

EggNotes

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 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
 December 24 & 25 - 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: December 18, 2020

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



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 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 (EFA) Board of Directors reviewed the draft policy presented by the New Entrant Re-Development Committee at our October Board meeting and has approved the implementation of a revamped New Entrant Program (NEP). The committee's mandate included improving the vetting process to confirm applicants had a proper business plan, eliminating financial gains of new entrants prior to going into production, and ensuring the long-term feasibility of both new entrant farmers and the NEP itself. Additionally, EFA wants to build a provincial program to attract new farmers to the egg industry that is universally supported by both new entrants and long-time producers.

EFA adheres to Marketing Council's quota governance and marketing principles, which require marketing boards to establish programs and policies to enable entry for new producers. EFA's revamped New Entrant Program continues to set aside 10% of all new quota allocations for new entrants, but also provides those farmers with access to a maximum of 4,000 birds via lease, until they reach the average flock size and are not impacted by quota purchases. The revised vetting process is much stronger since the fully developed business plans will be evaluated by a third party, and all applicants will be required to complete an interview and post a performance bond. Existing new entrants have the option to convert to this revised NEP until March 31, 2021. These amendments are critical to ensure the feasibility of new entrant farmers, by enabling a better blend of equity, stability, and fairness. The ability for new entrants to become positive, long-term contributors is integral to the success and sustainability of the Alberta egg industry and rural communities.

A copy of the revamped New Entrant Program policy is available on EFA Policies page (Information Center) of the producer website.

UPCOMING EVENTS

December 10 & 11, EFA Board Meeting
December 24 & 25, Christmas Eve & Christmas Day - Office Closed
December 31, New Year's Eve - Office Closes at noon



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Healthy Birds



► Transport Workshops Summary

EFA has organized four successful workshops on the Canadian Food Inspection Agency (CFIA) Transport Regulation amendments. The first workshop was hosted on November 3rd in Calgary while the second workshop was in Nisku on November 4th. The following week, the remaining two workshops were hosted in Lethbridge on November 9th and 10th. Overall, there were 60 participants which provided an assortment of backgrounds and perspectives.



Overall, attendees expressed a positive learning experience with the transport workshops. Of those who attended, 93% felt they had a better understanding of the CFIA transport regulations and their responsibilities as a producer (including record keeping). Some producer's feedback included:

- "Good meeting/Thanks"
- "Very good presentation. Thank you!!"
- "Explains the transport requirement well and a great resource provided by the board"

For those who were unable to attend, staff at EFA have made the presentation and Guide to the CFIA Transport Regulations available on the producer website under Healthy Birds (Transportation). Additional collaboration between EFA, guest speaker Jennifer Woods, and CFIA will be conducted to answer any remaining questions. Stay tuned for more information!

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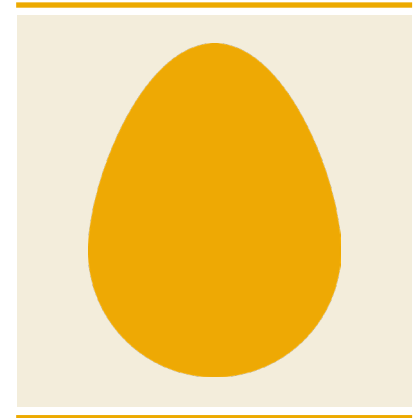
Lastly, a special congratulations to our four lucky door prize winners:

- Calgary workshop – **Andrew Koehn**
- Nisku workshop – **Nathaniel Visser**
- Lethbridge workshop (Day One) – **Ted Waldner (OK Colony)**
- Lethbridge workshop (Day Two) – **Marvin Entz (MacMillan Colony)**

Healthy Eggs

► Nielsen Update

The Nielsen retail sales data is available up to October 3rd, 2020, and indicates that in the latest 4-week period 3.2 million dozen eggs were sold in Alberta; a 5.1% increase from the previous 4-week period (ending September 5th), and a 2.0% increase in sales compared to the same period in 2019.



Nielsen retail sales in the last 52 weeks are up 6.3% over the previous 52 weeks in Alberta, to 43.7 million dozen eggs. Regular white & brown eggs have seen the largest sales growth; a 7.4% increase over the previous 52 weeks, to 37.1 million dozen eggs (85.0% 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.

► On-Farm Feed Mixing SC-SC™ Program Requirements

On October 28th, farmers were sent a memo outlining upcoming changes to the Start Clean – Stay Clean® Layer Program. Some farmers had questions about the requirement to take samples of complete feed mixed on-farm. As these were egg-cellent questions, we would like to share the questions and answers with all farmers.

Q1. Am I required to take samples every time I mix feed (i.e. once or twice per week)?

