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Murray Minchin ext. 131

From Your Board of Directors

Some members of your Board of Directors had the opportunity to attend the International Egg Commission's Marketing & Production Conference, held in Washington, DC, September 19-22. This conference brought together some of the best and brightest from the global egg industry, including egg farmers, researchers, retailers and a wide variety of industry experts. The four day event was a chance for Board and staff to learn about trends, challenges and solutions from the international egg community.

The conference was highlighted by six presentations from keynote speakers, covering topics that ranged from eating trends and retail breakfast consumption, to egg nutrition research, enriched housing systems, the future of US egg production and global trade. Each country provided updates from their own unique perspectives, which helped shed light on a variety of themes and issues that are common across the globe.

...Continued on Page 2

In This Issue

AEP Purpose and Office Hours.....	Page 2
Egg Price Update.....	Page 2
Bio-Security Tip of the Month.....	Page 3
From Your Producer Services Manager.....	Page 3
Staffing Update.....	Page 4
Medium Egg Project Update.....	Page 4
Upcoming Events Calendar.....	Page 5
Field Statistics Update.....	Page 5
Alberta Egg Market Update.....	Page 6
From Your Marketing & Communications Coordinator.....	Page 6
“Yokes” of the Month.....	Page 7
From Your Research Officer.....	Page 7
Classified Ads.....	Page 8
Growing Forward Update.....	Page 8
Advertisements.....	Page 8

PURPOSE OF THE AEP

AEP exists so that 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.

AEP OFFICE HOURS

Our office will be **closed on Friday, November 11th** for Remembrance Day. We hope this will not cause any inconvenience.

EGG PRICE UPDATE

Effective: **September 4th, 2011**
(Week #37)

Grade A

X Large	\$1.980	↑
Large	\$1.980	↑
Medium	\$1.760	↑
Small	\$1.380	↑
Nest Run	\$1.865	↑
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

From Your Board of Directors, Continued from Page 1

Eating Trends that are Driving the Food Industry

Warren Solocheck, from NPD Group, indicated that the combination of a weak economy and increased inflation is driving change in the food industry, making it difficult to predict what will happen in the restaurant industry. They are not expecting a lot of growth over the next two years. Morning meal consumption is one area where sales are continuing to grow and eggs remain at the top of the list, particularly at quick service restaurants (QSR). Darci Forrest, from McDonalds, reiterated this positive messaging, while presenting their breakfast results and trends. In Canada, Tim Hortons is the leader in QSR breakfast.

Egg Nutrition Research Presents Opportunities

Dr. Mitch Kanter, from Egg Nutrition Centre (ENC), outlined the three research pillars at ENC: cholesterol, protein and diabetes. Although there is an increasing amount of research illustrating various nutritional benefits of eggs, debunking the cholesterol myth continues to be the greatest challenge opposing increased egg consumption. Dr. Kanter proposed an international consortium to collaborate on research and education, as well as share information and ideas around the world.

Enriched Colony Systems and Natural Behavior of Laying Hens

Tina Widowski, from the University of Guelph (EFC's Research Chair on Animal Care), conducted an analysis of enriched cages through the lens of three different approaches to animal welfare – biological function, affective state and natural living – noting that egg farmers should give consideration to all three when selecting a housing system. The analysis concluded that the key challenge is finding the optimal group size to support production, behavior and economics.

The Future of US Egg Production

Chad Gregory, from United Egg Producers (UEP), gave an update and overview of the agreement reached between UEP and the Humane Society of the United States (HSUS), including timelines for implementation and details of what an enriched housing system must include for it to be considered animal welfare friendly.

From Your Board of Directors is a regular column in EggNotes. It highlights the major issues and initiatives of the Board.

AEP PRODUCER WEBSITE

Calling all Alberta egg farmers!

If you are looking for information about the egg industry, including:

- ✓ Forms (Lease Agreement, Flock Count, Pullet Sale, etc...)
- ✓ SC-SC Manuals
- ✓ Past editions of EggNotes
- ✓ Quota Price Statistics
- ✓ Much, much more...

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

www.albertaeggproducers.ca

For a username and password, please call the AEP office.



BIO-SECURITY

TIP OF THE MONTH

Setup a clearly defined change area. Establish clean and dirty areas within the entryway, by using physical barriers.

