

EggNotes – February 2017

1. EFA Board Update

Questions have recently arisen about the role of the EFA Board of Directors, specifically with regards to who makes decisions, when and where. EFA is a non-profit organization that represents all the registered egg farmers in Alberta, which operates under a strict governance model. EFA's mandate and authority is derived from the Marketing of Agricultural Products Act, which is supervised by the Alberta Agricultural Products Marketing Council, a branch of the provincial government.

Alberta egg farmers elect 6 Directors, who are responsible for setting the strategic direction (major areas of focus) and board policies for EFA. The Board must work for the interests of the entire Alberta egg industry, not for individual farmers. In short, the Board focusses on "what to do", not "how to do it". The Board hires the General Manager of EFA – Susan Gal – to carry out the vision, mission and operational planning on a day-to-day level; the GM determines "how to do it". The GM hires the rest of the EFA staff, who all have specific defined roles to play in the organization.

Although much of the interaction with egg farmers happens at the staff level, the Board of Directors uses the Annual General Meeting, regional meetings, producer committees (ie: Production Management Committee, Research Committee, Grader Advisory Committee) and personal (ie: in-person, phone and email) contact to ensure that the lines of communication remain open between the Board and the farmers that the Board represents. The EFA Board and staff both value communication, but privacy needs to be respected, which is why the discussion within the boardroom is confidential. EFA policies and programs are available on the producer website, and private producer information can be accessed via a secure SharePoint site.

Understanding how EFA operates, and the role it plays in both the provincial and national egg industry, can be complicated. The Board encourages all egg farmers to stay informed, and to continue asking whatever questions you may have. The Board is committed to providing answers, and sharing our individual and collective knowledge to help educate our fellow egg farmers, in the spirit of continuous improvement for the egg industry.

2. EFA 2017 AGM

Egg Farmers of Alberta is preparing for its 48th Annual General Meeting (AGM), which is being held on Tuesday, February 28, in Red Deer. EFA looks forward to hosting a large and enthusiastic crowd that includes registered egg farmers, industry partners, and government representatives. The morning session will feature a review of EFA's Annual Report. The afternoon session will begin with the announcement of the Producer of the Year award, which will be followed by a celebration of EFA's Egg Ambassadors. Crystal Mackay, CEO for Farm & Food Care Canada, will give a presentation titled Public Trust and Social License: Connecting the dots from farm gates to dinner plates.

Two seats on the EFA Board of Directors will need to be filled. John Hofer has completed his first three-year term and is eligible for re-election. Joe Kleinsasser has completed two consecutive three-year terms and can remain for one additional three-year term, provided he continues to serve on the EFC

Board and he has the support of the Board and the producer membership. The Board has agreed to support Mr. Kleinsasser to serve as EFC Director for the next three years and will therefore be seeking support from the producers at the AGM. EFA has filed Plan Regulation amendments to prohibit processors from serving on the Board and to require that all nominations for Directors received in advance of the AGM, the status of which will be determined before the AGM.

EFA would like to remind egg farmers and other industry stakeholders that pre-registration is once again required for EFA's AGM this year. Additionally, EFA reserves the right to refuse registration and entry. EFA's Board and staff are excited about this year's AGM and look forward to seeing you there!

3. Egg Price Change

Effective January 29, 2017:

| <u>CANADA GRADE</u> | <u>EGG SIZE</u> | <u>CURRENT PRICE (29-Jan-17)</u> | <u>PREVIOUS PRICE (14-Aug-16)</u> |
|---------------------|-----------------|----------------------------------|-----------------------------------|
| A | Extra Large | \$2.130 | \$2.080 |
| A | Large | \$2.130 | \$2.080 |
| A | Medium | \$1.900 | \$1.850 |
| A | Small | \$1.530 | \$1.480 |
| A | Nest Run | \$2.006 | \$1.959 |
| A | Pee Wee | \$0.270 | \$0.270 |
| B | - | \$0.750 | \$0.750 |
| C | - | \$0.150 | \$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.

