

## BOARD OF DIRECTORS

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### MARKETING & COMMUNICATIONS

#### COORDINATOR

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### PRODUCER SERVICES MANAGER

Christina Robinson ext. 125

### MARKET DEVELOPMENT & RESEARCH OFFICER

Jenna Latanville ext. 129

### OFFICE MANAGER

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### ADMIN ASSISTANT – MARKETING

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Delphi Palmer ext. 127

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Peggy Galbraith ext. 101

### FIELD SERVICES COORDINATOR

Murray Minchin ext. 131

## From Your Board of Directors

### **Annual General Meeting (AGM)**

Your Board of Directors would like to take this opportunity to thank all producers, industry representatives and guests who took the time to attend the 42<sup>nd</sup> Annual General Meeting, which was held March 1<sup>st</sup> in Red Deer! The meeting was very well attended by more than 280 people, including representatives from 115 registered egg producers. Again, as in past years, the meeting was extremely well organized. Thank you to the AEP management and staff, for all your efforts!

Every year at the AGM, we bid farewell to directors that have served their terms and welcome new directors to the Board. This year we welcomed Joe Kleinsasser, from Big Bend Colony, as a new Director. Amin Valji was re-elected for a second three-year term and our new Chairman is Michael Froese. On behalf of the staff and Board, we would like to extend a special thank to our retiring Chairman, Dave Stahl. Dave's passion and commitment to our industry was evident in all he did and he will be missed.

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

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## AEP OFFICE HOURS

Our office will be **closed on Friday, April 22<sup>nd</sup>**, for Good Friday. We hope this will not cause any inconvenience.

## 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.

## EGG PRICE UPDATE

Effective: **March 20<sup>th</sup>, 2011**  
(Week #13)

### **Grade A**

X Large	\$1.900 ↑
Large	\$1.900 ↑
Medium	\$1.680 ↑
Small	\$1.300 ↑
Nest Run	\$1.789 ↑
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**

## AGM Updates

### **Producer of the Year**

The Producer of the Year Award recognizes registered egg producers in Alberta, who have demonstrated exceptional standards and work in all aspects of their egg operation. At the Annual General Meeting, Roseglen Colony (Joe Entz) was presented with the prestigious award. Honourable Mention awards were presented to Lone Pine Colony (Philip Wipf) and Vegreville Colony (George Tschetter). Congratulations!

### **Re-Imagining Agriculture**

AEP was pleased to welcome Dan Murphy to the AGM, as our guest speaker. Dan is a journalist and strategist from Seattle, who spoke about how egg farmers can turn the tide of public opinion with proper messaging. He provided some very timely and interesting messages for our industry.

Dan spoke of the challenging environment in which we operate; activists and media have created a climate of concern around agriculture, where myths and misconceptions abound. Those of us in the egg profession have an opportunity to connect with our consumers and improve our relationship with the public, by using positive messaging that addresses consumers' big concerns. We can do this by talking about all the good things we do each day for animal care, sustainability and stewardship. Egg farmers have a lot of good stories to tell and, if we all use our voices, we can have a positive impact on the future of our industry. We will continue to work towards this goal by promoting programs such as our Speak-Up team and the Egg Ambassador.

### **Egg Ambassador Kits**

All producers who attended the Annual General Meeting received an Egg Ambassador kit, which contained a folder with egg messaging and a variety of promotional items. The AEP provided each producer with this kit to help reach their goal of creating a visible, positive relationship with our producers in the community. We are part of a strong, vibrant industry that is working hard to reach standards of excellence and continue being leaders in on-farm food safety and animal care. We hope producers will distribute these items proudly and tell people about what they do. By talking about eggs and the egg industry, you too will be an Egg Ambassador!

## MEET... JOE KLEINSASSER

Born and raised at Big Bend Colony in southern Alberta, Joe grew up working in the chicken barn and on the farm as a young adult. Career change led Joe to manage the dairy and beef cow operations, then to blacksmithing and finally to his current position as second minister.

