

FEATURE PARTIES

PARTY CENTRAL

Hill Breakfast: a tradition well established on the Hill

For the 10th year in a row, egg farmers from across the country met with Members of Parliament, Senators and distinguished guests over omelettes made from local, fresh, high-quality Canadian eggs on April 29. The Egg Farmers of Canada's annual Eggscellent Breakfast, held this year on April 29th, was once again a huge success. MPs and Senators arrived by the dozens to meet the very farmers who produce and deliver the fresh eggs Canadians can buy every day.

The **Minister of Agriculture and Agri-Food Gerry Ritz**, who addressed attendees, made quite an impression on the farmers. In his remarks, Minister Ritz reiterated government support for supply management and recognized the many young farmers who were present at the event.

In fact, this year Egg Farmers of Canada welcomed six talented young egg farmers to partake in the event and share their stories with elected officials: Blake Jennings (NS), Bret Sloboshan (SK), Jacob Pelissero (ON), Jeff Clarke (NS), Harley Siemens (MB) and Jonathan Gauvin (QC).

In his remarks, Egg Farmers of Canada's Chairman, Peter Clarke said, "We look forward to this great event each year. It's our chance to thank you personally for your continued support of supply management—the system that allows us to deliver eggs that are among the best in the world each day." He then added, "In fact, our work is so rewarding that many of our children are choosing to walk in our footsteps. At a time when there is concern about how to fill some agricultural jobs, we are seeing a positive trend in the egg sector."

Members of Parliament who attended shared the experience with their supporters on social media, sharing pictures and messages supporting the industry. At this non-partisan event, support towards supply management came from all parties of the House.

Within the many Members of Parliament, Ministers and Senators who came by, **Federal Justice Minister Peter MacKay** made time this year again to enjoy an omelette and meet with Nova Scotia egg farmers. Member of Parliament for Sackville-Eastern Shore in Nova Scotia, **Peter Stoffer**, also made sure to come by and talk with the farmers present at the event.

NDP Agriculture Deputy Critic Ruth Ellen Brosseau as well as the **Liberal Critic Mark Eyking** also stopped by. **LaVar Payne, Erin O'Toole, Pierre-Luc Dusseault** and **Jack Harris** were among the MPs who started their day at the event with a delicious omelette in eggcellent company. Included in the many Senators who also took time to attend were David Wells and Percy Mockler.

All in all, Egg Farmers of Canada was very pleased with the lively and packed event and the support they received from MPs and Senators for their industry, their aspiring future leaders and the system of supply management, which allows egg farmers to deliver Canadians eggs day in and day out that are among the best in the world in terms of quality, freshness, food safety and farming practices.

FOOD SAFETY:

Under the system of supply management, egg farms nationwide work with the Canadian Food Inspection Agency and have implemented a comprehensive on-farm food safety program called "Start Clean-Stay Clean™". The program includes everything from on-farm inspections to mandated standards for storage, cleanliness, air quality, feed, record keeping and more.



Nova Scotia egg farmer Glen Jennings and son Blake with MP Peter Stoffer



MP Mark Eyking



Chair of the Agriculture committee Bev Shipley with MP Ray Boughen



Minister of Agriculture and Agri-Food Gerry Ritz with young egg farmers Jacob Pelissero, Bret Sloboshan, Jonathan Gauvin, Harley Siemens, Blake Jennings and Jeff Clarke



NDP Agriculture Deputy Critic Ruth Ellen Brosseau with Sylvain Lapierre and egg farmer Gislain Houle from the Fédération des producteurs d'oeufs de consommation du Québec



MP Mark Eyking with egg farmer Geneve Newcombe from Nova Scotia; Egg Producers and Nova Scotia Egg Producers General Manager Patti Wyllie



EFC Chief Executive Officer Tim Lambert, Agriculture and Agri-Food Minister Gerry Ritz and EFC Chairman Peter Clarke



Justice Minister Peter MacKay with EFC Chief Executive Officer Tim Lambert and EFC Chairman Peter Clarke



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INSIGHT SUPPLY MANAGEMENT FACTS

The egg industry contributes

\$1.4 billion

annually to the Canadian economy

Farmers are the backbone of our country and supply management is an important part of the survival of our farms and rural communities.

