

# EggNotes

## Board of Directors

**Chair:** Conrad Vanessen 403-635-7998  
**Vice Chair:** Bernadette Vandeborn 780-349-6311  
**EFC Director:** Beatrice Visser 780-674-6297  
**EFC Alternate:** Peter Waldner 403-795-8621  
**Director:** Jerry Hofer 403-363-3501  
**Director:** Elie Hofer 780-691-8512

### ▶ EFA Vision Statement ◀

Healthy Food, Healthy Farms,  
Healthy Families

### ▶ EFA Mission Statement ◀

Cultivating a sustainable egg industry  
together with farmers, consumers & other  
stakeholders

### ▶ EFA Office Hours ◀

Regular Office Hours  
September 7 - Labour Day, Office Closed

## EFA Staff

Susan Gal  
General Manager, 587-391-6124 / ext.124

David Webb  
Marketing & Comm. Manager, 587-391-6126 / ext.126

Adelina Gashi  
Marketing & Social Media Coordinator, 587-391-6122 /  
ext.122

Jenna Griffin  
Manager Programs & Research, 587-391-6129 /ext.129

Carley Frerichs  
Farm Programs Coordinator, 587-391-6125 / ext.125

Laurel Martin  
Office Manager, 587-391-6121 / ext.121

Brandy Addai  
Logistics Coordinator, 403-250-1197 / ext.101

Erin Johnston  
Farm Services Administrator, 587-391-6127 / ext.127

Kari Buijs  
Business Manager, 587-391-6123 / ext.123

Dave Lastiwka  
Field Services Coordinator, 587-999-3447

Murray Minchin  
Fields Services Coordinator

### Egg Price Update Effective August 9, 2020

Canada Grade	Size	Price Per Dozen	
A	Extra Large	2.370	↑
A	Large	2.370	↑
A	Medium	2.080	↓
A	Small	1.750	-
A	Nest Run	2.227	↑
A	Pee Wee	0.280	-
B		0.770	-
C		0.160	-

Note: From the minimum paying price, graders can only deduct charges as authorized by the EFA Board. Effective December 29/19, rates were set for each zone in Alberta and reflect the maximum rate that can be deducted from producer's weekly cheque. For further information, please refer to OPP #13.3 on the producer website.

EggNotes is the official newsletter of Egg Farmers of Alberta.

Submissions should be sent to:

info@eggs.ab.ca

Next Issue: September 18, 2020

Note: EggNotes can be accessed on the EFA website or EFA's producer website



#101, 90 Freeport Blvd. NE, Calgary, Alberta, T3J 5J9  
P: 403-250-1197 Toll Free: 1-877-302-2344 F: 403-291-9216  
Website: eggs.ab.ca Producer Website: albertaeggproducers.ca  
Email: info@eggs.ab.ca Office hours: M-F: 7:30am - 4:00pm

# Board Update

- Your Egg Farmers of Alberta Board of Directors would like to thank producers and our industry partners for their participation in EFA's annual Customer Service Survey. A total of 47 surveys were submitted, which is your opportunity to provide important and meaningful feedback about the work being done by EFA's Board of Directors and staff, in pursuit of our operational goals and in alignment with EFA's mission statement.

We were pleased with the results and most feedback was quite positive, as reflected by the average scores:

- #1 - Quality of customer service from EFA: 9.2 / 10
- #2 - Satisfaction with EFA staff: 9.3 / 10
- #3 - Treatment by EFA staff: 9.5 / 10
- #4 - Quality of customer service from EFA staff: 9.4 / 10

When asked about preferences for providing feedback and having opinions heard by EFA, in-person meetings and email were the clear favorites.

While a vast majority of the feedback and comments were positive, there were a few concerns noted about how the Board operates. As always, if any producer ever has a concern or question about anything EFA is working on, the Board encourages you to reach out to one of your Directors. While we understand that there will never be consensus on every initiative undertaken or decision made by the Board, we are committed to operating in a transparent and accountable manner. As your elected representatives, the Board strives to work in the best interest of the Alberta egg industry.

