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FIELD SERVICES ADMINISTRATOR/COORDINATOR

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Board of Directors Update

Your Egg Farmers of Alberta (EFA) Board of Directors has been working closely with EFA staff to establish a New Entrant Program (NEP) for the Alberta egg industry. The NEP is designed to assist individuals and families who want to own a registered egg farm, by alleviating some of the start-up capital required. The NEP strives to accomplish this task by setting aside a small amount of the province's egg quota, to be provided to successful applicants. Your Board will introduce the NEP to producers at the upcoming January Regional Meetings, so stay tuned!

One of the most popular myths about Canada's unique supply management system is that it acts as a significant barrier to entry that prevents new farmers from joining the industry. EFA strongly believes that the long-term success of both Canada's egg industry and the supply management system is dependent on the sustainability of our animal agriculture industries. For this reason, EFA is proud to launch the NEP and is excited to welcome new egg farming families into the EFA family!

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EFA STRATEGIC PLANNING

EFA holds a strategic planning session for Board and staff each fall, to set the direction and priorities for the organization. EFA staff then builds a comprehensive Operational Plan, which outlines specific goals and actions for the coming year.

The entire plan is developed with the EFA purpose in mind: 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.

The 2013 EFA Operational Plan is ambitious, yet realistic, which reflects the dynamic landscape of Canada's egg industry. EFA has identified 7 key result areas to focus on in 2013, in addition to all the ongoing work that is completed on an annual basis.

- Food Safety
- Animal Care & Poultry Health
- Environment
- Research & Development
- Government Relations
- Marketing & Communications
- Operational Excellence

EFA Board and staff are looking forward to a positive and productive 2013. EFA is positioned to meet the challenges that face our industry and take significant strides forward in each of our strategic areas, to ensure long-term sustainable success and growth for Alberta's egg industry!

EFA Board of Directors – Nominations

At EFA's upcoming AGM in February 2013, 2 seats on the EFA Board of Directors will be up for election. Andrew Wipf has completed 9 years of distinguished service and must stand down. Levi Hofer has completed his first 3-year term and will be eligible to run for another term.

EFA will continue the nomination process that was implemented this past year, which allows Director nominations to be made both in advance and from the floor at the AGM. EFA will be distributing Director profiles, nomination forms and eligibility requirements to producers in a packet with your 2013 levy schedule. The nominee must consent to the nomination in writing and every nomination form must be signed by two different registered producers. Nomination forms can be delivered to the EFA office via mail, email, fax or hand delivered, and must be received at the EFA office by Monday, January 28, 2013.

Nominee profiles will be distributed in the notice of meeting package and at the EFA AGM registration desk. Although nominations are also allowed from the floor of the AGM, EFA encourages nominations to be submitted in advance. This gives producers time to review each candidate's profile, enabling them to make a sound, informed decision.

EFA Regulatory Review 2013-2014

Every five years EFA is mandated to review the regulations that establish what we can do as an organization in legislation. EFA will be undertaking a review of all related Regulations under the Marketing of Agricultural Products Act (MAPA) in 2013. This provides egg producers in Alberta with an opportunity to provide input about what EFA does and the authorities it has under MAPA.

To date, the following changes have been identified by the EFA Board as being areas for review. These items will be discussed at the upcoming EFA Regional Meetings in January. Producers will be invited to add any additional areas that they would like reviewed.

- Board member eligibility
- Removal of Directors
- Fees for licensing
- Quota leasing
- Over base quota policy
- Converting over base quota issued to New Entrants to Base Quota
- Name change to Egg Farmers of Alberta

EFA GOVERNMENT RELATIONS

EFA Board and staff have been quite busy with Government Relations, working closely with our counterparts at the other Alberta supply managed commodities (Milk, Turkey, Chicken & Hatching Egg) to build positive working relationships with industry and government in Alberta, while promoting supply management (as the AB SM5).

Joe Kleinsasser and Levi Hofer were among a group of AB SM5 representatives that met with 7 members of the Wild Rose Alliance, including Danielle Smith (Leader) and Ian Donovan (Agriculture Critic), on November 28th.

