



# Cackler

The Latest EFO News

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get cracking®  
Egg Farmers of Ontario

September 2021



Above: Full-page ad placed in Today's Parent Magazine. A similar ad was used in Canada's Food and Drink magazine.



Above (right): Ad prepared for the September edible (Ottawa) magazine.



## EFO Recipe Outreach

Sharing with Ontario consumers the many delicious benefits of eggs.

## EFO "FALLS" INTO THE NEW SEASON

With the crisp air sneaking into the mornings and evenings, EFO used the opportunity to promote some of our hearty fall recipes to Ontario consumers.

In the September issue of *edible* (Ottawa) magazine, EFO's [Squash Egg Bake](#) recipe was shared featuring the Bos family.

*Today's Parent* magazine featured our [Baked Dipping Eggs](#) recipe as a great start to the day for students.

Finally, *Canada's Food and Drink* magazine shared a simple way to "squash" your hunger. This also featured digital ads on the Gardiner Expressway and in Yonge-Dundas Square.

Recipe outreach will continue in the coming months with more planned promotions underway in print, on television and through digital media.



### UPCOMING BOARD OF DIRECTOR'S MEETINGS:

- October 6 & 7 (via Zoom)
- November 4 & 5 (via Zoom)

## IN THIS ISSUE

Updates from the September 1 Board of Directors' Meeting

Zone 1 Activities

Recipe of the Month:  
[Baked Dipping Eggs](#)

EFO Participates in Western Fair District Virtual Education

# INFORMATION *update*

## Business Highlights from the September 1, 2021 Board meeting

### Egg Market Update

Changing consumer and out-of-home consumption patterns continue to present ongoing uncertainty and volatility in egg demand.

Market reporting from Egg Farmers of Canada (EFC) indicates table egg market demand through Week 34 volume is lower by 5.1% compared to the same week in 2020, and compared to the same week in 2019, lower by 4.3%.

All regions had declines compared to 2019 and 2020 demand levels, except in the Maritimes, with the highest declines recorded in Quebec and Western Canada, ranging from 9% to 10% lower than the same week in 2019. There is optimism that demand will pick up with back-to-school features at retail coming up in the next couple of weeks.

Processed egg demand through week 35 shows volume was 7% lower than the same week in 2020. Compared to the same week in 2019, processed egg demand is lower by 17%. Processors are reporting that demand is expected to decrease slightly in the coming weeks, remaining below 2019 levels. It is possible that the pause in Ontario's reopening plan and the continued impact of the Delta variant has stalled the recovery.

Total eggs in storage reported from the national level had decreased to 60,000 boxes but increased again recently and totalled about 90,000 boxes at the beginning of September.

Indications are that table egg demand should

rebound in September and that industrial product declarations will decrease, returning storage to manageable levels.

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

### Phase 3 of EFO Online Zoom presentation September 27

EFO held a Zoom presentation about the EFO Online project for farmers September 27 from 8:30 to 10:00 a.m.

The session provided an overview of progress to date and what will be delivered in the next phase of the project.

Part of the meeting was interactive with a question and answer session.

More information for the meeting along with a link to register to participate was emailed to all egg and pullet farmers.

### Fall Workshop will again be virtual – hold November 16 in your calendar

In light of continuing COVID considerations, the Board decided on a virtual format for the 2021 Farmer Fall Update Meeting (Workshop). The tentative workshop date is Tuesday, November 16 at 11:00 a.m.

More information for the meeting along with a link to register to participate will be emailed when details are finalized.

Plans for the event will include using virtual breakout rooms to maintain a workshop format

that will allow for small group discussions on some topics to encourage participation in discussions.

The tentative agenda includes sessions for an Egg Farmers of Canada Update, Pullet Industry Update, EFO Online Update, Strategic Plan Update, Public Affairs Update and an open question period. Egg and pullet farmers are encouraged to reach out to their Zone Director or the Pullet Director with any suggestions for additional agenda topics.

### EFO accepted pending ACP plan with 12 month implementation

EFO accepted a proposal from EFC to all provincial egg boards to adopt a revised plan to implement stage 1 of the redeveloped Animal Care Program (ACP) 12 months after the EFC Board approves of the program. Approval by EFC is possible before the end of 2021.