Bio-Security Tip of the Month is a regular column in EggNotes. It highlights a practical production idea aimed at keeping hens healthy and eggs safe.

From Your Producer Services Manager

Stocking Density

In early 2007, the Egg Farmers of Canada (EFC) announced that producers will need to meet the density requirements of their policy, or will be deemed to have failed the Animal Care Program (ACP). In response to this new policy, after Alberta producers indicated that failing the ACP was not acceptable for our industry, AEP amended its policies. The amendments took effect March 1st, 2008, to ensure that by December 31, 2009, all producers would adhere to the Code of Practice, in terms of minimum space based on the age of their caging system.

Since the changes to the ACP have taken place, very few producers have failed to meet the density requirements. However, those that have failed the program all have one thing in common; their cages were stocked incorrectly, placing too many birds in one cage.

When producers are placing birds, it is important to ensure that each cage has the correct number of birds. If there are too many birds in one cage, the producer will fail the ACP, even though they have the correct number of birds in their facility overall. This problem is most often seen in barns where producers have multi-age flocks and their barn is at capacity. When placing their birds, they 'top up' their quota by placing extra birds with their young flock. Unfortunately, this means that some cages have too many birds and that they will fail to meet density regulations.

AEP is committed to supporting its producers in maintaining excellent standards in animal care, while advancing to meet new standards. Our consumers trust that egg producers are using best practices for animal care on their farms. Upholding animal care policies ensures that we are addressing our consumers' concerns and that we will remain leaders in animal care. We appreciate your commitment to caring for your hens every day and thank you for ensuring that each cage in your barn is stocked properly.

If you would like to discuss stocking densities in more detail, please call Christina Robinson at ext.125.

...Continued on Page 4

STAFFING UPDATE

In October, AEP has had a staffing change in Producer Services. Delphi Palmer is no longer working at AEP. As we were looking for a suitable replacement, we made the decision to change the title of this position from Admin Assistant Producers Services to Producer Services Administrator, to better reflect the work that is done in this role.

AEP is pleased to announce that we have now filled the position, with a familiar face! Carla Znak worked with AEP from February to June 2010. She ended up leaving AEP to pursue a business venture but, after just over a year, has decided that her heart and her talents lay in working for an office like ours.

Carla has a sunny, positive attitude and is a hard worker. During her time at AEP, she demonstrated that she was a quick study, very organized, excellent with producers and a real team player.

Carla was born and raised near Roblin, Manitoba, where her family operated a small mixed farm. Carla has her Legal Administration Certificate and has worked in a number of law offices, as well as at Alberta Beef Producers. Carla lives in Airdrie with her spouse Rick and their three year old son, Lukas.

Carla started work on Tuesday, October 18th and looks forward to working with all of you in the future. Please join us in welcoming her back to AEP!

From Your Producer Services Manager, Continued from Page 3

Reminder – Changes Coming to the Over Base User Fee

Since AEP first allotted over base quota in April of 2009, a user fee has been collected on any of this quota that has been activated. The fee is set annually and is based on 1% of the previous year's average quota price. The over base fee is set at 1.92 cents per bird, per year, for 2011.

Up to this point, the over base user fee was invoiced to the producer using the quota. AEP would like to remind producers that this will change, starting January 1st, 2012. Starting next year, the annual over base user fee will be invoiced to the producer who owns the base quota that the base allotment is tied to, regardless of which producer is operating the quota. The invoice will provide the option for the producer to pay the over base user fee in full, or to deduct it from their bank account on a monthly basis. Once the deadline for activating over base quota has been reached (December 31, 2011), the over base quota fee is payable on all over base quota allotted, whether it is in issued or reserve, including if a lease has not been renewed. The only exception would be if the over base quota transfers with quota from one producer to another.

Please keep this change in mind as you complete lease agreements for over base quota. Producers leasing out over base quota will likely want to charge a higher lease rate, in order to account for the fact that they will be responsible for paying the over base user fee to the Board. If you have any questions about the change to the over base user fee, please feel welcome to contact the AEP office.

From Your Producer Services Manager is a regular column in EggNotes. It features major industry-specific updates and information.

Medium Egg Project Update

AEP would like to thank everyone that has returned the medium egg surveys so far. We've had a great response and appreciate the time and effort you've put into filling out the surveys. We understand that some producers were wondering why some questions don't seem to have anything to do with medium egg production. Since medium sized egg production can be affected by many factors, we need to have a broad view of management. Some factors can have a direct effect (ie: diet), while others may be a combined effect (ie: pullet growth and lighting age).

