



# Cackler

The Latest EFO News

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get cracking®

Egg Farmers of Ontario

May 2021



Above: A taxi top ad featuring the Bos family.



Above: The Laver family on a taxi top ad.



## SECOND YEAR OF REAL CAMPAIGN LAUNCHES

The 2021 *Real Farmers. Real Eggs.* campaign launched May 3 and will run for six weeks. This year's campaign features Aric and Andrea Bos (Zone 5) and Ian and Sarah Laver (Zone 8).

Farm family images will be featured on billboards, digital screens in grocery stores and commercial buildings and taxi tops. We will also have traffic tags and audio spots on major radio stations across the province featuring Tonya Haverkamp (Zone 6) and Gary West (Zone 6). A digital strategy will complement the campaign and feature paid social media ads and pre-roll video.

This is the second year of the *Real* campaign which was originally launched in May 2020. It is intended to connect Ontario consumers to some of the many farmers behind the eggs they purchase in the grocery store.

A [video](#) featuring the Bos family was also created and hosted on YouTube and [getcracking.ca](#).



## UPCOMING BOARD OF DIRECTORS' MEETINGS:

- June 2 & 3 (via Zoom)
- July 7 & 8 (via Zoom)

## IN THIS ISSUE

Updates from the May 5 & 6 Board of Directors' Meeting

Farm Inspection Staff Update

Recipe of the Month: [Potato Egg Cups](#)

Sponsorship Updates: Supporting Canadian Athletes

# INFORMATION *update*

## Business Highlights from the May 5 & 6, 2021 Board meeting

### Egg Market Update

The increased restrictions across all provinces and Ontario's current stay-at-home order have resulted in another decline in the processed egg market and more short-term action to manage egg supplies.

The number of boxes of eggs in storage has continued to rise during the last month, triggering a direction for all provinces to remove or offset all of their Eggs for Processing (EFP) volumes. EFO actions to meet this requirement include a provincial Early Fowl Removal of about 300,000 birds plus resuming our Early Egg Removal (EER) program by directing the required volume of peewee and small eggs to inedible to meet these commitments.

Moving forward, it is hoped that the current seasonal dip in shell and processed egg demand will be relatively short-term with the prospect of some easing of current restrictions in Ontario tentatively scheduled for June 2. The situation will continue to be monitored closely and our system will continue to use the tools available to balance the market conditions.

### Summer Zone Meetings will be held virtually again this year

EFO again plans to hold the 2021 Summer Zone Meetings by Zoom, in a format similar to last year. There will be three dates for meetings to choose from with the same agenda and information at each meeting. The meetings will be July 20, July 22 and August 3 from 11am to 1pm. Registration details to follow at a later date.

Depending on the state of COVID-related restrictions on public gatherings potentially in place at that time, there may also be social functions organized within the Zones.

### New resources added for farm audits

Two new people will be added to perform EFO farm audits beginning in May. Two staff from NSF International, the firm experienced in providing on-farm audit services to Egg Farmers of Canada and a number of provinces, will provide EFO audit services in western Ontario.

These additional staff will support EFO audits over the coming months with service levels needed to bridge the transition period leading up to the transfer of performance of audits in Ontario to EFC later this year. More information about these auditors will be communicated to farmers in the areas they will be serving.

### Only Ontario-grown pullets eligible for compensation

EFO's Board passed a motion confirming that only pullets grown in Ontario under the authority of EFO's General Regulations are eligible for compensation pursuant to any EFO programs.

### Waiting for details about trade compensation

Farmers are anxiously waiting for more detailed information following last December's initial announcement by the Canadian government about a financial package to compensate poultry, dairy and egg farmers for market access concessions made under two trade agreements - the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

EFO will share details with farmers as soon they become available.

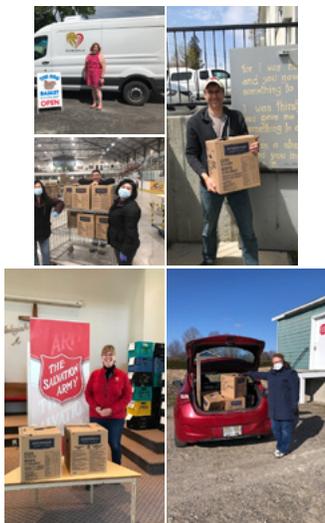
## WITH THIS ISSUE

- APZ Signage Letter
- denotes to egg and pullet farmers only

## IN THE



### A place to share the success of local activities and events



Zone 9 egg farmers have worked hard throughout the pandemic to provide their communities with fresh Ontario eggs. Some of the organizations eggs have been graciously donated to include the following:

- Loving Spoonful Kitchen – Kingston
- The Dreammind Food Kitchen – Ottawa
- Brockville Food Bank
- West Carleton Food Bank – Kinburn
- Lanark Food Bank
- Perth Food Bank
- Interval House – Napanee
- Salvation Army Food Bank

- Deseronto Food Bank
- Prescott Food Bank
- Brockville Food Bank
- Perth Food Bank
- Lions Heart COVID- 19 Food Bank – Kingston
- Salvation Army Food Bank – Napanee
- Morningstar Mission – Napanee

Thanks for your generosity and community spirit!

