




EFO Update

2021 Virtual Zone Summer Meetings

Agenda and Overview

- Welcome and Introductions
- EFOne Update
- Audit Transition Update
- Pullet Update
- Egg Farmers of Canada Update
- Public Affairs Update
- Flock Verification and Pullet Industry Committee Update
- Early Egg Removal
- Questions From the “Floor”

EFOonline Update

- **EFO**online web portal launched to layer farmers July 9, 2021.
- Three webinar sessions with excellent participation.
- Next webinar information session is July 26th, 2021.
- Layer farmers can now work in “real time” with EFO staff on their allotments and with the new portal have a more efficient way of communicating with EFO any issues you may have such as an update on your commercial operation.

EFO Online Update

- EFO will continue to improve its use of technology through the portal to assist the farmers and provide improved efficiencies in operations.
- Over time this will include submission of audit records such as SE testing, mortality reporting, buy and sell bids, requesting family transfers etc.

EFOnline Update

- The plan is to have the hatcheries and pullet farmers on the portal by end of the year.
- All stakeholders will have online access to the Integrated Hen Order and all pullets entering Ontario pullet barns must be on an integrated hen order including birds destined for the non-quota market.

Audit Transition Update

Pullet Audits

- In 2021, pullet audits are now being administered by Egg Farmers of Canada. EFO staff are still responsible for following up on any corrective action (CAR) follow ups.
- In early 2021, EFO held online Zoom training sessions for our pullet growers to review the pullet program.

Audit Transition Update

Pullet Audits

- Farmers not able to attend can still have a review of the program by EFO HACCP staff.
- In order for layer farmers to receive their new flocks they need to come from farms that are certified.

Audit Transition Update

Layer Audits

- The EFO Board agreed that EFC will take over the layer *On Farm Food Safety Program* and *Animal Care Program* audits (OFFS & AC) and third party audits (via NSF).
- A transition working committee have set September 1, 2021 as the date for EFC to take over the layer audits. EFC will use the same third party auditing firm - NSF.

Audit Transition Update

Layer Audits

- Farmers should note that for third party audits by NSF (once every three years), EFC will not be doing an internal audit first.
- EFO were doing an internal audit followed by a third party audit in that third year. This will no longer happen after September 1st. Farmers are reminded that they need to be in a certifiable position at all times for their eggs to be considered *EQA*TM certified.

Pullet Update

- Consultations have taken place with the Farm Products Marketing Commission and industry stakeholders.
- There is an agreement in principle to maintain the growing fee at \$2.50 for the upcoming year.
- We want to remain consistent with Québec, and are working on ways to promote Ontario pullets in Ontario.

Pullet Update

- Discussions are taking place about conducting a pullet COP survey in Ontario.
- This would include a couple of housing systems. This is in the very preliminary stages and will take some time to set up and complete.

Pullet Update

- EFO's pullet industry committee is looking into adding a 2 cent-a-day fee for pullets kept longer than 19 weeks before being housed in the layer barn.
- If implemented, this fee would be revisited when pullet farmers receive full COP. At that time we would consider an over/under 19 week fee.

Pullets Grown Outside Ontario

- Going forward, only pullets grown in Ontario under the authority of EFO's General Regulations are eligible for compensation under EFO programs.
- This means that pullets grown outside of Ontario are not eligible for any compensation if a laying flock is diagnosed with False Layer Syndrome.
- Additionally, any pullets grown outside Ontario are not eligible to apply for a \$14 Lease under the Special Layer Lease Policy.
- In terms of related-quota policies, short-placement quota credits will not be issued for pullets coming from outside Ontario.

Egg Farmers of Canada Update

- CPTPP Mitigation Update
- Sustainability Report
- Natural Overrun Program
- Uniform Levy Project

Public Affairs Update

- Second year of campaign in 2021.
- Designed to look like the farmer is talking directly to consumers - “selfie-style”.
- Designed to position EFO for the issues we face in the next five years: choice, animal care and fake eggs.

- The 2021 campaign launched featuring the Bos family (Zone 5). COVID-19 restrictions have meant we have yet to complete the shoot at the second farm (Leroux family, Zone 10). Creative developed in 2020 of the Laver family was utilized instead as a second family.
- Our program adapted to COVID conditions with a change in marketing investment - cutting billboard and transit elements and switching to radio and taxi tops and print supported by a significant increase in digital executions.
- A [video](#), featuring the Bos family was also created and hosted on YouTube and getcracking.ca.

Digital Billboards



Taxi Tops:



Social Media:



New Resource for Schools

- EFO, in collaboration with AgScape, launched our curriculum-linked egg resource, *An Exploration of Egg Farming in Ontario, Teacher Guide for Grades K-8*.
- This comprehensive resource includes a Teacher's Guide, providing an overview of egg farming in Ontario, as well as three interdisciplinary lesson plans targeting grades K-3, grades 4-6 and grades 7-8.



- Teacher's Guide features different and relevant themes such as the farm-to-table process of egg farming, the nutrients of eggs as a part of a healthy diet and careers linked to the egg farming industry (7-8) are covered in the lesson plans provided.

Tim Horton's Partnership

- Tim Horton's have launched a significant marketing effort for their switch to cracked eggs.
- EFO is proud to have partnered and provide real egg farmers for major TV ad campaigns that align extremely well with our strategies.
- In market now, the first ad features the Wynette family (Zone 6) and the second will feature Scott Graham (Zone 6) this fall.
- Quebec board has a similar partnership.

Tim Hortons Ad



ENG 30-sec: <https://youtu.be/xif14lONjiY>

Flock Verification

- EFO staff including the Investigations Unit have been involved in several follow ups on bird movements (in and out), placements, and disposal follow ups.
- Included as well were follow ups on day-old reporting, or not reporting.
- As our system continues to change the mix of housing types on farms, EFO is committed to make changes in how we inspect and verify flock numbers.
- It is one of our strong pillars in supply management and we all need to do our part in maintaining the system.

Early Egg Removal

- Since the pandemic began consumer demands changed so drastically that we went from egg shortages - retailers rationing eggs because of logistics problems - to surplus eggs in storage.
- This made the job of managing egg supply and provincial allocation very tricky to meet the changing needs of consumers.
- We really needed to come up with innovative ways of keeping as many large and extra large eggs in the system as possible.

Early Egg Removal

- This lead to our Early Egg Removal program. If we could take out the least cost and smallest eggs out of the system this would allow EFO the opportunity to keep more hens in our barns which keeps more large and extra large eggs for consumers.
- We have asked EFC and National Council to bring allocations more in line with Canadian consumer demands, as we get closer to that goal we feel the Early Egg Removal program will help us remove some surplus eggs during off peak times but also allow us to have more large and extra large in our system. This will also help keep supplemental imports lower.

Early Egg Removal

- EFO has used the Early Egg Removal (EER) program very successfully on and off during the last year. We have learned that to date it costs about a third as much as Early Fowl Removal, and does a better job. EFR takes the large and extra large eggs out of our system but unfortunately still leaves the peewees and smalls.
- EFO will always be looking for ways to supply consumer demand and will continue to look for innovative ways to keep as many birds in our inventory while managing egg supply.

EER – why it works

- So to put this in perspective, we have been sending 5-7 loads a week of the smallest and least-cost eggs to inedible.
- This represents about 290k to 400k birds per week depending on the processor demand. Since these eggs go to inedible these birds do not count against our provincial inventory. This just gives us a cost-effective way of moving peewees and smalls to an inedible market.

Thank you!

Next: Questions from the floor