Egg farmers operate more than 1,000 farms across Canada

Over 1 million eggs were donated to Food Banks Canada last year

> 40 For more than YEARS supply management has helped Canadian egg farmers prosper

FEATURE A GREAT EGG STORY



A million eggs and counting

Egg farmers in Canada dedicated to their communities

Today, Egg Farmers of Canada took Sparks Street with its Downtown Diner, giving egg sandwiches to Members of Parliament, Senators, Hill staffers and everyone looking for a delicious breakfast or lunch. In exchange for a sandwich made

from fresh and local eggs, people were invited to make a donation to Food Banks Canada, the total amount to be matched by Egg Farmers of Canada. This is not the first partnership between the two organizations. In fact, the collab-

Egg Farmers of Canada: nurturing the next generation of egg farmers and leaders

Every morning, 5th generation Canadian egg farmer Blake Jennings walks up to the barn on his family's farm in Nova Scotia to check on his flock and to make sure everything is running as it should be. Even as a young farmer, he appreciates the unique nature of his lifestyle. He also understands that his family has worked hard along with many other Canadian farmers to maintain and support the system that made things easier: a system

we know as supply management. "Supply management makes it possible for us to expand our family farm and keep the business growing, one generation after the other. We're able to keep up with technology, farm in ways that are better for our animals and the environment, and to deliver eggs that are among the best in the world to Canadians," says Blake.

Supply management and the egg industry About a century ago, half of the Canadian population were farmers. The vast majority of farms were small, family-owned, and were providing food for a small quantity of people. As the years went by, many farms grew bigger as others disappeared. The egg industry, like others, suffered in the late 1960s of the fluctuation in the price of eggs which led Canada into a cycle

oration between Egg Farmers of Canada and Food Banks Canada has blossomed into a relationship spanning more than three decades. Since 1983, millions of eggs have been donated to the organization to help feed Canadians in need. Last year alone, Egg Farmers of Canada donated over 1 million eggs to benefit food banks in communities across the country.

Since the beginning, Egg Farmers of Canada strived to incorporate social responsibility into all aspects of its organization. "We recognize that egg farmers expect no less of us because responsibility, integrity and community contribution are an important part of their businesses and lives," said Peter Clarke, Chairman of EFC.

The partnership between Egg Farmers of Canada and Food Banks Canada is rooted in this commitment to give back to the community and it is the stability the system of supply management has brought to the industry that makes it possible.

"When egg farmers came together in the 1970s to develop a self-regulating supply management system, they were demonstrating a willingness to work together for the common good of consumers and farmers, and an understanding of the need to earn the trust of their stakeholders by operating in a socially responsible manner," continued Peter Clarke.

Over the course of 2013, the organization surveyed farmers in communities across the country to learn about community engagement at the grassroots level.

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EGG FARMERS OF CANADA
Dedicated to Quality



LES PRODUCTEURS D'ŒUFS DU CANADA
Dédiés à la qualité

FEATURE EDITORIAL



I like lower prices, but ending egg tariffs won't do it

With high-profile global trade negotiations underway, Canada's system of supply management is a fashionable target for critics. Their attacks beg for a modern interpretation of supply management, before political promise-making overshadows 40 years of proof that the system works and continues to evolve.

Despite ongoing name calling, supply management is not a union or a cartel. It is a system created and maintained by farmers, enabled by federal government legislation, and built for the mutual benefit of Canadian consumers and farmers. It's as important today as the day it was implemented, four decades ago, to match dairy, poultry and egg production with national demand. Though there is no political shelf-life for a consistent, domestic, local supply of fresh farmed foods, critics promote the growing global availability of competitive products. Truth is, Canadians prefer Canadian farmed products and they want to support Canadian farmers. Cross-country focus groups and other surveys tell us these are universal, near-unanimous values. Independent research drives home the point: in 2012, Bank of Montreal documented the preference for Canadian foods (favoured nine out of 10 times, on some products), and a related willingness to pay more, especially for the benefit of Canadian farmers.

Critics overlook this public preference, warning that supply management inflates consumer costs. While it would be nice to believe that lower commodity prices mean lower retail prices, the reality is very different.

And there's another favourite critical claim, the correlation between supply management and U.S.-Canadian price disparity. Despite years of dollar parity, it is true that U.S. prices are often lower for supply managed farmed foods. But, it's equally

true of farmed products that are not supply managed. And, while we're at it, Bank of Montreal's 2012 cross-border shopping report says it's also true of lawnmowers and running shoes and t-shirts and automobiles and, well, you get the point.

Blaming supply management for U.S.-Canadian price disparity – even on supply managed products – is theorizing in a vacuum. For instance, it ignores that, according to various analyses, U.S. farmers receive tens of billions of dollars in subsidies annually, while Canada's supply managed farmers get none. A commitment to supply management is a commitment to Canadian standards. Under the system, Canadian farmers institute on-farm food safety programs, trace products nationwide, and meet Canadians' expectations for every variable imaginable – storage, cleanliness, pest control, feed stocks, animal care, record-keeping, bio-security, and more.

The shared commitment of our farmers to create great Canadian farms is rooted in supply management's assurance of a fair return. In many cases, so is their survival. Supply management keeps farmers farming, allows generations to see a future in agriculture, and – perhaps most importantly – supports rural jobs, economies and general vibrancy. At last count, Canadian supply management supports about 300,000 jobs (100,000 on farms), \$25-billion in GDP, and nearly \$5-billion in taxes.

