

BOARD OF DIRECTORS

CHAIR	
Susan Schafers	780-963-3249
VICE CHAIR	
Levi Hofer	403-892-1877
EFC DIRECTOR	
Ben Waldner	403-579-2180
EFC ALTERNATE	
Joe Kleinsasser	403-653-4480
DIRECTOR	
John Hofer	403-641-2030
DIRECTOR	
Meb Gilani	403-567-8343

STAFF

GENERAL MANAGER	
Susan Gal	ext. 124
MARKETING & COMMUNICATIONS MANAGER	
David Webb	ext. 126
PRODUCER SERVICES MANAGER	
Christina Robinson	ext. 125
INDUSTRY DEVELOPMENT OFFICER	
Jenna Griffin	ext. 129
OFFICE MANAGER	
Laurel Martin	ext. 121
ADMIN ASSISTANT – CUSTOMER SERVICE	
Erin Johnston	ext. 101
MARKETING & EVENTS COORDINATOR	
Catherine Kelly	ext. 128
PRODUCER SERVICES ADMINISTRATOR	
Agatha Smykot	ext. 127
FIELD SERVICES ADMINISTRATOR/COORDINATOR	
Dave Lastiwka	ext. 132
FIELD SERVICES COORDINATOR	
Murray Minchin	ext. 131
BUSINESS SYSTEMS ANALYST	
Ron Fowler	ext. 105

Board of Directors Update

Your Egg Farmers of Alberta (EFA) Board of Directors would like to thank the province's egg farmers for such an excellent turnout and a very engaging round of Regional Meetings. The Board would also like to thank the EFA staff for putting together an agenda loaded with important information and several opportunities for producers to provide their input. EFA's January Regional Meetings were a success because of the passion and commitment that is shared by the Board, EFA staff, and Alberta's registered egg farmers!

The EFA Annual General Meeting (AGM) is quickly approaching, scheduled for Tuesday, March 1st. For more details about this year's AGM, please see the article on page 2.

In This Issue – Table of Contents

	<u>Page</u>
Egg Farmers of Alberta AGM.....	2
Western Poultry Conference.....	2
EFC Hen Housing Policy Update	2
Field Statistics Update.....	3
Permit Reminder	3
Euthanasia Element Mandatory as of February 22, 2016.....	4
The Impact of Avian Influenza.....	5
Depopulation Technologies	6
Quota Leasing Pool.....	6
Healthy Eggs	7
Healthy Birds	7
Healthy Communities.....	7
Welfare Quality Assessment Protocols	8
Agricultural Operation Practices Act (AOPA)	8
Lethbridge County Infrastructure	9
Specialty Pricing	10
Looking for Extra Help this Summer?.....	11
Alberta Egg Market Update.....	11
2016 Marketing Statistics.....	11
Upcoming Marketing Events	11



Producer Website Update

Take a look at some of the new resources EFA has added to the Producer Website:

- The presentation from the January Regional Meeting can be accessed under the Information Centre section.
- Excel versions of the 2016 Record Keeping Calendars are now available on the Start Clean – Stay Clean pages for the Layer and Pullet Programs.
- EFA has developed some short videos to provide updates on topics including: Research Priorities, PEEP, EFC COP Survey Timelines, Transition of Overbase Quota, and Quota Leasing Pool. Just follow the link found on the producer website home page to view them.
- Have you ever thought about becoming a Board Director? To find out more about the opportunities and learning that comes from being on the EFA Board, take a look at the Director Recruiting page under Information Center.

Visit EFA's producer website:

www.albertaeggproducers.ca

Field Statistics Update

EFA has calculated the final statistics from the 2015 on farm programs and are pleased to report that the average rating for all programs went up – even the Animal Care Program that had so many new elements added! These results are a testament to the hard work of Alberta's egg farmers – congratulations on a job well done!

Animal Care: In 2015, the average Animal Care Program score was 99.54% with 131 farmers achieving 100%.

