

EggNotes

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EFC Alternate: Peter Waldner	403-795-8621
Director: Jerry Hofer	403-363-3501
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Dave Lastiwka
Field Services Coordinator, 587-999-3447

Murray Minchin
Fields Services Coordinator

► 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
Dec. 24 & 25, Jan.1 - Holidays, Office Closed

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: January 15, 2021

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



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Email: info@eggs.ab.ca Office hours: M-F: 7:30am - 4:00pm

Board Update

► Your Egg Farmers of Alberta (EFA) Board of Directors would like to thank our fellow egg farmers throughout Alberta and across Canada, our industry's value-chain partners, and the EFA staff for a productive and successful 2020, which was a year unlike any we have ever experienced on a professional or personal level. Canada's egg industry has endured and thrived, despite facing unique challenges and volatile markets. Egg farming families are proud to provide fresh, affordable, nutritious, local food, and we would like to thank Albertans for their continued support through the past tumultuous year.

The resiliency of egg farmers and innovative nature of the industry has been on display this year, as we adapted to a variety of changes to how we do business. This will continue into the new year, as both the EFA Regional Meetings in January and the EFA Annual General Meeting (AGM) will be virtual. Stay tuned for more details; as a reminder, all pertinent information, updates, and memos can always be found on EFA's producer website.

The EFA Board of Directors would like to wish you a very Merry Christmas and a Happy New Year this holiday season. Please stay safe and healthy. We hope to see you all again soon in 2021!



UPCOMING EVENTS

December 24 & 25, Christmas Eve & Christmas Day - Office Closed

December 31, New Year's Eve - Office Closes at noon

January 1, New Years Day - Office Closed

January 19 & 20, Regional Meeting via Zoom



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Healthy Birds

► 2020 Biosecurity Assessment Update

EFA field staff (Murray Minchin and Dave Lastiwka) have wrapped up the biosecurity assessments for 2020.

Since the 2019 Biosecurity Assessment was completed there have been some significant improvements:

- 100% of farmers have an SOP available that provides detailed descriptions of their biosecurity procedures and employee biosecurity responsibilities (81% in 2019).
- 70% of farmers have a sign that indicates where the transition line to the restricted zone is (59% in 2019).
- 97% of farmers have a cleaning schedule for their transition area (88% in 2019).
- 98% of farmers have an area designated for clean clothes on the restricted access zone (83% in 2019).
- 99% of farmers have information available for visitors explaining the biosecurity transition steps to follow prior to entering the restricted access zone (81% in 2019).

Additionally, Alberta egg farmers have also scored exceptionally well on some of the new elements (farmyard layout and access, movement of traffic and equipment, as well as the management of staff and visitors) in the 2020 Biosecurity Assessment:

- 86% of farmers indicated that they do not share equipment/tools/machinery off the farm property.
- 80% of farmers further indicated that they do not share equipment/tools/machinery between barns on-farm.
- 93% of staff on-farm adhere to biosecurity transitions (i.e: change into clean boots/barn wear, wash hands).
- 99% of employees on-farm are aware of the risks associated with encountering off-farm birds (i.e: pets, wild, captive, other farms).
- 94% of farmers question visitors on their recent animal contact prior to allowing entrance into the controlled access zone.

Moving into 2021 EFA will continue to encourage farmers to implement best practices on-farm to improve their biosecurity. There will be no new updates to the assessment and the focus will be improving the current scores. One area for improvement will be signage at farm entrances to indicate the area beyond is biosecure, provide contact information, identify the property is geofenced, and/or indicate the farm is private property/no trespassing.



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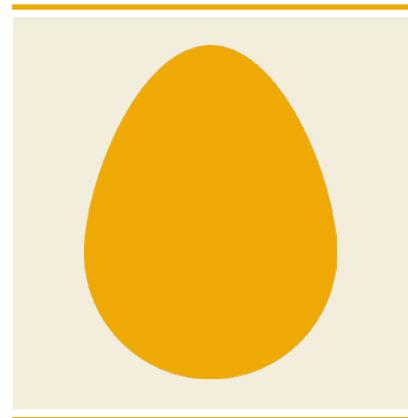
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Healthy Eggs

➤ Nielsen Update

The Nielsen retail sales data is available up to October 31st, 2020, and indicates that in the latest 4-week period 3.3 million dozen eggs were sold in Alberta; a 2.1% increase from the previous 4-week period (ending October 3rd), and a 2.5% 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 43.8 million dozen eggs. Regular white & brown eggs have seen the largest sales growth; a 7.2% increase over the previous 52 weeks, to 37.2 million dozen eggs (85.1% of the total eggs sold in Alberta).