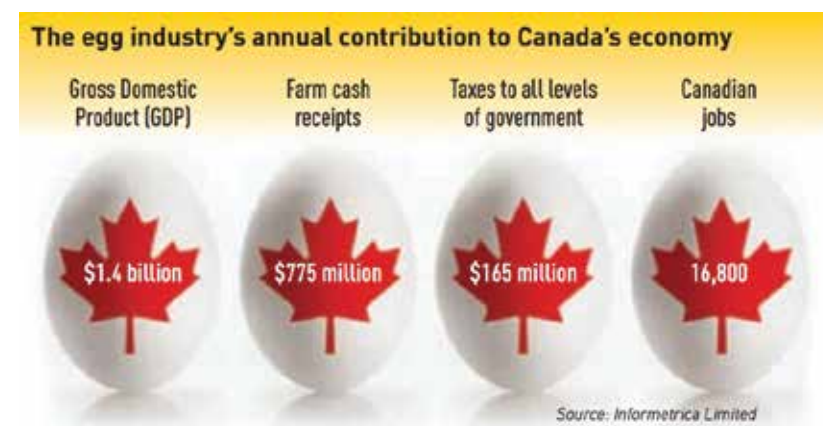
The history of supply management is an evolving 40-year story about the common interests of Canadian farmers and their Canadian customers, the nation's continued preference for domestic farmed foods and the reliability of Canadian farmers to meet it. It's a story that tells us supply management is not just an important piece of our nation's history, but an integral part of our collective future.

LETTER TO THE EDITOR

There are some who believe there are great challenges facing agriculture today around the world. However, within challenges lie opportunities. Having recently seized a chance to attend the Canadian Young Farmers Forum annual meeting in Calgary, I was exposed to a whole new side of empowerment within our industries. This forum allowed me and many others to connect with young farmers, hear their personal stories and gain valuable insights. The atmosphere was positive, energetic and inspirational. In addition, I'm looking forward to sharing newfound knowledge and promoting growth (both business and personal) within our industries as one of the newest directors of the New

Brunswick Young Farmers Forum. The greatest benefit to me of being an egg farmer is that it allows me to give. I am providing wonderful value in creating a healthy food and giving back to my community and the world. When you face your fears, the personal, financial and emotional growth you can achieve is limitless. When you move away from a place of fear-based thinking, you move closer to your creative potential and to realizing your intended path. Remember: you are not your fears. Choose to face life with your arms open and to take on the opportunities, and ask not, "What can I take," but "What can I give?"

Aaron Law



Egg farming: strong contributor to the Canadian economy

Egg farming is an extremely valuable industry to many communities across the country. Alone, the egg industry is accountable for over 16,800 jobs across the country, a third of which are direct on-farm work. Through feed and farming equipment purchases, egg farmers support local businesses and contribute to the economic vitality of their regions.

The egg sector also generates \$165 million dollars in tax revenue to municipal, provincial and federal levels. The contribution of \$1.4 billion dollars to Canada's Gross

Domestic Product (GDP) is another way the industry supports the Canadian economy. But what is perhaps an even more important measure of the value of our farms is their centrality to so many Canadian communities. To operate their successful businesses, egg farmers work with feed mills, banks, equipment manufacturers, researchers, veterinarians, and many more. Healthy and productive farms, ensured by the system of supply management, lead to vibrant communities.

Egg Farmers of Canada: supporting young Canadian leaders

For the third year in a row, Egg Farmers of Canada and Dairy Farmers of Canada co-sponsored Forum for Young Canadians, an event that brings together young students to the Nation's Capital for a unique experiential program.

The program, now in its 37th year, is a unique experience for hundreds of young leaders.

During their stay in Ottawa, students learn about the parliamentary process, meet with political leaders and forge new relationships with other young motivated Canadians from across the country.

"It is important for us at Egg Farmers of Canada to be involved in this great cause

that offers students a chance to learn about what shapes Canadian policies," said Tim Lambert, Chief Executive Officer of EFC. "The youth of this country are our future and we believe Forum for Young Canadians is a wonderful stepping stone for those who want to pursue a career in the public service."

David Newcombe, a young egg farmer from Nova Scotia, delivered an inspiring speech to the students and Members of Parliament, sharing his experience as a farmer and university student. Jacob Pelissero, an egg farmer from Ontario, also had the chance to talk about how important it is to be involved in our communities and to support Canadian farmers.

FEATURE YOUNG FARMERS

young farmers and leaders continued from page 1 of over-production never experienced before, bringing the prices for eggs below the cost of production. There was a clear need for stability so that farmers could continue to meet consumer demand. This led to the system of supply management, which still makes it possible to this day for new generations of farmers to build rewarding careers in agriculture and eventually assume responsibility for and ownership of their family farms.