Joe Kleinsasser, Susan Gal and David Webb were among a group of AB SM5 representatives that met with reps from Alberta Agriculture & Rural Development (ARD) and Alberta Beef, on November 30th, to find common understanding in the various ongoing international trade negotiations (CETA, TPP, etc..) for all Alberta agriculture.

Levi Hofer, Susan Gal and David Webb were among a group of AB SM5 representatives that hosted 4 MLAs (Ron Casey, Jacquie Fenske, Richard Starke and Steve Young), media and reps from ARD on a farm tour, on December 10th. The group spent the day visiting a dairy farm and a broiler chicken farm, while discussing the many benefits and positive impacts of Canada's supply management system.

EFA Updates

Levy

Egg Farmers of Canada's (EFC) 2013 draft budget was approved by the EFC Board at their November meeting. Closing balances of \$24.8M in the Pooled Income Fund (PIF) and \$2.3M in the Administration Fund are projected to the end of 2013. The budget is based on a status quo levies order for EFC at \$0.3375 per dozen, split between the PIF (\$0.304), Administration Fund (\$0.03), Risk Management Fund (\$0.001) and Research Fund (\$0.0025).

The EFA Board reviewed the 2013 Operational Plan, budget and levy requirements at the December meeting. The EFA Board set the total provincial levy at \$0.38 per dozen, which includes the national levy (\$0.3375) and the provincial levy of \$0.0425 per dozen (\$0.035 for Administration and \$0.0075 for the Provincial IP Pool).

Quota

At their November meeting, the EFC Board approved a motion planning an increase that equates to an additional 286,663 layers nationally; however, the planned increase is to be held in abeyance while the EFC Board works through the options discussed at the October IP Efficiencies Workshop. In the interim, the EFC Board agreed to submit for prior approval to Farm Products Council of Canada (FPCC) a status quo allocation effective December 30, 2012 to December 28, 2013.

Over Base Quota Fee

The EFA Board has changed the way the over base quota fee is set annually. The Board revisited the policy and has established the following new guidelines for determining the Over Base Quota Fee:

- The fee will be set by week 1 of each year.
- The annual user fee will be a minimum of \$0.00 and maximum of \$3.00 per bird, per year.
- The estimated year-end Over Base Quota Fee fund balance is not to exceed \$500,000.

As a result of this new guideline, the 2013 Over Base Quota Fee has been set at \$1.42 per bird per year, as of December 30th, 2012 (week 1 of 2013). Producers will be invoiced in conjunction with their levy statement at the end of December.

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

Our office will be **closed on December 24th, 25th, 26th and 31st, and January 1st**, for Christmas and New Years. We hope this will not cause any inconvenience.

EGG PRICE UPDATE

Effective: from **October 11th, 2012**

Grade A

X Large	\$2.130	↑
Large	\$2.130	↑
Medium	\$1.910	↑
Small	\$1.530	↑
Nest Run	\$2.007	↑
Pee Wee	\$0.270	---

Grade B \$0.750 ---

Grade C \$0.150 ---

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**

EFC Workshop on IP Efficiencies

EFC held a special workshop in October, to consider possible options to affect efficiencies in the IP program and to review provincial input. As a follow-up to this session, the EFA Board reviewed an EFC report at their December meeting. The next step in the process will be to have a joint meeting with the Directors and provincial/territorial Board Chairs in February 2013, after which EFC staff will begin outlining individual projects.

EFA January Regional Meetings

Mark your calendars for your January regional meetings! EFA Board and staff have put together a full agenda, including updates on the New Entrant Program, changes to the Start Clean – Stay Clean (SC-SC) Program, the new Interim Standards for Free Run and Aviary Production and more!

Edmonton Regional Meeting Tuesday, January 15, 2013
(Red Tail Golf Course, Edmonton International Airport, Nisku)

Calgary Regional Meeting Wednesday, January 16, 2013
(Croatian Canadian Cultural Center, 3010 12th Street NE)

Lethbridge Regional Meeting Thursday, January 17, 2013
(German Canadian Club of Lethbridge, 902 6th Street N)

Field Statistics Update

This is how our farmers have done with their Start Clean – Stay Clean (SC-SC) and Animal Care Program (ACP) evaluations, as of November 30th 2012:

- 150 SC-SC layer evaluations have been completed in 2012
 - ✓ Alberta's average score: 98.5%
 - ✓ 28 Alberta farmers have scored a perfect 100% rating

- 145 ACP evaluations have been completed in 2012
 - ✓ Alberta's average score: 98.3%
 - ✓ 90 Alberta farmers have scored a perfect 100% rating

- 104 SC-SC pullet evaluations have been completed in 2012
 - ✓ Alberta's average score: 98.2%
 - ✓ 54 Alberta farmers have scored a perfect 100% rating
 - ✓ 4 Alberta farmers are newly accredited in the program

EFA would like to thank all our farmers for their commitment and hard work every day, ensuring that safe, quality eggs are produced humanely!