Start Clean – Stay Clean™ Layer Program: Farmers performed well in the SC-SC on farm food safety program in 2015, with an average program score of 99.7% and a total of 121 farmers achieving a perfect score of 100%.

Start Clean – Stay Clean™ Pullet Program: There are now a total of 70 farmers accredited in the program. In 2015, the average score in the SC-SC pullet program was 98.9% and a total of 76 farmers scored a perfect 100% rating.

In 2016, EFA's goals for on farm programs are:

- All layer farmers pass the Animal Care Program.
- All farmers pass the SC-SC program.
- 90 pullet growers are accredited in the SC-SC program by December 2016.

EFA would like to thank the province's egg farmers for their hard work and dedication to animal care and food safety! We are looking forward to working with you in the year ahead to reach our industry goals.

Permit Reminder

Permits are how the egg industry tracks flocks for the purpose of monitoring flock inventories, but also in order to complete trace-backs in a disease situation. Maintaining accurate permits is important for quota management, emergency preparedness, and food safety. As a reminder, please let EFA know if you have any changes to your permits after they are issued; this includes cancellation of bird orders, changes to bird numbers and changes to who is receiving the birds.

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:
April 1, 2016

Watch for your next issue:
April 15, 2016

Classified Ads



FOR SALE:

2,500+ Loman birds,
19 weeks on May 16, 2016.
Contact Andy @ 780-580-8974 or
Jerry @ 780-581-8551

FOR SALE:

3,000 organic brown pullets
19 weeks on August 10, 2016.
Call Mike Froese @ 587-340-7344

Euthanasia Element Mandatory as of February 22, 2016

The euthanasia element of the Animal Care Program will be active as of February 22, 2016. Euthanasia is a critical care element in the ACP, which means that you must meet the requirements in order to pass. EFA has received clarification on what auditors will be looking for:

1. There is a written plan for individual bird euthanasia on farm. This written plan is a step by step procedure for how you euthanize your cull birds. For most farms, the method is likely cervical dislocation, although other methods such as captive bolt gun and CO2 gassing are acceptable.
2. There is a written plan for depopulation of birds on farm. This written plan is a step by step procedure for how you euthanize your birds at the end of lay. The methods most often used are carbon dioxide gas and electric stunning, although any acceptable method outlined by the AVMA is allowable.

EFA templates can be used for required written plans, but you must ensure that you follow the steps outlined in the procedures. If the templates do not match what you are really doing, they must be modified.

3. A Euthanasia Training assessment will be completed to determine:
 - a. Is at least one person on farm trained in euthanasia and is the training documented? This person will train all others on the farm who will perform euthanasia. To meet this requirement you must have one of the following: certificate from training course (ie: you attended EFA's workshop early in 2015), or a signed statement that you have reviewed the EFA Euthanasia Workshop manual and Laying Hen Euthanasia Requirements document, and understand how to properly perform euthanasia. (THIS IS NOT IN THE RECORD BOOK and MUST BE PROVIDED TO THE AUDITOR IF YOU DO NOT HAVE A CERTIFICATE).
 - b. Is a record available listing other employees that perform euthanasia and their training? This record must include employees name, date, material used and signed by producer/trained person and employee. BE SURE TO HAVE YOUR EMPLOYEE AND THE PRIMARY TRAINED PERSON SIGN THE RECORD.

The Laying Hen Euthanasia Resource (with the procedure templates) and the EFA Euthanasia manual can be found on the producer website under Animal Care – Humane Euthanasia or may be requested from the EFA office.

The above requirements outline what is necessary under the Animal Care Program. EFA prefers to be pro-active and is working towards the goal of ensuring mass depopulation on farms meets AVMA standards by December 2017. Over the next year, EFA will be working to develop a plan to continue education in this area and verify this on farm.

