



OUR **SUSTAINABILITY** *Story*

EGG FARMERS
OF CANADA
eggfarmers.ca



LES PRODUCTEURS
D'ŒUFS DU CANADA
producteursdoeufs.ca



OUR **SUSTAINABILITY** *Story*

For Canadian egg farmers, “sustainability” is no abstract concept or trendy buzzword; it’s a way of life. Carefully managing resources is part of the DNA of Canadian farm families, some of whom have been producing food on the same plot of land for generations. In fact, sustainability comes so naturally to egg farmers that it is valuable to take a step back and look with fresh eyes at our achievements and the road ahead. Doing so helps us focus on what we need to do to build on our successes as we head into the future.





WHAT IS **SUSTAINABILITY**?

Sustainability, as a concept, is both simple and complex. At its most elemental, it's about acting in a way that ensures the long-term viability of an operation. It becomes complex when you consider all the individual actions or activities that contribute to a holistic approach to sustainability. These actions include the ability to act responsibly towards animals, the land and the environment. It's part of the work we do to foster trust in the eggs we produce, to give back to our communities, and to continuously improve our products and processes. These efforts draw out the best in ourselves, the people we work with and the people around us.

We do this instinctively. We understand **responsibility** because we work with animals. We understand **trust** because we produce a valuable food item for Canadians. We know the strength of **people and community** because so many egg farmers are small family operations anchored in rural regions where giving back is part of the social fabric. As business people we know all about the bottom line, investing for the future and the importance of **continuous improvement**.

Together, these elements are at the core of our sustainability practices and are central to our holistic view of sustainability. They help explain why, over the past 50 years, Canadian egg production has increased by 50% while the industry's environmental footprint dropped by almost 50%. As we look to the future, the challenge is to continue to raise the bar. This is why we have chosen to focus our sustainability efforts around **five pillars** that guide Egg Farmers of Canada's actions.

FIVE PILLARS



PROTECT THE **HEALTH AND WELFARE** OF OUR HENS

DELIVER **SAFE, HIGH-QUALITY** EGGS TO CANADIANS



FIND NEW WAYS TO MAKE EGG PRODUCTION MORE **ENVIRONMENTALLY SOUND**

ENHANCE THE **WELL-BEING** OF OTHERS



EMPOWER OUR **PEOPLE**



“Supply management has been vital to us for the last number of years. It’s given us the confidence we needed to make investments.”

— Geneve Newcombe, NS egg farmer

We can achieve new results in these areas by being conscious of the things we do instinctively and by strengthening our existing practices through R&D, innovation and collaboration. Central to our approach is trust: trust in our product and trust in our people. We care deeply for the public’s trust in us, and approach every aspect of our business—from operations to policy development to governance—with the utmost regard for our communities, our environment, and our society. This is what we call The Egg Farmers of Canada Way.

It’s also important to remember that trust works two ways. Just as the public trusts that we produce safe, healthy, high-quality eggs, Canadians need to be able to trust the system that allows us to operate. For that reason, the system of supply management is an important part of our Sustainability Story. It creates the stability egg farmers need to plan for the future, while delivering the fresh, high-quality eggs of local production that Canadians want and enjoy.



THE **EGG FARMERS OF CANADA** WAY

Egg Farmers of Canada believes in the inextricable link between public trust and business success. We nurture our acceptance nationally, and in the broader international community—not just because it is the right thing to do but because it bolsters our aspirations of profitability and enhanced socio-economic development.

Legitimacy with our stakeholders and customers drives us each and every day. We respect and honour the social license provided to our industry under the system of supply management. Everything—from operations to policy development to governance—is approached with the utmost regard for: the communities, environment and society in which we operate; the well-being of our animals; and the health, safety and satisfaction of the millions of Canadians who enjoy and depend upon our product every single day.

Mission

To position the Canadian egg industry as a leader in Canada's agricultural future through sustainable growth, continuous improvement and social responsibility, working collaboratively under the system of supply management to uphold the interests of all those who depend upon and enjoy our products.

Vision

A world where everyone—whether it be due to want or need—can enjoy the immeasurable benefits of the humble egg.



