

The Cackler

The latest EFO news



**Industry Updates:
AAC, FCC, OFA, PIC**



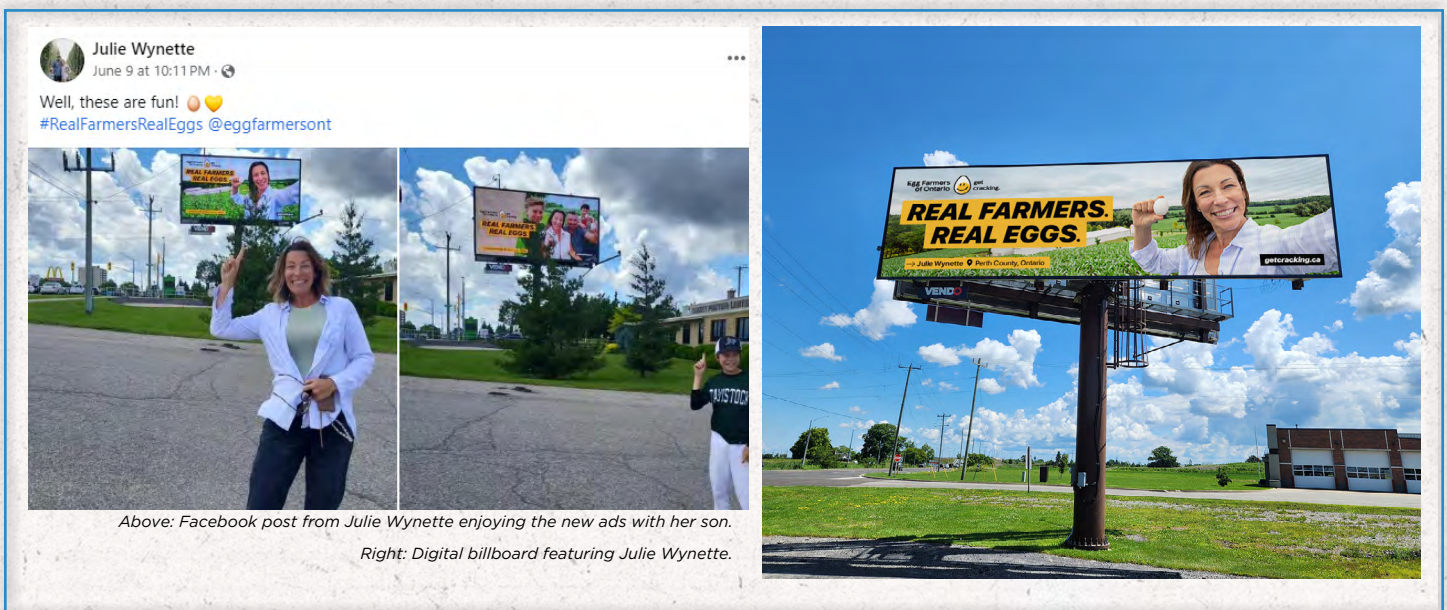
**Important
Reminders: Bill
C-282 and more**



**Recipe of the
Month:
Easy Low-Carb
Paella**



**Outreach Update:
Babies & Butter
Tarts**



Julie Wynette
June 9 at 10:11 PM · 🌐

Well, these are fun! 🥰👍
#RealFarmersRealEggs @eggfarmersont

Above: Facebook post from Julie Wynette enjoying the new ads with her son.
Right: Digital billboard featuring Julie Wynette.

Real Farmers. Real Eggs. campaign launches

Flight one of the 2024 *Real Farmers. Real Eggs.* (RFRE) campaign launched May 27th and runs until June 30th.

This first flight of the campaign introduces a new egg farm family to Ontario consumers: the Wynette family from Perth County.

Out-of-home advertising includes digital OOH boards, standard digital boards and large format boards across 400 series highways.

Advertising is also included on taxi-tops and paid online ads.

Click [here](#) to learn more about the Wynette family story!