Upcoming Events

February 29

Western Poultry Conference
(Red Deer)

February 29

EFA AGM reception and trade show
(Red Deer)

March 1

EFA AGM (Red Deer)

March 9 & 10

BC AGM (Vancouver)

March 9

Manitoba AGM (Winnipeg)

March 17

Saskatchewan AGM (Saskatoon)

March 23 & 24

EFC AGM and meetings (Ottawa)

March 27

AFAC Livestock Care Conference
(Red Deer)

March 30 & 31

Ontario AGM (Niagara Falls)

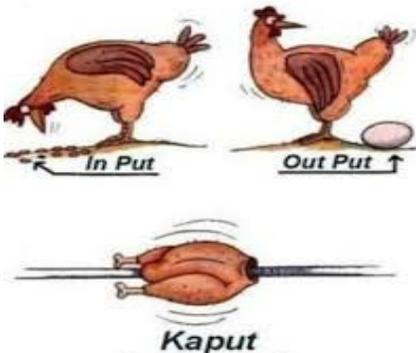
April 13 & 14

Quebec AGM (Quebec City)

“Yolk” of the Month

Guaranteed to crack you up!

Chicken Lifestyle



The Impact of Avian Influenza

- by Poultry Health Services

The North American poultry industry has so far been free of new Highly Pathogenic Avian Influenza (HPAI) infections in 2016, which caused huge losses to our industry in the fall of 2014 and spring of 2015. Flocks were depopulated, employees laid off, the price of eggs and turkey meat in the USA increased dramatically, and there were huge international trade effects. Everyone involved in the poultry industry needs to work to prevent more HPAI infections.

Avian Influenza (AI) viruses circulate in wild birds and may be transported long distances by migrating wild birds (even from Asia to North America). HPAI H5 viruses isolated from the 2014-2015 outbreak can infect mallard ducks without causing any signs of disease. While the ducks shed the infective virus in respiratory secretions and feces for over 14 days after infection, this allows the virus to move unnoticed through wild bird populations. If these viruses infect chicken or turkey flocks they can cause extremely high mortality rates, and are reportable to the Canadian Food Inspection Agency (CFIA). It is absolutely critical that commercial poultry barns are wild bird proofed, and that entrance protocols are followed to prevent wild bird feces or outside standing water from being tracked into a barn. Once an HPAI infection is established within the commercial industry, it can move on people or equipment from farm to farm very easily without restrictive biosecurity practices.

Surveillance efforts are underway in Canada and the United States to monitor wild bird populations for HPAI viruses. The Canadian Wildlife Health Cooperative (CWHC) has been leading AI surveillance efforts across Canada in wild birds and has put together an online Avian Influenza portal (<http://www.cwhc-rscf.ca/aiv.php>), with information on testing across Canada, biweekly reports and links to relevant news stories. The CWHC accepts wild bird samples for testing at different sites across Canada.

If you find a dead wild bird on your property, please do not handle it yourself or put it in your farm vehicle. Limit contact with dead wild birds to limit the chances of moving an Avian Influenza virus from the wild into your flocks. If you are curious about the AI status of dead birds in your area, you can get in contact with CWHC and allow them to set up a submission of samples. Facilitating wild bird surveillance is a great initiative if done in a way that does not risk spreading infection into your own flock.

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

Now it's even easier to subscribe to *EggNotes*! Check out the Publications page on the EFA website to sign-up for a subscription, read the current issue, and even read past issues:

www.eggs.ab.ca/about/publications

Growing Forward 2 Update

Growing Forward 2 and Alberta Agriculture and Forestry recently announced the opening of the On-Farm Energy Management Program and the On-Farm Solar Photovoltaics Sub-Program. The latter sub-program will provide funding towards the installation of solar photovoltaics, to help reduce the carbon footprint of Alberta's agriculture industry.

If any farmers are interested in learning more, please visit the Alberta Growing Forward 2 website (<http://www.growingforward.alberta.ca/Programs/index.htm>) and click the link for On-Farm Energy Management. You can also call 780-644-1197 for more information.

