

## BOARD OF DIRECTORS

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#### COORDINATOR

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### PRODUCER SERVICES MANAGER

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### MARKET DEVELOPMENT & RESEARCH OFFICER

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### ADMIN ASSISTANT – MARKETING

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### PRODUCER SERVICES ADMINISTRATOR

Carla Znak ext. 127

### ADMIN ASSISTANT – CUSTOMER SERVICE

Peggy Galbraith ext. 101

### FIELD SERVICES COORDINATOR

Murray Minchin ext. 131

## From Your Board of Directors

Your Board of Directors recently held a day-long strategic planning session with Alberta Egg Producers staff. In the name of effective board governance, the purpose of this session was to reflect on 2011 and to jointly determine the primary key focus areas that staff will focus on over the next 1-3 years. The session was an excellent opportunity for Board members to engage AEP staff directly, which facilitated an efficient sharing of experience, expertise and expectations.

Your Board firmly believes that the strategic planning session was incredibly successful. The nine key focus areas that were identified and agreed upon by the Board and AEP staff should set Alberta's egg industry up for sustainable growth and prosperity in 2012 and beyond. The Board would like to thank AEP's General Manager and staff, for their insightful participation in the strategic planning session and for their ongoing commitment and dedication to Alberta egg farmers.

*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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## PURPOSE OF THE AEP

AEP exists so that there will be an environment in which Alberta egg producers can thrive within the Canadian industry, at a cost that demonstrates good stewardship of resources.

## AEP OFFICE HOURS

Our office will be **closed at noon on Friday, December 23<sup>rd</sup>** and **closed on December 26<sup>th</sup> & 27<sup>th</sup>**, for Christmas. The office will be **closed at noon on Friday, December 30<sup>th</sup>** and **closed on January 2<sup>nd</sup>**, for New Year's. We hope this will not cause any inconvenience.

## EGG PRICE UPDATE

Effective: **September 4<sup>th</sup>, 2011**  
(Week #37)

### **Grade A**

X Large	\$1.980	↑
Large	\$1.980	↑
Medium	\$1.760	↑
Small	\$1.380	↑
Nest Run	\$1.865	↑
Pee Wee	\$0.270	---

**Grade B** \$0.750 ---

**Grade C** \$0.150 ---

## EGGNOTES SUBSCRIPTION INFO

Do you know someone who wants to subscribe to EggNotes? Simply have them send their name, company or organization, fax number and email address to: **info@eggs.ab.ca**

## AEP Board of Directors – Nominations

AEP is introducing a new process for Director nominations, starting this year. Prior to the end of December, AEP will send out nomination forms and Director eligibility requirements to all registered egg producers. The nominee must consent to the nomination in writing and every nomination form must be signed by two different registered producers.

Nomination forms must be received at the AEP office no later than 30 days in advance of the scheduled Annual General Meeting (AGM), in order for the nominee's name to be added to the ballot. Nominations can be delivered via mail, fax or can be hand delivered. A profile of the candidate will be provided and distributed at the AGM registration desk.

Nominations will also be allowed from the floor at the AGM. AEP will encourage nominations to be sent in advance, so producers can have time to review each potential Director's profile, enabling them to make a sound, informed decision.

## AEP AGM Banquet Keynote Speaker... Bruce Vincent!

AEP is pleased to announce that Bruce Vincent, a third generation logger from Libby, Montana, will be the keynote speaker at the upcoming AGM banquet on February 28<sup>th</sup>, 2012. AEP strongly encourages all producers to attend the banquet and take note of his inspirational, timely messages for our industry.

Bruce advises that the future of agriculture is going to be defined and defended by someone's visionary leadership; "with vision, there is hope!" The past few months have been extremely tumultuous for the supply managed commodities, with mistruths and half-truths flying around the media. Bruce shares firsthand knowledge and draws on years of experience, to underscore the need to reintroduce the consumer to the processes and the people of production, before industry can lead the charge to implement their own vision for the future.

The time is now for egg farmers to tell their story proudly! As Bruce explains, "those who work at the ground level... are positioned at the leading edge of the changes and challenges." The keynote address delivered by Bruce Vincent at AEP's upcoming AGM, will give you the tools and motivation to take charge of driving the success of our industry into the future. We look forward to seeing you there!

Banquet tickets can be purchased from the AGM registration desk at a cost of \$30 per ticket.

## AEP PRODUCER WEBSITE

Calling all Alberta egg farmers!

