press release with this edition of *The Cackler*.

Research Chair Network

Dr. Tina Widowski, EFC Research Chair in Poultry Welfare, was featured in two podcasts in July. In an episode in the [Poultry Podcast Show](#) Dr. Widowski discussed her research on alternate house systems and birds responses to them and their behavioural needs. Dr. Widowski also spoke to [Feedstuffs in Focus](#) host alongside her student Dr. Ana Rentsche sharing their work on how bird welfare can influence its productivity throughout the birds lifetimes.

Canadian Poultry Research Council research projects update

The Canadian Poultry Research Council recently published their Cluster 3 Research Highlights Report, a compilation of all the research stories written for Cluster 3, available [here](#). Highlights

include barn ammonia management techniques, impact of light on pullet behaviour and non-antibiotic strategies to improve bird health.

Poultry Innovation Partnership webinars

The Poultry Innovation Partnership continues to host research-focused webinars each month as part of their Innovation Showcase. Watch the most recent webinar as Dr. Ran Zhao talks about research that aims to improve the measurement and understanding of suspended dust in egg barns [here](#).

Poultry Innovation Partnership Poultry Water App

The PIP recently launched a new app titled [Poultry Water App](#) that aims to help farmers manage water on farm and to assess water

quality-related risks and provides a risk mitigation report.

New Egg Nutrition Center research

Results of a longitudinal study conducted by the Egg Nutrition Center that looked at the association between egg consumption and cardiometabolic risk factors in adults were recently published. The study demonstrated that regular egg consumption as part of a healthy diet had long-term beneficial effects on blood pressure and glucose metabolism and lowered the long-term risks of high blood pressure and diabetes. The complete article is attached to this email (Egg Nutrition Research).

NATIONAL ENVIRONMENTAL SUSTAINABILITY AND TECHNOLOGY TOOL (NESTT) UPDATE

New features available on NESTT tool

NESTT is a tool developed for Canadian egg farmers, designed to inform farmers about the sustainability of their farm and supports to real-time, farm-level sustainability decisions. The full NESTT is now live and is available for all regulated Canadian egg farmers.

The tool now offers two new main features:

1. The ability to calculate the environmental footprint of their farm, including carbon, land, water, and energy footprints, nitrogen use efficiency and acidifying and eutrophying emissions; and
2. The ability to explore how implementing a variety of green technologies could change these footprints.

In addition to these new features, the full NESTT also offers the ability to edit a completed and/or submitted sustainability assessment, export raw data, receive a certificate of completion for assessments and additional context for a sustainability ranking result. Farmers also have the option to migrate flocks over, add new information and view the environmental footprint of those flocks.

For more information on NESTT, visit eggsustainability.ca.



THE POULTRY AND EGG ON-FARM INVESTMENT PROGRAM (PEFIP)

UPDATE

Ontario egg farmers that have initially registered for the [Poultry and Egg On-Farm Investment Program](#) (PEFIP) were recently sent an email from Agriculture and Agri-Food Canada about a second wave of funding under the program. These additional funds are available to any egg farmer that received funds through the first wave of the program. Log into the [PEFIP system](#) to view your funding allocation.

As a reminder, the Canadian government created the PEFIP to help supply-managed poultry and egg producers adjust to any market losses from the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). This program provides funds for Canadian chicken, egg, broiler hatching egg and turkey farmers to make on-farm investments to increase productivity, improve on-farm food safety, contribute to environmental sustainability and respond to consumer preferences such as improved animal welfare or housing.

Following the announcement of the PEFIP, additional funding of \$1.7 billion was announced in November 2022 for supply-managed sectors to compensate for any market losses related to the Canada-United States-Mexico Agreement (CUSMA). Eligible project costs will be shared between Agriculture and Agri-Food Canada (AAFC) - to a maximum of 70% and the farmer - a minimum of 30%. In addition, AAFC may provide up to 85% of eligible project costs for young farmers aged 35 years old or younger as of January 1, 2021.

The application period is open and applications will be accepted until March 31, 2030. Due to a high volume of applications, it may take some time for your application to be processed, so be sure to register.

To learn more about the program, including how to apply, eligibility and more, visit [Agriculture Canada](#).

UPDATE: Quota Transfer System (QTS)

In August 2023, all egg and pullet quota holders were notified via email and in *The Cackler* of changes to the Quota Transfer System (QTS). At that time, it was shared that a comprehensive review of the QTS through a third-party consultant was complete and that a number of Board approvals had taken place including:

- Decision to increase QTS price to \$391/bird for layer quota and \$33/bird for pullet quota (representing an approximate 32% increase);
- New quota prices would remain static throughout 2024; and
- Given the changes to the QTS prices, QTS-3-2023 was cancelled.