4. Field Statistics

The final statistics from the 2016 on farm programs have been calculated, and the average rating for each and every program increased once again! These high scores that trend upward reflect the hard work and dedication of Alberta egg farmers and pullet growers. Congratulations!

Animal Care:

- 2016 average score was 99.97%
- 95% of farmers achieved a 100% score

Start Clean - Stay Clean™ Layer Program:

- 2016 average score was 99.72%
- 82% of farmers achieved a 100% score

Star Clean - Stay Clean™ Pullet Program:

- 2016 average score was 99.14%
- 73% of farmer achieved a 100% score

- 80% of pullet growers are now accredited
- the goal is to have 100% of pullet growers accredited by the end of 2018

EFA looks forward to continued success and further improvements in 2017.

EFA also commits to keeping Alberta egg farmers informed as the revised Code of Practice is released by NFACC, and updates are made to the national on farm programs to reflect updated animal care standards.

5. NEP Update

EFA initiated a review of the New Entrant Program (NEP) in December 2015. The review was conducted to help ensure continuous improvement, and to address key issues or concerns with the program. The NEP review involved input from a broad range of stakeholders, including past applicants, new entrants, registered producers, financial institutions, government representatives and others. In total, EFA received 116 responses to the NEP questionnaire.

The review was intended to evaluate the current NEP and determine whether its structure and processes were effective in meeting the objective of bringing new people and new investment into the Alberta egg industry. The NEP operates by providing a certain percentage of the province's egg quota increases to assist individuals and families who want to own an egg farm in Alberta.

After a review of the feedback from stakeholders, and a meeting with new entrants over the summer, the EFA Board began to review options for the NEP moving forward. The Board recognizes that in order to build a viable egg business, a quota allocation larger than 1,500 birds is likely required, while at the same time quota is not always readily available to purchase or lease.

At the December 2016 EFA Board meeting, an Interim Bridging Policy for new entrants was approved, which will provide all existing new entrants with access to 5,000 birds for a period of 10 years (to the extent that quota is available in the Quota Leasing Pool). New entrants are not required to lease to their 5,000 bird maximum. Quota leasing fees and payment terms will be consistent with those outlined in the Quota Leasing Pool policy. Access to a guaranteed 5,000 birds will be reduced by purchases and grandfathered leases. New entrants may apply for further leases beyond 5,000 birds from the general pool, but those requests will be assessed on a pro-rata basis, as per EFA's Quota Leasing Pool policy.

New entrants will retain their allotted 1,500 birds under the same principles originally allocated. New entrants transitioned from the MDLP program will have their allotment of new entrant quota brought up to a total of 1,500 birds on the date the Interim Bridging Policy comes into effect.

It is EFA's hope that the revised New Entrant Program will provide guaranteed, consistent access to quota required by new entrants, to help establish a viable and sustainable egg business.

6. Change in SE Sampling Policy

EFA's shared vs. separate policy was developed in partnership with Alberta Agriculture and Forestry (AF), as a way of determining when production facilities housing more than one flock of birds should be

sampled for Salmonella Enteritidis (SE) separately or in one pooled submission. Last year, AF advised EFA that they would no longer be able to complete shared vs. separate assessments.

After review by EFA's Production Management Committee, and consultation with egg farmers via *EggNotes*, the shared vs. separate policy has been removed and the following process has been adopted:

One salmonella test is collected for each production facility, regardless of the number of flocks within.

If flocks are housed in separate production facilities (defined as having a separate foundation), each separate production facility will receive a test, regardless of the number of flocks within each building.

If there is an SE-positive result in a barn in Alberta, AF will go on farm and complete a disease investigation, sampling each flock separately to determine which flocks are SE positive.

The impact of this policy change will be minimal from the farm perspective. If SE is detected in a barn that houses multiple flocks, it will not be assumed that all flocks are positive. Instead, eggs will be diverted to the breaker for any layer flocks housed in the facility, until the disease investigation is carried out and the positive flock(s) can be identified. Next steps will then be determined according to EFA's SE post positive policy.

It is important that egg farmers maintain strong biosecurity between each flock at all times, so that if SE or other pathogens are present in the barn, the risk of moving it between flocks is reduced.