Coming this fall: RFRE flight two will feature a second egg farm family across Ontario!

Upcoming Board of Directors Meetings: July 2 & 3 | August 6 & 7

With this issue: *Registered Premises Standards Policy Amendment, Agricultural Wellness Ontario Training Dates*

Industry Updates

Agricultural Adaptation Council (AAC)

In a recent update from AAC, they shared programs that are currently open, which includes the Increasing Deadstock Capacity Initiative. Designed to address immediate and short-term deadstock capacity needs, funding for this initiative is provided through the Sustainable Canadian Agricultural Partnership and will run for two years. Intake closes on September 15, 2024 or when the funding is fully allocated. To learn more, visit adaptcouncil.org/program/deadstock.

Farm Credit Canada (FCC)

Recent FCC Knowledge updates included a helpful article on [3 steps to pump up your financial fitness](#).

Those everyday tasks that you don't include on your "chore" list can add up and contribute to your stress. This article - [5 ways to deal with the invisible workload on the farm](#) - describes five tips to establishing a balance between work, wellness and family.

Are you or someone you know considering a move back to the farm? FCC shares [4 big questions to answer first](#).

Did you know FCC offers a [five-part virtual series](#) on building a successful business plan for your farm? Each webinar features a new topic on the steps to building a plan.

Looking for ways to manage your mental health? [Rooted in Resilience](#) offers

resources including assessment tools and knowledge to help with the mental health challenges faced by farmers.

Want to catch up on FCC events you may have missed? View on-demand virtual events [here](#).

Ontario Federation of Agriculture (OFA)

In the latest news, OFA welcomes the Hon. Rob Flack, Minister of Farming, Agriculture & Agribusiness and also congratulates Hon. Lisa Thompson as the new Minister of Rural Affairs. To read the full release, click [here](#).

Watch the OFA Webinar - [2024 Proposed Changes to the Taxation of Capital Gains](#) - where Kurt Oelschlage of BDO Canada shares proposed changes that could impact your financial strategy.

OFA's Newswire shared the [Local Food Report](#) in recognition of Local Food Week in Ontario, June 3 to 9.

Applications for the 2024 bursary program are still being accepted until August 31. OFA will award five post-secondary bursaries - click [here](#) for more information.

OFA is hosting a webinar June 26 at 12 p.m. on Growing Community Safety with Crime Stoppers. This will focus on issues facing agriculture and ways to reduce the chance of being a victim of crime. Click [here](#) to register.

Spring and summer are tick season in Canada and OFA is sharing resources, tips and tricks for reducing your risk of tick bites, as well as information on Blacklegged (deer) ticks that can carry Lyme disease. To read the full resource, visit ofa.on.ca/resources/tick-protection-prevention-information/.

Poultry Industry Council (PIC)

PIC recently shared a notice from the Feather Board Command Centre regarding Infectious Laryngotracheitis (ILT) in Kingston that will remain in place until late July 2024.

They also lifted the heightened biosecurity advisory that was issued on April 24th. Visit www.fbcc.ca for any updates or to subscribe to disease alerts.

PIC is now accepting nominations and applications for Director at Large positions. Deadline for applications is August 31, 2024. Click here for the [Board Director Application Form](#).

PIC is planning and delivering the Poultry Service Industry Workshop October 2-4, 2024 in Banff. For more information, visit poultryworkshop.com/.

Don't forget to register for PIC's 2024 Golf Tournament, September 4th at the Foxwood Golf and Country Club. [Register here](#).

Bill Gray Inducted into Hall of Fame

William (Bill) Gray, CEO and owner of L.H. Gray & Son Limited, was inducted into the Ontario Agricultural Hall of Fame at the 44th Induction Ceremony on June 9th.

Known as an innovator within the Canadian egg sector, Mr. Gray's willingness to adopt new technologies and techniques has led to vast improvements in a number of areas including egg quality and food safety, early adoption of energy-efficient designs, and work towards a net-zero future.

