



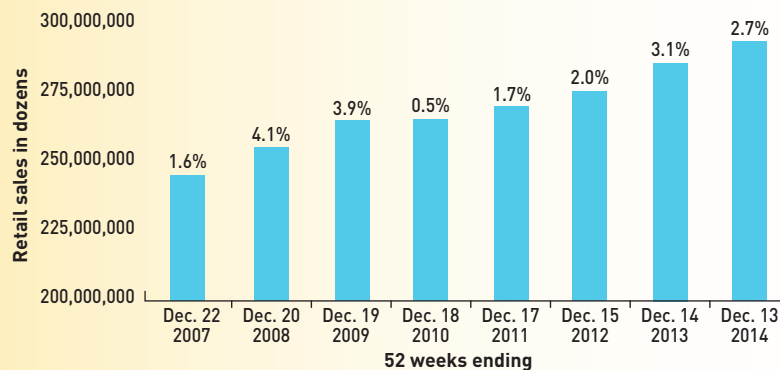
The Canadian egg industry

Delivering economic value to communities and Canada

Our farmers:

- Operate more than **1,000 farms** in all 10 provinces and in the Northwest Territories. Many are owned and run by families who have been in the business for generations and about 20% are first-generation farmers.¹
- Support over **16,761 jobs** and contribute **\$1.4 billion annually** to the Canadian economy.²
- Produce more than **595 million dozen eggs** each year.

EIGHT STRAIGHT YEARS OF SALES GROWTH³



Supporting Canadian farms and communities

For more than 40 years, the system of supply management has helped Canada's egg farmers prosper and support their local economies.

Supply management:

- Delivers eggs that are among the best in the world for freshness and quality.
- Helps Canadian egg farms stay strong.
- Contributes to the vibrancy of Canadian communities.



Canadians love their eggs⁴

Consumers are most confident about the quality and safety of eggs, poultry and dairy products produced in Canada and prefer to buy from local farmers.

92% of Canadians say it is important that the eggs they consume come from Canada.



90% say they are comfortable buying and eating eggs, poultry and dairy products produced in their own province.

90% say they trust the quality standards of foods from Canadian farms.



KEEP THE "EH!" IN EGGS

EGG FARMERS OF CANADA



LES PRODUCTEURS D'ŒUFS DU CANADA

Driving innovation and social responsibility

The egg industry is one of the few agricultural sectors that is self-sufficient—requiring no government subsidies.

Supply management supports innovation:

- World-class on-farm food safety through Egg Farmers of Canada's **Start Clean-Stay Clean™** program.
- Leading development of nutritionally-enhanced and other specialty eggs, including organic and vitamin-fortified.
- Research into egg production, poultry science, animal and human nutrition, and economic and environmental sustainability.



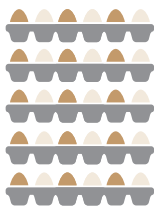
Farmers take great pride in being active members of their communities, with **9 out of 10 egg farmers** reporting they contribute through donations, fundraising, sponsorship and/or volunteering.¹



Opening the door for the next generation of leaders

The stability provided by supply management opens the door for new farmers and the next generation of agriculture leaders.

More and more young Canadians are:



- Taking over the family farm
- Starting new operations
- Building rewarding careers in farming

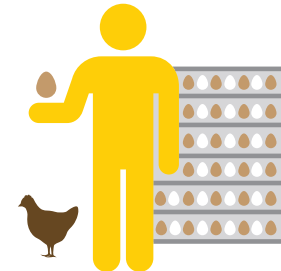
TOP 3 REASONS CANADIANS BELIEVE SUPPLY MANAGEMENT IS IMPORTANT:



Allows Canadians to buy fresh, local, high-quality products



Supports and protects Canadian farmers



Benefits Canadian communities by creating jobs and opportunities



KEEP THE "EH!" IN EGGS

Learn more about Canada's egg industry, visit eggfarmers.ca

EGG FARMERS
OF CANADA



LES PRODUCTEURS
D'ŒUFS DU CANADA

¹ Egg Farmers of Canada, May 2013: Survey of 400 Canadian egg farmers

² Informetrica Limited, The Economic Impact of the Poultry and Egg Industry. December 2011

³ Nielsen MarketTrack, Total Eggs National. 52 Weeks Per Period

⁴ TNS Canada, February 2013: Online omnibus survey of 1,001 adults across Canada

