

The Cackler

The latest EFO news



EFO's 59th AGM Highlights



Industry Updates



Recipe of the Month: Tikka Masala Egg Wraps



Outreach Update: Skillet Skate & More



Above: Team Homan celebrate their world championship and (Right): Lois Betteridge paddles to a gold medal in Rio de Janeiro.

Team Homan and Lois Betteridge showcase gold medal performances

Egg Farmers of Ontario (EFO) is thrilled to share the recent success of Canadian athletes Team Homan and Lois Betteridge.

Ontario women's curling champions Team Homan, consisting of skip Rachel Homan, third Tracy Fleury, second Emma Miskew, lead Sarah Wilkes and alternate Rachelle Brown won the Scotties Tournament of Hearts in Calgary in February. They

recently competed at the world women's curling championships representing Canada in Nova Scotia March 16 to 24 with an impressive 13 and 1 record to take gold and become the World Women's champions.

Lois Betteridge, member of the Canadian Canoe and Kayak team is headed to Paris to compete in the 2024 Olympics after

qualifying at the Pan-Am games in Rio de Janeiro recently. At the Pan-Am games in March, Lois won a gold medal for Women's Kayak 1 SR and a silver in Women's Canoe 1 SR, making her top ranked woman in Canada.

Congratulations to these athletes as they compete to earn impressive standings on the world stage, fueled by eggs!

Upcoming Board of Directors Meetings: April 2 & 3 | May 7 & 8

With this issue: EFO Casting Call

EFO's 59th Annual Meeting

More than 400 people attended the two-day session.



Above: EFO Chair Scott Helps provides an update during his report.

Egg Farmers of Ontario's (EFO's) Annual General Meeting was held at the Fallsview Casino Resort in Niagara Falls March 7 to 8th. The meeting was very well attended and was at capacity for the Thursday evening banquet.

The first day of the meeting featured a full agenda that included a video greeting from the Honourable Doug Ford, Premier of Ontario; Chair's address from Scott Helps, EFO Chair; Chief Executive Officer's report by Ryan Brown, EFO CEO; an update from Amy Cronin, Chair of the Ontario Farm Products Marketing Commission; EFO's Pullet report by Alvin Brunsveld who was re-elected EFO's Pullet Director earlier that day and the Pullet Industry Working Group report presented by Kristen Thompson-Dow, Co-Chair of the working group.

Following the energy break, John Huitema (Zone 4) and Claire Ross (Zone 7) presented highlights from their year as 2023 Ontario delegates of the National Young Farmers Program.

That was followed by a presentation of the Public Affairs report by Donna Lange, Director of Public Affairs, which included video highlights of initiatives and sponsorships, the launch of EFO's #EasterTreeContest and a casting call for farmer participation in a social media Q&A campaign.

Participants of the Rights and Economic Development for Nepal's Empowered Women (RENEW) project including Laurie & Scott Graham, Tonya Haverkamp, Donna Lange, Cindy & Hubert Schillings and Kayla Veldman presented various elements of the project.



Above: Claire Ross (Zone 7) and John Huitema (Zone 4) present their experiences from EFC's Young Farmer Program.



Above: Darrell Bricker gives a thought-provoking presentation on the changing consumer.

Day two of the meeting began with a presentation by Darrell Bricker, CEO of IPSOS Public Affairs. His presentation included an in-depth analysis of current global populations, how they have changed over time and the impact it will have on things such as food security and the Canadian demographic.

Sam Oosterhoff, MPP for Niagara West brought greetings on behalf on Minister Thompson and even shared an egg joke! The Egg Farmers of Canada (EFC) report was presented by Roger Pelissero, EFC Chair and Drew Black, EFC CEO and the Auditor's report by Jennifer Riddell of RLB LLP. The meeting concluded with a virtual presentation by Chad Gregory, President and CEO of the United Egg Producers and an open session for questions.

A highlight of the two-day agenda was the "unveiling" of EFO's 60th anniversary logo which was presented during the meeting and also shared in a delicious cookie as a table favour during the banquet.

Presentation videos are available on <https://www.getcracking.ca/members/article/59th-annual-meeting>.



