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CEIRA DIRECTOR

Muneer Gilani 403-567-8343

DIRECTOR

John Hofer 403-641-2030

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FIELD SERVICES COORDINATOR

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FIELD SERVICES ADMINISTRATOR/COORDINATOR

Dave Lastiwka ext. 132

Board of Directors Update

Your Egg Farmers of Alberta (EFA) Board of Directors would like to thank their fellow egg farmers (a record 121 producers!), government and industry representatives, for the fantastic turnout at our highly successful 45th AGM, which was held on February 25th in Red Deer. We were thrilled to have the honourable Verlyn Olson, Minister of Agriculture and Rural Development, deliver the keynote address at this year's banquet. This year's AGM followed a highly informative producer meeting on February 24th. The Board would like to thank the EFA staff for organizing both events!

This year's AGM was highlighted by several speakers who shared incredible insights related to animal welfare, activist groups, consumer demands, and the egg industry's social license to operate. Lorna Baird (Alberta Farm Animal Care – AFAC), Geraldine Auston (Ag & Food Exchange – AFX), Floyd Mullaney (security advisor) and Kay Johnson Smith (Animal Agriculture Alliance), delivered presentations that provided important and timely information for Alberta's egg farmers. We thank each presenter for taking the time to address our industry.

This year the Board welcomes John Hofer, from Clearview Colony, as a new Director. Susan Schafers (Chairman), Levi Hofer (Vice Chairman), Ben Waldner (EFC Director), Joe Kleinsasser (EFC Alternate) and Muneer Gilani (CEIRA Director) will all continue to serve. On behalf of the EFA Board and staff, we would like to thank outgoing Director Amin Valji for two terms (6 years) of outstanding service; your experience and passion for our industry will be missed!

EFA Sustainability Project

The Prasino Group facilitated a strategic planning session for the EFA Board and staff on March 21st, to lay the foundation for EFA's sustainability strategy. The Prasino Group will compile a list of key themes from this session and the numerous interviews they conducted with various stakeholders, and then develop a strategic framework for sustainability to present to EFA, along with recommended next steps. The ultimate goal of the project is to establish a sustainability platform for the Alberta egg industry.

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EMAIL: info@eggs.ab.ca WEBSITE: www.eggs.ab.ca
PRODUCER WEBSITE: www.albertaeggproducers.ca
OFFICE HOURS: Monday – Friday, 7:30 a.m. – 4:00 p.m.



PURPOSE OF THE EFA

EFA exists so there will be an environment in which Alberta egg producers can thrive within the Canadian industry, at a cost that demonstrates good stewardship of resources.

EFA OFFICE HOURS

The EFA office will be **closed on Friday, April 18th for Good Friday, and Monday, May 19th for Victoria Day.** We hope this will not cause any inconvenience.

EGG PRICE UPDATE

Effective from **November 10th, 2013**

Grade A

X Large	\$2.080 ---
Large	\$2.080 ---
Medium	\$1.900 ---
Small	\$1.480 ---
Nest Run	\$1.964 ---
Pee Wee	\$0.270 ---

Grade B \$0.750 ---

Grade C \$0.150 ---

From the minimum paying price, processors can only deduct charges as authorized by the EFA Board. Farm-gate pickup rates were set in August 2010 and no increase in individual freight rates have been approved since that time.

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Egg Farmers of Canada AGM Recap

Several EFA Directors attended EFC’s 41st AGM, where they were provided updates on several key result areas. 2013 was a successful year for EFC, which saw a 3.4% increase in national retail egg sales. With sustainability of the egg industry at the forefront, it was great to discover that 1 in 5 Canadian egg farmers are 1st generation farmers. Additionally, consumer research showed that 90% of Canadians trust the quality of food from Canadian farms, while 95% say it’s important that their eggs come from Canada.

The Pooled Income Fund (PIF) balance ended 2013 at \$29.055M, giving us a great starting point for 2014. The projected balance for the PIF at the end of 2014 is \$39M, just shy of the \$40M high-end trigger point.

Organizational excellence was a notable accomplishment for EFC, as they were once again named as a finalist for Canada’s Top 100 Employers, while also being named as one of the National Capital Region’s Top Employers for 2013!

