

EggNotes

Board of Directors

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Director in Training:	Jorn Wipf 403-635-0516

EFA Vision Statement
Healthy Food, Healthy Farms,
Healthy Families



EFA Mission Statement
Cultivating a sustainable egg industry
together with farmers, consumers & other
stakeholders

EFA Office Hours
Monday to Friday - 7:30 am to 4:00 pm

EFA Staff

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Egg Price Update Effective February 25, 2024

Canada Grade	Size	Price Per Dozen	
A	Extra Large	3.080	↑
A	Large	3.080	↑
A	Medium	2.780	↑
A	Small	2.420	↑
A	Nest Run	2.900	↑
A	Pee Wee	0.260	↓
B		0.750	↓
C		0.140	↓

Note: From the minimum paying price, graders can only deduct charges as authorized by the EFA Board. Effective December 29/19, rates were set for each zone in Alberta and reflect the maximum rate that can be deducted from producer's weekly cheque. For further information, please refer to OPP #13.3 on the producer portal.

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Note: EggNotes can be accessed on the EFA website or EFA's producer portal



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After Hours Response Line: 368-996-3447
Website: eggs.ab.ca | Producer Portal: portal.eggs.ab.ca
Email: info@eggs.ab.ca | Office hours: M-F: 7:30 am - 4:00 pm

Board Update

The EFA board would like to thank all the producers for their attendance at the June Regional meetings held throughout the province.

In July the EFA board attended the EFC summer meetings in Montreal, QC. The meetings were very informative and a great chance to network with other producers from across the nation. In the spring a new General Manager of the Intensive Livestock Working Group (ILWG) was hired to replace Rawnald Axelson who retired. The ILWG is an important cooperative effort on behalf of the livestock boards and commissions in the province of Alberta. The main role of the ILWG is to tackle topics that have equal importance to all livestock industries such as access and quality of water, environment and public trust. Throughout the remainder of 2024, producers may be approached to enact the goals of the Public Trust project; a project geared towards constructing a more proactive approach to creating relationships and engaging with the leaders of municipalities. The ILWG hopes that this project will improve the Boards and Commissions' ability to monitor upcoming municipal changes that could affect livestock producers and serve to build relationships for a more proactive approach in engaging municipalities on agricultural issues. In this issue of EggNotes, you will find an article on the MELT exemption which was a topic discussed at the last ILWG meeting.

UPCOMING EVENTS

July 25 | 2024QE3 Purchase Deadline
August 5 | Office closed for civic holiday
August 8 | 2024QE3 Summary of Quota Transfers
August 27 | Production Management Committee meeting
September 3-4 | EFA Board Meeting
September 5 | Research Committee meeting
September 10 | EFA Strategic Planning



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Healthy Birds

Euthanasia Training Records

During the June regional meetings, producers asked if it is necessary to fill out the euthanasia training records annually if there are no changes. Egg Farmers of Canada has confirmed that a one time sign off on these records is acceptable until there are changes such as a new method, new individuals performing euthanasia, updated certificates etc.

The euthanasia training record template will remain available in the record keeping calendars but producers are welcome to complete this record template available on the producer portal and keep it available for each annual audit or until changes need to be made.



Healthy Farms

Emergency Contact Tree

Did you know that there is an Emergency Contact List within the Producer portal? This is a spot where you can find fellow producers who are willing to lend equipment, manpower, or other resources in times of emergency.

Egg Farmers of Alberta recommends that all producers visit the producer portal - Emergency Preparedness – Emergency Contact List

where you can export this list to excel and then print a copy of the updated list to keep on hand. For those producers transporting birds, this contact list can be used as part of your contingency/emergency plan.

Also, if you are willing to be added to this list to offer your support, please click the “Add” button and enter your information.



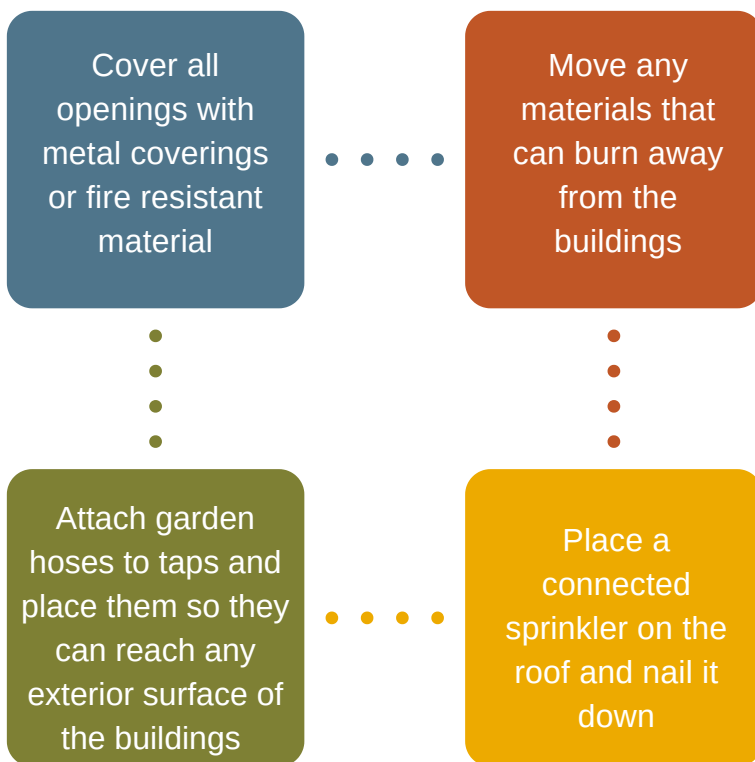
Strategies in the Summer to Mitigate the Risk of Wildfire