*Left: Egg donations in action in Zone 9 as a response to the pandemic.*

**Coming up next month: Zone 10 activities**

# NUTRITION UPDATE

## Meal Plan Like a Pro Outreach

Late in 2020, EFO created a new resource to help consumers with the sometimes frustrating task of making meals.

*Meal Plan Like a Pro* was developed in partnership with Registered Dietitian Andrea D'Ambrosio and helps users learn the art of meal planning. Filled with helpful tips to improve family nutrition, decrease mealtime stress and save money, this handy resource also offers printable templates to make meal plans, grocery lists, a checklist for stocking your kitchen and a freezer inventory.

With the help of Andrea, a strategy to promote this resource is now underway and plans include a mail-out to Registered Dietitians, promotion on social media, television outreach, guest blogs and a contest. A landing page where



consumers can learn more about the resource, download or order a hard-copy has also been created. Finally, an information postcard has been developed and digital versions were created for further promotional use.

To get a copy of this resource in English or French, visit <https://www.getcracking.ca/mealplan>.

## 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](http://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.

If you have any questions, please contact EFO's office.

## SECURITY FROM TRESPASS AND PROTECTING FOOD SAFETY SIGN

With the *Security from Trespass and Protecting Food Safety Act* now in effect, you may have questions about what that means to you regarding signage on your farm.

Attached to this issue of *The Cackler* is the APZ Signage Letter which provides quick and easy information to answer any questions you may have and to determine whether or not you require signage on your farm.

See the attachment for more information or to learn more about the Act, visit [www.AboutBill156.com](http://www.AboutBill156.com), a website developed through the combined efforts of Ontario agriculture groups to provide more information about this legislation.

## PRODUCTION STATISTICS

(in boxes of 15 dozen)

### Ontario Production (week ending #12)

2021 – 4,437,925  
2020 – 4,329,465

### Ontario IP (week ending #12)

2021 – 835,501  
2020 – 901,758

### Ontario EFP (week ending #12)

2021 – 117,487  
2020 – 310,800

### US Shell Egg Imports to Ontario (week ending April 17, 2021 - #16)

2021 – 723,359  
2020 – 344,575

follow us online!



# FARM INSPECTION STAFF UPDATE

Effective May 10, 2021, Amber Grose and Kimberly Lyons will be providing *On-Farm Food Safety and Animal Care Program* audit services in western Ontario, for farmers in Zones 1 thru 6.

These two additional independent contractors will support EFO audits over the coming months with service levels needed to bridge the transition period leading up to EFC assuming the responsibility of audits later this year.

Amber and Kimberly are independent contract auditors with NSF, the firm experienced in providing 3rd-party audit services for EFO. They will be assisting EFO in conducting audits on a temporary basis, in the same capacity as EFO Inspectors.

If you have any questions, please contact [Albert Visser](#) or [Pam Kuipers](#).



Amber Grose



Kimberly Lyons

# FARMER UPDATES

## FOR SALE

6,000-bird free run system for sale.  
75 side belt Vencomatic nests,  
Vencomatic slatted floor, Cumberland chain feeder.

**Phone: 519-625-8316**

40 ft. of Vencomatic egg conveyor,  
9 years old, 40 ft of Farmer Automatic egg conveyor.

**Phone: 519-625-8316**

## REMINDER: END-OF-LAY FLOCKS

EFO would like to remind all farmers to book your end-of-lay flocks well in advance and strongly encourage that you do so a year in advance.

Waiting until the last minute or even a few months ahead will put you at risk of not being able to send out your flock on your preferred dates.

You may need to be flexible on your dates in order for you to be able to meet your minimum seven day (168 hours) down time. In addition you should always have a back-up plan in place in case your dates are not able to be met.

## MENTAL HEALTH SURVEY EXTENDED

In the April *Cackler*, we included information about the 2021 National Farmer Mental Health survey. Since response to the survey has been so strong, the decision was made to extend the deadline to May 31.

If you were interested in participating but didn't have the time, you still have an opportunity. To complete the survey, access one of the following links:

English:

[https://uoguelph.eu.qualtrics.com/jfe/form/SV\\_dgmMRnTsAYoChEN](https://uoguelph.eu.qualtrics.com/jfe/form/SV_dgmMRnTsAYoChEN)

French:

[https://uoguelph.eu.qualtrics.com/jfe/form/SV\\_6MfNcFgc3bONgMt](https://uoguelph.eu.qualtrics.com/jfe/form/SV_6MfNcFgc3bONgMt)

## RSS FEED

**Don't miss out on important updates!**

A feature of the farmer website, [www.getcracking.ca/members](http://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 every Friday.

