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NEWS RELEASE

Alberta Egg Farm Wins 2 Canadian Poultry Sustainability Awards

October 30, 2014 (CALGARY, AB) – Congratulations to Levi Hofer and New York Colony, for winning the inaugural Canadian Poultry Sustainability Award for both the Table Egg industry and the overall poultry industry! Mr. Hofer accepted the awards on the colony's behalf at the Canadian Poultry Sustainability Symposium on October 29, at the Hanlon Convention Centre in Guelph, Ontario. New York Colony was honored to take home two \$1,000 prizes and the 2014 Overall Award Winner trophy.

Alberta's egg farmers are good stewards of the land they farm, who are committed to environmental protection and sustainable development. Canadian Poultry praised New York Colony for being a progressive and forward thinking egg farm, acknowledging their commitment to the total package, from animal welfare to environmentally responsible farming practices.

"Congratulations Levi! You and your colony are a great example to all farmers!"
- Susan Schafers, Chair, EFA Board of Directors

In terms of what set New York Colony apart as the overall poultry industry award winner, the judges felt that Mr. Hofer's social outreach initiatives and efforts to communicate all the wonderful things that the egg industry is doing to government, industry and the public, went above and beyond in terms of ensuring the long term success and sustainability of the Canadian egg industry. A special thanks goes out to all those who provided letters of support for New York Colony.

Egg Farmers of Alberta was also thrilled to have the opportunity to speak at the event. Jenna Griffin, EFA's Industry Development Officer, spoke about the Alberta egg industry's groundbreaking Producer Environmental Egg Program, which is intended to help egg farmers better identify their impacts on the environment and facilitate the use of best practices.

"Congratulations Levi, you've thoroughly impressed the academics, your fellow egg producers across the country, and all of us at EFA!" - Jenna Griffin, Industry Development Officer, EFA

Egg Farmers of Alberta represents more than 150 egg farming families in Alberta. EFA works to ensure there is a sustainable egg industry for our farmers to operate in, while providing Albertans with a stable supply of high quality, fresh, locally produced eggs.

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