In the fall of 2009, Big Bend introduced an enriched colony style housing system that offers a private nesting area, scratch pads and free roaming for laying hens. After leasing 6,000 birds, Big Bend has a total of 18,000 birds. Big Bend also has its own feed mill and pullet barn, with the capacity to mature 6,000 hens per cycle.

Joe's best attributes are his management and operational skills. The farmer owned and operated grain cooperative in Alberta is an example of Joe's participation in successfully building an organization from the ground up. Experience as a Board Director and the Secretary Treasurer in the grain industry, gave Joe exposure to board governance, which he will bring to the AEP Board.

According to Joe, the biggest challenges currently facing the egg industry include animal welfare concerns and World Trade Organization negotiations. Joe wants to proactively support egg farmers by helping to move the industry forward, in order to sustain a positive future for egg farming in Canada.

## From Your Producer Services Manager

Our on-farm food safety program, SC-SC Layers, is designed to evolve over time, to allow for improvements in management practices, address risk factors and improve overall food safety. At the 2010 January regional meetings, AEP presented 13 proposed changes to the SC-SC program. Later in 2010, Egg Farmers of Canada (EFC) decided to put those proposed changes on hold, so that each province would have the opportunity to give their input. AEP created a Production Management committee to review the proposed changes to the SC-SC program and ensure that the viewpoints of our producers and poultry experts were represented in the process.

The provincial review is now complete and feedback has been submitted. EFC reviewed the feedback and has reached their final decision on eight (8) of the original 13 proposed changes. Below is a summary of these changes and the date when they will come into effect:

**Egg Gathering:** *Eggs are gathered at least once daily in systems with egg rollouts and minimum twice daily for systems with no rollouts.*

In systems where the eggs do not roll away from the hen once laid, the eggs can be damaged by the hen and can become contaminated, rendering it unsuitable for human consumption. This is not a new element, but a wording change. The point value will remain the same at 3. This element will be enforced starting February 1<sup>st</sup>, 2012.

**Egg Storage:** *Only eggs from registered egg production on quota holder farm(s) on carts/skids and egg carts/fillers stored in cooler/production unit.*

Some production units provide temporary storage on a weekly basis for eggs produced in non-regulated premises. This creates a bio-security risk. Production units exercising this practice will lose 2 points on the evaluation. This element will be enforced starting August 1<sup>st</sup>, 2011.

**Egg Washing:** *No on-farm washing of eggs.*

This is not a new element, but the point value will increase from 2 to 5, in order to discourage on-farm washing of eggs. Please note that equivalent points will still be granted when eggs are washed on-farm for own use. This element will be enforced starting August 1<sup>st</sup>, 2011.

**Feed Letter:** *Annual Letter of Certification from feed supplier.*

This is not a new element, but the point value will increase from 1 to 2, in order to be consistent with other letters of certification required under the program. This element will be enforced starting August 1<sup>st</sup>, 2011.

...Continued on Page 4

## CLASSIFIED ADS



### **For Sale:**

300 Lohmann white pullets.  
19 weeks on May 17<sup>th</sup>, 2011.

### **Contact:**

Call Sam at Mialta Colony  
403-485-6879  
Barn ext.712  
House ext. 218

## “YOKES” OF THE MONTH



*Guaranteed to crack you up!*

**Q:** Why couldn't the egg get good reception on his TV?

**A:** Because all the channels were scrambled!

**Q:** What did Snow White call her chicken?

**A:** Egg White!

## Producer Services, Continued from Page 3

**Building Materials:** *Materials on the floor, wall and ceiling constructed from material that is durable, smooth, cleanable and properly maintained.*

This is not a new element, but a wording change, in order to encourage heightened bio-security, by reducing the risk of bacteria/viruses remaining in the cleaned barn surfaces that are porous. The point value will remain the same at 1. This element will be enforced starting February 1<sup>st</sup>, 2012.