7. Avian Influenza Update

With Alberta's current cold weather, and the fact that very few wild birds can be seen in the sky, it is easy to believe that the risk of Avian Influenza (AI) is low. However, EFA continuously monitors AI outbreaks in North American and around the world, and it is important to advise egg farmers that AI is impacting much of the world at this time:

- On January 9, 2017, H5N2 was detected in a wild mallard duck collected by a hunter in Fergus County, Montana. This is the same strain of AI that circulated in Canada and the US in 2014/2015. So far, no domestic poultry cases have been detected.
- Highly pathogenic AI H5N8 is currently spreading in Europe, Africa and the Middle East, infecting wild birds and domestic poultry. As of the first week of February 2017, 37 countries had reported cases. In the past 90 days, more than 650 farms have been infected in Europe alone.
- Highly pathogenic AI H5N6 has been circulating in waterfowl in China, and has recently been identified in commercial poultry operations in Japan and South Korea. H5N6 is a newly emerging influenza infection, and there are concerns that it might spread and follow H5N8 into Europe or North America. The virus is capable of causing disease in humans.

There are significant concerns that these viruses may spread to Canada through the migration of wild birds. To protect Alberta flocks and the provincial industry, egg farmers can remain vigilant in protecting their flocks year round:

- Whether raising birds in confined production systems or in systems with outdoor access, minimize direct and indirect contact with wild birds and their droppings, including preventing potentially contaminated footwear, clothing and equipment from entering production areas.
- Deter wild birds from the premises and prevent their contact with poultry feed and water sources.
- Do not process any wild birds on farm during hunting season.
- Ensure pest control programs are in place.
- Prevent non-essential access to the premises, lock doors and gates, and post signage to direct visitors away from the barn or flock area, to a designated location such as the office.
- Ensure biosecurity measures are implemented by all personnel entering the barns.
- If changes in flock health are noticed or there is a suspicion that the birds may be sick, enact a self-quarantine and contact both a poultry veterinarian and EFA immediately.

EFA will continue updating egg farmers with regards to the AI risk level, and advising about recommended precautions.

8. PEEP Update

Alberta egg farmers were provided an update about the Producer Environmental Egg Program (PEEP) at the EFA Regional Meetings in January. In 2017, there will only be one change to PEEP. Question #3.3, related to manure management, has been adjusted to reflect the fact that if farmers have a manure belt dryer but don't have a heat exchanger, drawing internal barn air is an alternative strategy to ensure the use of warm air in the winter. Manure must be stored in a protected facility for full points.

In late December 2016, EFA sent a letter to all farms that were recorded as scoring a zero on question #3.2 in 2016, which is related to manure storage capacity. For full marks on the question, the farm should have permanent primary manure storage with at least 9-12 months capacity. For permanent manure storage sites, appropriate construction requirements must be met. This means the base needs to be either a concrete slab or well-compacted soil high in clay, but low in sand or gravel. The primary manure storage site is where farms mostly keep their manure (ie: if farmers empty out the barn once a week, then that is not their primary storage site). At a minimum, the expectation is that if farms aren't using a permanent manure storage site, they are moving their temporary storage.

Since the letter went out, conversations have been had with several farmers who need to have their score updated, as a result of a misunderstanding about their practices. For other farmers, this has prompted them to reach out to the NRCB about building permanent manure storage away from their egg barn. This is a positive example of PEEP in action; the provincial egg industry is reflecting on management practices together, and working to make improvements when needed.

9. Dedicated Facilities

As of January 2017, all new production facilities for pullets and layers in Alberta must be dedicated to the regulated egg industry. This is a requirement for license and of EFA's on farm food safety policy. Providing dedicated facilities reduces the risk of disease transfer between species, helps protect food safety, and ensures that egg farmers are covered under the CEIRA insurance program.

Any farmers that are planning to build a new production facility and have questions about this requirement, are encouraged to contact one of EFA's Field Coordinators.