A1. No. The feed sample does not need to be taken for each mix with the same ingredients, only when the ingredients change. This includes if the type, batch, or amount of any ingredient changes (i.e. if you up your protein levels, you will need to take a new sample).



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Q2. The January 2021 changes will no longer require Letters of Assurance from feed ingredient suppliers for on-farm feed mills. Do I still need the Letter of Assurance if I am purchasing from a feed mill?

A2. Yes. Letters of Assurance are still required for farms without on-farm feed mills.

Q3. When you say a 'Letter of Assurance' is no longer needed, do you mean the SE free letter or the HACCP letter?

A3. Both. The referenced letter of assurance would have included the statements for:

- “Prepared following GMP’s that effectively reduce, prevent or eliminate known biological and chemical hazards in feed manufacturing”
- “Manufactured in an environment free of SE, to best of knowledge”
- “No pharmaceuticals were added to the feed, or any pharmaceuticals that were added have been listed on the feed slip”

If separate letters were being used for the different statements, none of them will be required for on-farm feed mill ingredients.

Q4. If my feed mill is CFIA accredited, do I still need to take samples?

A4. No. The requirement for sampling only applies to non-accredited on-farm feed mills. Feed mills that have been accredited through CFIA inspection or the CQA program are not required to retain samples.

Q5. Do I have to test the samples?

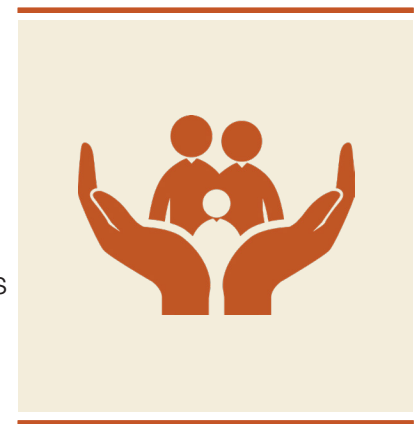
A5. No. You have to keep them for 4 weeks but routine testing is a recommendation only.

If you have any outstanding questions about the On-Farm Feed Mixing requirements or any other element of the Start-Clean Stay-Clean® Layer program please contact Jenna Griffin at 403-250-1197 ext. 129

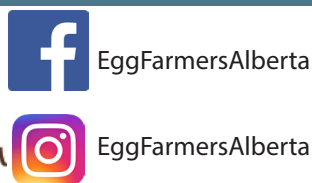
Healthy Communities

► **Modernized EFR Program Update**

The Egg Farmers of Canada (EFC) Board of Directors approved the Modernized Early Fowl Removal (MEFR) program on November 3, 2020, as a more effective way for the egg industry to manage short-term supply issues and market disruptions. Compensation for participating farms has been altered based on feedback received from the Early Fowl Removal (EFR) program that was implemented earlier this year, in response to the COVID-19 pandemic. The MEFR program will be funded by the Natural Overrun Fee Fund (previously the Service Fee Fund).



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EFA sent a letter last week to all registered Alberta egg farmers who were identified as being suitable candidates for the MEFR program, due to having conventional or enriched flock disposals scheduled for weeks 1-12 in 2021. All resources related to the MEFR program have been added to the COVID-19 page (Information Center) of the producer website. Farmers interested in participating in MEFR should submit a completed application form to EFA.

If you have any questions about the MEFR program or the application process, please contact Erin Johnston at the EFA office.

➤ **2021 Canadian Census of Agriculture**

Statistics Canada will be conducting the next national Census of Agriculture in May 2021, which is the cornerstone of Canada's Agriculture Statistics Programs and helps provide a portrait of the domestic agriculture industry, farm operators and farming families. EFA encourages all registered Alberta egg farmers to participate in the Census of Agriculture next spring.

Data obtained through the Census of Agriculture are essential to:

- Defend the interests of farm operators and the agriculture industry in trade disputes and ensure market access.
- Inform government decisions on programs that provide financial support to Canadian farm operators, and track competitiveness and impacts on the economy.
- Support the agriculture industry and protect the health and safety of Canadians in the context of disease outbreaks and climate change, by enabling magnitude assessments and quick reactions.

As part of this initiative, Statistics Canada is taking concrete steps to make it easier for farm operators to complete the 2021 Census of Agriculture, including reducing the time it takes to complete the questionnaire. For example, when completing the census questionnaire online, each operator will only be asked questions that are relevant to their farm. Selected questions may be replaced using high-quality administrative sources when available, and totals will be calculated automatically. Statistics Canada will protect the confidentiality of the information that it obtains from all data providers.

➤ **Stakeholder Engagement - Edmonton**

Are you a farmer, rancher, or landowner? Do you work in or support the agriculture sector?