One of the learnings from the project with All One Sky, regarding climate risks and adaptation actions, was to reduce damage to buildings and property from wildfires. One way to do this is to encourage Alberta egg farmers to adopt FireSmart Guidelines and practices on farm. This will be the final article of a four-part series and will focus on summer wildfire evacuation planning.

On any given day during the summer months in Alberta there are wildfires burning. While the majority of the fires are in the Forest Protection Area (FPA), which covers two-thirds of Alberta, there is also potential for devastating grassland fires. These fires can be unpredictable and dangerous and potentially cause the need to evacuate your home and property. Pre-planning your evacuation allows you to make better decisions and allows you to move quickly and leave your property safe and accessible for emergency responders.

If you have time, there are things you can do to increase your barn's chances of withstanding a wildfire:

While poultry cannot be easily evacuated consider the following before you leave:



- ✓ Ensure there is at least 3 days of feed and water available – with backup power sources
- ✓ Build an impromptu firebreak around your property and buildings by cultivating the soils around the perimeter
- ✓ Start the sprinklers to water the ground and buildings
- ✓ Shut off power and gas to non-essential buildings

Alberta Agriculture Survey

Alberta Agriculture and Irrigation is seeking input from producers regarding barriers to growth in various agricultural sectors. The online survey is currently open for feedback and will close on July 31, 2024.

The survey covers the following topics:

- Cost of production
- Impediments to establish, maintain or grow an agricultural operation
- Government policy or programming that would support a thriving agricultural sector

Survey link: https://your.alberta.ca/primary-producers/survey_tools/public

EFA encourages egg farmers to participate in the survey to provide feedback to the provincial government.

Nielsen Update

The Nielsen retail sales data is available up to June 15th, which is period 6 for 2024. The data indicates that in the latest 4-week period 3.7 million dozen eggs were sold in Alberta; a 1.6% increase from the previous 4-week period (ending May 18th), and an 11.3% increase in sales compared to the same period in 2023.

Nielsen retail sales in the last 52 weeks are up 6.5% over the previous 52 weeks in Alberta, currently sitting at 46.7 million dozen eggs. Specialty eggs (ie: free-run, free-range, and organic) have seen the largest sales growth; an 8.9% increase over the previous 52 weeks, to 4.5 million dozen eggs (9.7% of the total eggs sold in Alberta).

As a reminder, additional Nielsen trend data that is updated approximately every four weeks is available on the producer portal (Eggstra... / Egg Sales Trends).

MELT Exemption for Farmers

As of April 1, 2024, the Government of Alberta has changed its Class 1 license structure to now include a farm-restricted Class 1 driver's license. This will effectively exempt farmers and their immediate family from having to complete the province's mandatory entry level training (MELT) program that other commercial drivers need to complete to get their Class 1 license. Hutterite colonies also qualify as family members. This will allow farmers to operate Class 1 vehicles within Alberta for authorized farm purposes only.

For more information, including the steps to apply for a farm-restricted Class 1, please consult the Government of Alberta's website: <https://www.alberta.ca/farm-restricted-class-1-drivers-licence>



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Healthy Communities

From Your Research Committee

As noted at the June regional meetings, EFA has partnered with THRIVE, a leading agtech innovation firm, to drive industry development in Alberta's egg farming sector. This partnership connects us with innovators and solution providers, generating insights and fostering advancements crucial for our industry's future. At our last Research Committee meeting, we had the opportunity to hear from two companies in THRIVE's ecosystem, exploring practical solutions that can be implemented on farms:



FeedFlo Technology: Revolutionizing Feed Management

The first presentation was from FeedFlo, offering an alternative approach to feed management. FeedFlo is an on-pipe feed sensor, with sensors placed strategically along feed lines, it provides real-time and accurate data on feed consumption. FeedFlo operates with integrated internet and without the need for consistent internet access, making it adaptable to various barn environments. There is a magnet inside the sensor that is used to detect speed, the laser within the sensor measures how high the feed is in the pipe. Feedflo is monitoring feed passing through instead of measuring the bins. This means that instead of monitoring bins for inventory use only, the FeedFlo system can also be used as a tool for flock health decisions. The sensors are located inside the barn, so they don't have to deal with harsh climate. The sensors can be pressure washed and the system is noted to self-clean.

