

1996 A North American Free Trade Agreement (NAFTA) panel is established to consider a U.S. complaint against import tariffs. Subsequently, it unanimously rules in Canada's favour, allowing tariff protection of eggs, dairy and poultry to remain in place.

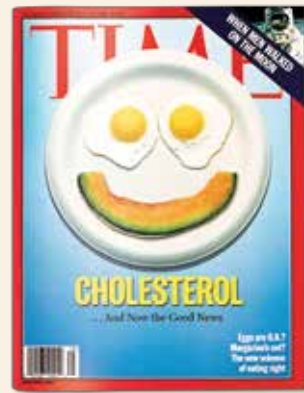
A new formula for long-term Councillor and Director representation was created. Councillors were reduced from 180 to 121 (at a ratio of five to one) to better reflect the number of producers in the industry. Directors were reduced from 15 to 11 (with one Pullet Director). The province was divided into five areas instead of 13 zones. (This was changed to 10 zones in 1999.)

A new strategic plan, *Strategy 2001*, is created with a number of recommended activities to position the Ontario egg industry for the challenges of the next century.

1998 Ontario Egg Producers' Marketing Board assumed a new name – Ontario Egg Producers (OEP).



Began *Eggs OK! Anytime* campaign that featured a new logo, magazine advertisements and a new recipe booklet. For the first time in almost 10 years, advertising and promotion concentrated on promoting eggs rather than defending misconceptions of “cholesterolphobia.”



www.eggsite.com became operational. The consumer site was designed to provide visitors with an opportunity to plan many meals with eggs. The site also contained a virtual farm tour.

2000 Certification of *Beyond Clean*, OEP's on-farm food safety program, by the Guelph Food Technology Centre. (Program has since been adopted by CEMA as part of their *Start Clean – Stay Clean™* program.)

Dr. Bill Stevens was commissioned to create a strategic plan to take the Board to 2005 called *Charting the Course*.

2001 International Egg Commission recognized the success of Canadian egg promotion. CEMA and OEP were jointly presented with the *Golden Egg Award*.

2002 First female Chair of the Board, Carolynne Griffith, was elected.



2006 OEP officially changed its name to Egg Farmers of Ontario (EFO).



2007 Launched the *Eggs. Perfectly Real* campaign. Unveiled the Egg Education trailer.



2008 Introduced the Emergency Response trailer.



2009 EFO launched the *Ontario's Best Breakfasts* website, where visitors provide reviews of the best breakfast restaurants in the province and can search for reviews by others.

EFO introduced the *Everything Eggs* blog as part of the website.

2010 Launched the *Who Made Your Eggs Today? (WMYET?)* campaign, featuring eight egg farm families.



www.eggfarmersofontario.ca was launched to complement the new advertising campaign.

Ontario egg and pullet farmers became 100% HACCP certified.

2011 Introduced the *New Entrant Quota Loan Pool* to encourage new farmers into Ontario egg farming.

Introduced *Program 358* as incentive for farmers to remain on a 12-month lay cycle.

2012 The *Poultry Insurance Exchange* was launched.

Launched an online colouring contest *The Eggs Factor* - the search for Ontario's best egg, which resulted in over 1,100 entries.



2013 EFO became a founding member of the Livestock Research Innovation Corporation (LRIC). This organization was created to provide a single portal for collective investment in research.

The *New Entrant Quota Loan Pool* was expanded to include two new entrants per year.

Howard Helmer, *Guinness World Record* holder for the fastest omelette maker, was the celebrity endorser for EFO's *World Egg Month* celebrations.



2014 *Quota Transfer System* was launched to provide egg farmers with a transparent and accessible method of quota transfer.

Seven “next generation” egg farmers were introduced as part of the *WMYET?* campaign.



Food Bank Egg Donation Program was established, providing 12,000 dozen eggs each month to food banks through the Ontario Association of Food Banks.



EFO celebrates its 50th anniversary.



Respecting the past, embracing the present, building the future

EGG FARMERS OF ONTARIO

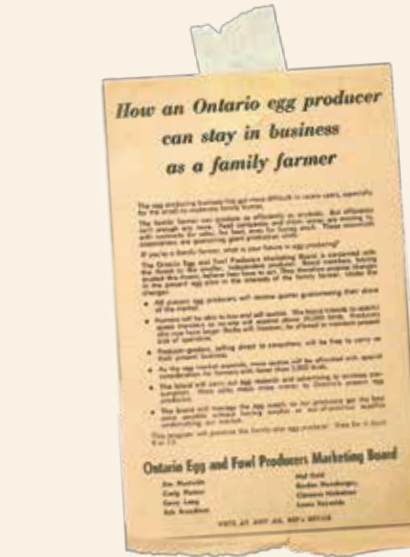
A look back in time.