Above: Hubert Schillings (Zone 8) presented his learnings as a team member of the RENEW project.

Industry UPDATE

Christian Farmers Federation of Ontario (CFFO)

CFFO has announced its annual scholarship program that offers up to \$10,000 in financial assistance for youth pursuing studies in agriculture and agri-business.

CFFO will award four scholarships of \$2,500 to eligible candidates and the deadline to apply will be June 30, 2024.

Applicants must meet the following requirements:

- Must be a secondary school graduate
- Parents or grandparents must be active CFFO member
- Must be registered for full-time studies in an ag-related program in Ontario

For more details and to complete the application form, click [here](#).

Farm Credit Canada (FCC)

Highlights of recent FCC Knowledge include [Canada's role in global food security](#) and [Finding balance in farm family life](#), which addresses the demands and roles faced when working and living with your family - including little ones.

To learn more about FCC, including helpful advice on a number of subjects, including farm transition, economics, strategy and planning and more, visit www.fcc-fac.ca/.

Livestock Research Innovation Corporation (LRIC)

The recent commentary by LRIC CEO Mike McMorris discusses the difference in the livestock raised today compared with those of previous generations and that we need to look ahead to the future using gene editing as a tool. To read the full article, click [New Tools](#).

To learn more about current research, available resources and funding opportunities, visit livestockresearch.ca/.

Ontario Federation of Agriculture (OFA)

Agriculture Wellness (AgWO) is a suite of FREE programs that focus on enhancing mental health and well-being in Ontario's ag community. AgWO is managed by the Canadian Mental Health Association in partnership with other agricultural stakeholders. Current programs include the [Farmer Wellness Initiative](#) to access free individual counselling, the [Guardian Network](#), a volunteer suicide prevention network and [In the Know](#) - mental health literacy training for the ag community. To learn more about these programs, to sign up or to bring this program to your community, visit AgricultureWellnessOntario.ca.

Poultry Industry Council (PIC)

Don't miss out on PIC's Agricultural Advisors Day! This educational event is tailored to inform you on all kinds of information related to the poultry industry. Learn from representatives from marketing boards and poultry specialists about industry challenges, production comparisons and quota. This event is being held at the GrandWay Events Centre on April 17 from 10 a.m. to 3 p.m.

For more information, including agenda and speakers, visit the [PIC website](#).

To register, click [here!](#)

PRODUCTION STATISTICS

(in boxes of 15 dozen)

Ontario Production
(week ending #4)
2024 - 1,522,350
2023 - 1,501,368

Ontario IP
(week ending #4)
2024 - 218,544
2023 - 226,388

Ontario EFP
(week ending #4)
2024 - 104,256
2023 - 102,536

US Shell Egg Imports
to Ontario
(week ending February 17,
2024 - #7)
2024 - 154,859
2023 - 245,760

In Memory of Joseph Hudson



On Thursday, March 14, 2024, the Canadian egg sector lost a great leader with the passing of Joe Hudson, co-founder of Burnbrae Farms at the age of 94.

Many might remember that Joe was an active Board member for *The Ontario Egg and Fowl Producers Marketing Board* (now EFO) beginning in 1967 until 1998, making him the longest serving Director after 30 years of service. During that time, he served under 8 Chairs - James Huctwith, Craig Hunter Sr., Harvey Beaty, James Johnstone, Edward Hoover, William Scott, Gerald Morden and Henry Koop - all great leaders of their day.

The Board and staff of Egg Farmers of Ontario would like to extend our deepest sympathies to the Hudson family - in particular to his five children, 10 grandchildren and four great-grandchildren. We know he will be deeply missed, not only by them, but the Canadian and Ontario agricultural industry and the community where Joe lived, farmed and raised his family.





Comments from the Coop - "Who Made Your Eggs Today?"

The "Who Made Your Eggs Today?" campaign was a well thought out way of telling consumers there is a farmer on egg farms in Ontario and eggs do not just mysteriously show up at the grocery store.