With 2024 designated as an observation year, EFO will review the results of each QTS exchange to monitor the implementation of these changes. Any additional modifications that may be required will be implemented in Q1 2025 or later.

This review was a comprehensive process that examined the goals and principles of the QTS and identified the mechanism that was best positioned to fit those goals and principles.

Moving forward, a full program review of the QTS will be conducted every four years, while an annual review of the quota price will be undertaken to ensure it reflects current market and economic conditions.

PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #28)

2023 – 10,831,247
2022 – 10,890,555

Ontario IP (week ending #28)

2023 – 1,777,761
2022 – 2,325,766

Ontario EFP (week ending #28)

2023 – 728,258
2022 – 410,810

US Shell Egg Imports to Ontario (week ending September 2, 2023 - #35)

2023 – 135,084
2022 – 617,992



Calling all Egg
Ambassadors!

EFO is once again participating in the Royal Agricultural Winter Fair (RAWF) and we are looking for egg or pullet farmers to help with the display.

EFO will have two shifts operating per day: The morning shift runs from 9 a.m. to 3 p.m. and the afternoon shift is from 3 p.m. to 9 p.m.

This is your chance to connect with consumers! Whether you have volunteered at the RAWF previously or want to make 2023 the year to start, we would love for you to join in the fun!

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

follow us online!



Notice: Pullet Growing Fee

During its September 20/21 meeting, the Ontario Farm Products Marketing Commission approved the pullet growing fee agreement for conventional housing for pullets. This agreement sets the pullet growing fee at \$3.09 per bird, effective January 1, 2024, which includes the costs associated with catching for conventional housing. As with previous agreements, an additional 2 cents per bird per day is added for the period from 19 weeks until placement. The negotiation process for this agreement took place involving EFO and various stakeholders within the Ontario pullet industry, such as feed mills, hatcheries, contractors and others.

This important annual process forms the foundation for a sustainable framework that fosters the growth of the pullet industry while ensuring a consistent supply of high-quality pullets for Ontario's egg production sector. EFO firmly believes that the agreed-upon fee enhances the long-term viability of the pullet industry, thereby offering support to Ontario's egg farmers.

Both parties involved in these negotiations are committed to the principles of fair compensation, sustainable growth and upholding the highest standards of quality and welfare within the pullet sector. To enhance planning efficiency, discussions for the 2025 fee will commence earlier in 2024 than the normal June timeframe.

FARMER UPDATES

Wanted

Minimum 8'-0" long slat bars for Jansen nesting system.

Contact James: 519-608-3829

For Sale

Staalkat packer for sale, 40 case, 2007 type FP102.

Asking \$28,500

Call Markus: 613-229-8336

Volunteers Needed!

The next *Breakfast on the Farm* event is coming up on October 21st and we need your help! This popular event hosted by Farm and Food Care gives consumers the opportunity to visit a real farm and have great conversations with real farmers. It is being held at Laprise Farms in Pain Court, Ontario.

EFO is looking for Egg Ambassadors to represent egg and pullet farmers at EFO's display - this is a great way to practice the tips you learned during ambassador training! The event runs from 10 am until 2 pm, but volunteers would be needed on site for 8 a.m. to help with set-up.

If you are interested in volunteering, please contact Kwesi Jacob (kjacob@getcracking.ca) or Robin Singh (rsingh@getcracking.ca).

EFO[®]Online

Did you know?

You can send a request via **"Need Help"** on *EFOOnline*. Whether you have a question or are looking for, or to provide, information there are **4** easy steps to find help! When logged into *EFOOnline*, simply:

Step 1:

- Click on the "Need Help" feature that can be found on the left-hand side of your screen.

Step 2:

- Provide the information that is denoted with a red asterisk (*).

Step 3:

- Upload any supporting documents or images.

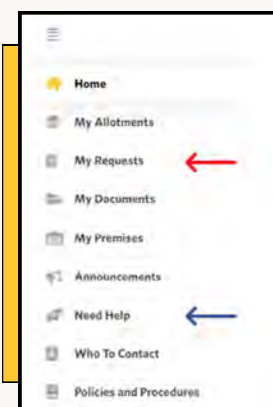
Step 4:

- Click "save" to complete the request.



Track your submission progress.

You can track the progress of your submission by clicking **"My Requests."**



Still need help?

Don't worry - you can also call us at **1-800-387-8360!**



Sundried Tomato Pesto Eggs



Servings: 4
Prep Time: 5 minutes
Cook Time: 5 minutes

INGREDIENTS

½ cup sundried tomato pesto
½ tsp roasted garlic paste
4 eggs
4 slices focaccia bread, toasted
2 tbsp freshly grated Romano cheese
¼ cup basil, chiffonade
1 tbsp honey
pepper to taste

DIRECTIONS

Heat a large non-stick skillet over medium heat. Add pesto and garlic, spreading to an even layer. Add eggs into skillet and reduce heat to medium-low. Let fry, uncovered, for 2 to 3 minutes or until egg whites have set.