There are 2 new excellent resources now available on AEP's Producer Website:

1) Hen Housing Guide  
*(For more details about this guide, please see the article on page 4)*

2) Challenges and Strategies for Handling Phosphorous in Layer Waste

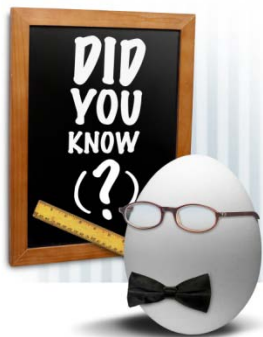
If you are looking for information about the egg industry, including:

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

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

[www.albertaeggproducers.ca](http://www.albertaeggproducers.ca)

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



## From Your Producer Services Manager

### **Start Clean – Stay Clean Scores and SE Insurance Compensation**

The Start Clean – Stay Clean (SC-SC) on farm food safety program was originally developed in 1990 and was introduced as Safe from Salmonella. The program was initially developed with the goal of controlling Salmonella Enteritidis outbreaks by addressing key risk factors, such as pests and contamination from other production facilities. Over time, the SC-SC program has evolved and it has been recognized that the practices designed to combat SE are also effective means to control other food safety risks.

Given the history and nature of the SC-SC program, it makes sense that a producer's score is a good indicator of how well they are managing their risks for salmonella. While a high score does not guarantee a producer will be SE free, it does demonstrate that they are doing everything possible to protect their flocks and the eggs they produce, from SE and other bacteria and diseases.

The SE compensation provided to layer producers through EFC has been linked to a producer's SC-SC score for many years. In order to receive full compensation, a layer producer must achieve a score of at least 90%. This rule will stay in place for the adoption of the CEIRA insurance program.

With the introduction of CEIRA, pullet producers will now also be eligible for SE insurance coverage. The SC-SC Pullet Program is still relatively new, therefore a phase-in plan has been implemented that will allow pullet producers to work towards the minimum 90% score requirement over the next three years.

Minimum requirement for CEIRA SE insurance 100% compensation factor:  
Year 1 (Oct.1, 2011 – Sep.30, 2012): a score of 70% or greater  
Year 2 (Oct.1, 2012 – Sep.30, 2013): a score of 80% or greater  
Year 3 (Oct.1, 2013 – onward): a score of 90% or greater

Failure to meet these minimum score requirements will impact your CEIRA insurance compensation and your payout will be pro-rated to match your SC-SC score. For example, if a producer scores 68% on the SC-SC Pullet program in 2012, the payout will be 68% of the full compensation amount.

If you have any questions about SC-SC scores or CEIRA insurance coverage, please call Christina Robinson at ext.125.

*...Continued on Page 4*

## SAFETHINK™ AGRICULTURE

SafeThink™ Agriculture is a new course specifically designed for the agriculture industry in Alberta. It has been developed with input from Alberta farmers and training specialists, as a method to predict and prevent dangerous on farm situations.

SafeThink™ Agriculture is now available at an introductory rate of \$160 per person. Safety is always a top concern on the farm. The course includes four interactive classroom sessions, complemented by your own on-farm application of the concepts.

### **2012 Training Dates**

Airdrie: January 12, January 26,  
February 9, February 23  
Raymond: January 13, January 27,  
February 10, February 24  
Provost: January 20, February 3,  
February 17, February 29

To register, contact Astec Safety  
Phone: 780-753-2905  
Email: [emasson@astecsafety.com](mailto:emasson@astecsafety.com)

### SAVE THE DATE!!!

In partnership with the Alberta Poultry Industry Emergency Management Team, AEP is pleased to present **PECK!** – an interactive, educational, entertaining event to focus on emergency preparedness and practical on-farm bio-security. The event will be held on **February 27<sup>th</sup>, 2012, at 1:00pm** in Red Deer. Invitations will be mailed out soon!

## From Your Producer Services Manager, Continued from Page 3

### **Hen Housing Guide**

There are more choices than ever for hen housing and deciding which system to move ahead with is not easy. AEP has developed a new resource to help producers with their hen housing decision making process. This resource has been compiled to provide an overview of the history of the issue and how hen housing has developed over time. The guide also provides a brief description, as well as the unique benefits, challenges and management considerations for each type of hen housing system. A decision making tool is also included, to help highlight some of the important questions you need to ask as you make this important decision for your egg farming business. This guide can now be found on the Producer Website, or by contacting the ADP office.

If you are considering re-caging or building a new barn, we urge you to contact AEP to discuss your options in more detail. Please call Christina Robinson at ext.125 to schedule a meeting.