10. European Egg Production

At EFA's Regional Meetings in January 2017, some questions were raised about hen housing in Europe. Some farmers had heard that certain European countries were moving back to conventional cage production. The production of eggs by hens in conventional cages has been banned in Europe since 2012.

As of late 2015, all European Union (EU) member countries had made a complete transition away from conventional housing. Although there are a few European countries outside the EU that still have conventional systems, there is no readily available reference to any sort of backward trend.

It is clear that there has been no change to the decision by EU members to move away from conventional hen housing. EFA will continue to monitor hen housing trends in Europe.

11. Security Tip

There have been recent reports of suspicious people trying to gain access to poultry farms in western Canada. A gentleman in his mid-thirties tried to gain access to a broiler barn in Saskatchewan in January 2017, by indicating that he was a building inspector; he even had a name badge with a photo on it. The inspection company later confirmed that they had no employee that would have been requesting access to the barns.

If an unknown person requests access to your barns, exercise caution. Egg farmers are encouraged to contact EFA, to help determine who the person is and if they are authorized to visit the barns. When a farmer meets an auditor for the first time, they are welcome to request government issued photo identification, to confirm their identity before allowing them to access the barns.

There are currently a number of 3rd party auditors visiting Alberta egg farms, to audit the national Animal Care Program. While the two auditors assigned to Alberta are Dani Kneeland and Lori Kadylo, any of the auditors from across Canada can be assigned to visit an Alberta egg farm. EFA has posted names and photos of all EFC and NSF auditors on the Producer Website, for reference.

12. Shell Quality Tip

Nutritional factors are often suspected as a prime cause of shell quality concerns. Calcium, Phosphorous, Vitamin D3, Magnesium, Chloride and salt can all have an impact on shell quality. Egg farmers should consult with a nutritionist to help ensure that the feed being provided to the hens is optimized for quality egg production.

13. Flock Vaccination Tip

If an EFA Field Coordinator contacts an egg farmer to schedule a visit while the farmer is planning to administer a live vaccine to one of their flocks, the farmer should advise them immediately. Field Coordinators visit flocks from youngest to oldest, as this is the best practice for biosecurity in healthy flocks. Following the administration of a live vaccine, there is a risk that the vaccine strain can be transferred from one flock to another. Poultry Health Services indicates that they've seen a number of egg production drops and shell quality issues, due to cross contamination of IBV/NDV vaccines from pullet to layer flocks.

EFA makes every effort not to conduct field visits within 48 hours of vaccinating, but needs farmers to communicate their vaccination plans to ensure issues do not arise.

14. Canadian Agriculture Day

February 16, 2017 was Canada's Agriculture Day, which was a celebration of all things related to farming and agriculture in Canada. The national event was organized by Agriculture More Than Ever, had an official website, and was supported and promoted via social media using the hashtag #CdnAgDay. The tagline was "Let's celebrate the food we love", to help consumers better understand the agri-food production system that provides all the fresh, nutritious, locally produced food that Canadians are fortunate to enjoy each and every day.

EFA was active on social media throughout early February, sharing egg farmer content along with #CdnAgDay

- EFA's 10 egg farmer profiles
- EFA's Ask an Egg Farmer page
- EFA's Egg Farmer Insights series of video clips
- EFA's live-feed cameras from inside a layer barn

Egg farmer blogger, Susan Schafers, also published a blog about what it means to her to be an Alberta egg farmer, to celebrate Canadian Agriculture Day.

EFA encouraged all Egg Ambassadors to actively promote #CdnAgDay, and share their stories about what it means to be an egg farmer and feed their fellow Albertans such high quality local food. EFA is already looking forward to Canada's Agriculture Day 2018, and hope even more Alberta egg farmers will help support, promote and celebrate #CdnAgDay next year!

15. Mass Depopulation Consultation

At the January Regional Meetings, EFA engaged egg farmers in conversation regarding what the long-term vision for mass depopulation should look like in Alberta. With changing requirements around mass depopulation, and increased emphasis during auditing of the Animal Care Program, EFA recognizes the importance of providing support to ensure that farmers have access to methods that work on their operation, meet welfare standards, and are scientifically defensible.