UPCOMING EVENTS CALENDAR

April 24

Emergency Management Planning Workshop for Livestock Organizations
Airdrie

April 28

EFC Egg Board Consultations
Ottawa, ON

April 28

CEIRA Annual Meeting of Subscribers & Open Board Meeting
Quebec

April 29

EFC Board Governance
Ottawa, ON

April 30

EFC Board Strategic Planning
Ottawa, ON

May 4-7

Urner Barry Conference/Manager's Meeting
Las Vegas, NV

May 12-14

UEF Legislative Board Meeting
Washington, DC

May 14

WEMA Meeting
Calgary

May 15

Production Management Committee Meeting
Calgary

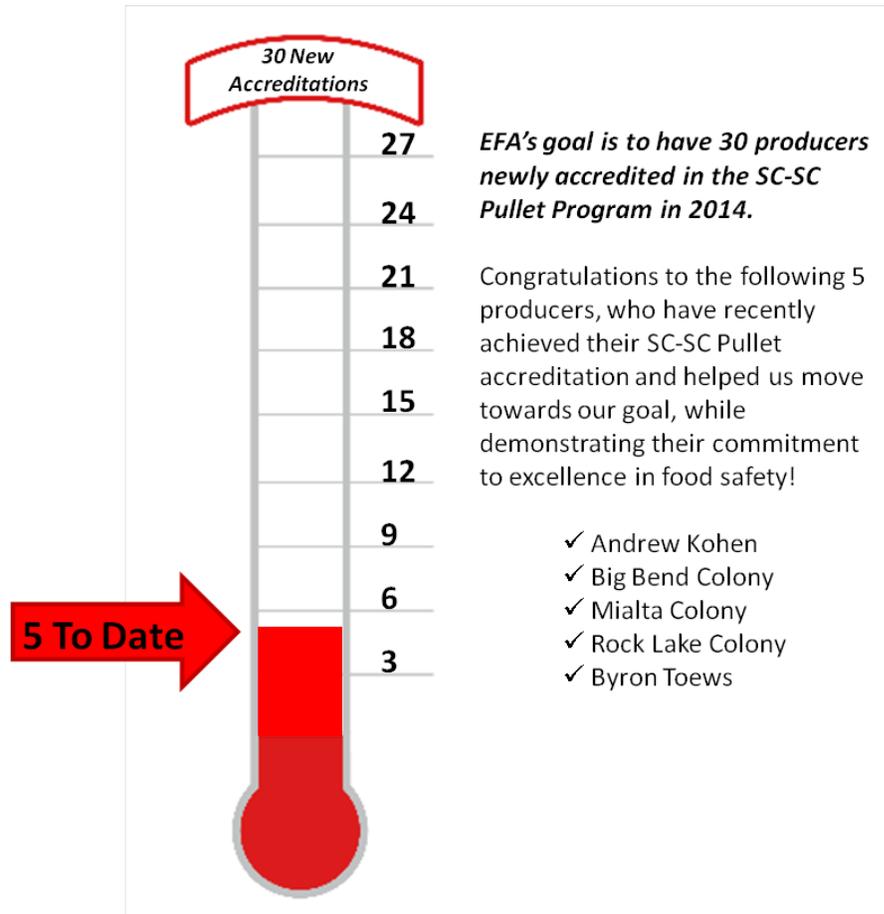
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Field Statistics Update

Here's an update on how our farmers are doing with their Stay Clean – Stay Clean (SC-SC) and Animal Care Program (ACP) evaluations, so far in 2014:

- 33 SC-SC layer evaluations have been completed so far in 2014
 - ✓ Alberta's average score: 98.6%
 - ✓ 11 Alberta farmers scored a perfect 100% rating
- 33 ACP evaluations have been completed so far in 2014
 - Alberta's average score: 98.9%
 - 28 facilities have scored a perfect 100% rating
- 22 SC-SC pullet evaluations have been completed so far in 2014
 - ✓ Alberta's average score: 98.13%
 - ✓ 6 Alberta farmers have scored a perfect 100% rating
 - ✓ 5 pullet growers are newly accredited in the program

EFA would like to congratulate **Plainview Colony** and **River Road Colony**, for receiving perfect 100% scores on their 2013 SC-SC Layer program. Our apologies, as they were left off the list we published in the February issue of *EggNotes*.



