



Cackler

The Latest EFO News

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get cracking®
Egg Farmers of Ontario

February 2021

St. Marys Independent

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COMMUNITY —

Scott Graham honoured by Egg Farmers of Ontario

By Gary West

You could call Scott Graham of St. Marys a "Grade-A" guy, but he sure is one that did get cracking over the last 55 years to not only promote eggs, but agriculture in general.

Following his retirement as Chairman of the Egg Farmers of Ontario, he was recently honoured with an "Egg Farmers of Ontario" signature hockey sweater with the number 55, representing the 55th anniversary of the organization. The "C" on the sweater reflected his years as Chairman.

Scott was elected to the Egg Marketing Board in 2008 and was named Chair four years later. Throughout his life, he has been very much involved in the community of St. Marys and area and followed in his parents footsteps; Tom and Evelyn Graham raised him and five siblings on their farm not far from downtown St. Marys.

Scott's life took a different path than most farmers in that he was in love with sports and took part in hockey, football and baseball at a high level throughout his young life.

He has great memories of growing up with his brothers and playing on minor hockey teams and winning many championships representing St. Marys. He eventually played with the Junior "B" Lincolns hockey team, and following high school, was offered a scholarship to play hockey and attend St. Lawrence University in Canton, New York.



Scott Graham was recently honoured with an "Egg Farmers of Ontario" signature hockey sweater with the number 55, representing the 55th anniversary of the organization. The "C" on the sweater reflected his years as Chairman. (Contributed photo)

After four years and acquiring his economics degree, Scott came back to the farm and helped to form Grahm Farms with his family, which not only included laying hens and pullets but also purebred Red Angus beef cattle.

Along the way, Scott married Laurie who came back to farm with him in St. Marys and the following years saw the birth of three boys. The eldest, Brett, is now the third generation of Grahams running the farm.

Scott states that over the years on the board, he felt his hockey experience came in handy in that it's a team effort if you're going to move an industry forward. He felt his accomplishments on the board included seeing the EQA (Egg Quality Assurance) program come into effect and also the QTS (Quota Transfer System) which is a divisive and transparent way of allowing new farmers into the egg industry.

He also felt his experience with years on the "Agricultural Adaptation Council" in Ontario helped move the egg industry in the direction of enriched and cage-free housing, in order to meet the growing needs of the industry and consumer acceptance.

Farmers in the future will no doubt use the experience of Scott Graham to enhance the agricultural community but also use Scott's knowledge to provide a positive influence for the future of agriculture in Ontario and beyond!

Above: The tribute to Scott Graham in St. Marys Independent

SCOTT GRAHAM FEATURED IN LOCAL TRIBUTE

Scott Graham, former EFO Chair, was recently the subject of a tribute in the *St. Marys Independent* – a local paper in his hometown.

The article, written by Gary West (Zone 6), described the many achievements along Scott's 55-year journey to becoming a strong advocate for the egg industry. Gary shares how Scott's passion for egg farming, family and hockey shaped not only his professional, but his personal path as well.

To read the full article, please visit:

https://stmarysindy.com/wp-content/uploads/2021/02/Independent_02_18_21_ONLINE.pdf



UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- March 2 & 3 (via teleconference)
- April (to be confirmed)

IN THIS ISSUE

Highlights from the February 4, 5 & 10 Board Meeting

2021 Zone Election Results

Recipe of the Month:
[Lemon Custard Macarons](#)

Outreach Updates: OAAS 2021 Goes Virtual

INSERTS INCLUDED WITH THIS ISSUE

- 2021 Promotional Items Brochure
- OFA Security from Trespass FAQ
- Animal Protection Zone Signage
- Enhanced Agri-Food Worker Letter

*denotes to egg and pullet farmers only

INFORMATION *update*

Business Highlights from the February 4, 5 & 10 Board meeting

Early Fowl Removal and Egg Market Update

Volatility continues to dominate egg markets in early 2021. The overall balance of demand for eggs in combination with actions taken to reduce egg supplies in the short term have improved the balance in the market, while some actions to gradually reduce COVID restrictions may point to some further improvements in the weeks ahead.

