

A DOZEN... REASONS WHY

CANADIANS WANT EGGS FROM CANADIAN FARMERS

1 MADE IN CANADA FOOD MATTERS

87% of Canadians prefer to buy from Canadian farmers when they have the option.¹



2 THE TRADITION OF FAMILY FARMING

Canadian eggs come from more than

1,000 FAMILY FARMS

across the country, including new farmers as well as those who are following family traditions of up to ten generations.

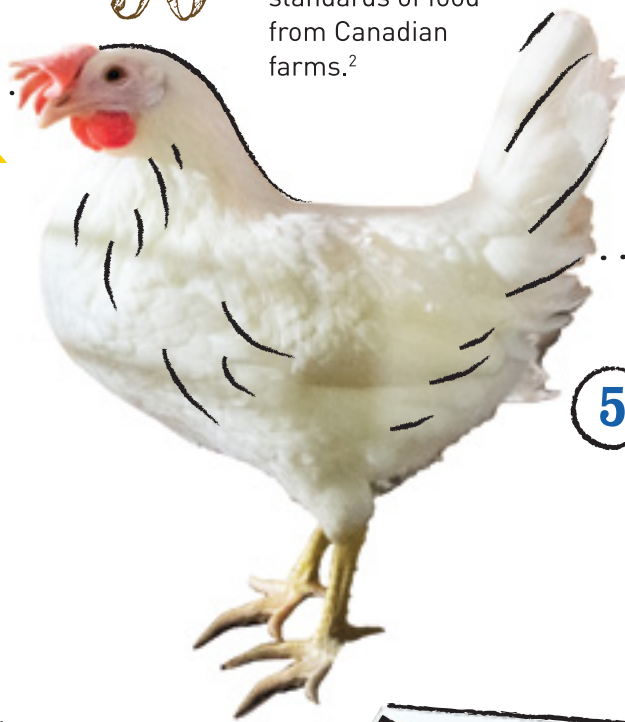


3 FRESH, LOCAL FOOD

Canadian eggs are produced in every province of Canada, as well as the Northwest Territories.

4 HIGH QUALITY

90% of Canadians say they trust the quality standards of food from Canadian farms.²



5 ANIMAL CARE

Canadian egg farmers ensure the welfare of their hens through a comprehensive and rigorous national Animal Care Program.

6 FOOD SAFETY

Canada's comprehensive on-farm food safety program, called Start-Clean, Stay-Clean™, ensures Canadian eggs are produced according to some of the highest possible standards.



7 FAIR COMPENSATION

Supply management ensures that farmers are fairly compensated so that they can reinvest in their farms to be more efficient, environmentally conscious while feeding Canadian families for generations to come.



8 NO SUBSIDIES

Our farmers derive their returns directly from the marketplace, receiving no direct government subsidies.



9 SUSTAINABILITY

A strong and vibrant industry means farmers can reinvest in their farms to be more efficient, environmentally conscious and continue to challenge themselves to continuously improve.

10 A FUTURE FOR FARMERS

This means that the next generation of farmers can continue to innovate and grow egg production in Canada.

11 STRONG RURAL COMMUNITIES

In addition to contributing to the economy, farmers support their communities by donating to organizations like Food Banks Canada and Breakfast Club of Canada, so all Canadians have access to a nutritious meal.



12 ECONOMIC BENEFITS

More than 17,600 PEOPLE

across Canada work in the egg economy, adding

\$1.37 BILLION

to Canada's GDP every year.³



Nearly 8 in 10 Canadians agree that supply management is important for our dairy, poultry and egg producers.⁴

¹ Leger Report, Dairy, Poultry and Egg Supply Management, June 2018
² TNS Canada, Online omnibus survey of 1,001 adults across Canada, February 2013
³ Kevin Grier Market Analysis and Consulting Inc., The 2015 Economic Impact of the Poultry and Egg Industries in Canada, October 2016
⁴ Leger Report, Dairy, Poultry and Egg Supply Management, June 2018

THANK YOU CANADA FOR YOUR CONTINUED SUPPORT!

Learn more about our system of supply management at eggfarmers.ca