UPCOMING EVENTS CALENDAR

January 10

Research Committee Meeting
Calgary

January 15

EFA Regional Meeting – Edmonton
Edmonton

January 16

EFA Regional Meeting – Calgary
Calgary

January 17

EFA Regional Meeting – Lethbridge
Lethbridge

January 23-25

Canadian National Policy
Conference
Ottawa

January 29-31

Atlanta Poultry Show
Atlanta, GA

February 4

EFA Board Meeting
Calgary

February 6

EFC Meeting
Ottawa

February 7

Board and Commission Meeting
Calgary

February 7-8

EFC IP Efficiencies Workshop
Ottawa

Avian Encephalomyelitis and Drops in Egg Production

- *by Dr. Darko Mitevski, Poultry Health Services Ltd.*

We have already discussed that when a drop in egg production is a concern, with little or no mortality, producers will first need to check the feed, light, air conditions and water. After ruling out these potential concerns, the role of the feed or possible viral infections need to be investigated.

When disease is suspected, Infectious bronchitis or lentogenic (mild) Newcastle Disease often comes to mind first. These are serious diseases and need to be ruled out. However, we would also like to remind egg producers about another disease that can cause drop in egg production – Avian Encephalomyelitis (AE). Some of you are probably asking “Avian what?” Others that say “I know, that is the name of one of the vaccines we give to the pullets” are correct; pullets are regularly vaccinated against this disease.

Avian Encephalomyelitis is a viral disease that primarily affects young chicks. If breeders in lay become infected, they will shed the virus in the eggs. Portions of infected embryos may be killed during the last few days of incubation. Chicks that hatch show signs of the disease 1-7 days later. Can chicks that you place at your farms get sick from AE? Yes they can. The layer breeder producers are very much aware of this problem and know that they need to vaccinate the breeders properly and protect the day old layer chicks. One of the most significant features of AE in young chicks is the appearance of nervous signs around 1 week of age – birds cannot move and they shake their heads. If you see chicks affected with such signs, please bring them immediately (live and dead) to the diagnostic lab as their brains can be investigated for specific signs, so we can confirm the disease.

Table layer hens can also become infected with AE virus during production if they do not develop protection during the rearing period. If this happens, the flock will experience a drop in egg production of about 5-10% for about 5 - 15 days. Adult birds do not show any signs and there is no mortality, so diagnosing this disease in adult birds is difficult. Once again, blood samples can be beneficial – taking blood samples at the beginning of the problem and 3-4 weeks later can help us understand the problem.

In the past two years there have been several layer flocks in Manitoba, Saskatchewan and Alberta affected with this disease. There is no medication that can be given, so prevention is critical. Pullets are vaccinated once between 9-12 weeks of age with live vaccine that should be administered in the drinking water. Please ensure that the vaccine is given properly to all birds in the flock.

EGG FARMING BEST PRACTICE

Since winter weather is upon us, now is a great time to set traps with fresh bait, to help secure your facility against rodents. You must remember to replace bait on a regular basis and ensure that any moist or soiled bait is replaced immediately.

BIO-SECURITY TIP

Limit the movement of work crews to the barn they were hired to service.

EFA PRODUCER WEBSITE

EFA's producer website is a hub of information relating to production practices, quota, Start Clean – Stay Clean and more! EFA's goal is to provide producers with valuable resources to refer to when you need answers. The following resources are now available:

- The new "Pullet Certificate Form" (*under both the 'Forms' tab and the 'Start Clean – Stay Clean / SC-SC Pullet' tab*)
- A link to the Alberta Veterinary Medical Association's (ABVMA) bio-security page (*under 'Best Production Practices – Bio-security'*)

Please be sure to check out EFA's producer website at:

www.albertaeggproducers.ca

Producer Services Update

Changes to the Start Clean – Stay Clean (SC-SC) Program

EFC has introduced a number of changes to the SC-SC Program.