UPCOMING EVENTS CALENDAR

May 22

Alberta Poultry Industry Emergency
Management Team Meeting
Calgary

May 27

Research Committee Meeting
Calgary

June 3

EFC Interim Service Fee Committee
Meeting
Ottawa, ON

June 4

EFC Production Management
Committee Meeting
Ottawa, ON

*** June 23**

EFA Regional Meeting
Grande Prairie

*** June 24**

EFA Regional Meeting
Edmonton

*** June 25**

EFA Regional Meeting
Calgary

*** June 26**

EFA Regional Meeting
Lethbridge

EGGNOTES SUBSCRIPTION INFO

Do you know someone who wants to subscribe to *EggNotes*? Simply have them send their name, company or organization, fax number and email address to: info@eggs.ab.ca

Changes to the SC-SC Pullet Program

In 2013, EFC implemented changes to the SC-SC Pullet program, in order to phase out the use of Category 1 antibiotics in the industry. The SC-SC Pullet program will require a Letter of Certification from the hatchery for each day-old flock, including an assurance that the chicks are free of Category 1 antibiotics. This change was scheduled to take effect January 9, 2014, but this has been moved back to September 24, 2014, after a request was made from the CPEPC to give hatcheries time to comply.

New Entrant Program

EFA recognizes that it is vital to the long-term sustainability of the egg industry that new farmers and new investments are encouraged. The New Entrant Program (NEP) was established in order to assist individuals and families who want to own and operate an egg farm in Alberta, by issuing a portion of newly allocated egg quota to successful applicants, thereby alleviating some of the producer's start-up costs. EFA's NEP provides an excellent opportunity for anyone with a passion for egg farming and a desire to join our industry!

EFA has set aside 10% of the recent quota allocation (10,538 quota units) for the NEP. Quota will be issued in lots of up to 1,500 birds. If the total number of eligible applicants exceeds the number of lots available, a draw will be held to determine the NEP allotment.

Below is a summary of important dates related to the NEP:

April 30, 2014 – Application Start Date

- EFA will begin accepting NEP applications

June 27, 2014 – Application Due Date

- Deadline for submitting applications to EFA

July 31, 2014 – Recipient Announcement Date

- EFA will notify all applicants about the status of their application, and will publically announce the results

Interested parties who want more details about the NEP and eligibility requirements should review the NEP Policy, which can be found on the EFA website:

www.eggs.ab.ca/egg-industry/New-Entrant-Program

EFA PRODUCER WEBSITE

The Producer Website is a great source of information about your industry. EFA is constantly updating and adding new resources. Here are some of our newest additions:

- EFA has launched Facebook and Twitter pages! If you are wondering what social media is all about, how you can get involved, or need some advice on how to 'Tweet', please refer to our new Social Media page (under the *Be an Egg Ambassador* tab)
- A new Farm Security page has been added (under the *Emergency Preparedness* tab). You will find the Farm Security Tips sheet, with details about trespass laws in Alberta and how to protect your property and farm.

EGG FARMING BEST PRACTICE

With spring approaching, please ensure the area surrounding your barn is clean and debris free. Keep the weeds and grass short and under control. This will prevent pests and rodents from nesting close to the pullet or layer facility.

BIO-SECURITY TIP

Maintain an effective pest control program to prevent rodents, wild birds, insects and predators access to feed, shelter and water.

Producer Environmental Egg Program

EFA launched the Producer Environmental Egg Program (PEEP) at the February 24th producer meeting in Red Deer, which is the first environmental program of its kind for Canada's egg industry. PEEP has been designed to help our farmers better understand their impact on the environment, and more effectively identify and address environmental risks and opportunities.

EFA Field Coordinators have started delivering on farm PEEP assessments and we would like to thank the producers who have all been so helpful and cooperative. The assessment is a short, 10 question evaluation. The Field Coordinators are working hard to ensure that completing your PEEP evaluation is a positive experience and that you take away some new, practical information about how your egg business impacts the environment. While the assessment is quite short, you can help it go even faster by having the following information ready before the Field Coordinator arrives at your farm:

- Determine if your manure storage location is at least one meter above the 1 in 25 year flood level. If your NRCB permit for manure storage was obtained after 2001, you automatically meet this requirement. If not, please check with your Country on property flood levels.
- Have literature of packaging from the lighting bulbs you use in your facility.
- Know the type of insulation used in your facility and the depth (in inches) of your exterior walls.
- Know the CFM/Watt for the fans in your facility. If you do not have this information, knowing the manufacturer and model number of the fans used in your facility will help determine this information.

As a follow-up to your PEEP assessment, EFA will send a letter that provides detailed steps you can take to improve your environmental impact over time. By completing your PEEP assessment, you are demonstrating your dedication to continuous learning and ensuring the long-term sustainability of Alberta's egg industry!