Because of his enthusiasm in sharing this progress, L.H. Gray is often home to research trials and tours for industry and consumer groups, a key element behind increasing innovation and consumer trust in the egg industry.

To receive this honour, recipients must have shown significant leadership, innovation and entrepreneurship within Ontario agriculture. Congratulations!



Inductee Bill Gray with board member Marilyn Sewell (photo by Ontario Agricultural Hall of Fame).

HAPPY CANADA DAY!

EFO will be closed on Monday, July 1st for Canada Day.

In case of emergency, please get in touch with Pam Kuipers at 519-827-6856 or Ryan Brown, EFO Chief Executive Officer at 519-831-1500.

Important Reminders

Take action on Bill C-282

Bill C-282, *An Act to amend the Department of Foreign Affairs, Trade and Development Act (supply management)*, is at a critical point. On April 16, the Bill was referred to the Standing Senate Committee on Foreign Affairs and International Trade for further study.

Due to the dynamics in the Senate and the momentum of those in opposition of the Bill, the study has yet to be scheduled. There is growing concern this important study will be further delayed by many months.

We encourage all supply-managed farmers to mobilize in support of the Bill by joining our digital advocacy initiative. The online email-writing campaign will

amplify our collective voice and up the ante on outreach to Senators by increasing the number of egg, chicken, turkey, dairy and hatching egg farmers advocating for Senate support.

Taking part in the email-writing campaign is easy. With a few simple steps farmers can add their support and help elevate this positive message within the Senate.

How to take action:

1. Visit supportsupplymanagement.ca
 2. Click "email Senators" and enter your contact information
 3. Review the email and click send
- The website will instantaneously issue an email to all Senators in your province or territory with your message.

Housing transition

Attention all farmers!

Don't wait too long before taking the necessary steps to transition housing units. Builders, equipment and permit all take TIME to schedule.

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

- **July 1, 2031** - capacity changes from 67/75 square inches per bird to 90 square inches per bird
- **July 1, 2036** - no conventional housing will be allowed

As soon as you know your building plans, notify Pam Kuipers (pkuipers@getcracking.ca) with the equipment specifications showing anticipated capacity.

If you have any questions, please contact Pam Kuipers or your EFO Inspector.

REMINDER: Review quota utilization and plan ahead

Given the continuing increase in demand for eggs, we strongly recommend using all available resources to ensure thorough planning, execution and evaluation of operational effectiveness. This involves reviewing and confirming allotments on *EFO*Online, leveraging quota transfers to maximize quota utilization and maintaining up-to-date and accurate inventory counts.

It is also extremely important to be aware and have a plan to mitigate the negative impacts of regulatory, legislative or tax changes. Please consult your business network and ensure you are receiving the latest legal, strategy and financial advice.

At EFO, we promote ongoing dialogue among staff, industry stakeholders and farmers, which will result in best-in-class processes for sustained growth in the egg industry.

REMINDER: Reporting issues in your barn

EFO would like to remind all egg and pullet farmers to make inspectors or on-farm visitors aware of any issues, such as insect infestations or diseases you may be experiencing on your farm. A simple conversation can stop an inspector from transporting ticks, mites and other disease-carrying pests to another location and impacting a new flock.

This reporting is also essential for the prevention and spread of poultry diseases. If your flock has recently or is currently experiencing an illness, this must be reported to your inspector.

It's always better to be safe than sorry! If you aren't sure about what may be an issue, talk to your inspector or contact Pam Kuipers (519-827-6856 or pamk@getcracking.ca).

PRODUCTION STATISTICS (in boxes of 15 dozen)

Ontario Production (week ending #12)

2024 - 4,623,558
2023 - 4,521,371

Ontario IP (week ending #12)

2024 - 599,320
2023 - 647,137

Ontario EFP (week ending #12)

2024 - 311,557
2023 - 311,335

US Shell Egg Imports to Ontario (week ending April 20, 2024 - #16)

2024 - 656,869
2023 - 715,353

Wanted:

Farmer Automatic breastplates for the 19.11 conventional cage width. Also looking for used floors for same cage, good condition.