Depopulation Technologies

EFA continues to invest in research and technology to ensure producers have access to equipment that is humane, efficient, and affordable to depopulate their flocks.

Following the successful small scale trial of a mobile Low Atmospheric Pressure Stunning (LAPS) unit in Alberta, EFA is looking to build a pilot program that would enroll 50 or more producers over a period of a year to use the service for their flock depopulation. The first step is to improve efficiencies by purchasing additional modules, constructing a loading conveyor, and improving the dumping mechanism. We hope to start with the new equipment in the summer. Stay tuned for more information!

Gassing systems continue to be available for rent from Real Solutions. These systems meet the American Veterinary Medical Association (AVMA) standards, which require the use of a flow meter and regulator for CO₂ euthanasia of laying hens. They have also furthered the actual cart design by creating a false floor that keeps the welfare of the system but improves dumping. Producers interested in improving gassing on their farm are encouraged to talk to Steve Laycock at Real Solutions. He can be contacted at 587-338-5055. EFA also has a CO₂ monitor that can be borrowed to help validate your system and process.

While EFC's new Animal Care Program euthanasia elements will immediately require you to have a Standard Operating Procedure (SOP) in place, the EFA Board's long-term goal is to have all egg farmers using third party approved methods for euthanasia, and to have this verified.

Please contact Jenna Griffin at 403-250-1197 x129 if you have questions about MAC carts or LAPS.

Quota Leasing Pool

The quota leasing pool officially launched in week 1 of 2016, with applications being accepted until January 22nd. EFA would like to thank farmers for taking the time to understand the new program and for submitting their paperwork. Below is a reminder of important upcoming dates for the leasing pool:

- Week 8 - Notice will be sent out to quota lessees of how much quota they have been approved to lease from the pool, together with an invoice for the quota leases.
- Week 12 - Payment for quota pool leases is due to EFA by March 18th or quota will revert back to the pool.
- Week 16 - Payment will be sent to the quota lessors leasing into the pool. Quota will be transferred into the quota leasing pool from producer's reserve. The first leases of quota from the pool begin.

Healthy Farms

On January 22nd EFA staff and Board representatives attended a meeting in Red Deer that was aimed at developing a unified approach to the upcoming government's Bill 6 consultations. While a formal governance structure for the newly formed coalition remains to be developed, all livestock and crop groups present at the meeting agreed to work together to ensure that a continued means is in place to find common ground with the government, as it relates to occupational health and safety, labour relations and employment standards.

In the meantime, EFA continues to support farmers in developing Job Task Hazard Assessments for their operation. Farm safety packages with template checklists for conducting assessments and implementing controls were handed out at the January Regional Meetings. Copies are also available on the producer website. If you have questions about completing a JTHA for your operation, please ask Murray or Dave when they are on farm. EFA will also be working to host workshops in the summer, to help egg farmers get a deeper understanding of the importance and use of JTHAs.

HEALTHY BIRDS

HEALTHY FARMS HEALTHY EGGS

HEALTHY COMMUNITIES

Healthy Eggs

Egg trays provided by your grader should not leave the layer barn unless they are heading back to your grading station. Using egg trays for other purposes is a biosecurity risk, as it potentially exposes the trays to bacteria and pathogens. Remember that only graded eggs can be sold to restaurants and stores. If you do deliver graded eggs to customers, use fiber trays, not grader supplies.

Healthy Birds

When birds are cold, they will often group together into tight groups – this is called huddling. Long periods of huddling indicate that the temperature in the barn is not being maintained at a comfortable level for the birds. Keep temperature probes at the areas where birds are housed in the barn to get an accurate reading for the birds' comfort.

Healthy Communities

EFA recently conducted an Egg Ambassador Survey, to which 10% of the province's registered egg farmers responded. For those farms that participated, the results were very encouraging in terms of how involved Alberta's egg farmers are at the grassroots level in the communities they call home.