...Continued on Page 5

UPCOMING EVENTS CALENDAR

October 25

AEP Board Meeting (Calgary, AB)

November 8-9

EFC Board Meeting (Ottawa, ON)

November 15

APIEMT Meeting (Calgary, AB)
[Emergency Management]

November 22

SETT Meeting
[Salmonella Transition Team]

December 1-2

AEP Board Meeting (Calgary, AB)

SAVE THE DATE!!!

The Alberta Farm Animal Care (AFAC) **12th Annual Livestock Care Conference** will be held in Red Deer, Alberta. The conference is scheduled for Wednesday, March 21 and Thursday, March 22, 2012.

March 21: Industry meetings, AFAC AGM and conference reception

March 22: Full day of the Livestock Care Conference

Further details on the program, speakers, registration, travel, media and other conference information will be provided through the conference website:

www.afac.ab.ca/lcc

Medium Egg Project, Continued from Page 4

Your Chance to Win!

The third survey was sent out in the past few weeks. To thank everyone for their participation, AEP will draw three producer names for \$25 Tim Horton's gift cards. If you return your survey #3 by November 18th, you will be included in the next draw. If you've already submitted survey #3, you are automatically entered. If you have not completed any of the surveys yet, we will still gladly accept them.

AEP conducted a draw after the June regional meetings, to thank producers that submitted the survey at that time. The winners drawn were: Eli Entz (Twilight Colony), Rubin Hofer (Donalda Colony), David Mandel (Britestone Colony) and Ike Kleinsasser (Wildrose Colony). If you have any questions, please feel free to contact Dr. Doug Korver (780-492-3990) or Dr. Valerie Carney (780-415-2269).

Field Statistics Update

The EFC field inspectors have covered a lot of ground in the last month and have completed many more Start Clean – Stay Clean (SC-SC) and Animal Care Program (ACP) evaluations. The average score for these programs have been tallied and here are the results:

- 135 SC-SC layer evaluations have been completed in 2011
 - ✓ Alberta's average score is 98.6%
 - ✓ 27 Alberta producers have scored a perfect 100% rating
- 178 ACP evaluations have been completed in 2011
 - ✓ Alberta's average score is 98.26%
 - ✓ 93 Alberta producers have scored a perfect 100% rating
- 74 SC-SC pullet evaluations have been completed in 2011
 - ✓ Alberta's average score is 96.9%
 - ✓ 34 Alberta producers have scored a perfect 100% rating

AEP would like to thank all our producers for their commitment to these programs and their hard work every day, ensuring that Albertans continue to have a safe supply of high quality eggs that are produced with a high standard of animal care.

Over the past year and a half, many of you have gotten to know Yvonne Potter, the EFC Field Inspector for Northern Alberta. EFC is pleased to announce that Yvonne will be moving to Saskatchewan to cover that area. EFC will be hiring a new Field Inspector for the Alberta North Region within the next few months.

ALBERTA EGG MARKET UPDATE

The Nielson preliminary retail sales data is available up to September 24th, 2011 and indicates that in the latest 4-week period, 2.5 million dozen eggs were sold in Alberta; a 5.6% increase from the previous 4-week period (ending August 27th) and a 1.7% increase in sales compared to the same period in 2010.

Nielson retail sales in the last 52 weeks are up 3.2% over the previous 52 weeks in Alberta. Omega-3 eggs have seen the largest sales growth in the last 52 weeks in Alberta; a 9.3% increase over the previous 52 weeks, to 3.4 million dozen eggs (10.5% of the total eggs sold in Alberta).

AEP ONLINE!

Remember to tell everyone you meet about the AEP 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



From Your Marketing & Communications Coordinator

Alberta Egg Producers are working feverishly to prepare for 2012, as we look to build off a highly successful 2011. If you have not yet had the opportunity to explore AEP's new "You Be the Farmer" booth, you can check it out at Farm Fair Edmonton this November!

