



Egg Farmers
of Alberta

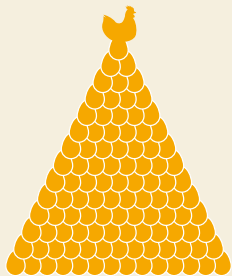
The logo is set against a background of vertical wooden planks with a blue-green stain. The word "Egg" is written in a large, stylized font where the "E" is white and the "gg" is yellow. To the right of "Egg", the words "Farmers" and "of Alberta" are written in a white, handwritten-style script, stacked vertically.



Egg Farmers of Alberta is a farmer supported not-for-profit organization that has been dedicated to producing safe, nutritious Alberta eggs since 1968. Our farmers are passionate about egg farming and take pride in providing Albertans with fresh, locally produced eggs. Our vision is: Healthy Food, Healthy Farms, Healthy Families. Our mission is cultivating a sustainable egg industry together with farmers, consumers, and other stakeholders. To do so, we focus on four pillars:

HEALTHY BIRDS
HEALTHY FARMS **HEALTHY EGGS**
HEALTHY COMMUNITIES

For Alberta egg farmers, sustainable egg production is socially responsible, environmentally sound, and economically viable. Thanks to the uniquely Canadian system of supply management, egg farmers are able to work together to match what they produce to what consumers want.



OVER HALF A
BILLION
EGGS A YEAR



PRODUCED
BY OVER
2,000,000
HENS



FROM OVER 160 FARMS
ALL OVER ALBERTA

Egg Farmers of Alberta is committed to continuous improvement. We strive to ensure that Alberta's family farmers will continue providing Albertans with high quality, fresh, locally produced eggs for generations!

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HEALTHY BIRDS:

Alberta's more than 160 registered egg farmers are dedicated to providing the highest quality of animal care for their hens. The Alberta egg industry follows practices outlined in the national Animal Care Program (ACP) that is based on the *Recommended Code of Practice for the Care and Handling of Pullets, Layers and Spent Fowl*, which was developed in consultation with veterinarians, animal scientists and representatives of the Canadian Federation of Humane Societies.

The Animal Care Program is mandatory for Alberta egg farmers, as a requirement for being licensed to produce eggs. The ACP ensures that hens have a safe, healthy and comfortable living environment, by providing guidelines for space, water, feed, lighting, air circulation, hen handling and more. Compliance is monitored via annual inspections by a trained team of field inspectors. Egg Farmers of Alberta works closely with our farmers to continuously improve and enhance on-farm animal care.



Egg laying hens are housed a variety of ways in Alberta. Every housing system is designed to provide a clean environment, fresh food and water, and protection from predators. Additionally, every indoor housing system provides consistent temperature, humidity and lighting.

Egg Farmers of Alberta adopted a provincial hen housing policy in August 2013, which prohibited the installation of conventional cages after December 31, 2014. Alberta's egg farmers are supportive of EFA's policy and have embraced the shift to alternative hen housing systems.



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HEALTHY EGGS:

Alberta's more than 160 registered egg farmers are committed to providing Albertans with a stable supply of nutritious, locally produced eggs. The Alberta egg industry places a high premium on safeguarding the supply of fresh eggs, and achieving Canada's world-class standards for food quality and safety. To help accomplish this goal, the egg industry developed Start Clean – Stay Clean™ (SC-SC), a comprehensive national on-farm food safety program that is technically accredited by the Canadian Food Inspection Agency.

Start Clean – Stay Clean™ is mandatory for Alberta egg farmers, as a requirement for being licensed to produce eggs. SC-SC ensures that egg farmers are monitoring critical control points, implementing best management practices, and keeping extensive records related to factors including barn temperature, air quality, cleanliness, egg collection, egg storage and testing for Salmonella Enteritidis. On-farm compliance is monitored via regular inspections by a trained team of both provincial and national field inspectors.



Eggs are graded, sized and packed at a grading station that is registered with the Canadian Food Inspection Agency. All eggs are washed and sanitized in a high-speed washer that gently scrubs the shells, and then egg quality is examined. Grade-A eggs have a clean and uncracked shell, a round and centered yolk, a firm white, and a small air cell. Look for the Canada Grade-A symbol on the packaging of eggs you buy, to ensure top quality.

All eggs sold in Canada are hormone free, and are free of antibiotics. Alberta egg farmers take pride in offering a wide variety of fresh, local eggs. Whether you enjoy standard white and brown eggs, Omega-3, free-run, free-range, organic or furnished eggs, you can feel good about feeding your family Alberta eggs!

Eggs are one of nature's most nutrient-dense foods. One large (53g) Grade-A egg contains 6g of protein and only 70 calories. Canada's Food Guide considers 2 eggs to be one serving from the Meat and Alternatives food group.