Effective immediately, producers who are dry cleaning must have an SE test completed by a qualified 3rd party after C&D, but before the flock has gone into the layer barn. Failure to obtain this test will result in a suspension of accreditation. SE testing by a 3rd party will ensure that CEIRA compensation is available if an SE positive result is obtained from the test.

2 changes that came into effect on October 21, 2012:

- "Sanitary outer clothing and a change of boots are required before anyone enters the restricted area of the production unit" has increased to a point value of 4.
- "Change footwear, or use foot dips or spray disinfectant on footwear between different age facilities in the same production unit" has been added to the program and is worth 2 bonus points.

2 changes that come into effect on March 19, 2013:

- The letter of certification that a pullet grower provides to the egg producer with their birds is being replaced by a Pullet Flock History Certificate. The certificate provides more detail about the pullet flock, including a history of SE testing, SC-SC rating scores and a vaccination record. If you grow your pullets on farm, you will not need to provide this certificate, as it is expected that you will have the supporting records for this information on farm. Blank Pullet Flock History Certificates are being sent out to pullet producers who grow for other producers.
- The EFC National Microbiological Sampling Protocol for shell egg and pullet production units has been finalized and integrated into the SC-SC layer and pullet programs. The protocols outline the minimum requirements for sampling for the salmonella test program.

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Happy Holidays from Egg Farmers of Alberta to you & your family!



AFAC: INFORMATION LEADERSHIP INITIATIVE

Alberta Farm Animal Care (AFAC) has launched a new leadership initiative on November 14th. AFAC's Information Leadership Initiative is a new communications program designed to help producers and their industry manage information and keep up to date on the bottom line in farm animal care today.

This initiative includes information on the latest thinking, ideas, developments, best practices, trends and issues, to support the role of producers as front-line managers and decision makers. AFAC is the farm animal care organization that represents livestock producer organizations in the province. The initiative is sponsored by the Alberta Livestock and Meat Agency (ALMA).

NewStream Farm Animal Care: a cutting edge digital news source

VeriCare Special Reports: providing technically competent, expert-driven coverage of important issues

CareScope Initiative: using social media to support awareness of animal care progress and issues

Livestock Care Conference knowledge transfer: a customized effort to deliver information from this leading animal care conference

Visit www.meristem.com for sign-up information to receive regular e-newsletter editions of *NewStream Farm Animal Care*

Producer Services Update, Continued from Page 6

Introduction of Interim Standards for Aviary and Free Run Production

With an increasing number of free run and aviary housing being installed, there is a growing need to standardize and regulate the density of hens in these systems, in order to provide animal welfare assurances and verification to retailers and consumers. The Canadian egg industry began regulating hen density in caged housing systems in 1990.

On November 7th, EFC approved the Interim Standards for Aviary and Free Run Production. The standards are based very closely on the current UEP standards and are being implemented as an interim measure, until the new Canadian Code review is completed. The standards include:

Nest Space: A minimum of 13 square inches per bird in community nests.

Perch Space: Perch space is not required. If perches are used, a minimum of 6 inches in length per bird is required and 20% of the perch area must be at least 16 inches above the ground and 12 inches from the cage wall. Perches must be placed to minimize fecal fouling of birds, feeders or drinkers below.

Floor Space: A minimum of 216 square inches (1.5 square feet) per bird must be allocated. If perches are used (as above), the minimum requirement would be 172.8 square inches (1.2 square feet) per brown bird and 144 square inches (1.0 square feet) per white bird.

Litter: Producers may operate with litter, but it must be maintained properly, to ensure the health and safety of the birds.

Other Stipulations: All systems must be designed to allow proper inspection at all levels, have access to sick and injured birds and be able to remove dead birds. The aviary system must have a system for manure removal.

Over the next 6 months, EFA will be working closely with EFC to measure all free run and aviary production facilities in Alberta, to determine how producers currently compare to the new interim standards. EFA will then work to transition any producers that are not meeting these standards. All producers with Free Run or Aviary housing systems will be contacted by EFA directly, to discuss the new policy and how it will impact their flock placements.