The Edmonton Metropolitan Region Board (EMRB) is talking to stakeholders in the agricultural sector. The EMRB is looking for input and perspectives that will help guide the development of land-use policies in support of the future of agriculture in this region. Join the board for engagement sessions in municipalities around the region this fall. Can't make a session? Provide your input as a written submission. For more information, session dates & times, or to share your input, visit <https://letstalkramp.ca/>

Email letstalkRAMP@emrb.ca or call 780-638-6000 for more information.



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► From Your Research Committee

Greetings from the Research Committee! This is a new regular feature of EggNotes to provide updates from a producer perspective on what is happening in research.

The last year has been busy for the research sector and challenging, given the current COVID-19 climate. Here is a quick update on what is happening and changing, as well as a few highlights which are having a real impact for you, the producer.

Remember the PRC? The acronym was for the Poultry Research Centre, a world-class facility with talented researchers and inspired students, housed at the University of Alberta. It has been re-imagined and is now named the PIP...the Poultry Innovation Partnership. What has changed for you? Not much. Important poultry research is still happening, but the funding model has been updated to reflect current industry and government realities. PIP is also intended to allow for more collaborations with other partners (i.e. University of Calgary, Lethbridge Research Centre, etc). You can check it out at <https://poultryinnovationpartnership.ca/>

The provincial government has been challenged with how to balance their various responsibilities to the public and has made some very impactful changes within the Agriculture and Forestry department. Many people have lost their jobs, and a few lucky ones have been amalgamated into other areas. We are extremely fortunate to have retained both Dr. Val Carney and Brenda Reimer, although their positions now reside with the University of Alberta.

Along with staff changes in the Agriculture department, the government has moved away from government-based research and changed its model to an industry-led model. This has led to the development of RDAR (Results Driven Agriculture Research). All sectors of agriculture have worked together to develop this independent organization, which is just launching its inaugural \$4 million call for producer-led agriculture research proposals. You can learn more about RDAR at www.rdar.ca

Within EFA, we also put out our first ever direct call for proposals based on our research priorities. We have approved funding for projects on:

- LED light flickering and its effect on pullets and hens
- Egg yolk peritonitis caused by E.coli
- Feeding additional omega-3 to pullets to determine if this can reduce osteoporosis and improve behavior in hens.

You can also find out more about EFA's research priorities and past projects at <https://albertaeggproducers.ca/information-center/Research/>

Sincerely,

Susan Schafers, STS Farms

(Research Committee Member, PIP Board Member, and RDAR Advisory Committee Representative)



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➤ **Western Poultry Conference Feedback Requested**

We need your help! Owing to COVID-19 we are not able to gather in Red Deer in February for the annual Western Poultry Conference. The conference planning committee is working on alternative options to bring the content to producers. We welcome you to complete the survey at <https://www.surveymonkey.com/r/WesternPoultry2021> to provide your input. Feedback would be most helpful if it is received by November 30th.

➤ **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.

➤ **World Egg Day Campaign**

October 9, 2020 was our favorite day of the year, World Egg Day. We worked with AdFarm, our marketing agency to plan the #TourDeOeuf campaign. A dozen of our favorite egg recipes from around the world were shared with our followers to celebrate the special day. With travelling limits in place, we wanted to create a fun campaign that would inspire our followers to experience the world's best cuisine. Though the campaign focused on recipes around the world, we highlighted the importance of purchasing local, high-quality eggs. Overall, the campaign was a success as we reached more audiences. To learn more visit <https://eggs.ab.ca/break-the-rules/>

➤ **Social Media Update**

Analytics are important in tracking how effective our work and message is to our consumers. Our best performing Facebook post for the month of October reached over 19,300 people. During the course of a 30-day period, we received 53,500 impressions on Twitter which is the total number of times our tweets were seen in October.

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Facebook post

Post Details

Egg Farmers of Alberta
Published by Hootsuite [?] · October 9

There's no place like home. We're closing off the #TourDeOeuf with a recipe from our favourite place, Canada. When two greats (maple syrup and eggs) come together, amazing things happen. These maple poached eggs are a Québécois sugar shack recipe and the dish that you didn't know your Sunday brunch was missing. <http://ow.ly/7YIE50BBIL4>



15,327 People Reached 1,026 Engagements [Boost Post](#)

Vanessa Ulmer, Tracy Spike and 22 others 5 Comments 5 Shares

[Like](#) [Comment](#) [Share](#)

Performance for Your Post

15,327 People Reached

41 Reactions, Comments & Shares

20 Like	20 On Post	0 On Shares
4 Love	4 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
10 Comments	9 On Post	1 On Shares
5 Shares	5 On Post	0 On Shares

985 Post Clicks

62 Photo Views	244 Link Clicks	679 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Twitter Impressions

Your Tweets earned 53.4K impressions over this 31 day period