1964 The original Ontario Egg and Fowl Producers' Marketing Board (OEFPMB) was established under the *Farm Products Marketing Act*, primarily for the purpose of research and promotion. 68.4 per cent of egg producers voted in favour of “the proposed *Egg and Fowl Producers Marketing Plan*.” A total of 2,861 ballots were cast.

1965 The first Annual Meeting was held.

1966 The Board established an Egg Supply and Demand Centre, to collect information on eggs for sale and to make it available to prospective buyers.



1968 A vote was conducted in April to ask egg farmers if they were in favour of changing the *Egg and Fowl Marketing Plan* from a “promotional and research-type plan” to an “agency-type plan” with authority to market eggs on a quota basis and to direct and control the marketing of eggs and fowl. 52.6 per cent of producers who cast ballots favoured the proposals but the level of support was not sufficient to enable the Farm Products Marketing Board to delegate additional powers to the egg and fowl board. (A majority of 66 2/3 per cent in favour was required to be successful.)



First edition of the Board's newsletter *The Cackler* was mailed to farmers in December 1968. It was not to be sent out on a regular basis; it was only to be used when the Board had important news to communicate.



1969 June 2 – A special conference of Committeemen (Board Councillors) met and voted 73.4 per cent in favour of a formal motion to be directed to the Minister of Agriculture requesting powers necessary to determine and establish “basic quotas” be delegated to the Board without a farmer vote. The Board's request was not granted. The Minister of Agriculture decided that circumstances at the time did not warrant deviating from established procedure, which required an expression of opinion by farmers before major amendments are made to marketing plans.



1970 The so-called “chicken and egg war” erupted as some provinces attempted to dispose of their surplus production in other provinces.

1971 Egg prices struck a low of 21.6¢ per dozen, even though they cost 34¢ per dozen to produce.

September – A special Committeemen's meeting was held and it was agreed that a public inquiry into the egg industry should be requested. The provincial government appointed James F.W. Ross Commissioner to inquire into the egg industry in Ontario under the *Public Inquiries Act*.

1971 cont'd... The Farm Products Marketing Agencies Act was passed by federal parliament. The act provided for a comprehensive marketing plan for any commodity not covered by the *Canadian Wheat Board Act* or the *Canadian Dairy Commission Act*.

1972 April – Report of *The Royal Commission Appointed to Inquire into the Egg Industry in Ontario* was released by Judge Ross. It recommended that an agency-type marketing board be established in Ontario with the power to allocate quotas and establish minimum prices.

July – Ontario Egg and Fowl Producers' Marketing Board was given the authority under the *Federal Agricultural Products Marketing Act* to collect levies on eggs from farmers in order to finance administrative and promotional activities and to buy surplus eggs.



November 20 – Representatives from all ten provinces and the federal government signed the *Comprehensive Federal-Provincial Agreement*. This agreement provided for a national egg marketing plan.

December – According to the terms of the agreement, the Canadian Egg Marketing Agency (CEMA) was established on December 15, 1972.



1973 January 1 – Ontario Agriculture Minister William A. Stewart established the Ontario Egg Producers' Marketing Board (OEPMB) with full marketing agency powers, including the authority to set minimum prices, to administer quotas and to purchase surplus eggs. This latter responsibility was shortly assumed by CEMA.

Minister Stewart also announced a change in structure of the OEPMB. The Board, which up until December 31, 1972 consisted of nine Directors, was expanded to 13 members; three members of the Ontario Egg Quota Allocation Commission being appointed to the Board as well as a representative from northern Ontario. This brought the total number of Directors of OEPMB to 13.

1974 CEMA took over the responsibility of removing surplus eggs; however, records and statistics were inadequate at this time and production was not properly controlled. As a result, in mid-1974, many eggs which were being kept in substandard storage facilities spoiled. This led to strong public criticism, even though egg farms bore the cost of these losses.



1975 To determine producer support for continuing the new marketing plan, the Minister of Agriculture called a vote of all Ontario egg farmers. The result was 83.8 per cent in the affirmative.

The basis for setting production quota was changed from eggs to hens, since the Board had found it difficult to enforce quotas based on eggs.



The Board began a long-term campaign to halt the decline of egg consumption by means of consumer advertising. The strategy was to convince mothers of school-aged children to serve eggs for breakfast more often, citing “nutrition” as the main reason for serving eggs to children. The campaign included radio ads and billboards.

1976 A new national Cost of Production formula was approved by the federal government, and is still in use today. OEPMB had been setting provincial egg prices until this time, when it agreed to a central pricing system by CEMA.

1977 CEMA launched the first *Get Cracking* national advertising campaign. The campaign succeeded in correcting the steady decline in Canadian egg consumption that had occurred since the 1950s.

1978 Pullet growers were licensed in an attempt to control unnecessary expansion in the pullet industry.

1979 The Ontario Minister of Agriculture and Food, Lorne Henderson, appointed two pullet grower representatives to OEPMB. The two pullet grower Directors are no longer appointees, but are elected by pullet growers. These additions brought the total number of Directors to 15, which took place for the first time in 1980.