Currently, FeedFlo operates primarily in the hog industry (in over 60 barns across the US and Canada). They met with EFA's Research Committee to better understand the opportunity in poultry and to explore piloting their technology on an Alberta poultry farm.

If you are interested in piloting FeedFlo on your farm to assess the benefits firsthand, please contact Jenna or Carley at the EFA office. Please note that FeedFlo is currently configured to work with 3 inch feed line models (other sizes may be available in the future) and there are some requirements when setting up the FeedFlo sensors in the barn (it must be far away from the first drop and the wall as well as on a horizontal part of the system). There are no batteries or solar panels needed, only one cable needs to be run from office to device to provide data and power.

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PULR Technologies: Advancing Environmental Monitoring

The second presentation was PULR Technologies, presenting advanced RFID tags designed for monitoring lighting (frequency, intensity, etc.) In the future, the tags could also measure other environmental parameters such as temperature and humidity. The committee is evaluating potential opportunities for the use of PULR tags on poultry farms to optimize environmental conditions and ensure the well-being and optimal production of flocks. One example noted was the ability for more precise/location specific readings to evaluate uniformity.

As we continue our engagement with THRIVE, we look forward to exploring additional innovative solutions to foster sustainable practices and operational excellence in Alberta's egg farming industry.

Research Updates

Egg Farmers of Alberta would like to share what is new with research. At the end of 2023, Poultry Innovative Partnership (PIP) published a research showcase highlighting the research published between September 2022 and August 2023 from poultry scientists at the University of Alberta. Of interest to the egg industry are the studies on the impact of dietary yeast on egg production and the influence of an egg white-derived peptide on insulin sensitivity. Both research summaries are included in the PIP research showcase document which is available on the learning and education page of the producer portal.

Additionally, PIP has put together an excellent resource on lighting in poultry facilities. During our research priorities survey, many producers indicated their interest in learning more about lighting. Please visit the following link for information on poultry vision, light intensity, light sources, flickering, and wavelength. <https://poultryinnovationpartnership.ca/poultry-production-lighting/>

Three research summaries from Egg Farmers of Canada on recently completed egg-related research have been added to the learning and education page of the producer portal. These research summaries include information on how eggs improve nutrient intake during child development, the impact of alternative housing systems on layer health and productivity, as well as the long-term cardiovascular health benefits of egg consumption.

Lastly, a reminder that registration has opened for the Poultry Service Industry Workshop which will take place October 2-4, 2024 in Banff, Alberta. If you are interested in attending please register by clicking here. <https://poultryworkshop.com/registration-2/>

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Yahoo, Yeehaw, the Calgary Stampede was a blast!



Calgary Stampede

The 2024 Calgary Stampede was a highly successful event. It was great to have both the live birds and farmers back at our booth, engaging with the public. We also had our Egg Guess Container Contest back in action and had over **1600** people enter! Over the course of the 10 days, we had countless questions, with many being the most common ones we hear, like: what's the difference between a brown egg and a white egg, the colour of the egg yolk (pale vs dark), and how many eggs does a hen produce in a year. A big thank you to all farmers who participated in this event, including a couple with it being their first time as an egg ambassador!

A reminder to those who worked a shift to please fill out the Egg Ambassador Feedback survey if you haven't already. This will help us plan for next year's Stampede.



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A Special Thank You to Egg Ambassadors

We would like to recognize and thank the following Egg Ambassadors who helped work shifts at this year's Aggie Days and Calgary Stampede. Your work is much appreciated!

Farmer/Colony Representation

*5 Mile Farms
Big Bend Colony
Bristone Colony
Burnbrae Farms
Cayley Colony
Clearview Colony
Green Acres Colony
Greenwood Colony
Hutterian Brethren Church of Hughenden
Kneehill Colony
Lathom Colony
Midland Colony
Morinville Colony
Oaklane Colony
Pleasant Valley Colony
Riverbend Colony
Vanessen Enterprises
Wolf Creek Colony*



If you are interested in becoming an Egg Ambassador for events next year, be the lookout for our next Egg Ambassador workshops in 2025. More details to come.



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Marketing Highlights

Here's a snapshot of some recent highlights in the marketing world!



Top Questions from Stampede

- What's the difference between pale yolks and dark yolks?
- What is the thing on the hens head (comb)?
- Did they just lay that egg today?
- What housing system is this?
- How long do the hens live for?
- How many eggs do they produce?
- Difference between brown birds and white birds
- Why do we have to store our eggs in the fridge?

Egg Guessing Contest Winner!



— “ —

It was another great experience the last 2 days at the stampede. I can't say enough that so many people come by from all over the world and thank us for the great display we have. It makes me so proud to be an egg farmer and showcase how we go about our industry.

—EFA Egg Ambassador

— ” —

Congratulations to our egg guessing contest winner! We are thrilled to announce that the winning guess was spot on at 577. The lucky winner was gifted EFA swag, a \$150 grocery gift card, and free eggs for a year!



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