ALBERTA PHOSPHOROUS WATERSHED PROJECT

Alberta Agriculture and Rural Development (ARD) and the Intensive Livestock Working Group (ILWG) have initiated a new 3-year project to help producers in Alberta manage phosphorous on their lands. Phosphorous is an essential crop nutrient found in manure and inorganic fertilizers, but can enter creeks and streams via runoff and cause water quality issues such as aquatic plant infestations and algae blooms, which can lead to unpleasant odours and fish die-offs. Managing Phosphorous is an essential component of cost-effective production and environmental stewardship. The Alberta Phosphorous Watershed Project (APWP) will use a risk-based tool it has developed to identify environmental factors, landscape characteristics, and management practices that may contribute to phosphorous loss from a producer's land. Importantly, the tool will also suggest beneficial management practices (BMPs) that may minimize these losses and make sense from an economic perspective. Pilots are currently underway in two watersheds (Acme Creek & Tindastoll Creek).

The APWP is jointly funded by ALMA and the ILWG. For more information, please contact:

Ron Axelson (ILWG):
axelsonilwg@telus.net

Jennifer Kerr (ARD):
Jennifer.L.Kerr@gov.ab.ca

Carbon Footprinter Tool

At the EFA AGM in February, producers were presented with a carbon footprinter tool. Some producers who have tried the tool have raised questions about how specific aspects of their operation compare to the Alberta average.

Feed Consumption

This number will depend on several factors including hen weight, rate of lay, egg weight, temperature, feed texture, dietary nutritional imbalances, dietary energy content and the overall well-being of the bird. The energy content of the feed is especially important because hens will attempt to consume more of a low-energy diet than a high-energy one. Given these variables, the most meaningful number is the average feed per weight of eggs produced, with the average weight ratio of dry feed to kg of eggs produced being 2.497.

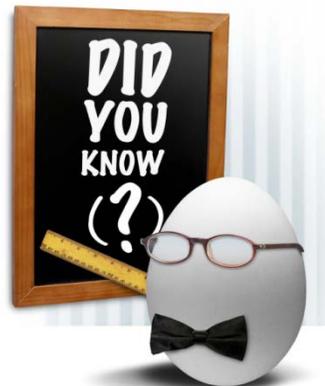
Water Consumption

Water requirements are related to feed consumption and air temperature. Water consumption will vary according to the sodium content contained in the feed. At the laying stage, the average Alberta farm is using 4.035 Litres/kg of eggs produced.

Energy

For those farms using natural gas, the average amount is 0.867 Mj/kg of eggs produced. Average electricity consumption is 0.241 kwh/kg of eggs produced.

If your numbers are greater than the Alberta average in any of the above categories, you may want to talk to your fellow farmers to determine what on farm practices they are using, or use your PEEP producer manual to get some recommendations on energy efficiency!



GROWING FORWARD 2 UPDATE

There are currently several funding opportunities available via Growing Forward 2, which you should consider if you are planning any upgrades or changes to your facilities.

Animal Health Biosecurity Producer Program is currently accepting applications. This program is available to provide financial support to producers to adopt best practices in animal biosecurity. Eligible expenses under this program are cost shared 50-50.

The On Farm Energy Management Program still has funds available and is accepting applications. This program shares the cost of investments that improve energy efficiency on Alberta farms. The program covers 50% of eligible costs for most items, to a maximum of \$50,000. Some items are funded on a square-footage or formula basis. 100% of the cost for your first 3 submeters is also covered.

The Livestock Welfare Producer Program has recently been introduced to provide financial support for Alberta livestock producers to adopt best management practices and technologies that improve livestock welfare. To apply for this program, a risk assessment must first be completed. EFA is developing a risk assessment for egg producers.

For more details, call **310-FARM** or visit www.growingforward.alberta.ca

Managing Infectious Laryngotracheitis (ILT)

A very nice lady that is a neighbor of a colony that raises their own pullets stopped by, asking if she could have several birds to keep in her backyard. She already had a small flock of birds of various types and wanted a few more, to provide her with a steady supply of table eggs. The pullet flock was doing great and there were some extra birds, so the deal went through. That winter was very cold with a lot of snow, and after several weeks the now mature birds did not lay many eggs. The lady returned to the colony, asking them to take the birds back, to avoid keeping them in such harsh conditions any longer. The colony thought the birds looked just fine, so they were put in some empty cages in the barn.