*"The health of our animals is number one.
Without them, we have no operation.
The welfare of our chickens matters to us."*

– Eric and Sandra Dyck, MB egg farmers

LEADING THE WAY TOWARDS A **SUSTAINABLE EGG INDUSTRY**

Egg Farmers of Canada’s approach to sustainability is based on five pillars that focus our actions. Shaping these five pillars are the principles of responsibility, trust, community, people and continuous improvement. Together, these efforts translate into our holistic approach to sustainability.

Responsibility

The first pillar that guide our actions around sustainability is the care of our hens. As we head into the future, we want to **continue to promote excellence in animal welfare**. Our challenge is to continue to press forward with new and improved initiatives, making the health and welfare of the animals an important element of sustainability practices.

We currently act on hen welfare in a variety of ways, including:

- Delivering the highest standards of animal care through our national Animal Care Program—designed by farmers, for farmers. It includes regular inspections that ensure a consistent application across the country, with third-party audits.
- Supporting the Code of Practice for the Care and Handling of Pullets and Laying Hens. The Code serves as a national understanding of science-based standards and is a key building block to our Animal Care Program.
- Working with industry partners, animal welfare experts and leading researchers like our Poultry Welfare Research Chair at the University of Guelph to achieve the best possible outcomes in animal welfare.
- Participating in global discussions that shape industry standards both at home and around the world by sharing our knowledge and expertise.



EGG FARMERS CARE
FOR THEIR HENS
BY FOLLOWING A
**NATIONAL ANIMAL
CARE PROGRAM.**



EGG FARMERS
TAKE PART IN
A NATIONAL
ON-FARM
FOOD SAFETY
PROGRAM CALLED
**START CLEAN-
STAY CLEAN™.**

Trust

It's critical, as we move forward, to maintain and enhance the public's trust. One way to do that is to remember that our products are part of the everyday lives of the people around us. Keeping that trust is why the second of the five pillars of sustainability is about **delivering safe, high-quality eggs to Canadians.**

To maintain that trust we will continue, among other things, to:

- Meet the highest standards in on-farm food safety through our national Start Clean-Stay Clean™ program.
- Use strict biosecurity measures on-farm to protect the health of hens.
- Leverage the internationally recognized HACCP principles of food safety as part of our efforts.
- Promote best practices for cooking and storing eggs to consumers.
- Implement a responsive traceability system in the unlikely event of a food safety issue.



*"I know that whatever I'm producing will
be eaten by my friends and family."*

– Nathaniel Visser, AB egg farmer

“We have a vision of eggs playing a central role in the fight to feed a hungry world.”

– Tim Lambert, CEO of Egg Farmers of Canada



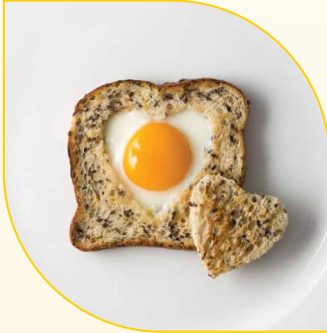
**2.1 MILLION EGGS
DONATED TO FOOD
BANKS, BREAKFAST
PROGRAMS AND
CHARITABLE
ORGANIZATIONS.**

Community

By **working to enhance the well-being of others**, we show our commitment to community, both locally and globally. In addition to providing Canadians with affordable, nutritious eggs and reducing hunger in Canadian communities through partnerships with food banks and breakfast programs, our farmers are important contributors to the economic vitality of their communities. In fact, the Canadian egg industry sustains 17,600 jobs, contributes \$1.37 billion dollars to Canada’s GDP and delivers nearly half a billion dollars in revenue to governments.

We support our communities and enhance the well-being of others in a variety of ways, including:

- Providing Canadians with affordable, nutritious and locally produced eggs.
- Helping to reduce hunger in Canadian communities through partnerships with food banks and breakfast programs.
- Sharing our knowledge and expertise with farmers in developing countries through the International Egg Foundation.
- Engaging in partnerships to help people around the world access the life-saving protein in eggs.