- 100% of farms indicated that they engage in public relations activities
- 59% of farms indicated that they engage in government relations activities
- 82% of farms indicated that they engage in social responsibility activities

EFA would like to thank all the farms that responded to the survey, and would like to congratulate the farms that were randomly selected as prize winners:

- Grand Prize – Greenwood Colony
- Second Prize – Mixburn Colony
- Third Prize – Deerfield Colony

Producer Environmental Egg Program (PEEP)

At the January Regional Meetings, farmers were provided with an overview of PEEP updates for 2016, as well as recap of 2015. A video describing the updates is also available on the producer website. Below is a brief update:

- Overall, for 2015 the average score on PEEP moved from 60% to 68%.
- 14 producers switched from incandescent to LED lighting, saving a total of approximately 33,000 kg CO2 equivalent
- 32 producers who were below 60% in 2014, scored above this mark in 2015 and were issued a PEEP certificate.
- In 2016, 2 new questions will be added to the assessment related to cooler energy use and waste water discharge.
- The questions will be weighted to consider areas for improvement.

In 2016, EFA will aim once again to have 10 producers go from below to above the passing threshold. Murray and Dave will be providing updated pages for the producer manual during your next regularly scheduled visit.

Welfare Quality Assessment Protocols

At the January Regional Meetings, EFA distributed a handbook and record book for the Welfare Quality Assessment protocols. These resources were prepared by students from the University of Alberta as part of their Capstone Project, and are a tool farmers can use to help manage their flock.

As more production facilities move to alternative housing systems, it is becoming increasingly important for farmers to use signals from the birds to gather clues on how to manage their flock. The Welfare Quality Assessment protocols provide a number of measurements related to bird behavior and physical traits that can be monitored in a flock over a period of time, to measure the health and wellness of the flock. For example, changes in feather cover or foot health are cues that management steps such as a change in feed, lighting, or system set-up are needed. These measures are called bird outcomes, and can be very powerful tools in helping to manage a healthy flock. Bird outcomes are also becoming more important in animal welfare assessments around the world. Instead of looking at the density birds are housed at and the amount of feeder space provided, welfare programs are now looking at the birds themselves to determine if the housing system and management being used for them is effective. We encourage all egg farmers to review the Welfare Quality Assessment handbook and use this as a tool to improve welfare and productivity in their birds.

Agricultural Operation Practices Act (AOPA)

On January 14th, EFA staff and a producer representative participated in dialogue with the Government of Alberta, related to the review of AOPA. The AOPA regulations expire on June 30, 2017 and the province is seeking input on the Act and the regulations. Currently, the Government is considering amendments for spring 2017, related to the following identified issues:

- Lack of clarity around the purpose/intent of AOPA, leading to different expectations from different stakeholders on how the legislation should be implemented.
- That AOPA does not allow for fines and penalties and instead relies on the court system to address non-compliance and repeat offenders. This is deemed as too costly and thus is rarely pursued.
- Confusion around deemed permits and consistent application of rules:
 - CFOs that existed prior to January 1, 2002 that were below AOPA permit threshold numbers require clarity on whether or not they are considered to have a “deemed permit.”
 - AOPA does not provide a clear, consistent and defensible approach to determine the allowable capacity of a confined feeding operation’s “deemed permit.”

Continued on page 9

Sharing Our Story, One Blog Post at a Time

Over the past year, EFA has been actively blogging about the egg industry in an effort to share more of our stories with consumers, industry partners and other stakeholders. EFA's blog is integrated into the News page of our website (www.eggs.ab.ca/news), and covers a variety of issues, events and achievements. Recent blog posts have discussed EFA winning Canadian Poultry's 2015 Sustainability Award and EFA partnering with Breakfast Club of Canada. We have blogged about major events like the Calgary Stampede and our Environmental Stewardship Workshop. We have also been publishing a series of blog posts about the construction of the province's first net-zero barn at Brant Colony.