Another table egg producer received his new flock but the pullet producer, due to some unforeseeable problems, was short a couple thousand birds. The producer asked around and found a producer in Quebec that had extra birds of the same age; he felt really lucky. The extra birds looked good and vaccinated on time, including a vaccination against ILT. The producer thought that even though there is not much ILT in Alberta and we don't regularly vaccinate our pullets, the extra vaccine should be good for them anyway, so he trucked the birds from Quebec and placed them together with his other layers.

A producer in the Lethbridge area received notification from the Board about an outbreak of ILT at a broiler farm about 20 km from his farm. The notification stressed the importance of increased biosecurity and, although 20 km is really far away, he took some extra measures. One windy night, the producer saw the truck passing by his farm that was shipping those broilers to the plant, and he was relieved that the danger was gone.

Three seemingly unrelated stories all have one extremely important thing in common; all three farms broke with Infectious Laryngotracheitis! ILT is a respiratory viral disease that spreads very easily. Backyard flocks are often infected and although they show no signs, harbor the virus. If birds vaccinated with live vaccine (CEO type) are mixed with non-vaccinated birds, they can spread the virus and cause disease. The virus is easily spread by the wind. Once infected birds start coughing and sneezing, have bloody beaks, and blood can be seen on the cages and walls. There is no medication for this disease. Always remember these 3 stories as a warning, and never repeat the mistakes made by those producers. As an egg farmer in Alberta, if you want extra protection, the recombinant vaccine given at the hatchery can be a good start. Always consult your veterinarian before making any decision and, of course, call immediately if you notice any symptoms resembling ILT. We are lucky to have very low number of commercial flocks breaking up with ILT in Alberta; it is up to us to keep it that way!

HYBRID TURKEY UPDATE

The Canadian turkey industry has been dealing with an animal welfare situation that is similar to what the egg industry went through last year. Undercover footage provided by an animal activist organization was featured in an episode of CBC's Marketplace, which showed four employees at one of Hybrid Turkeys' barns in Ontario treating the animals in ways that were contrary to the company's animal welfare policies.

Hybrid Turkeys was quick to issue a press release, which stated that they were "taking immediate action and making industry leading changes to raising turkeys" and that they had "suspended the four employees involved." The release went on to say that they are "conducting an independent third-party investigation to review the incident as well as our company's animal welfare program, training and quality practices."

Hybrid Turkeys plans to include video monitoring of all turkey euthanasia in their barns, making them the first turkey operation in North America to do so. According to Helen Wojcinski, Hybrid's Science and Sustainability Manager, "We want our barns to be ready not because of cameras, but because it's the right thing to do. Animal welfare and well-being is central to the operations of our company and we remain committed to the ethical and responsible care of our turkey flocks."

Are Easter Eggs Safe to Eat?

It is hard to think of Easter without thinking about eggs beautifully decorated in every colour of the rainbow. Are these eggs, which are at the center of so many Easter traditions, safe to eat? EFA thought it would be helpful to share some Easter egg safety tips with our farmers because, after all, who better to spread the word than the farmers who produce the eggs?

- Is the dye safe? Most dyes in children's kits are vegetable dyes and are safe, but you should always check the package. Some kits contain decorative materials (such as sparkles) that aren't intended for consumption. Food coloring and juice crystals are edible. If the dye is edible, it's okay to eat the eggs even if, when peeled, you note that some color has leaked onto the egg white.
- Were the eggs refrigerated within 2 hours? The danger zone for bacterial growth is 4°-60°C. After two hours, the bacterial count may be high enough to cause illness, so refrigerate the eggs after dyeing them. If you hide the eggs for a hunt, be sure the eggs get back into the fridge promptly.
- Was your egg hunt an indoor event? If dyed eggs are used for an outdoor Easter egg hunt, consider the fact that these eggs may come in contact with pesticides, animal manure, and other contaminants. Don't eat eggs that have been exposed in this way. Eggs should be hidden in places that are protected from dirt, moisture and pets. Consider having the hunt indoors, or placing the eggs in small plastic bags.
- Are the eggs cracked? If the eggs crack during cooking or dyeing, they are safe to eat if immediately refrigerated, but are otherwise easy targets for bacteria and should not be consumed.
- Have you washed your hands? Be sure to wash your hands thoroughly before handling eggs for decorating, hunting, peeling and eating!
- Has it been a week or less since the eggs were hard-boiled? Hard-boiled eggs don't keep as well as raw eggs because their protective coating has been washed away. Keep the dyed eggs in the fridge and peel them only when you're ready to eat them, within a week of boiling them.
- Are you blowing out your eggshells? If you hollow out eggshells by blowing the raw egg through holes in the shell, use only eggs that have been kept refrigerated and are uncracked. Before blowing out the egg, wash the egg in hot water and then rinse it in a solution of 1 teaspoon liquid chlorine bleach per half cup of water. If you plan to use the raw eggs you have blown out of their shells, cook and eat them immediately.