Shell egg sales remain very strong with total sales at the national level up 16% compared to the same week (pre-pandemic) last year. On the processed egg side of the market, volumes have recovered somewhat from recent lows. This improvement, combined with the desired supply impacts of Early Fowl Removal (EFR) actions, has seen a complete turnaround from the peak egg storage levels of approaching 300,000 boxes nationally last month down to 35,000 boxes last week with further declines expected. The current Early Fowl Removal (EFR) program volumes, which began in December and will continue at least through March, have passed the peak target levels and will see flocks coming back into production as the market hopefully rebounds and lockdown restrictions are gradually lifted.

Shell egg imports have continued to be very low in 2021. To this point, the lack of imports is driven by excellent industry cooperation moving

significant volumes of eggs to make it a priority to fill markets with Canadian eggs.

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

Farm Egg Price Increase

Egg Farmers of Ontario (EFO) has established the price Ontario egg farmers are paid for large white eggs will increase 15 cents per dozen to \$2.27 (from \$2.12) effective February 21, 2021.

Farm prices are based on a cost of production formula (COP) that is coordinated nationally. Feed input cost increases of approximately 40% during the last six months triggered 10 cents of the increase and the other five cents is an increase in the EFC levy used to operate the national pooling system.

The regulated price increase applies across all egg sizes, maintaining the price spread down to medium and smaller sizes that was introduced in 2020.

Annual General Meeting

As Ontario continues to be in a State of Emergency, EFO's Annual General Meeting (AGM) will be held virtually on Wednesday, March 31, from 10:00 a.m. – 1:00 p.m. This meeting will follow a similar format to last year's AGM and will offer simultaneous translation. Registration information will be shared in the coming weeks.

Pullet Audits

The administrative details have been finalized to have Egg Farmers of Canada (EFC) staff take over the pullet program audit, with training being made available to pullet growers February 22 and 23 via Zoom. Detailed information on the transition and updated program manuals have been sent to pullet growers.

Pullet Quotas on Premises Without Facilities

The Board approved a motion that effective immediately; any pullet quota attached to an approved registered premise that does not have an active approved facility cannot be used in the calculation of annual pullet utilization and cannot be transferred. This approach will ensure pullet quotas remain in active use as intended to fill the market and maintain fair and equitable conditions for all pullet growers. With this motion in place, the Board will conduct a comprehensive review of existing pullet quota policies and administration by July to ensure they are meeting the ongoing needs of effectively managing the Ontario pullet sector.

Visit www.getcracking.ca/members for up-to-date industry information, regulations and policies.

IN THE *Zone*

A place to share the success of local activities and events



Throughout March to June 2020 Zone 6 egg farmers have donated approximately 3,200 dozen eggs (and counting) to those in need.

These donations were many organizations within their community, including St Vincent de Paul, Community Living South Huron, Goderich Womens Shelter, Community Living Goderich, Seaforth Food Bank, Salvation Army Goderich, and the Harriston Food Bank.

Thank you Zone 6 egg and pullet farmers for your strong local support and for showing what it means to have community spirit!

Coming up next month: Zone 7 activities

2021 ZONE ELECTION RESULTS

The following Egg Farmers of Ontario (EFO) Directors were re-elected for the 2021-2022 term during their recent virtual Zone meetings:

- Zone 1 – Scott Helps
- Zone 2 – Lorne Benedict
- Zone 3 – Dan Veldman
- Zone 4 – Roger Pelissero
- Zone 5 – Brian Miller
- Zone 6 – Tonya Haverkamp
- Zone 7 – Scott Brookshaw
- Zone 8 – George Pilgrim

EFO welcomes two new Directors to represent egg and pullet farmers: Ian McFall, Zone 9 and Marcel Jr. Laviolette, Zone 10.

EFO staff and Board would like to thank current Zone Directors Craig Hunter (Zone 9) and Marc Bourdon (Zone 10) for their time spent as board members.

The Pullet Director election will take place via Zoom on March 4 at 2 p.m. Invitations have been sent to newly elected Pullet Councillors and the registration deadline is March 2.