As a reminder, additional Nielsen trend data that is updated approximately every four weeks is available on the producer website.

Healthy Farms

➤ 2021 Record Keeping Calendars

Traditionally, EFA has distributed record keeping calendars during the January regional meetings. However, given the current circumstances of the COVID-19 pandemic the following methods will be used to distribute the calendars to Alberta pullet/egg producers:



- For producers with scheduled farm visits with an EFA Field Coordinator (Murray Minchin or Dave Lastiwka) between the beginning of December to the end of January, calendars will be delivered during their on-farm visit. This may also apply if field staff will be in your area.
- For producers who will not have a scheduled farm visit from an EFA Field Coordinator prior to the end of January, your calendar will be mailed to you.
- For producers who currently use or are looking to transition to the electronic record keeping calendars, the 2021 version will be available on the producer website by January 1, 2021.

A friendly reminder that while you are waiting for your 2021 calendar, there is an extra copy of the month of January in your current 2020 calendar. This will allow for uninterrupted record keeping while calendars are being distributed.



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➤ **Mandatory Entry Level Training (MELT) Update for Class 1 Commercial Drivers**

Agricultural drivers have been provided with an opportunity to obtain a Class 1 license by applying to the Class 1 MELT Program Extension for Farmers. This extension takes into consideration the timing in order to get through the busy planting and harvesting cycles. However, no drivers will be permanently exempt from MELT testing.

Farmers and farm workers had until November 30, 2020 to apply for an extension, and until March 1, 2021 to pass both the pre-MELT Class 1 knowledge and road tests, and the MELT knowledge and road tests.

Drivers approved for the farm extension will have until March 1, 2021 to:

- Study the [Commercial Driver's Guide](#) to prepare for MELT testing
- Pass the pre-MELT knowledge and road test and obtain a class 1 [drivers](#) license
- Study the [MELT Curriculum](#) to prepare for MELT testing
- Pass the MELT knowledge and road to keep the class 1 [drivers](#) license
 - Drivers will have two attempts to pass the MELT knowledge and road tests
 - The first MELT knowledge and road tests will be paid for by government, but the driver is responsible for all other costs of testing, such as the rental of a commercial vehicle for the road test.

Alberta Transportation is not extending the associated deadline of March 1, 2021.

Additional information on the application process and the MELT: Agriculture Industry fact sheet can be viewed under the 'MELT extension for farmers' tab on:

<https://www.alberta.ca/mandatory-entry-level-training-for-class-1-and-2-drivers-licences.aspx>

Full program details can be found by visiting the Government of Alberta website:

<https://www.alberta.ca/mandatory-entry-level-training-for-class-1-and-2-drivers-licences.aspx>

➤ **Quota Update**

At the November EFC Board meeting, the Board decided not to implement a quota increase at this point despite the fact that the QAC formulas called for an additional 341,119 birds to be issued nationally. Given the uncertainty of the markets in responding to COVID, the EFC Board felt it would be prudent to not issue the increase at this time.



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► QE4-2020 Update

QE4-20 Quota Exchange Summary Results:

Number of Sellers	2
Number of Purchasers	11
Total Number of Bird Quota Offered for Sale	2,606
Total Number of Birds of Quota Purchase Bids	22,874
Market Clearing Price (MCP)	\$522.45
Number of Birds of Quota Transferred	2,606
Number of Successful Sellers	2
Number of Successful Purchasers	5

If you are interested in participating in the next Quota Exchange, the launch date was December 8, 2020. The Quota Exchange Policy 9.34 can be found on the producer website.

► CPTPP Mitigation

The Government of Canada announced \$691 of mitigation funding for the egg and poultry sectors on November 28, 2020, to offset the impact of market losses from the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). The federal government has committed that industry will have an opportunity to contribute to the design of the programs to ensure that they deliver on the needs of Canada's poultry and egg farmers. The national SM4 thanked the Honourable Minister Bibeau, Canada's Minister of Agriculture & Agri-Food, for championing poultry and egg farmers.

The impact of the CPTPP will last for generations since the agreement grants an additional 19 million dozen egg per year at the end of an 18-year implementation period. These concessions, in addition to the requirements under the World Trade Organization (WTO) and the newly launched Canada-United States-Mexico Agreement (CUSMA), mean a total of 51.4 million dozen eggs will come into Canada from the United States and other parts of the world. This represents a total of 7% of current domestic egg production.