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

### Field Statistics Update

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

- 164 SC-SC layer evaluations have been completed in 2011
  - ✓ Alberta's average score is 98.6%
  - ✓ 36 Alberta producers have scored a perfect 100% rating
- 201 ACP evaluations have been completed in 2011
  - ✓ Alberta's average score is 98.33%
  - ✓ 112 Alberta producers have scored a perfect 100% rating
- 94 SC-SC pullet evaluations have been completed in 2011
  - ✓ Alberta's average score is 96.6%
  - ✓ 43 Alberta producers have scored a perfect 100% rating

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

## UPCOMING EVENTS CALENDAR

### **January 17**

AEP Regional Meeting (Edmonton, AB)

### **January 18**

AEP Regional Meeting (Calgary, AB)

### **January 19**

AEP Regional Meeting (Lethbridge, AB)

### **January 24-26**

International Poultry Expo (Atlanta, GA)

### **February 1-2**

EFC Meeting (Ottawa, ON)

### **February 7**

AEP Board Meeting (Calgary, AB)

### **February 27**

PECK! Producer Training (Red Deer, AB)

### **February 28**

AEP AGM (Red Deer, AB)

## SAVE THE DATE!!!

The Alberta Farm Animal Care (AFAC) **12<sup>th</sup> Annual Livestock Care Conference** will be held in Red Deer, Alberta. The conference is scheduled for March 21 & 22, 2012.

### **March 22: Full day of the Livestock Care Conference**

→ *AEP recommends that all egg producers should attend this day!*

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

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

## 2012 Over Base User Fee

Since AEP first allotted over base quota in April of 2009, a user fee has been collected on any of this quota that has been activated. The fee is set annually and is based on 1% of the previous year's average quota price. In 2011, the average quota price was \$225.56, which means that the 2012 over base fee for 2012 will be set at \$2.25 per bird, per year.

Effective January 1<sup>st</sup>, 2012, the annual over base user fee will be invoiced to the producer who owns the base quota that the over base allotment is tied to, regardless of which producer is operating the quota. The invoice will provide the option to pay the over base user fee in full, or to deduct it from their bank account on a monthly basis.

If you have any questions about the over base user fee, please call Christina Robinson at ext.125 or Laurel Martin at ext.121.

## 2012 Levy Increase

Egg Farmers of Canada (EFC) approved their 2012 draft budget at their November meeting. An increase of 3 cents per dozen in the unrestricted Pooled Income Fund (PIF) levy is required on January 29<sup>th</sup>, 2012. The increase will bring the total PIF levy to 31.5 cents per dozen. The increase is due to projected higher volumes in the IP Pool and continuing higher feed costs. In addition to the increased costs due to IP Pool volumes, transportation costs are expected to increase as a result of higher fuel surcharges.

The EFC budget calls for the Administration levy (3 cents per dozen) and the Research levy (0.25 cents per dozen) to remain unchanged at their current rates. The Risk Management Fund levy (0.5 cents per dozen) has been reduced by half. The total national levy will be set at \$0.3525 per dozen, effective January 29<sup>th</sup>, 2012 (Period 2).

At AEP's December meeting, the Board reviewed the Operational Plan, budget and levy requirements. The AEP Board set the total provincial levy at \$0.4037 per dozen, which includes the national levy (\$0.3525) and provincial levy of \$0.0512 per dozen (3.5 cents per dozen for Administration and 1.62 cents per dozen for IP Pool).

The annual per bird levy rate is \$10.27, based on a 52-week year. This new rate will also take effect on January 29<sup>th</sup>, 2012.



## ABOUT EGGNOTES



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

Submissions should be sent to:  
[info@eggs.ab.ca](mailto:info@eggs.ab.ca)

Submission deadline for the next issue of *EggNotes*:  
**January 20<sup>th</sup>, 2012**

Next issue of *EggNotes*:  
**February 2<sup>nd</sup>, 2012**

## "YOKES" OF THE MONTH



*Guaranteed to crack you up!*

**Q:** What did the referee say when the chicken's ball went wide?

**A:** Fowl ball!

**Q:** Which state do Americans buy fresh eggs from?

**A:** New York!

*Thanks to Joe Waldner from Fairville Farming for these yokes!*

## Intensive Livestock Working Group (ILWG) Update

### **Phosphorous Strategy**

We are making good progress in the development of a pilot project that is part of the joint industry/government long term "P" (phosphorous) strategy. The intent of the P strategy is to help guide nutrient management planning of the livestock/poultry industry, plus the development of government policy in addressing the impacts of phosphorous on water quality. What we learn from the pilot will help industry build the social license to continue operations and grow as market conditions allow.