Contact Dan: 519-801-5216

For Sale:

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

Call Tom: 519-955-5258

Follow us online!





Egg Quality Assurance™ - Become a Licensee Today

In an environment where Canadians want to know where their food comes from and be assured of the highest possible standards, the *Egg Quality Assurance™* (EQA®) program highlights and celebrates the exceptional quality of Canadian eggs, thanks to the commitment of all our Canadian egg farmers.

Canadians trust local eggs. In fact, more than 90% of Canadians feel it's important that the eggs they buy at the grocery store come from Canadian farms - with

94% of Canadians believing that eggs should bear a national symbol.

If you would like to use the EQA® license for your advertising or cartons, or want to learn more about how you could use it, apply today by emailing EQA@eggs.ca.

→ **For more information, visit eggquality.ca.**

Poultry and On-Farm Investment Program

EFO would like to remind egg farmers to apply for the *Poultry and Egg On-Farm Investment Program* (PEFIP), a reimbursement-based program that provides non-repayable contributions over a 10-year period. This program will fund allocations of \$219 million for egg producers.

The program works to help poultry and egg farmers adapt to market changes from international trade agreements. It supports on-farm investments that increase efficiency or productivity; improve on-farm food safety and biosecurity; promote environmental sustainability; and respond to consumer demands such as animal welfare, alternative housing or organic production.

For more information about the program, visit agriculture.canada.ca/en/programs/poultry-egg-farm-investment.

Farmer Updates

Registered Premise Standards Policy

All egg and pullet farmers should have received a memo via email on June 10 regarding the amendment to the *Registered Premises Standards Policy*. This is available online [here](#), and is also included as an attachment in this edition of *The Cackler*. This policy was first introduced in the fall of 2023 to replace the *New Production Facilities or Renovated for the Use of Egg Production or for Raising Pullets policy*. EFO's Board decided in October 2023 to delay the implementation of this policy.

Since that time, EFO's Board has consulted with farmers and industry stakeholder to further refine the policy, which was approved during the June meeting of EFO's Board. This amended policy now applies to all new or renovated layer and pullet registered premises.

If you have any questions, please contact Pam Kuipers, EFO Project Manager, at pamk@getcracking.ca or 519-827-6856.

CPEP Awards

from the Canadian Poultry & Egg Processors (CPEP) June Highlighter e-newsletter



Will McFall, Margaret Hudson and Ted Hudson accept the award on behalf of Joe Hudson.

The *Outstanding Contribution Award*, awarded by the CPEP Board in recognition of outstanding contribution to the organization and to the Canadian poultry industry, was presented

posthumously to Joe Hudson of Burnbrae Farms. Joe was a visionary and extraordinary talent in the egg sector. Family members Margaret Hudson, Ted Hudson, and Will McFall accepted on behalf of Joe, and shared some of the enormous contributions that he made to the industry. They also shared some of his less illustrious contributions through some of his favourite jokes! Bill Gray also shared some comments ahead of the presentation, noting that Joe was a man of unquestionable integrity - CPEP is lucky to count him amongst our outstanding contributors.

With Sympathy

Chris Tsementzis (Zone 4) passed away on Saturday, April 27 at the age of 84.

He is survived by his wife Anastasia, son Peter (Kim), daughter Angela (Aaron) and grandchildren Ana & Chris. He was a dedicated egg farmer since 1967.

Our condolences go out to his family and friends.