The egg industry is pleased with the government's commitment to giving no additional access to our sector in future trade agreements. Going forward, we expect the government to honour its promise to protect supply management, as the outcome of the CPTPP and CUSMA agreements failed to do so.



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Healthy Communities

► Quarter Four Research Report Update

The quarter four research report is available on the producer website and contains information on research funded by EFA. Unfortunately, there are no new research updates (new information) since the last quarter three research report. However, stay tuned because research projects on Novel adjuvant-based in ovo vaccination regime to prevent colonization and infection of poultry by Salmonella and other bacterial pathogens and Understanding the effects of beak blunting and its potential to be used as an alternative to current beak treatment methods are expected to finish in early 2021. Find the report by visiting the producer website at Information Centre (Research).



► Canadian Poultry Research Council Articles

The Canadian Poultry Research Council has released three new articles in consultation with research experts on the transition to aviary systems, new tools for poultry barn ventilation, and immune-boosting responses to protect against Avian Influenza.

Did you know that the nanoparticle technology Dr. Shayan Sharif describes in the article, immune boosting options show promise for Avian Influenza protection, may not only assist in protecting Canadian poultry flocks by boosting birds immune response and reducing virus shedding, but is also being investigated as a potential solution to the coronavirus pandemic? Learn more by visiting these articles on the producer website under Information Center (Research).

► ILWG Update

The Intensive Livestock Working Group (ILWG) is a strategic alliance of eight of Alberta's mainstream livestock and poultry organizations, which has a mandate to collaborate on overarching issues, thereby maximizing industry influence and achieving the greatest value from available resources. Great strides were made in several key areas in 2020, ranging from public trust and protecting the right to farm in Alberta, to various environmental issues such as water and climate change.

The highlight from the past year was the publication of the final report from the ILWG's Building Public Trust Project. The purpose of the project was to discern the relevant factors impacting the public trust of confined feeding operations (CFOs) in Alberta and make recommendations on how to mitigate those factors. Various stakeholders across the province, including several municipalities, were involved in the comprehensive survey.

Both the ILWG's Building Public Trust Project: Final Report and a summary of ILWG's 2020 activities can be found on the ILWG page on the producer website (Healthy Communities).



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► EFA Board of Director's Nomination

At EFA's upcoming Annual General Meeting, two seats on the EFA Board of Directors will need to be filled. Bernadette Vandenborn and Peter Waldner have both completed their first 3-year term and can stand for re-election.

Producers will receive a nomination package in December, which will include a nomination form. The nomination form must be signed by two different registered producers (cannot be a Board Director) and must have signed consent by the nominee. Nomination forms can be submitted via email, fax or by hand, and must be received by no later than January 18, 2021.

► Director Development Program

EFA implemented the Director Development Program (DDP), to engage the membership and stimulate Board succession planning. A Board-appointed registered producer may participate in EFA Board meetings as a non-voting Director, to gain exposure to how the EFA Board operates and to become more familiar with a number of topics that are critical to the egg industry.

Any farmer interested in applying must submit a letter of interest, explaining why they might like to be an EFA Director. Any potential applicants from a Hutterite Colony must also submit written authorization from their elders, as required. The letter must be submitted to the EFA Board office, to the attention of the General Manager, by March 1st, 2021.

The EFA Board will review all submitted letters of intent at the first Board meeting following the Board's organizational meeting and may choose to appoint a producer to the DDP for a period of 1 year. If you would like to learn more about the DDP, please contact any of the current EFA Directors or Susan Gal, EFA's General Manager.

► Levy Update

EFC's Budget for 2021 has the national levy rate at \$.4195/dozen effective period 3, 2021. This represents a \$.05/dozen increase over 2020 rates in order to bring the PIF balance to within its established trigger points.

The EFA Board reviewed the 2020 Operational Plan, budget and levy requirements at their December meeting. They set the total provincial levy at \$.4884/dozen, to be effective December 27, 2020 (week 1/21), which equates to \$12.962/bird.



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► EFA 2021 Annual General Meeting (AGM)

EFA hopes to see an eggcellent turnout of registered Alberta egg farmers at our 52nd Annual General Meeting (AGM) on **Tuesday, March 2, 2021**. As a result of the ongoing COVID-19 pandemic and restrictions around in-person gatherings, EFA's AGM is going virtual! The AGM will be **hosted via Zoom** and will run from **9:30 am – 12:30 pm**.