If you are interested in reviewing the 2020 EFA Customer Service Survey report, it is now available on the producer website, on the EFA Customer Service page in the Healthy Communities section.

## UPCOMING EVENTS

**September 7**, Labour Day - Office Closed

**September 15**, EFA Board Meeting

**September 16**, Research Committee Meeting



EggFarmersAlberta



@EFA\_AB\_eggs



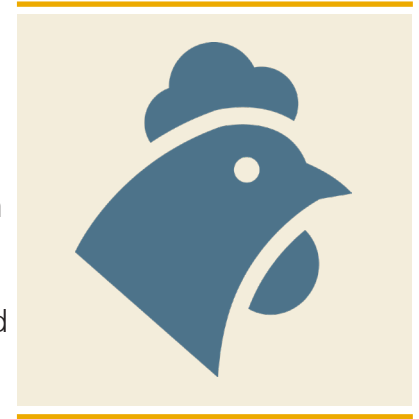
Egg Farmers of Alberta



EggFarmersAlberta



# Healthy Birds



## ➤ Outcome/bird-based measures

In the May *EggNotes*, EFA promoted some new resources for foot health which is part of the outcome/bird-based measures on the producer website. Since this update, EFA has captured another producer success story. See below for how monitoring feather cover and foot health has improved one Alberta producer's flock!

In one Alberta egg producer's barn the birds are monitored for feather cover and foot health quarterly (4x a year) per flock. This producer has found that their most recent flock has had an improvement in feather cover from previous flocks, which had some feather pecking issues. Factors that the producer has attributed to this improvement are the inclusion of scratch pads in the enriched housing system and dietary changes (increased salt and methionine levels). The producer has also noted that an enriched housing system has resulted in no foot health issues, which is fabulous news!

To hear more success stories and gather more information on how you can utilize the outcome/bird-based measures provided in your Start Clean – Stay Clean® calendars visit the producer website at Bird-Based Measurements (Healthy Birds).

## ➤ Vaccination E-Learning

EFA has wrapped up a project to develop a comprehensive online learning resource for laying hen vaccination. The content, developed in collaboration with Dr. Frank Marshall, Steve Laycock, and Harold Echeverry, is full of video, photos, and takeaway documents. The content has been posted to the producer website at Poultry Health (Healthy Birds).

<https://albertaeggproducers.ca/healthy-birds/Poultryhealth/>

There are four separate modules covering:

1. Developing a Vaccination Program and Plan
2. Vaccine Preparation and Storage
3. Vaccine Application Methods
4. Evaluating the Program and Disease Protection Achieved

If you have any questions or feedback, please use the question form at the end of the module or contact Jenna Griffin at 403-250-1197 ext.129.

A special thanks to Wild Rose Colony, Lathom Colony, and Clearview Colony for allowing us on farm to film and to use photos from their operations.



## ➤ Egg Farmers of Canada Animal Care Program Feed Withdrawal Element

EFC has updated the Animal Care Program's feed withdrawal element in accordance with the Canadian Food Inspection Agency (CFIA) interpretative guide for the Health of Animals Regulation Part XII Transport of Animals. The change outlines that presently EFC auditors will accept a producer's explanation (within reason) on when they deem the birds no longer have access to feed. Acceptable explanations will include when the conveyor/auger is shut off or when all feed has been removed from the feed line. Regardless of the explanation, producers must still adhere to the feed and water withdrawal times to comply with the Health of Animals Regulation Part XII Transport of Animals. As a reminder, the below chart outlines the maximum feed and water withdrawal periods for poultry dedicated to the egg industry. EFA recommends that producers make note of when they shut off the conveyor/auger and when all feed is removed from the feed line to ensure compliance for both EFC and CFIA requirements.