My first experience with the campaign was through consumer research and my involvement on the Public Affairs committee. The agency that we work with set up a focus group that consisted of 8 to 10 people in our target group of women, all I would say in their thirties to forties. These ladies are compensated for their time and they were pre-screened to make sure they have information that will relate to the egg industry. They are asked questions and also watch videos that have already been produced. Their answers and comments were reviewed by the agency to come up with a new plan for the next step in our campaign. Without this research we would be lost as to which direction to move forward.

This year we felt consumers were starting to understand not only there is a farmer on egg farms in Ontario but also eggs do come from local farms and that eggs are just as fresh as the grocery store as they are in the farmers market. They had some questions as to why there were no hens shown in any of our materials, feeling that we had something to hide. This created a big challenge for us - do you let them into our barns or not? One could say that most companies do not show how sausage is made for a good reason.

With that in mind, we decided to go very slowly but add a couple of small segments into our videos from inside our barns. This proved to be a success but also it did upset some consumers that do not like the idea of cages. You will never change the minds of this small group of people, but to the average consumer they did like that the barns were very clean, the hens did not look stressed or uncomfortable and they had good feed and light. In other words, the farmer was taking care of their hens in a way that would make them feel good about buying eggs!

In the spring of last year we were asked if our family would like to be in the campaign. We felt it was a privilege for us to be part of this award winning campaign.

It was a very busy day in July when the production crew arrived on our farm. They were very friendly and very easy to talk to about our farm and how we look after our hens, pullets and eggs. Once the camera turns on it is a little uncomfortable, until you get used to it. It was a long day but very rewarding when you see the work that was done. This is just a very small part of what happens as there is lots of work done behind the scenes by EFO staff and the Agency. Hopefully this campaign will lead to more egg sales through educating the consumer. As Harry would say, all we would like to do is have everyone eat one more egg per week! This would lead to a large increase in egg sales, for which we would all be thankful.

Upcoming Contributions by:
February: Carol Hunter March: Andy DeVand

Upcoming Board of Directors' Meetings
February: February 4th 5th March: March 6th 7th April: April 1st 2nd



This is a photo from during the 2012 showing of the "Who Made Your Eggs Today?" campaign



MARCH BREAK MEAL PREP!

March break can be a busy time for families - with working parents and kids going to camps or other sports activities, healthy meals and snacks can be a chore!

Andrea was featured on CTV News at Noon (Kitchener) March 11 and CHCH Morning Live (Hamilton) March 12 with her top 3 meal prepping tips for beginners. Andrea highlighted the simple way hard-cooked eggs easily promote fast meal prep!

This partnership also included promotion on social media and was featured on Andrea's blog. To read the blog, visit <http://getcrackingdirections.com/3-simple-ways-meal-prep/>

IN THIS ISSUE
• Comments from the Coop by Graham Grier
• EFO's Turkey and Egg Struggle Recipe
• Farmer Participation Needed for Research

UPCOMING CONTRIBUTIONS BY:
May 1: Scott Helps
EFO Vice Chair

UPCOMING BOARD OF DIRECTOR'S MEETINGS:
April 11 & 12
May 6 & 7

THE CACKLER NEWSLETTER - MARCH 2019



New decade, new campaign

Our successful Who Made Your Eggs Today? campaign ran for 10 years but the time was right for a change.

REAL FARMERS. REAL EGGS.

This is the timeline for a new campaign that will be launching in May! The new campaign involved months of extensive consumer research and creative development to create a new platform to tell our egg farming stories in this new decade.

The list of issues consumers want to understand has changed. While the egg farmer will still be prominent when we tell our story, new consumer research tells us we need to position ourselves to proactively tell other stories in the current market place.

While the previous campaign asked a provocative question, the new slogan poses a direct and positive answer: The farmers are real. The eggs are real. In a world where consumers are bombarded with fakes - they want real - especially when it comes to nature's most perfect food-egg! See REAL continued on page 2



UPCOMING BOARD OF DIRECTOR'S MEETINGS:

May 6 & 7 - Via video conference

IN THIS ISSUE

Operations staff to restart farm visits

Ontario egg supply remains stable

EFO Board Officers, Committees & Representatives 2020-2021

Easter activities in Ontario

The Cackler Newsletter | April 2020

Above (left to right): The Cackler in 2012, 2019 and 2020.