Serve eggs on toasted focaccia. Sprinkle with Romano cheese and basil, drizzle with honey and add pepper, to taste.

Easy-prep tip! To chiffonade basil, layer 6 to 8 basil leaves with the largest ones on the bottom. Roll up stacked leaves tightly and slice thinly into strips.

“eggs-pert” advice

TIP: In place of focaccia, you can use halved focaccia buns or ciabatta buns, mini naan, or slices of a crusty herb loaf.

EDUCATION PROGRAM UPDATE

Farmers trained in preparation for launch of in-class pilot program



Left: Emma Anifowse, EFO's Education Programs Coordinator, shares the presentation with farmers participating in the pilot.

On August 16th, a full-day training session was held with 16 farmers from Zones 1 to 10 participating. The training event was conducted to prepare the farmers for the upcoming in-person pilot program that is launching this fall in classrooms across the province. The training

emphasized the farmer's important role at the farm while discussing the journey of the egg from the farm to the grading station and the grocery store. Farmers were able to practice the games that were part of the presentation - such as the egg-packing game and student trivia. Farmers also reviewed student profiles and class scenarios in various grades to see how best to respond to potentially difficult situations.

Farmers included in this portion of training were those who came forward after our 'call for volunteers' at the AGM. When the program is officially at the launch stage, training will be offered to a broader group of farmers.



Above: Emma gets Jill Denys (Zone 5) and Joel Schillings (Zone 8) ready to play one of the interactive games that is part of the in-class pilot.

OUTREACH *update*

Fall fairs in full swing!

As those in agriculture know, the end of summer brings a new season – fall fairs! Egg Ambassadors were busy at a number of events:

Breakfast on the Farm

The second *Breakfast on the Farm* of 2023 was held on August 26 in Napanee and was hosted by Ripplebrook Farm. EFO, in partnership with Burnbrae Farms, was a Guardian Sponsor of the breakfast, which included the small egg education trailer, trivia wheel, recipes and resources.

Canadian National Exhibition (CNE)

The *CNE* ran from August 18 until September 4th and EFO participated with our large egg education trailer on display, complete with our trivia spinning wheel, housing video and egg resources. A team of Egg and Pullet farmers were available each day to interact and engage with consumers, answer questions and test visitors on their knowledge of eggs!

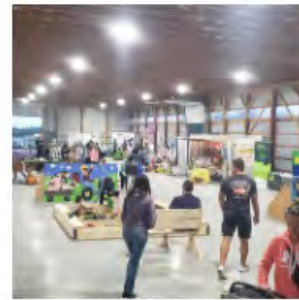
West Niagara Fair Agricultural Fair

Chris and Tim Mullet Koop (Zone 4) were busy with the *West Niagara Agricultural Fall Fair* September 8th to 10th. EFO's small egg education trailer was located in a new area of the fair and shared the space with a kid's zone, petting zoo, 4-H achievements and a virtual farm tour. The spinning trivia wheel was a popular attraction with kids of all ages lining up to take a spin!

Western Fair

The *Western Fair* ran on September 8th to the 17th and included School Ag tours September 11th to 15th. Egg and pullet farmers volunteered at the event, and the trailer, trivia wheel and resources helped draw in crowds to learn more about egg farming in Ontario.

EFO would like to thank the many volunteers that took the time out of their busy schedules to participate in these events.



Clockwise, from top left: *Breakfast on the Farm*, Napanee; CNE visitors at EFO's display; EFO's small trailer at the *Western Fair*; and *West Niagara Fair*.

Zone	Director	Email Address	Phone
1	Scott Helps	shelps@ymail.com	519-464-2744
2	Lorne Benedict	lornebenedict@outlook.com	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

REMINDER: ACCESS INFORMATION ONLINE

Have you ever missed an issue of *The Cackler*? Don't worry, it's always available online, and you can access it [here](#).

In addition, did you know that if you sign up to receive EFO's RSS feed, you will receive weekly alerts of any new information that is posted online, including *The Cackler*.

To sign up for the RSS feed, visit <https://www.getcracking.ca/members/operations-quota> and subscribe under newsletters.



7195 Millcreek Drive,
Mississauga, ON L5N 4H1

EGG FARMERS OF ONTARIO MISSION STATEMENT

To lead a progressive and thriving egg sector committed to high-quality eggs, consumer choice and sustainable practices.