Easy Low-Carb Paella

Servings 4
Prep Time: 30 minutes
Cook Time: 22 minutes

- 3 eggs
- 1 cup (250 ml) concentrated chicken broth
- pinch of saffron
- 1 tbsp (15 ml) lemon juice
- ½ tsp (2 ml) smoked paprika
- 1 tbsp (15 ml) olive oil
- 5 cups (1250 ml) cauliflower rice*
- 50 g sliced cured Spanish chorizo (about ⅓ cup)
- ½ small onion, diced
- 2 cloves garlic, minced
- 300 g peeled and de-veined 31-40 pieces of black tiger shrimps
- ½ cup (125 ml) roasted red peppers, diced
- ½ cup (125 ml) frozen peas, thawed
- salt and pepper to taste
- fresh parsley leaves and lemon wedges

DIRECTIONS

Place eggs in the bottom of a small pot. Cover with cold water and heat until boiling. Remove from heat and let stand, covered for 9 minutes. Drain water and immediately transfer to an ice bath. Drain and peel eggs. Set aside.

In same small saucepan, combine broth, saffron, lemon juice and paprika; bring to a simmer and remove from heat. Immerse peeled eggs into hot broth mixture and let stand to absorb flavour. (Transfer broth and eggs into a large mug or measuring cup if broth is too shallow to submerge eggs completely).

In a large nonstick skillet, heat oil over high heat. Sauté cauliflower rice for about 5 minutes until lightly browned and softened. Remove rice to a bowl.

In same skillet, sauté chorizo, onion and garlic for 3 minutes. Stir in shrimp and roasted red peppers, cooking for 2 minutes. Pour in broth, reserving eggs. Stir in cauliflower rice and cook over high heat until liquid has reduced; about 3 minutes. Stir in peas and season with salt and pepper to taste.

Cut eggs into quarters and arrange over paella. Garnish with parsley and lemon wedges to serve.

Eggs-citing news! EFO unveils new displays



Zone Displays

Zone displays recently underwent an update and the results are stunning.

Three highly-visible banners, each designed to stand alone or work together, were created for each Zone and are now available.

Banner 1 features recipes and nutrition facts while the second banner is all about *Egg Quality Assurance*™. The third and final banner features hen housing systems that are found on Ontario farms.

All three banners come in an easy-to-carry case that also turns into a podium with the *Get Cracking* logo. Each Zone Director was provided with one of the displays that are now available for use. To see the display already in action, see the *iFarm* article on page 7.

EFO Displays

EFO has also created a 10 x 10 and 20 x 10 backdrop for events. These new displays are a visual representation of the virtual eggs-perience that was created during the COVID-19 pandemic.

Two backlit, fabric displays were also created for use at trade shows and events. They include one with recipe images and a second featuring Ontario egg farmers.



Above: New backlit display.
 Left: Displays that have been created for use by each Zone.

As with the new Zone displays, each new element includes a case that turns into a podium or countertop.

A note to say thank you!

The Grove Hubs is thankful for EFO support.

by JEFF HOFFMAN

EXECUTIVE DIRECTOR, THE GROVE
YOUTH WELLNESS HUBS ONTARIO



Plaque in the kitchen of the Fergus location.

On behalf of all of the youth we serve daily, we are truly thankful to the Egg Farmers of Ontario (EFO).

The Grove Hubs is a “one-stop-shop” for youth aged 12-26 designed to meet a wide range of needs including mental health, substance use, primary care, education, employment, training, housing and other community and social services. The hubs are designed to meet youth where they are and provide them with a safe space where they can come and seek resources.

In the past year, the sites have seen over 32,000 visits from youth, with more youth continuing to seek out our support and services.

Many young people in our communities are struggling, and thanks to EFO, youth have access to a comprehensive mix of programs and services tailored to meet diverse needs. In the past year, we have seen a 35 per cent increase in youth accessing our services, demonstrating an impact of prioritizing youth initiatives in our communities

We have heard from many youths who are grateful for our services and have been positively impacted by our presence in the community.

“I strongly encourage any youth to check out The Grove. Overall, it’s a fantastic place to come hang out with friends, do some fun activities, and, most importantly, speak to someone who cares and wants to listen to your story. I wouldn’t change anything about The Grove.”

