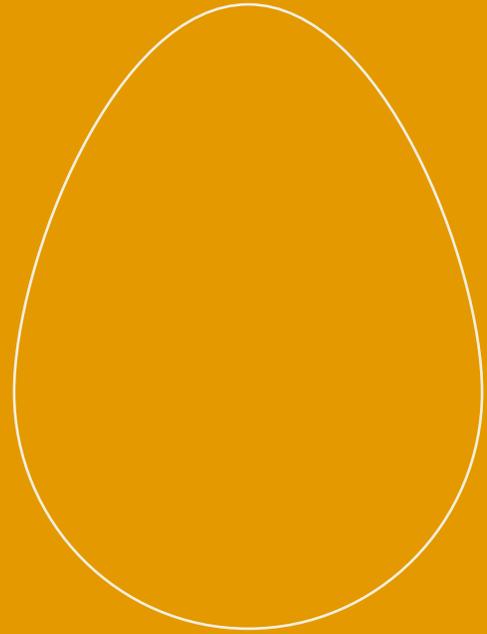


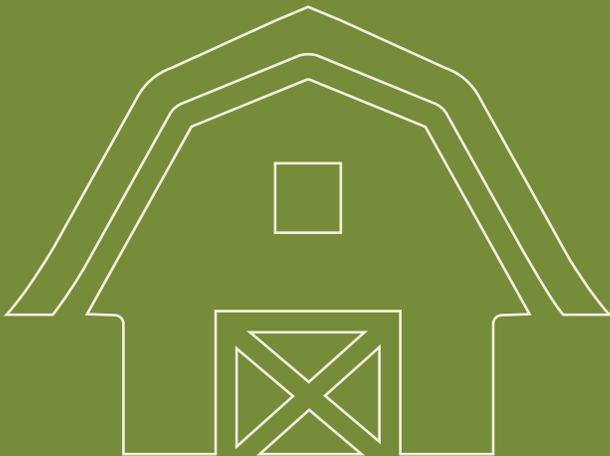
Healthy Birds:

Alberta egg farmers raise healthy birds. They are dedicated to the well-being and care of their laying hens.



Healthy Eggs:

Alberta egg farmers produce healthy eggs. They are committed to providing local eggs that are safe, fresh, and nutritious.



Healthy Farms:

Alberta egg farmers operate healthy farms. They are responsible stewards who work to minimize their environmental impacts while operating economically viable farms, to ensure successful livelihoods. They are also devoted to fostering safe work environments.



Healthy Communities:

Alberta egg farmers contribute to healthy communities. They give back to their communities and play an important role in supporting local food systems and effective supply management.

CULTIVATING A SUSTAINABLE EGG INDUSTRY

EFA PLEDGES

Healthy Birds #1:

EFA will apply the highest standards of animal welfare throughout the hen housing transition taking place in our industry

Healthy Eggs #1:

EFA will strengthen the connection between consumers and the Alberta farmers who provide safe, fresh, nutritious, local eggs

Healthy Farms #1:

EFA will increase our understanding of climate change impacts and mitigations to future-proof Alberta egg farms.

Healthy Farms #2:

EFA will support alignment of farm safety programs to add value for Alberta egg farmers.

Healthy Farms #3:

EFA will support the increased application of 'circular-economy' practices on Alberta egg farms to capture value and minimize environmental impacts.

Healthy Communities #1:

EFA will increase demand for Alberta eggs by improving consumer awareness of sustainable egg production.

Healthy Communities #2:

EFA and the province's egg farming families will positively contribute to the sustainability of communities across Alberta.

Cross-cutting #1:

EFA will enhance on-farm data so Alberta egg farmers can monitor and improve farm sustainability performance, while preparing for expanded commercial requirements related to sustainability.

Why does sustainable egg farming matter to EFA?

Egg Farmers of Alberta's original sustainability strategy was developed in 2014 because, according to our inaugural sustainability report published the following year, "sustainability planning and reporting is essential for EFA to maintain our position as community leaders along with our social license to operate". EFA's desire to build a sustainable egg industry in Alberta and across Canada is even stronger today, which is a vision shared by egg farmers, value chain partners, and consumers. A sustainable egg industry will contribute to a thriving provincial agriculture sector, support the economic development of rural Alberta communities, and preserve the food security of future generations of Albertans.

Was EFA's 2014 sustainability strategy successful?

Egg Farmers of Alberta's first sustainability strategy helped guide the Alberta egg industry for the past seven years, with its success chronicled in sustainability reports that EFA published for six consecutive years from 2015 through 2020. Despite expanding the number of metrics and adding forward-looking targets to the report over time, EFA achieved every goal documented in a sustainability report, often ahead of schedule. Whether it was transitioning at least a third of provincial egg production to alternative hen housing by 2020 (completed two years early), eliminating the raising of multiple species in the same barn, seeing at least 88% of new entrant farmers go into production as registered producers, or steadily increasing the number of presentations and farm tours offered to post-secondary agriculture/veterinary students, EFA was committed to achieving the goals established by our sustainability strategy.

Beyond the quantitative metrics found in our annual sustainability report, EFA and Alberta farmers embraced the challenge of building a sustainable egg industry. EFA hosted the Environmental Stewardship Workshop in 2015 and Hatching Ideas on Animal Welfare in 2017, which each involved a diverse mix of over 40 industry stakeholders who discussed the priorities, issues, and desired future state of the Canadian egg industry. In partnership with Alberta Agriculture and Brant Colony, and made possible thanks to funding from Growing Forward 2, EFA opened the Canadian industry's first net-zero egg barn in 2016, which was able to achieve electricity net-zero for its layer barn within its first three flock cycles. EFA also launched the Canadian egg industry's first on-farm environmental program – the Producer Environmental Egg Program (PEEP) – in 2014, which focused on key impact areas such as energy use, water consumption, manure management, and waste disposal. The voluntary program was immediately adopted by all Alberta egg farmers, providing them with a variety of ways to minimize their environmental impact and reduce their carbon footprint.

Why is EFA launching a revised sustainability strategy in 2022?

After accomplishing all the goals and witnessing all the innovations inspired by our original 2014 sustainability strategy, Egg Farmers of Alberta wants to see the provincial egg industry build on its success from the past seven years. There is still much work to be done to cultivate a truly sustainable egg industry, and to prepare Alberta egg farms for future requirements from retailers and demands from consumers. EFA also wants to better align our provincial sustainability strategy with international sustainability reporting standards, and with the national egg industry's sustainability strategy developed by Egg Farmers of Canada.