CANADA'S SYSTEM OF **EGG SUPPLY MANAGEMENT**

Canada's egg farmers work together through the system of supply management. It's a system that manages the supply of eggs by matching domestic production with demand and imports. Farmers agree to follow a consistent set of rules and standards, and receive a fair return for their work. Supply management has helped build a sustainable egg industry while delivering high-quality eggs made by Canadians, for Canadians.

“We want Canadians to feel a personal connection to our farmers, and know that the food at their family’s table comes from another family like theirs.”

– Roger Pelissero, Chairman of Egg Farmers of Canada

People

Education and outreach are a way of **empowering our people**. Sharing our expertise starts with nurturing young leaders in our industry and encouraging education—and we extend our reach through grassroots involvement in local communities. We also look to give a voice to farmers and the people who make our industry vibrant by telling their story. People are the most important ingredient in our sustainability equation, and as we look ahead, our challenge is to discover innovative tools to help our people thrive in a changing business environment.


To empower our people we must continue to:

- Nurture young people in the industry and the next generation of leaders through our national young farmer program.
- Support grassroots community engagement through our Egg Farmers Give Back program.
- Offer opportunities for our employees to learn and grow in their careers, and give back to causes that matter to them through volunteerism.
- Help Canadians learn about eggs and egg production through outreach and educational partnerships.



THERE ARE
MORE THAN 1,000
CANADIAN EGG
FARMERS IN ALL
10 PROVINCES
AND NWT.





“I want to see us do even more for environmental conservation. Greater effort in renewable energy and maybe a few wind mills, more solar panels, as much of that as we can manage.”

– David Newcombe, NS egg farmer

Continuous improvement

Continuous improvement goes hand-in-hand with all five pillars, but especially with the fifth pillar of our sustainability actions: **seeking new ways to make egg production even more environmentally sound.**

No operation can last long without innovating. In fact, because so many egg operations are family-run, innovation is often spurred by the idea of leaving something for the next generation.

Implementing sustainable practices is helped when we have facts and figures to back them up. That is why science and research are essential to building our knowledge about environmentally sound egg production. The recent study about how the industry has reduced its environmental footprint by almost 50% over the last half-century while increasing egg production by 50% is a perfect example of how a commitment to the environment translates into more efficient businesses.



These insights offer new evidence and resources to educate Canadians and people in our supply chain about the impact of our farming practices on the environment. Meanwhile, individual farmers and our corporate office are taking steps to reduce their environmental impact or make improvements to their operations. These efforts are informed by:

- New research conducted under the guidance of our Research Chair in Sustainability at the University of British Columbia.
- Partners and roundtables that deepen our understanding of the environmental and sustainability impacts of different egg production systems and opportunities for improvements.
- A Lifecycle Analysis study, a comprehensive look at all stages of egg production to help identify improvements.
- Farmers that are taking steps to reduce their individual environmental impact or make improvements to their operations by drawing on renewable energy and other efficiencies.
- A staff-led movement to reduce the environmental impact of our corporate office under the guidance of our Green Team.



THE EGG
INDUSTRY'S
**ENVIRONMENTAL
FOOTPRINT
DECREASED BY 50%
BETWEEN 1962
AND 2005.**



Taken together, these actions and activities translate into the holistic approach to sustainability endorsed by the Egg Farmers of Canada Board of Directors.

We feel there is no alternative to greater sustainability. As the world's population grows, and along with it the need to increase food production while using fewer resources, sustainability in agriculture is becoming ever more critical. Add to this our vision of a world where everyone—whether it be due to want or need—can enjoy the immeasurable benefits of the humble egg. This is why sustainability is a core business principle for Egg Farmers of Canada.

Feedback

We welcome your feedback and comments on our initiatives. Please contact cpa@eggs.ca with your questions or visit eggfarmers.ca for more information about our programs.



ABOUT **EGG FARMERS OF CANADA**

Now in its fifth decade as one of Canada's leading agriculture organizations, Egg Farmers of Canada manages the national egg supply and promotes egg consumption while representing the interests of regulated egg farmers from coast to coast.

Canadian egg farmers:

- Operate more than 1,000 farms in all 10 provinces and the Northwest Territories.
- Produce more than 749 million dozen eggs each year.
- Recently celebrated a decade of growth, marking a 30% increase in egg production between 2006 and 2016.