At each Regional Meeting, it was acknowledged that there is no perfect system, although some have had less challenges than others. It was determined that if there were a perfect system, it would be:

- Quick – both for the birds and for the workers
- Well accepted by all stakeholders
- Cost effective
- Clean (including from a biosecurity perspective)
- Linked to improved use of the birds

Key challenges on farm were then discussed, and the potential solutions that could address those challenges were brainstormed. Key challenges consistently identified included:

- Educating workers and slowing them down when needed
- Catching birds, including labour and supervision, and challenges in loose housing systems
- Speed
- Cost (this primarily focused on capital cost)
- Cleaning and disinfection and biosecurity
- Inconsistency of application (ex. birds surviving process, freezing CO2 or equipment issues, gas leaking, weather, etc.)

Almost all of the identified challenges and solutions can be grouped into one of four categories: Policy, Technology, Financial Support, and Education.

| Category | Challenges Identified | Potential Solutions |
|----------------------|---|--|
| Policy or Regulation | <ul style="list-style-type: none"> • capital cost • understanding and meeting requirements / training workers • consistency of application • record keeping • management approval and getting workers on board / up to speed | <ul style="list-style-type: none"> • home week • service provider • auditing / certification |
| Technology | <ul style="list-style-type: none"> • evolving requirements / uncertainty • improving speed | <ul style="list-style-type: none"> • research • investment |
| Financial Support | <ul style="list-style-type: none"> • consumable cost • labour hours • affordability • biosecurity / cleaning & disinfecting • improving speed | <ul style="list-style-type: none"> • EFA to purchase equipment • EFA to offset cost of service or labour • developing value-added products • include in cost of production (COP) |
| Education | <ul style="list-style-type: none"> • management approval and getting workers on board / up to speed • consistency of application | <ul style="list-style-type: none"> • training • workshops |

As we continue to develop a strategy and make decisions as to where EFA can best invest to support producers in meeting welfare standards, we will need to consult other stakeholders including

Government and welfare scientists. EFA knows that the most helpful way for producers to evaluate other approaches to mass depopulation is by talking directly to fellow egg farmers, who are already using different techniques - so talk it up! Please let EFA know what you have learned and any ideas you have. Each egg farmer who calls or emails EFA with specifics about what they have learned from two other producers using a different system from what they are currently using, will be entered into a draw to win a \$50 Tim Horton's gift card. Please contact Jenna at the EFA office at 403-250-1197, ext.129.

At the meetings, farmers were provided with a chart of various methods, and their strengths and weaknesses. This chart has now been updated to include foaming, and is posted on the producer website under Animal Care - Best Practices – Humane Endings.

16. Producer Website

The Climate Change and Emissions Management Act came into effect on January 1, 2017. A carbon levy will be charged on fuels that emit greenhouse gas emissions when combusted, at a rate of \$20/tonne in 2017 and \$30/tonne in 2018. Alberta Agriculture and Forestry has put together a carbon levy Frequently Asked Questions (FAQ) document, Call of the Land interview, and website, to help farmers understand how this will be applied to agriculture. Links to these resources are available on the homepage of the Producer Website.

A link has been added to the homepage that lists the names of all the EFC and NSF Field Inspectors that have been approved to go on farm, along with a photo.

EFA's euthanasia training video has been added, under Animal Care / Best Practices / Humane Endings

EFA will be adding a report related to the producer surveys that were completed at the Regional Meetings in January, to share all the farmer feedback, provides updates and links to additional information, and to advise about actions that have been or will be taken to address particular comments/questions. The report will be added alongside the January Regional Meeting presentation, by mid-March.

EFA is constantly adding to the selection of policies available on the Producer Website. To learn more about EFA's information protection policy, farm programs, quota programs and more, check under Information Center / EFA's Policies

17. Government Relations

EFA was honoured to have a recent opportunity to meet with Karen McPherson, the MLA for the constituency of Calgary-Mackay-Nose Hill. Members of the EFA Board and staff gave MLA McPherson a detailed overview of EFA and the Alberta egg industry, the various on farm programs, and Alberta egg farmers' commitment to fulfilling EFA's vision of Healthy Food, Healthy Farms, Healthy Families.