PRICE CHANGE NOTICE

Effective Sunday, February 21, 2021 the Market Producer Prices for one dozen Grade A eggs are as follows: *Extra Large \$2.27, *Large \$2.27, *Medium \$1.99, *Small \$1.59 (*denotes change).

Effective Sunday, February 21, 2021 the Producer prices for one dozen Grade A eggs from Enriched Housing at 116.25 square inches are as follows: *Extra Large \$2.35, *Large \$2.35, *Medium \$2.07, *Small \$1.65 (*denotes change).

The above prices are for eggs ungraded and unwashed f.o.b. the producer's farm, shipped and graded in minimum lots of 1,500 dozen. In lots of 300 dozen to 1,499 dozen the minimum prices shall be one cent (1¢) less, and in lots of 1 dozen to 299 dozen the minimum prices shall be ten cents (10¢) less than the above quoted prices.

NOTICE OF LEVY AND LICENCE FEE INCREASE

Effective Sunday, February 21, 2021, the total Producer Levy & Licence Fee will be changed to forty five point four five cents (45.45 cents) per dozen plus HST.

The remittance is as follows: total deduction from Producer is 45.45 cents plus grading station voluntary research fee of .02 cents (per dozen, plus HST). In Zone 9N, the levy will be forty four point four five cents (44.45 cents) per dozen plus HST.

Please check your calculations to ensure that the correct amount of levy is remitted to the Egg Farmers of Ontario's Board office.

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.

Recent amendments were made to Section 6 - Flock Allotment Policy and this update has been made to the website.

If further information or clarification on any matter is required, farmers should contact EFO's office.

SOCIAL UPDATES

Love was in the air this Valentine's Day on EFO's social media platforms.

With the help of three influencers, EFO shared delicious and unique egg recipes to celebrate the day.

Nicole (NourishedbyNic) created beautiful heart-shaped sugar cookie sandwiches, Rita (kitchenfairblog) made homemade ravioli pasta that was not only dyed red with beetroot powder, they were also shaped as a heart and finally, Michelle @intl_peach shared a gorgeous Valentine's breakfast board.

Shared impressions totaled 7,010 with 749 likes and an engagement of 1,279.

PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production (week ending #52)

2020 – 19,075,285

2019 – 18,489,707

Ontario IP (week ending #52)

2020 – 3,598,165

2019 – 3,995,809

Ontario EFP (week ending #52)

2020 – 1,106,186

2019 – 1,261,640

US Shell Egg Imports to Ontario (week ending January 23, 2021 - #4)

2021 – 3,058

2020 – 24,079

follow us online!



TEAM HOMAN #GETCRACKINGANDCURL CONTEST

A contest hosted by EFO and Team Homan. Consumers were encouraged to cook a creative egg dish. Prizes included private zoom calls with the team, eggs for a year and various swag from both partners.

947

LIKES

33

COMMENTS

52

SAVES

2,405 ENGAGED USERS

This contest reached approximately 97K users.



OUR WINNERS



FARMER UPDATES

AVAILABLE: Signage & Stickers



With the increased amount of egg donations going to community food banks and organizations, EFO wanted to remind farmers that free-standing egg donation signs, egg box and carton stickers are available.

If you would like to request any of this material, please contact Stephanie at ssabo@getcracking.ca.

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.

Please visit www.getcracking.ca/members/member-farmer-news to sign up.

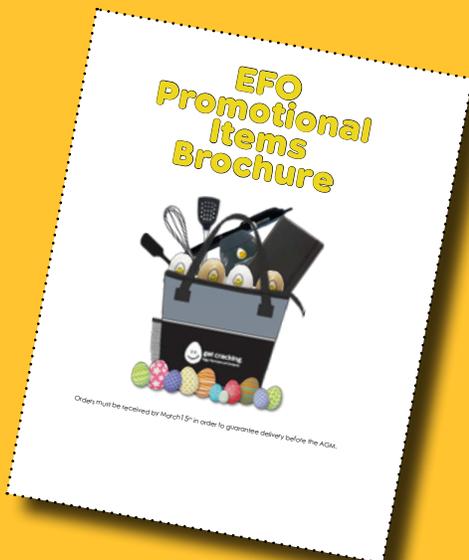
PROMOTIONAL ITEMS

Virtual Meeting = Virtual Orders

The annual meeting is virtual again this year, but that doesn't mean you have to miss out on ordering EFO promotional items!