It's not only EFA, but individual egg farmers as well. Susan Schafers virtually opens her barn doors twice a month on her blog, Farming By Dog Rump Creek (www.eggs.ab.ca/farming/farming-by-dog-rump-creek). She's even had guest bloggers, such as Mike Froese, join her. Susan talks about what it's like being an egg farmer, Director, pullet grower, mother, chef and Egg Ambassador!

EFA plans on launching another farmer blog in early 2016, following the journey of one of the industry's new entrants... stay tuned! EFA also shares each and every blog post on our social media channels – Twitter and Facebook – and we encourage you to read and share our blog posts as well!

Agricultural Operation Practices Act (AOPA) *continued from page 8*

- AOPA does not enable capacity assessments outside the permitting process. Capacity assessments outside the permitting process cannot be challenged.
- AOPA does not require CFOs and manure storage facilities to become known unless they require a permit for construction or expansion. Inappropriate disturbance and risk to the environment will only be assessed at these operations in response to an application or a complaint.

EFA discussed the issue with provincial representatives and advised that, from our perspective, there really is no urgency to open the Act to update any of the items they brought forward.

Lethbridge County Infrastructure

In the December issue of *EggNotes*, EFA reported on the *Municipal Government Act* and the \$250 million road and bridge infrastructure deficit in Lethbridge County.

Over the past several months, the County of Lethbridge has created a roundtable of stakeholders to come up with immediate solutions to mitigate the critical state of their road and bridge infrastructure system. At a minimum, the County requires \$3.5 million a year to keep the road/bridges viable or they will have to limit traffic through significant road bans and close bridges (or restrict them to one-way traffic).

A strategy is evolving that will include the designation of haul roads, the subsequent upgrading of haul roads, improved maintenance of bridges on haul roads, and the introduction of innovative products to improve the durability of gravel roads. They are proposing to fund the strategy with the two options the *Municipal Government Act* provides them:

- Business tax
- Special tax

The proposed business tax would be assessed on farm land based on \$3.10 per irrigated acre and \$1.19 per dryland acre. The proposed special tax would be assessed to livestock producers based on \$3.00 per animal unit (the animal unit would be the equivalent to one beef cow). Based on a formula that one animal unit equates to 300 broilers, a 10,000 broiler barn would pay \$99.99 in special taxes, while a 10,000 head feedlot would pay \$30,000 in special taxes.

The County has committed to holding open houses on their proposal to receive stakeholder feedback and we will work to ensure egg farmers in the

Continued on page 9

County of Lethbridge are notified of opportunities to participate in the open houses.

If you have any questions or would like to discuss this issue in further detail, Martin van Diemen (Alberta Chicken and Alberta Milk) has been acting on behalf of the livestock industry on this issue and is happy to serve as a point of contact. Please feel free to contact Martin directly at 403-382-0130 or diemen@shockware.com.

EFA Online!

New content has been added to the EFA website (www.eggs.ab.ca) to help tell our story, educate consumers about egg farming, and introduce them to even more Alberta egg farmers! This includes:

- Environmental stewardship workshop video
- Net-zero egg barn construction blog
- Farming by Dog Rump Creek (Susan Schafers' farmer blog)
- Blog post about partnership with Breakfast Club of Canada

Get Cracking to: www.eggs.ab.ca



Like us on Facebook!

facebook.com/EggFarmersAlberta



Follow us on Twitter!

twitter.com/EFA_AB_eggs



Watch us on YouTube!

Specialty Pricing

At the January Regional Meetings in 2015, EFA talked about implementing a Specialty Pricing Model that would begin by establishing a minimum paying price for free run brown eggs.

The program was presented to the grading industry earlier this year and, although the graders were not supportive of the Board moving in this direction, the Board decided that it is important to proceed with a one-year pilot project to phase in the pricing for free-run brown eggs.