EFA will also present the new Interim Standards for Aviary and Free Run Production policy at the EFA Regional Meetings in January 2013.

EFA AGM

EFA is gearing up for its Annual General Meeting (AGM), which is being held on **February 26th** in Red Deer, Alberta. EFA looks forward to a large turnout of egg farmers and industry representatives. Following a review of EFA's Annual Report, elections will be held for 2 positions on the EFA Board of Directors.

EFA is excited and honored to announce that Charlie Arnot, CEO of the Center for Food Integrity and President of CMA Consulting, will be the keynote speaker at the AGM. EFA strongly encourages all producers to attend the banquet and hear his insightful, timely messages for the egg industry.

Charlie Arnot

Charlie is CEO of the Center for Food Integrity and President of CMA, a consulting company with offices in Missouri, Iowa, Indiana and Ohio. The Center for Food Integrity is a non-profit organization dedicated to building consumer trust and confidence in today's food system with members from the U.S. and Canada. In his role as President of CMA, Charlie and the CMA team work with companies and associations across the food system in issues management, public relations, strategic facilitation and marketing communications.

Charlie is recognized as a thought leader on food and agriculture issues and is a thought provoking writer and speaker.

Bio-Security and Food Safety

A strong bio-security program for your farm is one of the least expensive, yet most effective strategies for protecting your flock from outside disease and bacteria, which helps ensure the safety of the food you produce. Bio-security is something that must be implemented vigilantly every day, not just in times of crisis. The following practices will help you review the steps taken on your own farm, to help identify areas where improvement is needed.

There are 3 main pillars of bio-security for safeguarding poultry health and safe egg production:

1. Managing Access to Farms

- Use clear and visible signage to identify a controlled access zone (CAZ) around each barn
- Feed tanks and utilities close to the barn must be part of the CAZ
- Fences or physical barriers help to eliminate pets, wild animals and people from coming within the CAZ
- Limit visitor access
- Do not allow vehicles near barns

2. Animal Health Management

- An all in – all out production cycle has the lowest risk
- Do not top up your flocks; one flock from one source
- If you have more than one type or age of poultry on farm:
 - Limit equipment movement between barns
 - When possible, have different people staff each barn (when not possible, handle animals from youngest to oldest and healthy to sick)
- Monitor flock health:
 - Establish and follow daily procedures for checking your birds and culling if necessary
 - Keep a daily water, feed and mortality log for each flock
 - If you suspect your birds are sick, issue a self-quarantine and follow the steps in your Emergency Response Plan

3. Operational Management

- Damaged eggs, dead birds, litter and manure may carry disease, so dispose of them promptly and properly
- Have an active rodent and pest control system in place and be vigilant monitoring for evidence of vermin
- Monitor vermin activity by baiting, trapping and maintaining a pest control log

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FMC: STEP UP

Farm Management Canada (FMC) is excited to introduce Step Up; where enthusiasm meets experience!

STEP UP has been designed as an on-farm learning placement. This mentorship program matches those who are considering a farming career with an experienced farm manager. This is a chance to learn farm business management skill in a hands-on setting!

Anyone who is an experienced farm manager interested in taking the time to pass on the best of his or her farm business management knowledge. All mentors receive a \$2000 honorarium for participating!

Anybody who is interested in learning about agriculture and is at least 18 years old can apply to be a mentee. This is a national program and each placement runs for a minimum of 8 weeks, starting as early as April 1st, 2013. Mentees can choose a placement close to home or in another province!

STEP UP is accepting applications, from both Mentors and Mentees. If you are interested in being part of the program or learning more about it, please contact FMC via phone/email or check their website.