The Cackler: A fresh new look for 2024

Many of you will remember the various "faces" of *The Cackler* over the years since it first was introduced in 1969.

As one of the ways to celebrate the 60th anniversary of Egg Farmers of Ontario, it was decided that *The Cackler* could use an update. The newsletter was last refreshed in April 2020.

The new creative includes a masthead update, designed to be a nod to the golden era of newspapers, with a modern twist on the typewriter font. Of course, an egg is featured in the design - because every good story begins with an egg!

Highlights also include bold headlines, more space for large images, coloured

boxes to emphasize upcoming events and important information.

With a clean, easy-to-read format, the overall design unifies EFO's colour palette with *Get Cracking* and also ties in assets from the *Real Farmers. Real Eggs.* campaign. We hope you enjoy the new format and happy reading!

EFO Executive Elected

Board of Directors' Election of Executive Committee

At a closed meeting held following the first day of the 59th AGM, EFO's Board re-elected Scott Helps as Chair and Dan Veldman as Vice Chair.

Scott Brookshaw and Marcel Jr. Laviolette were also re-elected to the Executive Committee, which will begin their new term on April 1, 2024.

Farmer Updates

For Sale:

Farmer Augomatic Eco 2 enriched cages, six years old. 4 rows, 4 high, 6,656 bird capacity.

Call Tom: 519-955-5258

For Sale:

170 ft of 14 inch Farmer Automatic egg conveyor. I have 2 double-drive drive units - can be all one conveyor length or 2 separate conveyors.

Contact Dan: 519-801-5216

Wanted:

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

Contact James: 519-608-3829

Get Cracking Award

Past EFO Director and EFC Chair recognized for his many contributions

Laurent Souigny, joined by his wife H  l  ne, was presented with the *Get Cracking Award* during the evening banquet of the 59th AGM for his long and dedicated history serving Ontario and Canadian egg farmers.

As a proud egg farmer, Laurent was a long-term member of EFO's Board of

Directors, representing Zone 10 farmers. He first joined EFO's Board in 1987 where he served until 2011.

In 2000, Laurent became Chair of Egg Farmers of Canada (EFC) until 2011. In 2011, he was inducted into the Canadian Agricultural Hall of Fame following his nomination by EFC.

Congratulations Laurent!



EFO holds egg ambassador training

On March 7th, prior to the 59th AGM, more than 60 egg and pullet farmers, along with industry stakeholders participated in egg ambassador training.

The session, hosted by Kelly Daynard, Executive Director of Farm & Food Care Ontario, shared information on sharing your story, effective ways to communicate with consumers and language dos and don'ts when speaking at events.

The training also included roundtable discussions and the opportunity to ask questions. Also included was a presentation on social media by Emma Morales-Neyra, EFO's Digital Media Coordinator.

EFO offers training each year for new and returning egg ambassadors.



With Sympathy



It is with our deepest sympathies that we offer our condolences to the Brenneman/Wallace/Wynette families and the Hudson family on the passing of their loved ones.

On March 6, Joel Owen Wallace passed away suddenly as the result of an accident. Joel was the grandson of Keith & Marilyn Brenneman (Zone 3) and nephew of Julie & Kyle Wynette (Zone 6). Joel was a chicken farmer and was in his 25th year.

Joe Hudson (Zone 9) passed away on Thursday, March 14 at the age of 94. He is survived by his five children Helen Anne, Mary Jean, Ted, Susan and Margaret, 10 grandchildren and four great-grandchildren.

We wish the families of Joel and Joe peace and comfort during this difficult time.

REMINDER: Housing Transition

EFO would like to remind all farmers to not wait too long before implementing the necessary steps for transitioning your housing units. Remember, builders, equipment and permits all take time to schedule.

The following dates should also serve as a reminder to get started on plans:

- July 1, 2031 - capacity changes from 67/75sq in/bird to 90sq in/bird.
- July 1, 2036 - no conventional housing will be allowed

As soon as your building plans are known, please notify Pam Kuipers (pkuipers@getcracking.ca) about the equipment specifications that show the anticipated capacity. These are usually found on the first page of the manufacturer's quote. If you have any questions, please reach out to Pam Kuipers or your EFO Inspector.