Stage 1 of the redeveloped ACP will include all relevant laying hen requirements except for accessible feed space provided per hen. How to assess the feed space requirements in the redeveloped ACP is under revision, and the feed space requirements will be added to the final, stage 2 redeveloped ACP at a later date. Based on the later timing for feed space requirements, EFO will reinstate impacted farmers' barn capacities back to 2021 levels.

## IN THE *Zone* A place to share the success of local activities and events



Above: Colin chats with recipients of new equipment.

### Supporting local hockey in Zone 1

In connection with EFO's partnership with the Ontario Minor Hockey Association (OMHA), Zone 1 egg farmer Colin Vyn was on hand during the Southpoint Player Assist equipment drop off event held September 21. Colin was there to present the equipment to families in the local area.

As part of the *Player Assist Program*, presented by EFO, the program will provide sets of equipment for 350 hockey families in 10 minor hockey associations for young players just entering the sport. Sets include skates, shin pads, pants, shoulder pads, elbow pads, neck guards and helmets.

Eligible associations were chosen from a list of applicants from across the province.

With the restrictions of the pandemic placing even greater strains on families across Ontario, this program provides support to youth that may not otherwise be able to participate.

### Coming up next month: Zone 3 activities



## A VERY GOOD EGG

When you buy eggs from your grocery store, you're guaranteed a fresh, high-quality protein produced by one of the 500 real farm families across the province.

When you purchase a fresh, high-quality protein, you're guaranteed a fresh, high-quality protein produced by one of the 500 real farm families across the province.

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# ONTARIO EGGS FEATURED IN GTA MAGAZINE

Egg Farmers of Ontario (EFO) was showcased in the September issue of *Foodism* magazine.

The article shared facts about Ontario egg farmers and how to spot Canadian eggs in your grocery store. The Vyn, Laver and Bos families were also featured in the segment.

An online recipe advertorial was also included in this package, and will be launched in October.

Finally, EFO's [Squash Egg Bake](#) recipe was also included to round out the piece.

## 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 on a weekly basis.

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

## SPORT AND SOCIAL GROUP

As a sponsor of Sport and Social Group, EFO had the opportunity to share egg swag during an awards ceremony that was recently held. Participants of the event were happy to receive their egggy gifts!



## 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 to ensure you have the most recent information.

follow us online!



## PRODUCTION STATISTICS

(in boxes of 15 dozen)

**Ontario Production (week ending #28)**  
2021 – 10,587,148  
2020 – 10,240,121

**Ontario IP (week ending #28)**  
2021 – 2,147,551  
2020 – 1,865,243

**Ontario EFP (week ending #28)**  
2021 – 394,986  
2020 – 682,715

**US Shell Egg Imports to Ontario (week ending August 14, 2021 - #33)**  
2021 – 896,593  
2020 – 456,471

# NUTRITION UPDATE



September was off to a great start with nutritious back-to-school lunch ideas.

On September 6, Registered Dietitian Michelle Jaelin was featured virtually on CHCH *Morning Live* (Hamilton) with tips for healthy lunch and snack ideas. Michelle provided messaging about the affordable, quick and versatile benefits of eggs that also provide protein and nutrients for sustainable learning – perfect for students heading to the classroom.

Michelle demonstrated a frittata recipe made in muffin tins, a great idea for a grab and go snack or meal. To view the segment, visit <https://www.chch.com/eating-to-learn/>.

Also in September, Registered Dietitian Andrea D'Ambrosio shared how to meal plan and promoted EFO's *Meal Plan Like a Pro* resource on CHCH Morning Live: <https://www.chch.com/fall-meal-prep/>.

## EGG TEAM UPDATES

There have been a number of recent updates to the EFO team, and we are pleased to announce the following:

James Corpuz will be joining EFO staff, effective October 4th, in the newly created role of Director of Economics and Policy Development.

James comes to EFO with an extensive background and over 13 years of direct experience in the agricultural/marketing board sector. He has most recently been with the Ministry of Agriculture, Food and Rural Affairs, where he was Policy Advisor with the Farm Products Marketing Commission. He also has demonstrated success with Chicken Farmers of Ontario as Supervisor, Business Analysis and prior to being promoted to that role, he was an Economist for that organization as well.