“Sometimes, taking the first step to seeking help can be challenging. But it doesn’t have to be.”

- Youth from the Grove Youth Wellness Hub in Fergus, Ontario

“When I started going to the hub one or two years ago I was a shy kid, quiet kid and a “Nobody likes kid” but ever since 2022 I have grown close relationships with not only the staff but with many of my peers. My hope is to volunteer at The Grove so these relationships can grow even more. The Hub is a super fun place and a lively community, there is always something fun going on.”

- Youth from the Grove Youth Wellness Hubs Ontario

Because of Egg Farmers of Ontario, young people have access to these safe spaces, developing positive relations, and receiving the services and support they need, with no waitlists. The impact on youth is significant with:

- 34% reduction in number of youth reporting areas related to suicidal ideation
- 14% reduction in the number of youth reporting anxiety
- 13% reduction in the number of youth reporting depression

These are real numbers, connected to real youth, whose lives have been positively impacted by the Egg Farmers of Ontario. We are truly thankful for the generous support.



The Grove Opens New Youth Hub

The Grove Youth Wellness Hubs hosted an open house on June 5 to celebrate its newest location in Guelph, Ontario. The open house was an opportunity for youth, parents, caregivers and supporters to learn about the important support services available for youth in their community.

The event featured free ice cream, food, prizes, entertainment and a special guest speaker - Tyler McGregor, captain of Canada’s National Para Ice Hockey Team. Tyler spoke about his journey and the challenges he was forced to overcome as a young adolescent.

EFO provided rally towels as giveaways at the event and the Grove Hubs location was gifted a *Get Cracking* jersey signed by Tyler McGregor.

Above: Anneke Donkers-Stickney (Zone 7) joined Tyler McGregor at the open house event.

Below: Tyler pauses for a quick photo with members of the Guelph Storm junior hockey team and young visitors of the open house.





CNE

• 2024 •

August 16 to September 2, 2024

It's never too early to start planning for the CNE!

We need your help to run EFO's display during this classic end-of-summer event.

There will be two shifts operating daily;

day shift (10 am to 4 pm) and evening shift (4 pm to 10 pm).

Consumers want to know more about the food they love to eat. This is your opportunity to help answer their questions and share your role in the journey of the egg from the farm to the table!

Want to volunteer?

Contact Kwesi Jacob (kjacob@getcracking.ca)

To learn more about the cne, visit www.theex.com.

iFarm along with farm animals came to the Rotary Complex in Stratford

by GARY WEST |

ZONE 6

For many years now, the farming community in Perth County have organized a program called *iFarm*, where grade 3 students from schools in the county come and learn about where their food comes from.

Farmers from six various commodities who set up in the arena, explain to students how food products are produced at farms in the area.

There were separate educational stations organized for each commodity. This included beef, dairy, egg, chicken, pork, grain and also a display from the Heritage Museum and a "how to make butter" station.

Over the three-day event, 628 students from 15 schools representing 32 grade 3 classes took part from all over Perth County.

There was also a large farm equipment road safety display set up outside, that included fire trucks, EMS and Police Information.

Organizer Melanie Vanden Hoven, from the Perth County Dairy Producers Committee, explained that students were involved in 8 sessions, one in the morning and another group in the afternoon.

She was very pleased with comments from teachers and parents who attended, who felt the program was very worthwhile



Above: Perth Egg Farmers Paul Neeb and Julie Wynette, explain to the grade 3 class, how their egg farms produce quality grade "A" eggs from laying hens where one hen will lay one egg every day if fed properly.

and informative, especially since some students had never had the opportunity to visit an area farm.

The public were also invited to attend and ask questions to farmers of each commodity on the first evening of *iFarm* and over 720 visitors took advantage of the free beef and pork BBQ, provided by the various agricultural groups.

Perth County Tourism were thanked for their involvement in handing out "Future Farmer T shirts" to young participants at the BBQ and also thanks went to the Perth County Federation of Agriculture for being the other Gold sponsor of the *iFarm* event.