AEP 2011 Highlights

- Total # of events attended, from Jan-Sep..... 28
- Total # of events sponsored, from Jan-Sep..... 121
- Total # of promotional items given out, from Jan-Sep..... 98,754
- Total # of resources given out, from Jan-Sep..... 86,149

Upcoming Events

AEP is proud to be participating in these EGGcellent events:

- Can Fit Pro October 22
- Calgary Women's Show October 22 & 23
- Farm Fair Edmonton November 5-9

Supply Management (SM5) Update

A new website has been launched to educate and inform the public about supply management in Alberta.

Check it out at: www.albertasupplymanagement.ca

If you have any questions about marketing, please feel welcome to contact David Webb at ext.126. Don't forget to stay in touch to keep us updated about what's happening in your area.

From Your Marketing & Communications Coordinator is a regular column in EggNotes.

It highlights important AEP news & events and features useful industry facts.



ABOUT EGGNOTES



EggNotes is the official newsletter of the Alberta Egg Producers.

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

Submission deadline for the next issue of *EggNotes*:
December 2nd, 2011

Next issue of *EggNotes*:
December 16th, 2011

“YOKES” OF THE MONTH



Guaranteed to crack you up!

Q: Why did the rubber chicken cross the road?

A: To stretch her legs!

Hen #1: Knock, knock.

Hen #2: Who's there?

Hen #1: Eggbut.

Hen #2: Eggbut who?

Hen #1: Egg but no bacon!

From Your Research Officer

Nutrient Beneficial Management Practices Evaluation Project

In 2007, Alberta Agriculture and Rural Development (ARD) and partners, initiated a six-year evaluation of Beneficial Management Practices (BMPs) in two local watersheds: Whelp Creek near Lacombe in central Alberta, and Indian Farm Creek near Pincher Creek in southern Alberta. The 2010 progress report was released in September of this year. The study aims to evaluate the effectiveness of individual nutrient BMPs in reducing agricultural impacts on the environment, at the farm scale. The BMP plan at the West Field Site of the Whelp Creek watershed included the application of poultry manure based on 3 to 4 years of Phosphorus crop removal and the use of 30-m setbacks from the drainage channel. Non-statistical comparison between the 2008 rainfall (pre-BMP) and 2010 rainfall (post-BMP) runoff events suggested possible improvement in water quality caused by the BMPs. A full analysis will be available after completion of the study in 2012.

Life Cycle Analysis for the Production of Eggs in Alberta

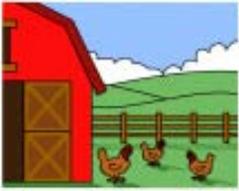
Alberta Agriculture and Rural Development (ARD) has initiated a project that will use a life cycle approach to determine environmental impacts associated with the production of eggs in Alberta. Categories of energy use, greenhouse gas emissions, nutrient management, pesticide use, land use, and water use will be considered. The project will evaluate different feeding regimes and densities, and each footprint will be measured to the farm gate. Data generated will give producers key areas of focus where adjustments could have a positive environmental impact. The end date for the project is October 31, 2013.

From Your Research Officer is a regular column in *EggNotes*.

It provides information on the latest research findings, technologies, production methods and market trends.



CLASSIFIED ADS



#1) For Sale:

5,400 Bovan white
45 weeks in mid-December
Contact:
Glen at Miami Colony
403-308-4809

#2) For Sale:

Four (4) 12-ton galvanized feed bins
Contact:
Ken at 403-619-6327

EGGNOTES ADVERTISING INFO

Would you like to advertise in an upcoming edition of EggNotes?

For more information about advertising guidelines and to review our rate card, please contact Catherine Kelly at ext.128 or email: info@eggs.ab.ca

Growing Forward Update

The following funds have been fully allocated for 2011-2012 and are no longer accepting new applications:

- Food Safety OFFS Producer Program
- Energy Efficiency Construction Program
- Energy Efficiency Retrofits Program
- Agri-Business Automation and Lean Manufacturing Program
- Agri-Business and Product Development Program

Programs may re-open in April, 2012, for the 2012-2013 fiscal year.

The following programs are still accepting applications:

- Grazing and Winter Feeding Management Program
- Bio-Security Program
- Integrated Crop Management Program

For more information, please call 310-FARM.

"Growing Forward With"
NORTHERN POULTRY

- ◆ **2000 - 120,000 pullets annually**
- ◆ **Long term contracts available**
- ◆ **Custom raise or sell pullets for any size layer farm**
- ◆ **Delivery anywhere in Western Canada**



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