The pilot outline and a number of potential sub-watersheds locations will be presented to a committee of producers in early December, for their review and input, with the project put in front of the ILWG in February 2012 for final approval.

### **Bow River Phosphorous Management Plan**

The goal of this initiative is to identify strategies and actions to improve water quality, by managing phosphorous loading into the Bow River from the Bearspaw Dam to upstream of the Bassano Dam. The difference from past efforts is that there will be an emphasis on non point source contributions (agriculture/livestock).

Nearly 50% of the phosphorous loading into the Bow River has been identified as coming from non point sources, with agriculture/livestock linked as a significant contributor. Over the next nine months, a phosphorous management plan for the Bow will be developed. The ILWG is participating in that process and will provide regular reports on developments.

### **Farm Safety Advisory Council**

The Farm Safety Advisory Council was established to bring industry and government together, to find ways to reduce farm injuries, without increasing the regulatory and financial burden on producers. The livestock representative, who is also co-chair, reports that the Council has met several times over the past few months and is putting the finishing touches on a strategic plan. The plan (in broad terms) will be presented to the ILWG in the next month, to solicit industry feedback. More information should be forthcoming and will be communicated when received.

*Intensive Livestock Working Group Update* is a regular column in *EggNotes*. It features summary briefs from ILWG's monthly meetings.

## GROWING FORWARD

Alberta's agriculture producers are encouraged to take advantage of the Growing Forward Business Opportunity program, to help transform existing operations or pursue new ventures to capitalize on changes in the marketplace and consumer demands.

The Business Opportunity grant program is targeted at Alberta's primary agriculture producers and producer groups adapting their business to meet changing market and consumer demands. New entrants to the industry starting up a primary production business venture are also eligible.

The grants support contracting services that contribute to making informed and calculated business decisions to take a new business direction. Examples of eligible expenses include opportunity assessments, market research, business management consulting or coaching for a new direction, business and marketing plans, and mentoring for developing or diversifying a farming operation.

Business Opportunity applications are supported on a cost-shared basis. Grants cover 75% of eligible expenses for approved activities, with grants awarded up to a maximum of \$30,000 per applicant.

Full terms and conditions are available by calling the Ag-Info Centre at 310-3276, or online at:  
[www.growingforward.alberta.ca](http://www.growingforward.alberta.ca)

## From Your Research Officer

### Thinking About Lighting

With a ban on the sale of incandescent light bulbs coming into effect in 2012, alternative light sources are continuing to be adopted in layer barns. Energy efficiency, durability, price, quality and quantity of light are all factors for producers to consider when making a decision.

Incandescent lights are not expensive upfront, but have a short life span (750-1,000 hours) and are highly inefficient (7-20 lumens per watt, a measure of the light output per unit of energy). Comparatively, fluorescent lighting can last anywhere from 6,000-20,000 hours and can emit between 45-100 lumens per watt. LED lights last from 30,000-100,000 hours and can emit up to 150 lumens per watt. In addition to upfront cost and energy use, some energy efficient systems can make use of existing incandescent light fixtures (most notably compact fluorescent), while others require retrofitting that can impact the total cost.

Since hens see light differently than humans do, the spectrum of light emitted must be considered, as it can have an impact on the reproductive efficiency and behavior of the bird. Variations on fluorescent and LED lights may emit different spectrums. Systems restricting the light in poultry houses to specific colors are currently under evaluation. Blue, green and red spectrums are believed to exert different effects on hen behavior however; research has thus far been inconclusive, regarding the best spectrums for hens, as red light may improve rate and onset of lay, but also increase aggression.

Other factors to consider include whether the light is dimmable, washable, consistent in its light level over time and disposable. There are growing concerns about the disposal of fluorescent lights because they contain mercury; regulations and safety measures apply. Waterproof fixtures are available, though LED lights should not be mounted in air tight enclosures, due to heat concerns. Failure rates of bulbs may be brand dependent, so it is important to know if there is a warranty for the bulbs under the proposed conditions of use.

*From Your Research Officer is a regular column in EggNotes. It provides information on the latest research findings, technologies, production methods and market trends.*

## MANURE MANAGEMENT SURVEY

AEP has started a project to find options for improved handling (both on farm and off farm) of layer manure. The first step in this project is to update the manure survey that was previously done about 10 years ago. Manure handling on the farm has changed in many ways since that survey was conducted and the study team would like to understand the current situation. Since many farmers are mixed farms, the handling of other livestock manure may become an important issue. The survey will include questions related to all livestock on the farm and the areas used for manure utilization.