Phone: **1-888-232-3262**

Email: **stepup@fmc-gac.com**

Web: **www.fmc-gac.com/step-up**

Bio-Security and Food Safety, Continued from Page 8

- Change of clothing:
 - Put on barn specific boots before entering the restricted area
 - Change into outer clothing that is only worn in the barn
 - Wash hands with soap & water, or an alcohol based cleaner, before handling animals and immediately after handling animals (especially mortalities)
- Cleaning & disinfecting of equipment and barns
 - All equipment brought into the barn must be free of visible organic matter
 - All equipment should be disinfected immediately before entering the restricted area of the barn
 - Avoid sharing equipment with other farms and store it in the barns to minimize disease introduction or transmission
 - Keep your workroom and entrance clean and free of debris
 - Keep the exterior of the barn clear of buildup
 - Store manure as far as possible from (and outside) the CAZ
- After each flock
 - Wash with high pressure water and detergent, and follow with disinfectant mixed at the proper concentration
 - Remove all manure and organic matter from floors, walls, ceilings, fans, air intakes, equipment and service rooms
 - Inspect feed bins for leaks
 - Follow manufacturer's directions for correct dilution and use of disinfectants
- Effective communication
 - Use highly visible, clear signage to explain your bio-security protocols
 - Include bio-security protocols in your staff training
 - Identify access points to your barn (driveway), ideally with a physical barrier, such as a gate
 - Identify visitor parking well away from barns
 - Post bio-security signs at barn entrances and keep doors locked
 - Make visitors aware of bio-security protocols before they arrive

EFA would like to thank the Alberta Veterinary Medicine Association (ABVMA) and Growing Forward for the bio-security information shared in this article.

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*:
January 25th, 2013

Next issue of *EggNotes*:
February 8th, 2013

"YOKES" OF THE MONTH



Guaranteed to crack you up!

Q: What do chickens decorate at Christmas?

A: Poul-trees!

Q: Where do chickens go to pay for their Christmas gifts?

A: The eggs-press checkout!

Market Development Update

The February issue of *EggNotes* outlined several ongoing research studies that were attempting to gain a better understanding of enriched housing systems. Below are updates of 3 ongoing projects:

1. The Coalition for Sustainable Egg Supply (CSES) has been conducting research in the areas of safety, worker health and safety, hen welfare, environmental impact, and economics, as they relate to the different hen housing systems. In late October, CSES presented preliminary findings from their first flock.

In the area of environment, the researchers found that indoor air quality in conventional and enriched houses was similar with low ammonia and dust. In aviary systems, the ammonia was approximately twice as high and the dust was 8-10 times higher. This was primarily due to the manure on the floor not being removed until the end of the flock and the scratching and flapping in bedding that occurred in the aviary. Electricity use was similar across all systems however, the aviary used a small amount of propane generated supplemental heat which the other two systems did not (1,400 gallons per year). It is important to note that the winters in Alberta are more severe than the location of the research commercial flocks and therefore, this is likely to have more of an impact here.

With regard to animal welfare, the study noted that in enriched systems, there were more fractured wings and legs at placement. Mortality over the life of the flock was higher in aviary systems, partly due to excessive pecking. Both enriched and aviary systems had a greater occurrence of breast bone deviations. The conventionally raised birds had the highest occurrence of foot problems. When foot problems were found in aviary systems, they were more severe. Conventional and enriched hens had cleaner feathers, but worse feather cover than aviaries. Aviary feather loss was mostly due to pecking while feather loss in conventional and enriched was primarily as a result of abrasion against the cage.

2. EFC and the University of Manitoba have been conducting research into understanding the costs of an enriched system and its ongoing operation, factoring in production and revenues. Unfortunately, the EFC project has fallen significantly behind schedule. In an effort to get producers data more quickly, the EFA Research Committee collected Alberta data from commercial enriched flocks in the province and calculated key metrics.

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EGG HEALTH FACTS

Health Canada has released new infant feeding guidelines suggesting iron-rich foods as first foods for your baby at six months, including the whole egg. Iron-rich foods are needed to meet nutrient and growth requirements at this age. Health Canada also says that there is no longer a need to delay or avoid potentially allergic foods for the prevention of food allergy.

CLASSIFIED ADS



#1) For Sale:

Increase your increase!
Pullets for sale
19 weeks on February 5th

Contact:

Joe Waldner at Fairville Colony
403-641-2404
Ext. 341

#2) For Sale:

Star Step Big Dutchman System
Valve watering system
64 square inches
10-15 years old

Contact:

Solomon at Old Elm Colony
403-758-6623
Ext. 106, 205 or 501

Market Development Update, Continued from Page 10

From the enriched data collected, the average feed conversion was 1.43 kg per dozen eggs, ranging from 1.39-1.47. The livability ranged from 96.69% - 98.16% with the average being 97.67%. The average percent of large and extra-large eggs for the enriched flocks was 76.62%, while the undergrades averaged 5.09%.

