

Public Affairs Report



2019 Annual Meeting

Bill Mitchell

Public Affairs 2018 Overview

- *Who Made Your Eggs Today?*
- Recipes and Promotions
- Sponsorship
- Digital
- Foodservice
- Government and Media Relations

***Who Made
Your Eggs Today?***

Year 9

2018 Campaign Approach...

- First year of new “story board” style campaign creative
- featuring four new egg and pullet farm families
 - Chaudary
 - Corput
 - Mulder
 - Ottens



- Two ad flights mid- April and mid-August
- Creative – Story board with photos supporting key marketing messages



**OUR EGGS ARE ALSO
CERTIFIED BY AN EXTREMELY
PICKY FOUR-YEAR-OLD.**

The Mulder Family, Egg Farmers, Chatsworth, ON *The Mulder Family*



WHO MADE YOUR EGGS TODAY?  get cracking.
Egg Farmers of Ontario

- All families in both flights
- Significant transit buy
 - 2,571 transit interiors
 - 237 transit exteriors
 - 662 GO Trains
 - 68 billboards



Transit Ads



Print ads

Horizon magazine
Toronto
Circulation 200,000



City Parent magazine
Toronto
Circulation 50,000



Recipes and Promotions

12 new recipes
produced for 2018
including two spice cards



**QUICK, EASY
AND DELICIOUS
MICROWAVE EGG
COOKER RECIPES**



Cook eggs in just 1-2 minutes with these
three great microwave egg recipes!



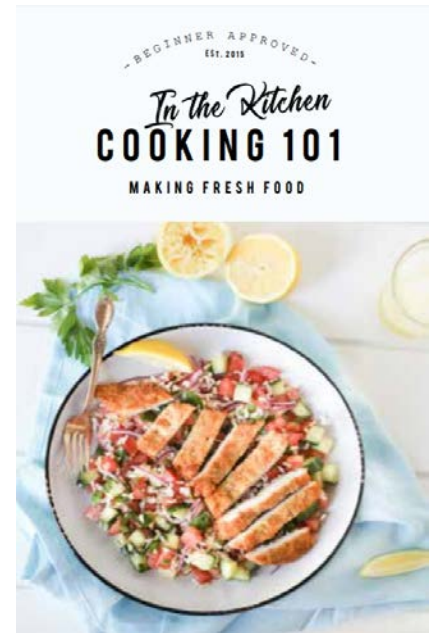
Nature's perfect fast food, so easy to prepare and enjoy
in your Microwave Egg Cooker from Egg Farmers of Ontario.



Quick, Easy and Delicious,
a recipe brochure to
support our popular
microwave egg cookers



- Over 100,000 spice cards were printed for Ontario and for 8 other egg boards
- Resource of kid-friendly recipes for students in Grades 6-8 joint effort with four other commodities



World Egg Day

- Celebrated October 12
- Four TV spots featuring Tonya Haverkamp, Stephanie Nanne or EFO spokespeople
- In-store program (EFC)



Fairs, exhibits and events

- During 2018, EFO promoted eggs at 85 fairs, exhibits and events
- We handed out more than 411,000 recipes plus educational materials and other resources

Sponsorship

- The *Zone Sponsorship Fund* provided \$15,000 directly to each Zone
- Designed to provide local sponsorship of healthy activities while promoting eggs
- Resulted in 288 locally-sponsored initiatives

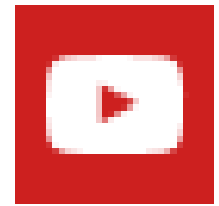
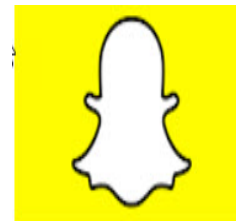
Sponsorship Video here

Digital

- BDO Canada hired as digital service provider
- Home page redesign completed in January
- Egg nutrition section added to site, includes:
 - FAQs
 - Nutrition resources
 - Videos
 - blogs

Social Media

- Strong increases in activity under EFO content calendar to co-ordinate across all EFO platforms
- Increased engagement across platforms



Social Media

 Ontario Food Banks
@OAFB Following

Happy #WorldEggDay! Don't forget to vote for your food bank to win up to 600 dozen eggs in the @GetCracking Beat Hunger contest! contest.app.do/beat-hunger-20...