The manure project will address manure processing technology as well. The team will review the technologies that are currently in place in Europe and North America, and then make recommendations as to whether such technologies would be suitable for the handling of layer manure in Alberta.

At the upcoming AEP Regional meetings, producers will be asked to complete a two-page survey. AEP hopes you will prepare for the survey by thinking about the following issues on your farm: total manure storage capacity, total land base of your farming operation, number of cattle or hogs on your farm, and the use of phytase in your poultry or hog feed.

AEP looks forward to learning with you!

## Trans Pacific Partnership and Supply Management

AEP is certain that, by now, most producers have noticed the recent intensified media focus on supply management. Thanks to Canada's decision to join the Trans Pacific Partnership (TPP) negotiations, the ongoing debate about the Canadian Wheat Board and a lobby by the Canadian Restaurant and Foodservices Association, a sort of 'perfect storm' has been created, providing media and anti-supply management pundits an opportunity to get up on their soapbox and call for an end to Canada's most successful agricultural marketing and production system.

At the national level, AEP and EFC are very pleased with the assurances that have been given to our industry by International Trade Minister Ed Fast and Agriculture Minister Gerry Ritz, that the federal government continues to support supply management and will defend supply management in trade negotiations, including those of the TPP.

Prime Minister Harper stated in an interview that, "We have in this country an agricultural sector that as a whole is very healthy these days, but in particular, dairy, poultry and other sectors have been very healthy agricultural sectors in this country, and that's why we think our policies [supply management] are valuable." When speaking about the TPP, the Prime Minister added, "I continue to believe that we can advance our interests while at the same time protecting our interest in those various sectors."

The overwhelming support for supply management has also been echoed on the provincial level, here in Alberta. When speaking about the supply management system, Agriculture Minister Evan Berger said, "If it's not broke, don't fix it."

## Undercover Investigative Video

United Egg Producers (UEP), representing American egg farmers, advised that an undercover investigative video was released and shown on various national news broadcasts. The video was shot at a large egg producer and appeared to be about animal abuse by employees and poor animal welfare conditions. This is the latest lesson that such stories can cause severe damage to the individual egg farmer and create a poor impression of the entire egg industry.

AEP wants to remind producers to ensure strict adherence to animal care best practices, by all those who work with your egg laying hens. Every egg farmer must also be extra vigilant when hiring employees, as this video was shot by an activist who had been hired as an employee!



## ALBERTA EGG MARKET UPDATE

The Nielson preliminary retail sales data is available up to November 19<sup>th</sup>, 2011 and indicates that in the latest 4-week period, 2.59 million dozen eggs were sold in Alberta; a 5.2% increase from the previous 4-week period (ending October 22<sup>nd</sup>) and a 5.5% increase in sales compared to the same period in 2010.

Nielson retail sales in the last 52 weeks are up 3.4% over the previous 52 weeks in Alberta. Omega-3 eggs have seen the largest sales growth in the last 52 weeks in Alberta; a 9.5% increase over the previous 52 weeks, to 3.4 million dozen eggs (10.5% of the total eggs sold in Alberta).

## AEP ONLINE!

Remember to tell everyone you meet about the AEP website, where you can find lots of eggcellent information about being an egg farmer, how an egg a day can be part of an active, nutritious lifestyle and a wide variety of delicious recipes! *Get Cracking* to [eggs.ab.ca](http://eggs.ab.ca)



## From Your Marketing & Communications Coordinator

Alberta Egg Producers would like to thank everyone for making 2011 such a success. We would like to take this time to wish you all a Merry Christmas and a Happy New Year! Best wishes for a wonderful 2012!

From mouthwatering eggnogs to delicious desserts, AEP's website has a fully searchable recipe database that is sure to make this holiday season *egg*ceptionally tasty. *Get Cracking* to [eggs.ab.ca](http://eggs.ab.ca) today!

### **AEP 2011 Highlights**

- Total # of events attended..... 31
- Total # of events sponsored..... 136
- Total # of promotional items distributed..... 116,956
- Total # of resources distributed.....118,034

### **Upcoming Events**

AEP is proud to be participating in these EGGcellent events:

- Ultimate Health & Fitness Show .....January 7 & 8  
@ Telus Convention Centre in Calgary, AB
- SAIT Health & Wellness Fair.....January 18  
@ The Heart Building in Calgary, AB

### **AEP Industry Partnerships**

- Alberta Supply Management: [www.albertasupplymanagement.ca](http://www.albertasupplymanagement.ca)
- Classroom Agriculture Program: [www.classroomagriculture.com](http://www.classroomagriculture.com)

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

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

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