The EFA Board and a small group of meeting facilitators and presenters will meet at the Cambridge Red Deer Hotel & Conference Centre, where the virtual AGM via Zoom will be hosted. Following a review of EFA's Annual Report, elections results will be announced for two positions on the EFA Board of Directors. Peter Waldner and Bernadette Vandenborn have both completed their first 3-year term and are eligible to stand for re-election.

With regards to voting, EFA has created a new policy that will be distributed to all registered producers, along with the Director Nomination Package, before the end of December 2020. EFA will use this new mail-in voting process for 2021.

- **Nominations:** Director nominations must be signed by 2 registered producers and include written consent of the individual being nominated, then must be received at the EFA office by the deadline of January 18th, 2021. If 2 or fewer nominations are received, those individuals will be elected be acclamation.
- **Ballots:** EFA will distribute ballots and nomination biographies to the registered producer or the named representative of record by no later than January 21st, 2021, with instructions on how to use and submit the ballot.
- **Voting:** Each registered producer or the named representative of record is entitled to cast 1 vote for 2 candidates, per the instructions included. Completed ballots should be placed into the provided postage-paid envelope addressed to Deloitte LLP and sent by mail, to be received by Deloitte LLP by the deadline of 4:00 pm on February 19th, 2021.
- **Counting:** As permitted by section 31(2) of the Plan Regulation, the EFA Board has appointed Ms. Harman Gill from Deloitte LLP to serve as EFA's Returning Officer for the 2021 AGM. The results of the vote will be kept confidential until delivered at the EFA AGM on March 2nd, 2021.

Formal invitations to EFA's AGM will be emailed to registered egg farmers by the end of January 2021, which will include detailed instructions for registering and attending the AGM hosted via Zoom and/or conference call. An extensive pre-AGM package will be mailed to all registered egg farmers by February 16th, 2021, which will include a copy of the 2020 EFA Annual Report, minutes from the 2020 AGM, a voting guide, and EFA Rules of Order.

EFA will be hosting a townhall call for egg farmers on Monday, December 21, 2020, to review details about the upcoming 2021 AGM. We are looking forward to your presence.



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► EFC Women in the Industry Program 2021

EFC is recruiting female mentor/mentee egg farmers from across the country to participate in the Women in the Industry program for 2021. The aim of the program is to inspire and help prepare the next generation of leaders in Canadian agriculture, while enhancing connections across our sector; acknowledging the particular challenges women face as farmers. Throughout the program, delegates engage in continuing education opportunities, take part in networking and industry events to build connections and share experiences, and support each other through a unique mutual mentorship program.

Several Alberta egg farmers have participated in the program, with several of them contributing to a blog post that EFA published earlier this year. You can learn more about their experiences here:
<https://eggs.ab.ca/about/efa-blog/women-egg-industry-program/>

Canada's egg sector relies on the determination and hard work of our farmers, and we are proud to support the next generation of leaders. To learn more about EFC's Women in the Industry program and get perspectives from participants from across the country, you can visit EFC's site:
<https://www.eggfarmers.ca/2020/09/new-program-empowers-female-egg-farmers/>

If you would like to participate in 2021 as a delegate from Alberta or would like to know more about the program and what the commitment entails, please contact David Webb (ext.126) at the EFA office.

Happy Holidays!

From EFA Board and staff to all of our dedicated Alberta egg farmers, value chain partners and industry stakeholders, we wish you a safe and happy holiday season filled with joy, prosperity and good health.



► 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 or call 587-391-6122.

► Egg Farmers Give Back

During the month of November, we shared a blog on EFA's social responsibility initiatives for the 2020 calendar year. Furthermore, we addressed the significant impact COVID-19 has left on individuals, families, and business in all industries. In 2020, EFA has increased its egg donation by 30% to our partners Food Banks Alberta and Breakfast Club of Canada. Check out our blog to learn more about how Egg Farmers are give back to the community <https://eggs.ab.ca/about/efa-blog/give-back/>

► Social Media Update

Analytics are important in tracking how effective our work and message is to our consumers. We took a look at our social media analytics for 2019 and 2020 and compared them.

For Facebook, we saw an increase in three main areas:

Analytic Measured	Quarter 1	Quarter 2	Quarter 3
Total Reach	1,434%	7,564%	19,038%
Number of Impressions	1,870%	8,777%	3,174%
Number of Post Engagement	158%	783%	310%

For Twitter, we noticed an increase in two key areas:

Analytic Measured	Quarter 1	Quarter 2	Quarter 3
Number of Impressions	190%	110%	18%
Number of Post Engagement	20%	114%	300%



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