Canadian Food Inspection Agency (CFIA) Feed, Water, and Rest (FWR) Withdrawal Times	
Chicks	Maximum 72 hours from the time of hatch
Pullets & General Poultry	Maximum 36 hours without FWR
End-of-Lay Hens	Maximum 24 hours without water Maximum 28 hours without feed
Compromised Animals	Maximum 12 hours without FWR
Unfit Animals	Cannot be transported unless approved by a licensed veterinarian
Rest Time After Maximum Interval Without FWR	8 hours

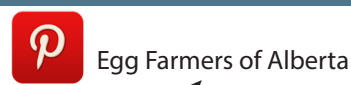
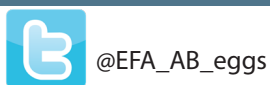
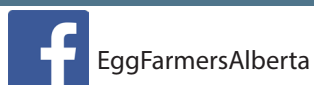
## Healthy Eggs

### ➤ Nielsen Update

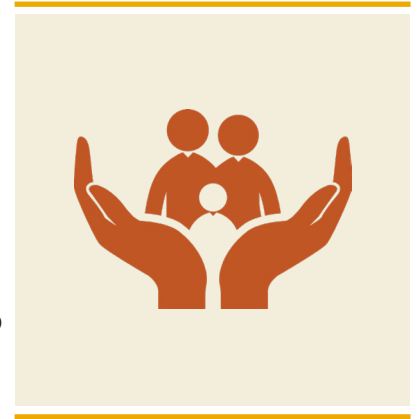
The Nielsen retail sales data is available up to July 11, 2020, and indicates that in the latest 4-week period 3.3 million dozen eggs were sold in Alberta; a 2.2.% decrease from the previous 4- week period (ending June 13th), and a 7.8% increase in sales compared to the same period in 2019.



Nielsen retail sales in the last 52 weeks are up 6.2% over the previous 52 weeks in Alberta, to 43.6 million dozen eggs. Specialty eggs (excluding Omega-3) have seen the largest sales growth; an 8.0% increase over the previous 52 weeks, to 4.9 million dozen eggs (11.3% of the total eggs sold in Alberta). As a reminder, additional Nielsen trend data that is updated approximately every four weeks and is available on the producer website.



# Healthy Communities



## ► Communications Update

We believe in two-way communication between our consumers and us, and we want you to stay informed, be active and engaged about our social media happenings. Each month we'll include a communications update of a piece of work that we are proud to show you! We would also love your opinion on what you want to see, so if you have suggestions feel free to send them to [adelina.gashi@eggs.ab.ca](mailto:adelina.gashi@eggs.ab.ca) or call 587-391-6122.

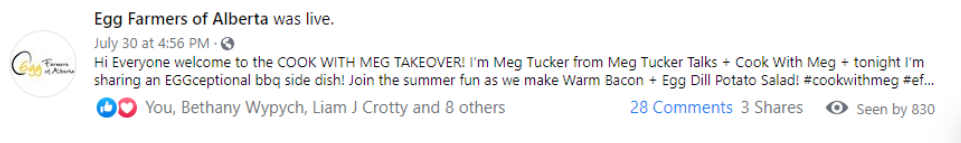
## ► Facebook Live Cooking Demo

Our partnership with Alberta Motor Association (AMA) and our efforts to 'Bring Back Alberta' through the Virtual Backyard BBQ campaign continued to positively impact Albertans in the month of July. Our influencer cook and recipe gal, Meg Tucker, hosted a Facebook Live cooking demo where she showed our followers how to make a delicious warm Bacon and Egg Dill Potato Salad. We had a very engaged crowd with many questions about the recipes and eggs in general, such as how to peel a hard boiled egg! If you are interested in making this recipe at home, you can find it on EFA's website under the Recipe section.

## ► Social Media Update

Analytics are important in tracking how effective our work and message is to our consumers. Posts for the month of July reached over 9,244 people. During the course of a 31-day period, we received 11,000 impressions on Twitter, which is the total number of times our tweets were seen in July.

### Facebook post



### Twitter Impressions

Your Tweets earned **11.0K impressions** over this **31 day** period