The program is much the same as was outlined at the Regional Meetings, which will include a buyback program and grader sign-off for those producers wishing to change their facilities to free-run and be part of the program. The implementation plan is as follows:

Date	Milestone
April 17, 2016	EFA sets the price for free-run brown eggs based on what they understand to be the current price paid by the graders. We estimate this to be 40 cents/dozen above the published producer paying price for extra-large and large eggs.
September 4, 2016	EFA increases the price for free-run to be ½ the distance to the COP established by the pricing model, estimated to be 2 cents/dozen.
February, 2017	EFA increases the price for free-run brown to the amount that is established by the pricing model, estimated to be 3 additional cents/dozen.

One of the fundamental tenants of supply management is producer pricing and that producers are assured to receive their COP on average over time in exchange for production controls. EFA believes that it is very important to ensure that all producers are assured this level of return now and in the future. Given the recent changes by many fast food companies going cage free, we believe it is very important to establish a pricing regime that can support producers in their transition to cage free if the market so demands.

EFA has the ability within its Regulation to price any variety, class or grade of eggs and it is our intention to work with the grading industry on a cooperative basis.

Dutch Berry Babies Recipe



Ingredients

6 eggs
1 cup (250 ml) milk
1/3 cup (75 ml) sugar
2 tsp (10 ml) vanilla extract
1 cup (250 ml) flour
1/2 tsp (2 ml) salt
6 tbsp (90 ml) butter, melted
½ cup (125 ml) apple, peeled and diced into 1/4" bits
1 ½ cups (375 ml) berries of choice
Icing sugar to top

Directions

Preheat oven to 425°F. While preparing ingredients, place a 12 cup muffin tin in the oven to heat. Gently smash berries and mix with diced apples. In a mixing bowl, mix the eggs, sugar, milk and vanilla extract. Add flour and salt. Mix until just combined.

Remove muffin tin. Using a pastry brush, grease muffin tin with melted butter, then evenly divide excess butter between each cup. Fill with batter to 2/3 full. Drop equal amounts of apple/berry mixture into centers. Bake 10 – 15 minutes until golden brown and puffy. Sprinkle with icing sugar.

Looking for Extra Help this Summer?

Consider hiring a student this summer. You'll benefit from the injection of energy and new ideas that students bring to your farm, and you may be eligible to receive a wage subsidy of \$7/hour through the Government of Alberta Summer Temporary Employment Program (STEP) to hire a student. Applications will be accepted from January 25 to February 29, 2016. All applications received by the deadline will be considered. Check your eligibility and the application process at www.AlbertaCanada.com/STEP.

Alberta Egg Market Update

The Nielsen retail sales data is available up to January 9th, 2016 and indicates that in the latest 4-week period, 3.2 million dozen eggs were sold in Alberta; a 9.6% increase from the previous 4-week period (ending December 12th) and a 6.1% increase in sales compared to the same period in 2015.

Nielsen retail sales in the last 52 weeks are up 1.6% over the previous 52 weeks in Alberta, to 36.4 million dozen eggs. Specialty eggs (excluding omega-3 eggs) have seen the largest sales growth in the last 52 weeks in Alberta; a 15.8% increase over the previous 52 weeks, to 2.9 million dozen eggs (7.9% of the total eggs sold in Alberta).

2016 Marketing Statistics

- Total # of events attended: 1
- Total # of school and health presentations: 15
- Total # of events sponsored: 10
- Total # of resources distributed: 6,233
- Total # of promotional items distributed: 2,029

Upcoming Marketing Events

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

- Calgary Health Show - BMO Centre - February 20 & 21, 2016

Advancing Women – Life skills for Leadership

The conference will be held on March 28 & 29th, 2016 at the Hyatt Regency in Calgary. Listen to women from Ag and related businesses as they reveal the secrets to their success and share what they've learned along the way. Learn how to set and reach your goals and capitalize on your opportunities. Network to make connections to women who know the way to success. Grow into the person you have the potential to be. For more information visit advancingwomenconference.ca or phone 403-686-8407.