Protein is an essential for building and repairing muscles, organs, skin, hair and other body tissues; needed to produce hormones, enzymes and antibodies; the protein in eggs is easily absorbed by the body



Iron carries oxygen to the cells; helps prevent anemia – the iron in eggs is easily absorbed by the body



Vitamin A helps maintain healthy skin and eye tissue; assists in night vision



Vitamin D strengthens bones and teeth; may help protect against certain cancers and auto-immune diseases



Vitamin E is an antioxidant that plays a role in maintaining good health and preventing disease



Vitamin B12 helps protect against heart disease



Choline plays a strong role in brain development and function

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HEALTHY FARMS:

Alberta's more than 160 registered egg farmers are good stewards of the land, responsibly farming and working hard to minimize their environmental impact. The Alberta egg industry is devoted to sustainable development. Egg Farmers of Alberta is a pioneer for effective environmental management, having launched the Producer Environmental Egg Program (PEEP) in 2014, the first of its kind for the Canadian egg industry.

The Producer Environmental Egg Program is intended to help egg farmers better identify their impacts on the environment and facilitate the use of best practices. The PEEP assessment is focused on key impact areas such as energy use, water consumption and manure management, which helps farmers identify and address risks and opportunities, to improve their carbon footprint. This systematic approach to planning, controlling, measuring and improving environmental performance on every Alberta egg farm will contribute to the long-term sustainability of Alberta's egg industry.

Canada's egg, poultry (chicken & turkey) and dairy farmers operate under the supply management system, which benefits both Canadian consumers and farmers. Production discipline enables supply and demand to be balanced, ensuring both market and price stability for consumers. Pricing mechanisms guarantee that farmers receive reasonable, fair market returns for their products. Import controls allow a predictable level of imported products to enter the Canadian market.



To help ensure the Alberta egg industry remains sustainable for generations, it is important to attract new farmers and young farmers. Egg Farmers of Alberta has established two programs to help accomplish this goal.

New Entrant Program

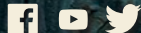
The New Entrant Program was launched in 2012, in order to assist individuals and families who want to own and operate an egg farm in Alberta. These new farmers are provided quota at no cost, to help alleviate some of the start-up costs, which represents a tremendous opportunity for those who are looking to join Alberta's egg industry.

Youth Development Program

The Youth Development Program was launched in 2014, to help attract young farmers into the egg industry, while providing an education about egg farming. These young farmers have the opportunity to operate a small-scale egg farm, while gaining an understanding and appreciation for the egg industry's on-farm food safety and animal care programs.



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HEALTHY COMMUNITIES:

Egg Farmers of Alberta is actively involved in the community throughout the province, engaging with consumers and students. Our farmers, dieticians, nutritionists, home economists and staff enjoy interacting with the public to share the egg farming story and talk about eggs!

Come visit the EFA booth at many events, including the Calgary Stampede and Aggie Days, where you can experience life as an egg farmer at our entertaining and educational booth. EFA is also a proud sponsor of the Calgary Zoo's annual Easter Eggstravaganza. EFA's friendly and knowledgeable representatives are prepared to answer any questions you might have about eggs or egg farming.

If you can't make it out to an event we're attending, you can always find us on Facebook, Twitter and YouTube. Be sure to check out the Ask an Egg Farmer section of our website, if you have a question for us.



EggFarmersAlberta



@EFA_AB_Eggs



Egg Farmers of Alberta





Egg Farmers of Alberta is dedicated to bringing agriculture to the classroom, to educate kids about eggs and egg farming. EFA offers classroom presentations and in-school cooking demonstrations, where the nutritional benefits of eggs are shared. EFA is also a proud member and supporter of the Classroom Agriculture Program, which is aimed at grade 4 students, to inform them about agriculture and where their food comes from.



Eggs are delicious, nutritious, versatile and convenient! Even better, thanks to the uniquely Canadian system of supply management and the province's more than 160 egg farmers, Albertans are able to enjoy high quality, fresh, locally produced eggs. To help you enjoy your eggs, EFA offers hundreds of recipes on our website, along with information about egg nutrition, and proper egg storage and handling.

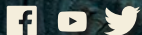


Egg Farmers of Alberta published *Eggcellent Alberta*, a cookbook which features egg recipes from several of the finest chefs across Alberta! EFA is also a proud member and supporter of Taste Alberta, a program that promotes local food and local food production.



Egg Farmers of Alberta, and all the egg farming families we represent, are honored to be able to give back to the communities we call home. Whether it's with the local food banks, school breakfast programs, or other community events and organizations, we strive to be good friends and neighbours.

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