Attached with this issue of *The Cackler* is EFO's full catalogue of promotional materials with order form, including some new things you won't want to miss!

Be sure to place your order on or before March 15. For more information, see the *2021 Promotional Items Brochure* sent with this issue.



MONTHLY recipe

Lemon Custard Macarons

Servings: 24 macarons
Prep Time: 1 hour 45 minutes
Cook Time: about 25 minutes
Bake Time: 20 minutes
Cooling Time: 1 hour

INGREDIENTS

Batter:

120 g almond flour
120 g icing sugar
50 g egg whites

Meringue:

50 g egg whites
⅛ tsp (0.5 mL) yellow gel food coloring
¼ tsp (4 mL) lemon extract/essence

Sugar Syrup:

100 g granulated sugar
30 g water

Butter Cream Custard:

3 egg yolks
⅓ cup (150 mL) granulated sugar
1 tbsp (15 mL) corn starch
½ cup (125 mL) 3.25 % milk
½ tsp (2 mL) vanilla extract
1 tbsp (15 mL) lemon zest
3 tbsp (45 mL) fresh lemon juice
1 ¼ cup (300 mL) unsalted butter, room temperature

DIRECTIONS

Batter: Preheat oven to 300°F (150°C). Line 2 baking sheets with grid parchment paper. Fit piping bag with #12 piping tip; set aside.

In food processor, pulse almond flour and sugar until fine. Sift through fine mesh sieve into large bowl. Using a spatula, mix in egg whites to create a thick batter; set aside.

Meringue: In a stand mixer, fitted with whisk attachment, add egg whites, food coloring and lemon extract; set aside.

Sugar syrup: In small deep saucepan, equipped with a candy thermometer, bring sugar and water to 226°F (108°C). At this point, begin whisking meringue on medium-high speed, creating soft peaks. Once sugar reaches soft ball mark, 240°F (118°C) and egg whites have soft peaks, with mixer running on low speed, slowly and carefully pour syrup into the egg whites. Increase speed to medium high and beat until stiff peaks form, about 4 minutes. Using a spatula, gently mix in one-quarter of the meringue into the batter to loosen it. Gently fold in remaining meringue, one-third at a time, until blended. (Tip: batter should fall in a ribbon when spatula is lifted.)

Pour batter into prepared piping bag. Pipe meringue into 1½-inch (4 cm) rounds, onto prepared baking sheet, alternating on the parchment paper grid. Gently tap sheets against counter to release air bubbles. Let the batter rest for 15 minutes (piped macarons should develop a dry shell layer). Place 1 baking sheet on the centre rack of oven. Leave oven door open using the handle of a wooden spoon. Bake for 8 minutes. Remove wooden spoon, close oven door and bake for 10 to 12 minutes, until puffed, smooth and do not jiggle. If slightly jiggly, bake for another 2 to 3 minutes. Let cool completely on pan on wire rack. Repeat with remaining baking pan.

Butter Cream Custard: In a large bowl, whisk egg yolks, sugar and corn starch until creamy, about 2 minutes. In a small saucepan, over medium heat, warm milk, vanilla and lemon zest, about 3 minutes. Slowly whisk warm milk into egg yolks. Return mixture to saucepan; whisk in lemon juice. Cook and whisk until custard is thick and creamy, about 3 to 5 minutes. Remove from heat and strain through a fine mesh sieve into small bowl, remove and discard lemon zest. Cover top of custard with plastic wrap; refrigerate to cool completely.

In a stand mixer, fitted with paddle attachment, on medium speed, cream butter until fluffy. Gradually beat in chilled custard, ¼ cup (60 mL) at a time, scraping sides of bowl with each addition. Whip until fluffy and completely smooth, about 2 to 3 minutes. Place into piping bag fitted with a round #2A tip. Pipe custard cream onto one cookie and place another cookie on top.