**Cooler Materials:** *Refrigerated storage insulating material covered with building material that is durable, smooth, cleanable and properly maintained.*

This is a new element that has been added to address the issue of construction materials used in the refrigerated storage area. It is important to note that sprayed-on foam insulation is not acceptable as a wall covering in refrigerated storage because this material is not smooth, is not durable and is not very cleanable. The point value will be 2. This element will be enforced starting February 1<sup>st</sup>, 2012.

**Property Signage:** *Driveway/Approach: gate or rope fence or NO ENTRY sign.*

This is not a new element, but the point value will increase from 1 to 2, in order to encourage heightened bio-security. This element will be enforced starting August 1<sup>st</sup>, 2011.

**Se Compensation:** *Harmonize the Se compensation SCSC/L score with the SCSC/L pass mark.*

This is not a new element, but a requirement change. 100% compensation for the SE program has previously been based on a requirement of reaching 90% on Part 1 of the SC-SC. Going forward, the requirement for 100% compensation for the SE program will be the same as the required SC-SC pass mark, which is 90% on Part 1 and Part 2 combined. This element will be enforced starting August 1<sup>st</sup>, 2011.

If you have any questions about any of these changes, please feel welcome to contact Christina Robinson at AEP, or your EFC field inspector.

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

## MEET... JENNA LATANVILLE

Jenna has just joined AEP in the newly created Market Development and Research Officer role. As a scientifically trained business professional, with experience in the consumer goods industry, Jenna has a passion for innovation and technology commercialization.

Jenna grew up in Barrie, Ontario. Having been in Calgary for four years, she has made Alberta her permanent home. She is fond of saying she would trade the Great Lakes for the Rocky Mountains any day of the week! In her spare time, Jenna is often found enjoying the outdoors in any way possible, whether it be skiing, camping, fishing or hiking.

More recently, Jenna has been busy with wedding planning - be ready for a name change coming next year! Jenna looks forward to meeting all of you and is excited to start contributing to the future success of Alberta's egg industry.

## BIO-SECURITY

### TIP OF THE MONTH

Prevent pets, such as cats and dogs, from accessing the production facility and feed storage area.

***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 Poultry Veterinarian

You all know about the saying "one bad apple can spoil the barrel." In this article, we are going to discuss this; well, not about apples, but about chickens. Modern poultry production is based on, among other things, one very simple yet very important principle: "all in, all out." This means that you place all of the birds in your barn from one source at one time and then you remove all of the birds at once. Why is this important? Live birds can look healthy, but they may harbor bacteria and viruses. Once they are mixed with other birds, they will spread the bugs to the whole flock. Here are a couple stories to explain it better:

One producer that was raising his own pullets was short fifty birds. He asked around and found fifty birds available from his neighbor. He was happy; the birds looked good and were the same age as his flock. Everything was going fine until swabs were taken from his barn for Salmonella testing – they came back Salmonella enteritidis positive, despite the fact that his barn had never tested positive before. When he was complaining to his neighbor, he learned that the last three flocks at the neighbor's place had tested positive too. They then needed to work hard to get rid of the bug, but also learned not to exchange birds.

Another producer found an excellent deal so he decided to buy half of the layers he needed from a farm in BC. The pullets were healthy when he saw them and their weights were excellent. He placed them in the same lay facility, next to pullets raised at his regular pullet supplier in Alberta. Three weeks later, at the peak of production, his own flock started sneezing and mortality went up. He submitted birds to the lab and they found out that the birds had ILT (Infectious Laryngotracheitis). As this is a provincially reportable disease in Alberta, the farm was quarantined. He lost more birds and had to go through the hassle of vaccination, extra cleaning and disinfection. The lab report told him that the disease was caused by a vaccine ILT virus; it turns out the producer in BC forgot to tell him that he vaccinates his birds with a CEO ILT vaccine.

These are just two examples that remind us not to mix birds from different flocks or birds on different vaccination programs. Diseases are not always visible and, although birds may look nice and healthy, they can make the whole flock sick. As it turns out, it's the same as with the apples!