Tikka Masala Egg Wraps

Servings 2
 Prep Time: 20 minutes
 Cook Time: 6 minutes

INGREDIENTS

- Tikka Masala Spice Mix*:
- 1 tbsp (15 ml) each ground coriander and paprika
- 1 ½ tsp (7 ml) ground cumin
- ½ tsp (2 ml) each chili powder, ground ginger and turmeric
- ¼ tsp (1 ml) each ground nutmeg, cardamom, cinnamon and pepper
- 1 tbsp (15 ml) butter
- 1 tbsp (15 ml) tikka Masala spice mix
- ½ small onion, diced
- 1 large plum tomato, diced
- 1 clove garlic, minced
- ½ cup (125 ml) cilantro leaves
- 4 eggs, whisked
- ½ cup (125 ml) shredded mozzarella cheese
- 2 large flour tortillas
- mango chutney to serve (optional)
- cilantro to garnish



DIRECTIONS

Tikka Masala Spice Mix: In a small bowl, whisk together coriander, paprika, cumin, chili powder, ginger, turmeric, nutmeg, cardamom, cinnamon and pepper.

In a large nonstick skillet, melt half of the butter over medium heat, stir in ½ of spice mix and cook for 30 seconds. Increase heat to high and add half each of the onion, tomato and garlic; cook stirring frequently for 1 minute. Stir in half of the cilantro. Reduce heat to medium-low, pour in half the eggs and sprinkle with half the mozzarella. Cook, without stirring, for 1-2 minutes, until egg is about two-thirds set.

Place a tortilla on top of egg and let cook for 1 minute or until egg adheres to tortilla. Flip to cook tortilla side for 30 seconds. Slide out onto a cutting board and roll up carefully while still hot. Repeat steps to make second wrap.

Cut wraps into 3 pieces each and garnish with cilantro. Serve with mango chutney.

*This Tikka Masala spice blend will make about ¼ cup (60 ml). Store extra spice in an airtight container for quick use.

TIP! Save on prep time by purchasing pre-mixed Tikka Masala spice, widely available in grocery stores.

Egg Masters Promotion

Foodservice promotion keeps eggs on the menu

Think our restaurant makes
**EGGS-CELLENT
 EGGS?**

Come visit us and
 we could
 both WIN!



Forty restaurant locations across Ontario have signed up to participate in the upcoming *Egg Masters* promotion which launches on April 8. Participants have until May 17 to visit a participating location, order one of the featured egg dishes, and submit a photo and review online at eggmasters.ca.

Forty guest entries will win 3 months' worth of eggs in the form of grocery gift cards (1 prize per participating restaurant).

The restaurant crowned as the next Egg Master will receive a \$500 cheque, a recognition plaque and one paid

four-week social media ad (geo-targeted to the Operator's location).



Above: Social media post and (right); a sticker created for the promotion.

Eggs in the News

Ont. producer shouts out her mom as an ag inspiration

by DIEGO FLAMMINI | March 5, 2024

FARMS.COM

Charlotte Huitema only needs to look across the dinner table to see someone she considers a hero in ag.

The egg farmer from Haldimand County considers her mom, Cindy, to be an inspiration for the way she advocates for the industry.

"When we built our new barn in 2018, she did a blog for Canadian Poultry Magazine called Egg Farmerette, talking about how to go from a conventional layer housing farm to an enriched housing colony farm.

She was telling our story and I thought that was really cool," Huitema said.

Though she grew up on her family's farm, Huitema didn't know if she'd follow in the family business.

During her second year of playing collegiate volleyball and working towards a recreation and leisure services diploma is when Huitema concluded she wanted to work in ag.

"I think I needed to be away from the farm to realize the opportunities that were literally in my backyard," she said.

She finished the program at Mohawk, then enrolled at the University of Guelph's Ridgetown Campus where she graduated with a diploma in agriculture.

At her family farm, Huitema handles multiple tasks.

These include monitoring hen health, weighing eggs and helping keep the barns tidy.

She also works with the Haldimand Federation of Agriculture and volunteers in the community.

Her message to young women entering the industry is to look around because strong and inspirational women are everywhere.