The success of Ontario's *Eggonomize* campaign and CEMA's *Get Cracking* campaign resulted in a five per cent increase in egg consumption in Ontario.

1980 An *Egg Quality Improvement Program* was implemented by OEPMB in cooperation with Agriculture Canada, to improve overall egg quality and increase the percentage of high-quality eggs reaching the consumer. This program was subsequently adopted across Canada.

OEPMB ran its first two-commercial T.V. campaign (*Give an Egg a Break*) directed at seven to 12 year old children. The commercials won first place at the *U.S. Television Commercial Awards Festival*.



1981 At the recommendation of the Farm Products Appeal Tribunal, regulations were implemented requiring quota to grow pullets. OEPMB proceeded to allot 2,500 quotas to all bona fide growers, who had been growing pullets during the qualifying period of January 1978 to February 1981.

The Board changed its election structure to allow the election of pullet growers. Under the amendment, 23 independent pullet growers were elected from various zones to serve as Committeemen. These Committeemen elected two pullet grower Directors (one from the east and one from the west).



Promotion budget more than doubled from \$550,000 to \$1.5 million in an attempt to increase consumption via a “hard-hitting” promotion campaign. The *Eggsinstead* mass media campaign included television and radio commercials.



1985 The first of its kind, the Board endowed a “research chair” at the University of Guelph for approximately \$1 million, the interest on which was to be used over the next 10 years. Concerned egg consumption had reached a plateau, the Board decided to take a bold step in the search for new uses for eggs.



The Ontario Egg Producers' Marketing Board built and moved into its own permanent office building in Mississauga. Prior to this time, the Board had rented office space at several locations throughout its history.

The *Quality Improvement Program* initiated by the Board in 1980 was adopted by Agriculture Canada and became regulation throughout the country.



Realizing the egg industry largely neglected point-of-purchase opportunities at retail egg counters, a retail price sign for permanent display was developed in conjunction with Foodland Ontario. About 475 of these signs were placed in Ontario supermarkets.

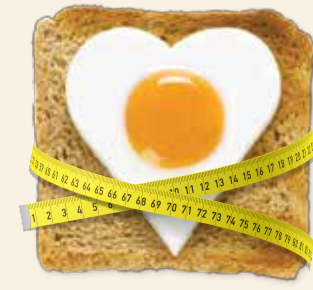
1986 The Board commissioned a study on egg quota with the economics department at the University of Guelph. The first comprehensive study of its kind on egg quota, the study was to examine the causes and effects of increasing quota values and to provide the Board with decision-making tools to address this concern.

1987 In an attempt to increase egg consumption, the Board launched the *Breakfast for Dinner* ad campaign in recognition of the changing lifestyles which prevent consumers from having eggs for breakfast.



In response to growing consumer concerns regarding cholesterol, the Board initiated the *Cholesterol in Perspective* information program for health professionals and patients. This program was subsequently expanded nationally.

1988 The Board stepped up its nutrition and food safety promotion efforts by tackling the public's perception about cholesterol and eggs. This included nutrition labelling for egg cartons, school education materials, food handling information and advertising.



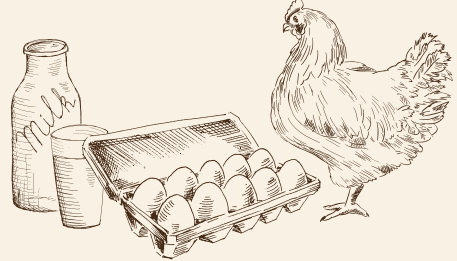
1990 A new TV and newspaper ad campaign, called *Give Eggs a Break*, attacks cholesterolphobia, the chief reason why consumers reduced egg consumption.

1-800-387-EGGS was introduced to allow consumers to call for more information about cholesterol.

1991 The Board implements its strategic plan. Its mission statement is: “To effectively manage the production and pricing of eggs in Ontario to ensure fair and stable returns for producers and an adequate supply of high quality eggs at a fair price for consumers through the operation of an efficient egg and pullet supply management system; and to aggressively stimulate demand for eggs through research, product promotion and other marketing activities.”



1992 Over 25,000 egg, dairy and poultry producers rally in Ottawa to secure the government's commitment to fight to retain Article XI (allowing import quotas on supply managed commodities) during *General Agreement on Tariffs and Trade (GATT)* negotiations.



1993 A new agreement within GATT is reached and Article XI is replaced with a series of import tariffs on eggs, dairy and poultry.



1994 The Ontario Egg Producers' Marketing Board celebrates its 30th year of operation.



The Board began a voluntary *Salmonella* testing program (which became mandatory in 1996).

1995 A new magazine advertising campaign uses real *Egg Lovers* to promote the nutritional goodness of eggs and dispel concerns about cholesterol.