We are able to compare this to average Alberta data. The average feed conversion in the province is 1.39 kg per dozen eggs. Nationally it is 1.53 kg per dozen eggs. The large and extra-large percentage we have for the Province reported by our graders is 69.72% with the undergrade average being 5.35%.

3. EFA has also recently obtained third-party analyzed data from producer surveys. After reviewing three enriched facilities, the differences between the average and the enriched system noted above were confirmed. Based on the daily feed quantity per bird, the feed consumption for the enriched system was found to be higher than the one for the conventional (104.9 g per bird per day for a typical caged laying hen compared to 108.2 g per bird per day for an enriched cage system). However, the rate of lay was higher for the enriched system compared to the average. In addition, the enriched farms analyzed produced on average bigger eggs, with an average of 59.5 g per egg compared to the weight of the conventionally produced egg (58.6 g per egg). Hence, although hens in enriched system had greater daily feed requirements, their higher productivity (more and bigger eggs) made them as efficient as the average in converting feed into eggs (ie: 2.49 kg of feed per kg of eggs produced for both enriched and conventional systems).

EFA would encourage producers thinking of enriched systems to compare the data collected to their own production numbers, to get a better sense of what converting might mean to them. However, EFA also cautions that this data is based on a limited number of Alberta flocks and will need to be strengthened over time as additional production cycles are completed.

Congratulations: Freda Molenkamp-Oudman!

Egg Farmers of Alberta would like to congratulate Freda Molenkamp-Oudman on being named General Manager of Marketing Council! EFA Board and staff look forward to working with Freda in her new role, as she works collaboratively with all of Alberta's agricultural Boards and commissions and provides leadership for Alberta's agriculture industry.

ALBERTA EGG MARKET UPDATE

The Nielson preliminary retail sales data is available up to November 17th, 2012 and indicates that in the latest 4-week period, 2.7million dozen eggs were sold in Alberta; a 5.4% increase from the previous 4-week period (ending October 20th) and a 4.7% increase in sales compared to the same period in 2011.

Nielson retail sales in the last 52 weeks are up 2.6% over the previous 52 weeks in Alberta. Specialty eggs (excluding Omega-3 eggs) have seen the largest sales growth in the last 52 weeks in Alberta; a 26.0% increase over the previous 52 weeks, to 1.5 million dozen eggs (4.4% 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 part of an active, nutritious lifestyle and a wide variety of delicious recipes! Get Cracking to eggs.ab.ca



Marketing Update

Taste Alberta

Taste Alberta is an industry/media collaboration that is designed to promote the benefits of locally produced Alberta foods. Taste Alberta highlights everything from the production to the preparation of local food, to help ensure Albertans not only enjoy their meals, but can feel good about where it came from. EFA is currently working with Taste Alberta to develop an egg themed television commercial, promoting eggs 'from our farms to your plate', which should be airing in early 2013.

Eggs will also be featured on an upcoming edition of Breakfast Television on CityTV Calgary, when local chef & food critic John Gilchrist will be preparing a Christmas morning casserole.

Classroom Agriculture Program (CAP)

CAP is an educational program presented to grade four students across the province at no charge, designed to teach them about the food they eat and where it comes from. CAP explains the value and importance of agriculture in Alberta. This year, CAP created a fun and informative new video to entertain and educate students. Enrollment for the 2012-2013 school year (19,325 students) has already surpassed last year's numbers (15,300 students), which points to continued success in 2013 and beyond.

Upcoming Events

EFA is proud to be participating in this *EGG*cellent event:

- **SAIT Health & Wellness Fair**
@ SAIT Heart Atrium January 16

EFA would like to thank all of our engaging and passionate event staff for representing the Alberta egg industry with professionalism and pride in 2012! Happy holidays and cheers to a job well done!

EFA 2012 Marketing Statistics

- Total # of events attended: 26
- Total # of classroom presentations: 102
- Total # of events sponsored: 134
- Total # of promotional items distributed: 86,541
- Total # of resources distributed: 136,211