### Finance Department

Syed Ali Shazad joined Egg Farmers of Ontario as Senior Accountant (contract) effective Monday, September 20th. Syed will be working closely with Suzanne Walton and Joan Davies of the Finance Department and will provide additional support and expertise in all areas of the Finance Department. Syed, who is a Certified Professional Accountant, and holds a degree in B. Com., is an accomplished professional with a breadth of financial experience that he will put to work immediately upon joining EFO. We are confident that his experience will make this a mutually beneficial relationship for both Syed and EFO.

### Quota Department

Lily Ekwenuke is welcomed to the full time role of Quota Compliance Specialist, effective September 13. Lily has been with EFO since September 2020 in a contract role position as a Quota Verification Coordinator. In her new role, Lily will be an active member of the EFO Online project team and will work with our pullet farmers to ensure a successful launch to our new portal.

### Public Affairs Department

Sarah Brien, who returned from her maternity leave in April, will be taking on the role of Public Affairs Coordinator and will take over responsibility for many programs the department delivers including the key areas of public relations, sponsorships, corporate events/outreach and inventory management.

Eva Witek, who originally joined EFO as Sarah's maternity leave replacement, has accepted the full-time position as Digital Media Coordinator. Eva will be going on a maternity leave herself in October and a search for a contract to backfill this position is already underway.

Alisha Mills completed her contract as Outreach Coordinator on September 24, as she is expecting her second child in October. Alisha's work over the past 15 months pivoted to focus on EFO's education program development since COVID began and in-person events were cancelled. We are determining how this position will look moving forward in relation to continuing COVID restrictions, the quiet winter period for the trailer and how the scope and timing of EFO's education programs develop.

# FARMER UPDATES

## For Sale

Volker VDX 12000 Egg Grading Machine:

- Rated at 12000 eggs/hour
- Approximate dimensions 12' x 8'
- Built in 2011
- Acquired with the purchase of a farm, but do not need for our operation
- \$10,000, open to offers

2 x Prinzen EasyPack 7R Egg Packing Machines:

- Fitted with a manual transfer head for collecting 30 eggs at a time
- Approximate dimensions of each machine is 2.5' x 9.5'
- Built in 2010 / 2011
- Acquired with the purchase of a farm, but do not need for our operation
- \$5000 Each, open to offers

Vencomatic Plastic Slats:

- Older style of Vencomatic plastic slats
- Approximate dimensions of each slat is 2' x 4'
- Thousands of square feet available
- Mount on U-Channel galvanized steel bar
- Steel mounting bars are available as well
- \$5/slat, open to offers

Nathan Hutten

Email: [nathan@huttenshenhaven.com](mailto:nathan@huttenshenhaven.com)

Cell: 289-257-0421

Farmer Automatic conventional cage 3 rows, 3 tier, 200' long, elevator end units, lubing conveyor, some new equipment such as egg belts, manure belt, feeder chain etc. Patz right-hand large flight stable cleaner, upgraded Diamond 70 case egg packer, Glasspac Fans 18,24,36", Expert 64 Ventilation Equipment, baffle board and actuators, barn in use until mid September all equipment good working order.

Contact: 705-970-0211 (Cookstown)

Air Inlet Baffle Board for sale.

Very good condition. 15 pieces, size 8' x 1', \$30.00/each.

Telephone: 519- 236- 4095



## Happy Thanksgiving

EFO staff will be taking Monday, October 11 as a holiday to celebrate Thanksgiving.

Wishing everyone a safe and healthy Thanksgiving.

# MONTHLY recipe

## Baked Dipping Eggs



Servings: 4  
Prep Time: 10 minutes  
Cook Time: 20 minutes

### INGREDIENTS

1 tbsp (15 mL) unsalted butter, room temperature  
1 cup (250 mL) packed baby spinach, roughly chopped  
1 cup (250 mL) cherry tomatoes, chopped  
½ cup (125 mL) grated Gruyère cheese  
4 eggs  
2 tbsp (30 mL) finely chopped fresh chives  
4 slices marble rye bread, toasted, buttered and cut into sticks

### DIRECTIONS

Preheat oven to 350°F (180°C). Butter 4 ramekins with 1 tbsp (15 mL) butter. Leave remaining butter in ramekins. Set ramekins on a rimmed baking sheet.