12:03 PM - 12 Oct 2018

5 Retweets 4 Likes 

- New for 2018, paid ads on Facebook and paid search advertising
- Trials of paid ads on Instagram and Snapchat were promising

Foodservice

- Program delivered by two contract staff
- Customized promotions
- Focus on letting consumers know they are getting Ontario eggs



Foodservice

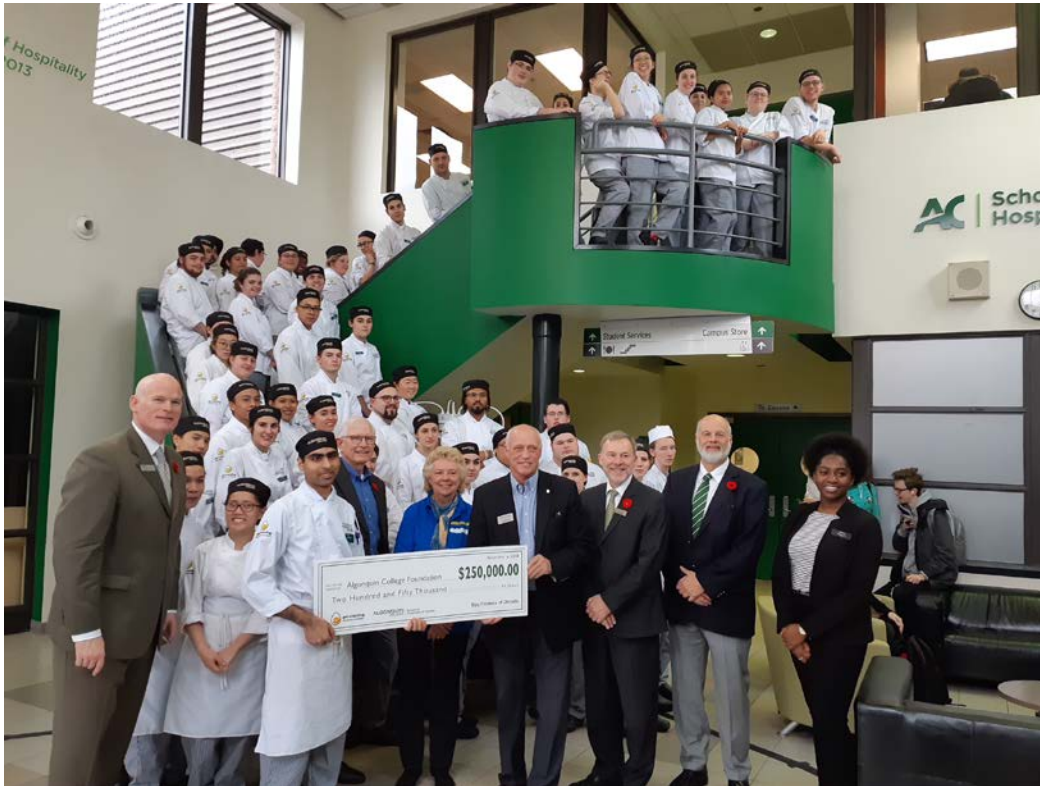
- More than 125 promotions created using Egg Chef – EFO's online platform for foodservice operators
- Relationships with Sysco and GFS

Foodservice

Tim Hortons launch of ***Breakfast Anytime*** at all 4,200 locations with promotion featuring the egg mark logo and promoting “made with 100% Canadian eggs”



Foodservice



New multi-year
partnership
with Algonquin
College culinary
program

Government Relations

- EFO's Directors, GM and staff attended a variety of political events
- The *20th Annual MPP Omelette Breakfast* was held on Dec. 4th at Queen's Park

Government Relations



Looking ahead

- Second year of campaign with four families
- Two ad flights – April and August



IT'S YOUR FAMILY MEAL. IT'S OUR FAMILY BUSINESS.

The Chaudhary Family, Egg Farmers, Wainfleet, ON *Chaudhary Family*



WHO MADE YOUR EGGS TODAY?  **get cracking.**
ULTIMATE FRESHNESS

Looking ahead

- Gradual roll out of EQA with partners
- Much, much more.....including

revamping EFO Business Planning
process for 2020

Coming Soon – 2020 EFO Business Plan

- Egg Farmers of Ontario's strategic plan is rebooting its current business plan structure and process for 2020 to ensure it is meeting the needs of the organization, our farmers and stakeholders.

Four meetings scheduled

- A major part of the plan is holding four meetings across the province toward the end of April.
- These meetings will provide farmers the opportunity to discuss various components of EFO's Business Plan and provide input into the areas of EFO's mission, vision, guiding principles, strategic priorities and key result areas.

- A facilitator has been hired to help lead the sessions. All input will be recorded and presented to the Board as part of the overall strategic planning process.
- The details of these meetings are as follows:
 - Thursday, April 18 London (Zones 1, 2, 5)
 - Tuesday, April 23* St. Isidore (Zone 10)
 - Friday, April 26 Guelph (Zones 3, 4, 6, 7)
 - Monday, April 29 Kingston (Zones 8, 9)

**French translation will be available at St. Isidore.*

- If you are unable to attend the meeting scheduled for your Zone, please feel free to attend another location. Details about the process and a draft agenda are included in your folders.
- To register to attend these sessions, please complete the attached registration and hand it in at registration or return it to our offices before April 12.

Thanks!

Questions?