Egg Team Updates

Sarah Brien has left Egg Farmers of Ontario to start a new chapter in her career after 8 years on the Public Affairs team. Her most recent position was as PR/Marketing Coordinator. We thank Sarah for her contributions to EFO and wish her the best of luck and success in her new journey.

Kwesi Jacob has accepted an offer to join the Egg Team in the permanent role as Outreach Coordinator, effective immediately. Kwesi joined the team in October 2021 as the Digital Media Coordinator to cover a maternity leave. Since then, he has covered both the Marketing Coordinator and Outreach Coordinator positions.

He has been a valuable team member and we welcome him to this new position.

If you have any questions, please contact Robin Singh, PR/Marketing Team Lead (rsingh@getcracking.ca) until the role of PR/Marketing Coordinator is filled.

Outreach Update

Babies and Butter Tarts!

Baby, Bump and Toddler Expo

Egg Farmers of Ontario (EFO) was a sponsor of the Baby, Bump and Toddler Expo, which took place from June 1-2 at the Hamilton Convention Centre in Hamilton, ON. There were live seminars hosted by experts in parenting, prenatal care and pregnancy, along with over 80 vendors showcasing premier brands and handmade products. EFO provided baby bibs, shopping pads, spice cards and nutritional information as part of attendee swag bags.

Fallsview Food and Drink Fest

Egg Farmers of Ontario (EFO) was a sponsor of the Fallsview Food and Drink Fest at Fallsview Casino in Niagara Falls June 6-9. The four-day extravaganza began with a Backyard BBQ event on June 6 hosted by Canadian grill experts Maddie and Kiki. The event featured live entertainment and delicious food, where devilled eggs were offered as a menu item. Kayla (Zone 6) and Megan Veldman (Zone 3) were on-site at the EFO booth interacting with attendees.

The Food Con experience took place on June 8 and was hosted by Food Network Canada's John Catucci and included demonstrations by celebrity chefs. Tonya Haverkamp (Zone 7) was paired with chef Bob Blumer where they served a tasty egg dish and spoke to attendees about the health benefits of eggs.

EFO was the official sponsor of Brunch with Mary Berg, which was attended by Chris and Laura Mullet Koop (Zone 4). The event took place on June 9 at the 21 Club restaurant. Ticketholders had the opportunity to experience a thoughtfully crafted menu featuring Ontario eggs.

Furthermore, EFO received tremendous exposure leading up to and during the

event, which included digital signage throughout the Fallsview property and on social media.

Ontario's Best Butter Tart Festival

Egg Farmers of Ontario (EFO) once again participated in the popular festival that took place in Midland on June 8. With over 200 vendors, there were an assortment of butter tarts, from classic pecan to



Above: Harry and Willy Eisses with granddaughter Kailee at the Butter Tart Festival.

inventive cheesecake and pumpkin flavours, it was a beloved event for tart enthusiasts.

Adding to the excitement, the *Egg Farmers of Ontario Butter Tart Contest* featured three competitive categories for both amateur and home bakers: Traditional, Wild Style and Best in Show. Egg farmer Harry Eisses (Zone 8) served as one of the judges to ultimately crown Ontario's Best Butter Tart!

EFO also had a booth on-site where spice cards, giveaways and nutritional information were distributed to festival-goers throughout the day!

Board of Directors

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)
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Zone 4 - Roger Pelissero
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Zone 10 - Marcel Jr. Laviolette
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Pullet - Alvin Brunsveld
brunsvelda@gmail.com
519-319-1874

REMINDER: ACCESS INFORMATION ONLINE

Receive weekly alerts of any information that is posted to EFO's member website, including monthly issues of *The Cackler*.

To sign up, visit getcracking.ca/members/member-farmer-news.



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EGG FARMERS OF ONTARIO MISSION STATEMENT

To lead a progressive and thriving egg sector committed to high-quality eggs, consumer choice and sustainable practices.