EFA also discussed several pertinent issues that are of particular interest to egg farmers:

- farm safety - support for industry-led associations such as AgCoalition and AgSafe Alberta, and the benefits of developing a farm safety education and extension strategy
- carbon tax - the benefits of direct industry consultation with funding organizations such as Emissions Reduction Alberta, Alberta Innovates, and Energy Efficiency Alberta, and the importance of research and extension being recognized as integral components of innovation and technology
- research & development - the benefits of continuing the AgFunding Consortium model, and the benefits of direct industry consultation about funding allocation
- infrastructure levy - the recognition that an infrastructure levy must not be a long-term solution for rural infrastructure funding deficits, nor should it be a burden that compromises the economic viability of any agricultural sector

EFA would like to thank MLA McPherson for taking the time to meet with us, and for expressing a genuine interest in learning more about Alberta's egg farmers and the provincial egg industry.

18. EFC Field Staff

Kristina Oxtoby, the EFC Field Inspector for southern Alberta, will be off on maternity leave for the next year. A new inspector, Jacci Dorran, has been hired by EFC to cover Kristina's territory. Jacci brings a wealth of experience to the role; she is a food safety consultant with a degree in Animal Science & Industry from Kansas State University. Jacci worked at XL Foods for 10 years as the Quality Assurance Manager, and has also been a third party auditor for dairy, eggs, meat and grains. Jacci lives in Three Hills, Alberta, with her husband Brad and two of their three children, Justin (17) and Mary (7). Holly (20) attends the University of Calgary.

Please join EFA in welcoming Jacci to the Alberta egg industry!

19. Upcoming Events

EFA Office Closures:

| <u>DATE</u> | <u>EVENT</u> |
|----------------------------|--------------|
| Monday, February 20, 2017 | Family Day |
| Tuesday, February 28, 2017 | EFA AGM |
| Friday, April 14, 2017 | Good Friday |

Upcoming Events & Meetings:

| <u>DATE</u> | <u>EVENT / MEETING</u> | <u>LOCATION</u> |
|-------------------|--------------------------------|-----------------|
| February 27, 2017 | Western Poultry Conference | Red Deer, AB |
| February 27, 2017 | EFA AGM Reception & Trade Show | Red Deer, AB |
| February 28, 2017 | EFA Annual General Meeting | Red Deer, AB |
| March 3, 2017 | British Columbia AGM | Vancouver, BC |
| March 7, 2017 | PMC Meeting | Calgary, AB |

| | | |
|---------------------|--------------------------------|--------------|
| March 8, 2017 | Manitoba AGM | Winnipeg, MB |
| March 14, 2017 | EFA Board Meeting | Calgary, AB |
| March 16, 2017 | Saskatchewan AGM | Regina, SK |
| March 21 & 22, 2017 | AFAC Livestock Care Conference | Red Deer, AB |
| March 22 & 23, 2017 | EFC AGM & Meetings | Ottawa, ON |
| March 29 & 30, 2017 | Ontario AGM | Toronto, ON |
| April 11 & 12, 2017 | Quebec AGM | Montreal, QC |

20. Nielsen Data

The Nielsen retail sales data is available up to January 7th, 2017 and indicates that in the latest 4-week period, 3.37 million dozen eggs were sold in Alberta; a 9.4% increase from the previous 4-week period (ending December 10th) and a 4.4% increase in sales compared to the same period in 2016.

Nielsen retail sales in the last 52 weeks are up 6.3% over the previous 52 weeks in Alberta, to 38.9 million dozen eggs. Specialty eggs (excluding Omega-3 eggs) have seen the largest sales growth in the last 52 weeks in Alberta; an 11.3% increase over the previous 52 weeks, to 3.2 million dozen eggs (8.2% of the total eggs sold in Alberta).