***From Your Poultry Veterinarian** is a regular column in EggNotes.*

*It is written by Dr. Jenny Fricke, Dr. Tom Inglis or Dr. Darko Mitevski, all poultry veterinarians working for Poultry Health Services Ltd. in Airdrie.*

## LIVESTOCK CARE CONFERENCE

Alberta Farm Animal Care (AFAC) will be hosting its Annual Livestock Care Conference on April 7<sup>th</sup>, 2011.

The conference will bring a dynamic group of speakers to Red Deer, to share their knowledge on topics such as:

- Codes of practice, how they are developed and the challenges & benefits of implementing them
- Market value of animal welfare; getting paid for doing what is right
- Interactive sessions on social media and animal welfare in the news

The AEP encourages our producers to attend this conference, as it provides an opportunity for you to learn from industry experts, keep current with new and emerging information and research, discover new ideas and connect with others in agriculture.

The conference will be held at the Holiday Inn located at 6500 67<sup>th</sup> Street, in Red Deer. Conference registration begins at 7:15 a.m. and the Welcome session will start at 8:30 a.m. The cost of attending is \$165.00 per person and includes both breakfast and lunch.

You can register now:

Phone: 403-662-8050

Online: [www.afac.ab.ca](http://www.afac.ab.ca)

## Intensive Livestock Working Group (ILWG) Update

### **Alberta Biodiversity Monitoring Institute (ABMI)**

ILWG attended a briefing by ABMI on how this institute functions and the fact that they will be making public in a few months, the state of biodiversity in the South Saskatchewan Regional Planning area. Their role is to provide government and industry with a performance tool to establish clear and consistent ecological objectives and to measure progress towards reaching those objectives. The ABMI initiative is related to concerns over resource development (such as energy or renewable resources like agriculture) and whether growth is sustainable from a biodiversity perspective. The definition of sustainable is “when the needs of the present are met without compromising the ability of future generations to meet their own needs.”

There are 1656 monitoring sites established across the province and ABMI visits 340 of these sites every year. It monitors for as many as 100 species of plants, mosses, lichen, birds, mammals, fish, soil mites and aquatic invertebrates. They go back every five years and plot changes in the species count as human disturbance increases changes.

### **Odour Management Assessment Tool**

In collaboration with Alberta Agriculture, the ILWG has completed an odour management assessment tool for use by Confined Feed Operation (CFO) operators. The tool has a format similar to that used by the Environmental Farm Plan (EFP). The next step will be to pilot the tool with a few CFO operations in April. Once the print version is available, it will be circulated to ILWG member organizations for industry distribution.

### **Managing Odour in Problem Areas**

In 2008, the Clean Air Strategic Alliance (CASA) recommended the CFO industry, through the ILWG, work with operators in problem areas to develop a site specific odour management plan. The analysis of complaint data from the NRCB over the past eight years has determined odour issues are not regional in nature. The analysis concludes “problem areas” are limited to a few operations receiving greater than 10 complaints. Further analysis of the complaints against these operations indicates dramatic improvements in the past three years. The ILWG concludes that odour is not as serious an issue as some interests portray, nor is it a wide spread issue.

## UPCOMING EVENTS CALENDAR

<b>April 5</b>	AEP Board Meeting
<b>April 5</b>	PHCE Meeting
<b>April 6</b>	AFAC AGM
<b>April 7</b>	AFAC Livestock Care Conference
<b>April 12</b>	SETT Committee
<b>April 14</b>	Quebec AGM
<b>May 4-5</b>	EFC Board Meeting
<b>May 17</b>	AEP Board Meeting



## ABOUT EGGNOTES

*EggNotes* is the official newsletter of the Alberta Egg Producers.