Generation next...

Recognizing the need to foster future leaders of the industry, Egg Farmers of Canada recently became a sponsor of the Canadian Young Farmers Forum (CYFF). A national call was put out to its egg boards across Canada to nominate young egg farmers, aged 18 to 40, to join EFC at CYFF's Annual Meeting. As one of the egg industry delegates explained, when you are born and raised on a family farm, following in your parents' footsteps is not so much a career choice, as it is about how you want to live your life. "It's what I grew up with," explains 18-year-old Bret Sloboshan from Saskatchewan. "It's not just my immediate family. It's being a part of a bigger thing.



Blake Jennings works on the family farm with his father, Glen Jennings (right), and his grandfather, Cecil Jennings (left), called Bayview Poultry Farms Ltd., in Masstown, Nova Scotia.

It's a family business." This is a feeling 22-year-old Glenn Coburn

shares, knowing he is lucky to be able to take on the family farm. "Farming is not

Canadian Grocery Shoppers Equate Freshness with Local

As the idea of local food gains popularity in many urban areas, Canadians are asking more questions about where their food comes from, how it's produced, and, most importantly, how fresh the products they buy really are.

In order to understand what Canadians want when it comes to food, Egg Farmers of Canada conducted a survey where it became clear that consumers overwhelmingly demand that the farm products they buy be fresh, with 90 per cent saying that farms within their province deliver that freshness. Distance from farm to grocery store is seen as the key to freshness. Eighty per cent are confident that products from within Canada are at peak quality when purchased. Conversely, 53 per cent believe imported foods cannot be considered fresh. "In an age where grocery aisles are filled with foods from around the world, it is

clear that Canadians place the highest value on locally produced food, exactly what the system of supply management allows for," says Bonnie Cohen, Director of Marketing and Nutrition for Egg Farmers of Canada. "The results are identical regardless of socio-economic status, telling us that all households want the food they feed their families produced by local farmers."

The study also showed that 82 per cent of Canadians polled say they are confident the eggs they buy are fresh. This was the highest scoring category in the question that also asked about poultry, beef, vegetables and fruits.

The good news here is that egg farmers in Canada operate under a supply management system that ensures local family farms receive the fair and stable prices they need to be among the world's most efficient producers of top quality eggs.

Million eggs and counting continued from page 1

This research has strongly reinforced that social responsibility is highly valued and that egg farmers and egg boards have a strong foundation to build on moving forward. Research showed that through donations, sponsorships and volunteerism, farmers are affecting positive change in communities across the country.

It also showed that egg farmers chose the profession and rural lifestyle of farming because they take great pride in providing a nutritious food for their family, communities, and province or territory. Through

their farm operations, they create jobs and support the local economy. They can be found at agricultural events and schools talking about life on the farm and why they are proud to be egg farmers. They are also sitting on school boards, coaching soccer, volunteering for community events and even donating eggs to local organizations. "As an egg farmer, I can tell you I feel great pride in the work we do in Canada. Today's Downtown Diner is just another example of how we can all make a difference in our communities," concluded Peter Clarke.

PROFILE MARK SIEMENS, SIEMENS FARMS LTD., ABBOTSFORD, B.C. AGE: 26



"I feel like it's something that's just a part of me"

Mark Siemens wants people to know how important community is to egg farmers. "Too many people, he says, have a false impression of farm life – an impression that comes from only knowing about farms through television and film – especially American TV and film.

"I think people would benefit from recognizing how different the values are in the Canadian system," he says.

In Canada, he says, not only is the bottom line important; so is community. "What I see in the Canadian industry is that there's a lot of importance placed on giving back to the community, and an appreciation by farmers of the value of community", says Mark.

It took Mark a while to realize that egg farming and its values of hard work and social responsibility were for him. Though he grew up on the family farm, he left home after high school to try to make his mark. He wanted to try life on his own. But as he worked at different jobs, he came to realize that "I enjoyed the lifestyle, and being near family. And after I got married

a job, it's a lifestyle, and I wouldn't have it any other way. There's nothing like waking up and walking out the door and you are already at work," says the young farmer from Keswick Ridge, New Brunswick. To build momentum coming out of the CYFF conference, Egg Farmers of Canada invited some of its young farmers to Ottawa to be guest speakers at the Forum for Young Canadians. Young egg farmers were also asked to attend its annual breakfast on Parliament Hill on April 29, 2014.

Indeed, the egg industry is filled with newcomers as one in five egg farmers is a first generation farmer. Others are already working on the family farm, taking on increasing responsibility and preparing to take over the operations when the time is right. EFC is shining a deservedly bright light on these talented, motivated and aspiring entrepreneurs and leaders who admit that supply management is the key to a stable market and helps them achieve their central goal: providing fresh, local, high-quality eggs—from their barn to your family!