Please visit [www.getcracking.ca/members/member-farmer-news](http://www.getcracking.ca/members/member-farmer-news) to sign up.



# MONTHLY recipe

## Potato Egg Cups

Servings: 12  
Prep Time: 30 minutes  
Bake Time: 25 minutes

### INGREDIENTS

3 tbs (45 mL) unsalted butter, room temperature  
2 large russet potatoes (about 1 ¼ lbs/625 g)  
2 cups (500 mL) shredded aged Cheddar cheese  
1 cup (250 mL) finely chopped fresh spinach  
1 cup (250 mL) finely diced roasted red peppers  
¼ cup (60 mL) corn starch  
2 tbs (30 mL) finely chopped fresh parsley  
1 tsp (5 mL) each salt and pepper  
12 eggs  
Shredded Cheddar cheese, chopped fresh chives and cracked black pepper for garnish.

### DIRECTIONS

Preheat oven to 400°F (200°C). Butter 12-cup muffin pan. Cut twelve, 2-inch (5 cm) parchment paper rounds and line the bottom of each cup.

Line a medium bowl with 2 sheets of paper towel. Grate potatoes with skin on. Measure out 3 ¼ cups (800 mL) and place in lined bowl. Pull paper towel over potatoes and gently squeeze out excess liquid. Place potatoes in a large, clean bowl. Add cheese, spinach, red peppers, corn starch, parsley, salt and pepper; stir to fully incorporate. Divide mixture (about ½ cup (125 mL) each) into prepared muffin pan. Firmly press mixture along the sides and base of the cup, creating a space for the egg to be cracked into, about 2-inches across (5 cm) x ½-inch (1 cm) around.

Bake for 20 for 25 minutes until edges are browned.

Remove pan and crack 1 egg into each cup. Bake for 8 to 10 minutes, until whites are cooked through. Sprinkle with cheese, chives and cracked pepper.

## “eggs-pert” advice

**TIP:** Play around using your favourite ingredients! Change things up using prosciutto in place of potatoes. Add cherry tomatoes, mini bocconcini and basil pesto for a caprese taste.

## EGGS IN THE NEWS

### How Eating Eggs Affects Cholesterol

Belmarra Health  
May 16, 2021  
By Mat Lecompte

People worried about cholesterol are quick to swap their nutrient-dense whole eggs for egg whites. But is there any logic behind this?

It's easy to understand why people do it. One medium egg has 186 milligrams (mg) of cholesterol, which is 62 percent of the daily recommended intake (RDI).

But that's not how cholesterol works. Eating eggs for breakfast doesn't really change cholesterol levels in the body—it's just not the way that dietary cholesterol is processed.

In fact, for most people, the more cholesterol that's eaten, the less the body is likely to produce.

Your liver produces cholesterol to play several important roles in your body. But when you eat cholesterol, your liver doesn't release it.

Dietary and natural cholesterol work together to keep blood levels relatively stable. So, when you eat more of it, it doesn't have a big impact.

Studies have shown that eating up to three eggs per day has very few negative effects at all. The results suggested that in almost all cases, eating eggs can boost “good” HDL cholesterol, leave total and “bad” LDL cholesterol unchanged, and boost blood antioxidant levels.

In other words, eggs do not pose a health risk.

So, if you want to eat an egg or three each day, go right ahead. It's unlikely to pose any health risks and offers the chance to build a more nutritious diet.

# outreach UPDATES

## EFO SUPPORTS ATHLETIC EXCELLENCE

### Team Homan

EFO was proud to continue our partnership with Team Homan for the 2020-2021 season.

The team was able to compete in the Calgary bubble where all Canadian curling events were held and they made the finals in all of the events they competed in.

An amazing accomplishment for the team was winning the *Grand Slam of Curling Champions Cup*, with skip Rachel Homan playing only three weeks after the birth of her daughter.

All of this was done with EFO's *Get Cracking* logo displayed on their shirt, knee and lower back.

Amazing job ladies!

### Lois Betteridge

Canadian Canoe and Kayak team member Lois Betteridge has set her sights high and is currently competing to qualify as a world class athlete.

EFO has partnered with Lois to share her love of eggs while she reaches her athletic goals! As part of her sponsorship, she has created two fun videos for use on social media where she makes scrambled eggs and French toast in between competitions. Lois believes it's a great way to fuel her body with healthy nutrition.

When she's not on the water, Lois loves eating eggs. In fact, she says her [off-season interest](#) is eating eggs!

We love following Lois on every step of her journey to excellence.



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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	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

## MAY QUOTE

“I would rather be on my farm, than be emperor of the world.”

– George Washington



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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.