"I'm much more aware of the invisible loads women tend to carry, especially working moms," Huitema said. "Women play so many critical roles in the ag sector.

HAPPY
Easter

EFO will be closed on Friday, March 29th for Good Friday.

In case of emergency, please contact Pam Kuipers at 519-827-6856 or Ryan Brown, EFO Chief Executive Officer at 519-831-1500

Wishing everyone a very happy Easter!



Farmers needed for social media series

For those who attended the annual meeting, you will recall the casting call for farmers to join our Q&A series on social media. For those who don't know, EFO is looking for farmers to share your knowledge by answering the most asked questions about eggs!

Want to participate? All you have to do is select a question from the list (see attachment Farmer Q&A Casting Call) that you want to answer. Once you are ready and are in a good spot, simply position your smart phone vertically in "selfie" mode while recording yourself answering the question.

Once you are happy with your recording, send a copy to Emma Morales Neyra at emoralesneyra@getcracking.ca. Don't forget to check out the insert included with this issue of *The Cackler* for tips, tricks and questions - and have fun!

Want to join in but need support?

Email Emma!
emoralesneyra@getcracking.ca

Outreach Update

All about promoting eggs!

Skillset Skate

On February 24, Egg Farmers of Ontario held an *eggs-citing* Skillset Skate event in partnership with Ontario Minor Hockey Association (OMHA).

The event took place at Tomken Twin Arena in Mississauga and was hosted by Tyler McGregor, captain of Canada's national Para ice hockey team. More than 30 hockey players aged 8 to 11 took place in the skills session, all of which were from either egg and pullet farm families or OMHA teams. Tyler lead the group through on-ice drills and skills development and egg farmer Julie Wynette (Zone 6) joined the event to share the importance of a healthy diet, including eggs, to stay active and healthy.

EFO Public Affairs staff were on hand to help out and shared an EFO swag bag that included a signed Tyler McGregor puck. One lucky raffle winner received a signed Tyler McGregor/Get Cracking jersey.

To learn more about this eggs-citing event, visit <https://www.getcracking.ca/article/egg-farmers-ontarios-first-ever-skillset-skate>.



Ontario Association of Agricultural Societies Convention

The 2024 Ontario Association of Agricultural Societies (OAAS) Convention was held on February 23-24 and EFO staff were on hand to engage with participants.

This convention brings together more than 1,000 fair delegates representing 300 fairs from across the province to participate in seminars designed to promote successful fair planning. Public Affairs staff promoted resources and displays (see bottom image, left) to delegates and also sponsored the key note address by Marla Calico, CEO of the International Association of Fairs and Expositions.

Valerie Grenier

Canadian Alpine skier Valerie Grenier (Zone 10) is currently recovering from injuries suffered during a crash at a World Cup Super G race on January 28.

Although Valerie incurred injuries that required surgery to her shoulder and knee, she is already working on her comeback!

Valerie took time to share her new workout on her Instagram page ([instagram.com/valeriegrenier/](https://www.instagram.com/valeriegrenier/)) and to also thank the sponsors, including EFO, that support her through the ups and downs of her athletic journey.



Zone 1 - Scott Helps (Chair)
shelps@gmail.com
519-464-2744

Zone 2 - Lorne Benedict
lornebenedict@outlook.com
519-281-3321

Zone 3 - Dan Veldman (Vice Chair)
dveldd@gmail.com
519-801-5216

Zone 4 - Roger Pelissero
rpelisseroeggs@gmail.com
905-984-0279

Zone 5 - Brian Miller
bwmiller@quadro.net
519-521-1325

Zone 6 - Sally Van Straaten
sallyvanstraaten@gmail.com
519-301-4408

Zone 7 - Scott Brookshaw
scott@grayridge.com
519-671-7568

Zone 8 - George Pilgrim
georgepilgrim@hotmail.com
905-376-6869

Zone 9 - Ian McFall
imcfall@burnbraefarms.com
613-498-8526

Zone 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 signed up to receive EFO's RSS feed yet? Receive weekly alerts of any information that is posted to EFO's member website, including monthly issues of *The Cackler*.



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.