EGGS IN THE NEWS

Tim Hortons extends the 'Egg Quality Assurance' certification program

Food in Canada
February 5

Egg Farmers of Canada applauds Tim Hortons for featuring the *Egg Quality Assurance* (EQA) certification mark on Tim Hortons advertisements for its freshly-cracked eggs menu offerings, now available at restaurants across Canada. These efforts by Canada's largest restaurant chain showcase their commitment to sourcing high-quality Canadian eggs, and to supporting the Canadian egg farmers who produce them every day to world-class standards.

"We know Canadians value quality ingredients produced right here in Canada, and we are proud to partner with Tim Hortons to strengthen the connection between our farms and their menu items," said Roger Pelissero, Chair of Egg Farmers of Canada. "Their commitment to high-quality food and sourcing suppliers, like Canadian egg farmers, that uphold leading food safety and animal welfare standards further reflects their dedication to their customers."

The EQA™ certification mark, developed by Egg Farmers of Canada, is part of an industry-wide program, which includes on-farm inspections and third-party audits. Canada is known for having some of the

highest standards in the world for egg safety and quality and the EQA™ certification program verifies that those standards are maintained.

"Tim Hortons is committed to delivering great quality food across our menu and that's really exemplified by our move to using freshly cracked eggs in our restaurant kitchens," said Hope Bagozzi, Chief Marketing Officer for Tim Hortons. "We're very proud to display the EQA mark that signifies our commitment to supporting Canadian egg farmers and sourcing the very best eggs available for our guests to enjoy."

OAAS Convention 2021 Goes Virtual

The Ontario Association of Agricultural Societies (OAAS) Convention was held virtually this year from February 15 - 20. Representing over 200 agricultural societies, the OAAS provides leadership, communication and education to members throughout the province. Celebrating their 175th anniversary this year, the convention consisted of many seminars to help navigate re-opening fairs after 2020, as well as tips for hosting fairs or other events under restriction or in alternative ways.



Egg Farmers of Ontario was proud to be the Supreme Champion sponsor for this year's event.



As part of our partnership, EFO had a virtual tradeshow booth that highlighted our egg

education trailers and other available resources to support agricultural education programming. We were also the sponsor of the keynote speaker, Rik Roberts, at the conclusion of the convention.

Egg Farmers Rocks & Rings Presented by Curling Canada Activity Challenge Contest

EFO joined *Rocks & Rings* as they celebrated Curling Day in Canada with a game day/night activity card challenge from February 8 to 28. The goal was to bring curling into classrooms and homes across the country with our fun activities and challenges that curling



fans young and old can participate in.

Everyone who participates and shares a photo will get a chance to win a FloorCurl kit. Participants can share pictures on their social media platforms (@rocksandrings on Facebook and Twitter or @rocksandringscurling on Instagram) using the hashtag #rocksandrings.

Some of the challenges featured fun egg information, like how long it takes for an egg to go from farm to your local store or creating a meal/snack using eggs.

| Zone | Director | Email Address | Phone |
|--------|-----------------|---------------------------|--------------|
| 1 | Scott Helps | shelps@gmail.com | 519-464-2744 |
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| 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 | Tonya Haverkamp | tutzhaverkamp@hotmail.com | 519-274-2574 |
| 7 | Scott Brookshaw | sbrookshaw7@gmail.com | 519-671-7568 |
| 8 | George Pilgrim | georgepilgrim@hotmail.com | 905-376-6869 |
| 9 | Craig Hunter | chunter@burnbraefarms.com | 613-341-2006 |
| 10 | Marc Bourdon | marc@bourdon.ca | 613-551-5071 |
| Pullet | Alvin Brunsveld | brunsvelda@gmail.com | 519-319-1874 |

FEBRUARY QUOTE

“February is the shortest month, so if you’re having a miserable month, try to schedule it for February.”

-Lemony Snickett



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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, safe, high-quality protein at a fair price.