ALBERTA EGG MARKET UPDATE

The Nielson preliminary retail sales data is available up to March 8th, 2014 and indicates that in the latest 4-week period, 2.84 million dozen eggs were sold in Alberta; a 6.3% increase from the previous 4-week period (ending Feb. 8th) and a 6.9% increase in sales compared to the same period in 2013.

Nielson retail sales in the last 52 weeks are up 3.6% over the previous 52 weeks in Alberta, to 34.77 million dozen eggs! Specialty eggs (excluding Omega-3 eggs) have seen the largest sales growth in the last 52 weeks in Alberta; a 16.2% increase over the previous 52 weeks, to 2.09 million dozen eggs (6.0% of the total eggs sold in Alberta).

EFA ONLINE!

Remember to tell everyone you meet about the EFA website, where you can find lots of eggcellent information about being an egg farmer, how an egg a day can be a nutritious part of an active, healthy lifestyle, as well as a wide variety of delicious recipes! *Get Cracking to* eggs.ab.ca



Marketing Update

Egg Farmers of Alberta is excited to announce that we now have a Facebook page (www.facebook.com/EggFarmersAlberta) and a Twitter account (twitter.com/EFA_AB_eggs)! We invite everyone to *like* us on Facebook and *follow* us on Twitter, to help spread our informative messages about Alberta eggs and egg farmers.

Social media should not be considered something new, or representative of a shift in EFA's marketing/communication/PR strategy. Instead, it should be viewed as a new, highly cost-effective, interactive medium to be worked into the overall marketing mix. Essentially, social media is the 21st century version of traditional 'word of mouth' advertising, facilitated by modern technology.

In order to educate consumers, combat myths and achieve our marketing objectives, EFA needed to join the conversation where and how the consumer wanted the conversation to be had, which today is via social media channels such as Facebook and Twitter. EFA will be able to provide consumers with the information they are looking for about eggs, farming practices, animal welfare, food safety, environmental sustainability and supply management, in an honest, transparent, entertaining and interactive manner.

Upcoming Events

Come visit the EFA booth at these *EGG*cellent events:

- **Aggie Days Calgary** **April 9-13**
Calgary: BMO Centre
- **Easter Eggstravaganza** **April 19 & 20**
Calgary: Calgary Zoo
- **Aggie Days Lethbridge** **April 29 & 30**
Lethbridge: Exhibition Park
- **Calgary Women's Show** **May 3 & 4**
Calgary: BMO Centre

EFA 2014 Highlights

- Total # of events attended: 14
- Total # of events sponsored: 33
- Total # of school & health presentations: 31
- Total # of resources distributed: 21,722
- Total # of promotional items distributed: 13,883

ABOUT EGGNOTES



EggNotes is the official newsletter of the Egg Farmers of Alberta.

Submissions should be sent to:
info@eggs.ab.ca

Submission deadline for the next issue of *EggNotes*:
May 23rd, 2014

Next issue of *EggNotes*:
June 6th, 2014

“YOKES” OF THE MONTH



Guaranteed to crack you up!

Q: What do chickens do in the spring time?

A: They go on peck-nicks!

Q: What happens to eggs in a thunderstorm?

A: They get terri-fried!

Congratulations to the 2013 Producer of the Year!

EFA would like to congratulate **Morinville Colony** for being named the **2013 Producer of the Year!** Paul Wurz accepted the award from Darren Petriew of the Royal Bank in Red Deer, on behalf of Morinville Colony.



Congratulations are also in order for Codesa Colony, which received an honorable mention!

The *Producer of the Year* award winner is determined by the following criteria:

- ✓ Accreditation in the Start Clean – Stay Clean™ food safety program, with a rating over 90%
- ✓ Participation in the Animal Care Program, with a rating over 90%
- ✓ Receipt of an Alberta Environmental Farm Plan certificate
- ✓ Timely return of information to the EFA Board
- ✓ Has not won the award in the last 3 years
- ✓ EFA Board members are not eligible