21. Exploiting Social Media's Power

This article was published in Ontario Farmer on January 3, 2017. Byline: Bob Reid

Exploiting social media's power; A poultry producer and his daughters have taken to Twitter to get the family farm message out

Brodhagen: A father-daughter trio have ventured bravely into cyberspace in an attempt to explain to an ever-more-confused consumer base, what it is they do daily on the family's egg laying and cash crop operation. Over the last five years Dan Veldman has gathered 1,800 followers on his Twitter account. That number expands to 12,000 impressions he has made on others who have had his messages passed on to them.

That is an infinitesimally small percentage of the 7.3 billion people in the world on social media platforms each day, including Facebook, Instagram or Snapchat.

However social media has provided him an opportunity for those people concerned about their food source to come into his Oxford Country barns via whatever computerized device they employ.

While Veldman is not completely versed in all forms of social media his two daughters - Megan and Kayla - have his back. They are well-qualified for the task with the former trained in animal sciences and the latter in crop science.

"People are using fear to promote something else," said Veldman of the false statements about farming put on social media by special interest groups.

The misconceptions created can affect all of society.

The advent of fake news via social media affecting all areas of society has provided an even broader platform, to the point of concerns now being raised by federal governments.

"It is crazy the amount of people who want to end the use of animals," said Megan.

Special interest groups such as Mercy for Animals - with over two million "Likes" on Facebook - spread misinformation on the treatment of animals that plays on people's emotions.

"An attack on one of us is an attack on all of us," said Kayla.

She suggested that animal rights activists have a plan to eliminate the use of animals as a source of protein within the next 40 years.

Social media does provide a voice for farmers to explain the methods that have been developed for the purpose of feeding the population, said Veldman.

"It is not A&W's job to educate consumers about farmers," stated Veldman in referring to the fast food chain. "That is the farmer's job."

Veldman recounted how he had visited the A&W head office to engage in a conversation with company officials around modern farming practices.

He was informed that his visit was the first time a farmer had visited the head office.

"They will listen," said Veldman of corporate heads who are already being influenced by the ever-louder voice of social media.

22. Pullet Growing Space

CLASSIFIED AD:

An Alberta pullet grower has space available to raise up to 8,500 pullets, which must have a 19-week placement date no later than August 15, 2017.

For more information, call George at 403-330-7103.

23. Western Poultry Conference

You are invited to join us for the third annual Western Poultry Conference at the Sheraton Red Deer. Conveniently placed the day before the Alberta Poultry Industry Annual General Meeting, the Western Poultry Conference is packed with practical information for all poultry producers!

Registration will open at 8:30am with the program getting underway at 9:30am. The program will wind up by 4:30pm to allow attendees to attend the Industry Reception of the Alberta Poultry Industry meetings which begins at 5pm.

Visit the official website for more details and to register:

<http://westernpoultryconference.ca/>

24. Nutrient Management Workshop

The Lethbridge College School of Agriculture is hosting a Nutrient Management Workshop on Thursday, February 23. Below is a description from the official website.

Are you bombarded with information about fertilizers, macronutrients, or various soil improvement products? Nutrients are one of the most costly inputs in modern farming, so it is important that you are getting the most out of these nutrients.

This one day workshop takes a hands-on and practical approach to a wide variety of nutrient management topics instructed by experts in the industry. Topics will include:

- Soil Health
- Sampling for Soil Nutrients
- Manure and Compost
- Nutrient Loss and Capture
- Nutrients in Precision Agriculture
- Alternative Nutrient Management Strategies

The day will conclude by seeing nutrient cycling in action with a tour of the Aquaponics Center of Excellence at Lethbridge College. This one day event has been organized by industry experts for the value of benefiting industry producers. Lunch is included in the registration fee.

Visit the official website for more details and to register:

<https://www.eventbrite.ca/e/getting-the-most-from-nutrient-management-workshop-tickets-30561639687>

25. AFAC Transportation Workshop

AFAC is hosting a series of Poultry Handling and Transportation Workshops, throughout April and May. If you transport chicks, pullets, or end of lay hens, EFA urges you to attend the workshop.

Visit the official website for more details and to register:

<http://www.afac.ab.ca/programs-and-events>