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

The submission deadline for the next issue of *EggNotes*:  
**April 21<sup>st</sup>, 2011**

The next issue of *EggNotes*:  
**May 6<sup>th</sup>, 2011**

## Industry News

### **Pullet Growers of Canada (PGC) Seeks Supply Management Status**

Ottawa (March 7, 2011) – The Pullet Growers of Canada (PGC), formerly the National Pullet Growers Association, is seeking Part 2 Agency status under the Farm Products Agencies Act.

“Repositioning PGC within the supply chain management system as a Part 2 Agency will give Canadian pullet growers the legal voice to address the many issues affecting the pullet industry,” explains Andy DeWeerd, the Chair of the PGC.

To date, pullet growers have relied on their representation through egg producer organizations; this has been due to the fact that many pullet growers are also egg producers and both commodities are closely connected. However, egg organizations are mandated to represent only their egg producers and not the pullet growers.

“Pullet producers have an excellent relationship with the egg organization; however, as an industry, we cannot rely on the good graces of the egg organizations to represent us,” says Mr. DeWeerd. “The time has come for pullet growers to have their own voice on such issues as cost of production, disease control, HACCP programs and housing standards, among many others. Being an autonomous agency will give PGC the required legal powers to make decisions on these issues, on behalf of pullet producers across the country.”

As part of the process of becoming a Part 2 Agency, PGC is conducting consultations across Canada with pullet producers and egg organizations.

### **Regulatory Amendment Provides Mechanism for Fair Compensation**

Ottawa (March 24, 2011) – Egg Farmers of Canada (EFC) today thanked Agriculture and Agri-Food Minister Gerry Ritz for the amendments to the Compensation for Destroyed Animal Regulations (CDAR).

The CDAR establishes maximum levels of compensation that may be paid by the government when the Minister of Agriculture and Agri-Food orders animals destroyed under the Health of Animals Act. In the most recent amendments, a new category for chickens producing eggs was created and the maximum established at \$30 a hen.

Canada’s egg farmers are delighted the government listened to their concerns and agreed that this amendment was necessary.

## MEET... DAVID WEBB

David has just joined AEP in the position of Marketing and Communications Coordinator. He holds an Honours Bachelor of Business Administration degree from Wilfrid Laurier University in Waterloo, Ontario. David brings a diversified background to AEP with extensive consumer goods experience and, most recently, was the Canadian Medical Association's western Product Manager for their Electronic Medical Records software business, which entailed significant interaction with various provincial health agencies in both Saskatchewan and Alberta.

David grew up in Niagara Falls, Ontario and worked in product & brand management in Toronto for nine years, before moving to Calgary two years ago to get married and settle down. He enjoys a variety of sports, including hockey and golf, as well as photography. David looks forward to meeting and working with all of you to build the Alberta Eggs brand.



## From Your Marketing & Communications Coordinator

With a new Marketing & Communications Coordinator on board, comes a fresh injection of eggcitement! The AEP is looking forward to the rest of 2011, as both an opportunity to continue growing awareness about all the benefits of eating eggs and to start building the Alberta Eggs brand.

### **AEP 2011-Q1 Highlights**

- Total # of events participated in, from Jan-Mar..... 15
- Total # of events sponsored, from Jan-Mar..... 48

### **Alberta Egg Producers Website Update**

The following items are now available on the AEP website, which we encourage all of you to flock to at [eggs.ab.ca](http://eggs.ab.ca)

- 2010 AEP Annual Report
- Spring 2011 Eggspress newsletter for kids
- Spring 2011 Eggstravaganza newsletter for adults

### **Upcoming Events:**

The AEP is proud to be participating in these EGGcellent events

- |                                     |               |
|-------------------------------------|---------------|
| - Aggie Days Calgary                | April 6 – 10  |
| - Edmonton Women's Show             | April 9 & 10  |
| - Calgary Zoo Easter Eggstravaganza | April 22 & 23 |
| - Aggie Days Lethbridge             | May 10 & 11   |

If you have any questions about any of these events, please feel welcome to contact David Webb at AEP. 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.*

