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FOR IMMEDIATE RELEASE

Egg Farmers of Alberta Publishes 2015 Sustainability Report

March 3, 2016 (Calgary, AB) – Egg Farmers of Alberta (EFA) is excited to announce the publication of its 2015 Sustainability Report. EFA has continued to work with stakeholders to build a sustainable egg industry in Alberta, and we certainly took that commitment and our pioneering spirit to a whole new level in 2015.

EFA's 2015 Sustainability Report builds on the momentum from the publication of our inaugural Sustainability Report last year. In addition to expanding the amount and variety of metrics being reported on, this year's Sustainability Report takes a more forward-looking approach, replacing the historic timeline of achievements with a number of progressive targets.

"Last year's report set the stage, by telling the story of where we've come from," says EFA General Manager Susan Gal. "This year's report is more about telling the story of where we want to go as an industry, by detailing our forward-thinking commitments under each of our four pillars, in a transparent and accountable manner."

Sustainable egg production is at the heart of EFA's sustainability strategy, which Alberta's egg farmers have defined as being socially responsible, environmentally sound and economically viable. EFA's 2015 Sustainability Report is intended to be the annual report card for our organization, our farmers, our industry, and our consumers.

EFA's Sustainability Report can be found on our website: www.eggs.ab.ca/about/sustainability-reports

About Egg Farmers of Alberta

Egg Farmers of Alberta represents more than 170 egg farming families in Alberta. EFA works to ensure there is a sustainable egg industry for Alberta egg farmers, who provide Albertans with a stable supply of fresh, high quality, locally produced eggs. For more information, visit www.eggs.ab.ca.

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