Divide chopped spinach and tomatoes between ramekins. Crack 1 egg over vegetables and sprinkle with cheese. Bake for 15 to 20 minutes until eggs are soft-cooked. Season with salt and pepper to taste, sprinkle with chives. Serve with prepared toast sticks.

“eggs-pert” advice

**TIP:** Try using different ingredients for variety in these easy to make egg cups, such as adding finely diced cooked ham and onions with fresh herbs instead of spinach and tomatoes. The combinations are endless!

## EGGS IN THE NEWS

### Egg on young hockey players

Simcoe Reformer  
September 2, 2021

by Monte Sonnenberg

Pandemic times are hard times for many young families.

In recognition of this, Egg Farmers of Ontario and the Ontario Minor Hockey Association have teamed up on a pilot project designed to break down financial barriers to joining the game.

The pair delivered 35 sets of equipment to the Simcoe and District Minor Hockey Association to be used by beginner players.

SDMHA president Martin Jefferson, was on

hand to greet their representatives when they arrived at Talbot Gardens.

“The equipment will be used to introduce young people to hockey,” Jefferson said. “This will remove one of the barriers to participation.”

The COVID-19 pandemic is well into its second year. Jefferson says many families eager to introduce their children to hockey may be thinking twice given the impact the coronavirus has had on the economy. He said hockey can be an expensive proposition for families given how quickly youngsters outgrow equipment.

Egg Farmers of Ontario are also following the news and have tailored their ongoing support for minor hockey accordingly.

“The pandemic has taken a toll on Canadian families and hit them in the pocketbook,” Scott Helps, chair of EFO, said in a statement.

“Families are going to have to make some difficult choices in terms of how they spend their money going forward. We want to help hundreds of young families around the province enter the game without the barrier of having to purchase equipment.”

The duffel bags delivered to Talbot Gardens include skates, shin pads, hockey pants, shoulder pads, elbow pads, neck guards and helmets. Several boxes of sticks were also delivered.

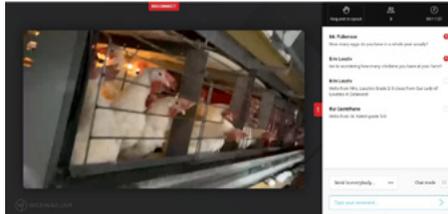
SDMHA applied to the program and was one of 10 associations selected.

Jefferson said the duffel bags will be distributed discretely and after confidential discussions with families who express interest. SDMHA retains ownership of the equipment and will re-condition the inventory for re-use in seasons ahead.

# outreach UPDATES

## EFO participates in virtual school tour program

The second annual Western Fair District's *Virtual School Ag-Tours* was held September 13-17 and was another great opportunity to bring agricultural education to the classroom. Zone 3 Egg farmer Megan Veldman hosted a live tour from her farm on September 17 and answered student questions about eggs and egg farming during the presentation for students, parents and teachers. Covering topics such as biosecurity, technology in the barn and enriched housing, Megan's tour demonstrated everything involved in a typical day for an Ontario egg farmer. Reaching a broad range of ages, the tour offered a continuation in agricultural education despite the challenges presented by COVID-19 in-person restrictions for fairs and educational events.



## New students provided with egg cookers

In connection with EFO's partnership with Algonquin College, a microwave egg pan was handed out to all new students moving into residence. Along with the egg cooker, a recipe brochure with easy and quick ideas for healthy student meals was provided.



Above: Egg cookers being packed for students.



Right: Materials provided to Algonquin students.

Zone	Director	Email Address	Phone
1	Scott Helps	shelps@ymail.com	519-464-2744
2	Lorne Benedict	lbenedict@eastlink.ca	519-281-3321
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

## September quote:

"Autumn seemed to arrive suddenly that year. The morning of the first September was crisp and golden as an apple."

- J.K. Rowling



7195 Millcreek Drive,  
Mississauga, ON L5N 4H1

## 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.