

BOARD OF DIRECTORS

CHAIR	
Susan Schafers	780-963-3249
VICE CHAIR	
Levi Hofer	403-892-1877
EFC DIRECTOR	
Ben Waldner	403-579-2180
EFC ALTERNATE	
Joe Kleinsasser	403-653-4480
CEIRA DIRECTOR	
Muneer Gilani	403-567-8343
DIRECTOR	
John Hofer	403-641-2030

STAFF

GENERAL MANAGER	
Susan Gal	ext. 124
MARKETING & COMMUNICATIONS MANAGER	
David Webb	ext. 126
PRODUCER SERVICES MANAGER	
Christina Robinson	ext. 125
INDUSTRY DEVELOPMENT OFFICER	
Jenna Griffin	ext. 129
OFFICE MANAGER	
Laurel Martin	ext. 121
ADMIN ASSISTANT – CUSTOMER SERVICE	
Peggy Galbraith	ext. 101
MARKETING & EVENTS COORDINATOR	
Catherine Kelly	ext. 128
NEW PRODUCER SERVICES ADMINISTRATOR	
Agatha Smykot	ext. 127
FIELD SERVICES COORDINATOR	
Murray Minchin	ext. 131
FIELD SERVICES ADMINISTRATOR/COORDINATOR	
Dave Lastiwka	ext. 132

Board of Directors Update

Your Egg Farmers of Alberta (EFA) Board of Directors would like to remind producers to mark their calendars for the upcoming Regional Meetings, which are scheduled for Grande Prairie (June 23), Edmonton (June 24), Calgary (June 25) and Lethbridge (June 26). We have a loaded agenda as well as an exciting noon hour activity planned, so we encourage all producers to attend. We hope to see you there!

EFA – Susan Schafers and Susan Gal – recently had the opportunity to meet with representatives from the Wild Rose Alliance party, along with our SM5 counterparts, to discuss supply management and a variety of issues important to Alberta's egg farming industry. The SM5 also has a similar meeting scheduled with representatives from the Progressive Conservative party. EFA and the SM5 are honored to have the opportunity to meet and discuss our issues and the benefits of supply management with both parties.

In This Issue – Table of Contents

Egg Price Update	Page 2
Field Statistics Update	Page 2
EFA Producer Website	Page 3
Egg Farming Best Practice Tip & Bio-Security Tip	Page 3
Activating Your Quota Increase	Page 3
EFA Producer Services – Staff Update	Page 3
Reminder: New Entrant Program Deadline	Page 3
Meet... Agatha Smykot	Page 4
Educational Coccidiosis DVD	Page 4
Security Tip: Watch for Suspicious Vehicles	Page 4
Health Tip: Don't Kiss Your Chickens	Page 4
Upcoming Events Calendar	Page 5
Thermal Comfort in Laying Hens	Page 5
PEEP Update – Manure Storage	Page 6
Sustainability Award	Page 7
Net-Zero Egg Farm Project	Page 7
Mycotoxins Symposium	Page 8
Land-Use Planning Consultations	Page 8
Alberta Egg Market Update	Page 9
Morinville Colony Egg Farm Tours	Page 9
AARD Call of the Land App	Page 10
Classified Ads	Page 10
Feature Recipe: Breakfast Tostada	Page 10



PURPOSE OF THE EFA

EFA exists so there will be an environment in which Alberta egg producers can thrive within the Canadian industry, at a cost that demonstrates good stewardship of resources.

EFA OFFICE HOURS

The EFA office will be **closed on Monday, June 30th for Canada Day, and Monday, August 4th for Heritage Day.** We hope this will not cause any inconvenience.

EGG PRICE UPDATE

Effective from **November 10th, 2013**

Grade A

X Large	\$2.080 ---
Large	\$2.080 ---
Medium	\$1.900 ---
Small	\$1.480 ---
Nest Run	\$1.964 ---
Pee Wee	\$0.270 ---

Grade B

\$0.750 ---

Grade C

\$0.150 ---

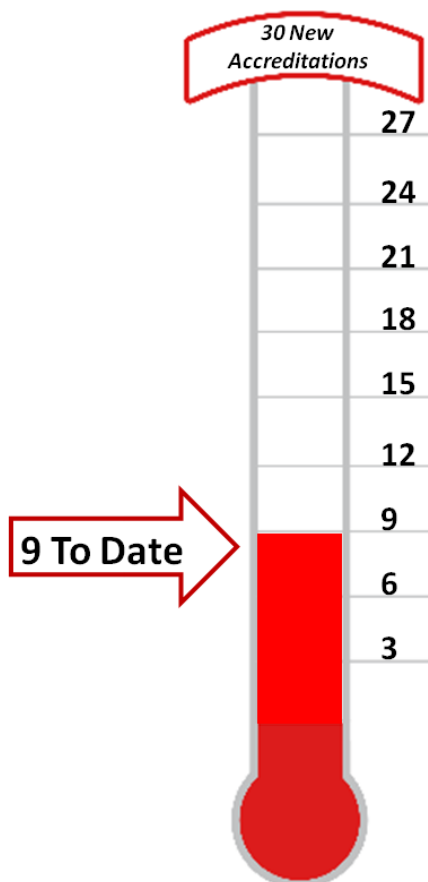
From the minimum paying price, processors can only deduct charges as authorized by the EFA Board. Farm-gate pickup rates were set in August 2010 and no increase in individual freight rates have been approved since that time.

Field Statistics Update

Here's an update on how our farmers are doing with their Start Clean – Stay Clean (SC-SC) and Animal Care Program (ACP) evaluations, so far in 2014:

- 58 SC-SC layer evaluations have been completed so far in 2014
 - ✓ Alberta's average score: 98.6%
 - ✓ 14 Alberta farmers scored a perfect 100% rating
- 60 ACP evaluations have been completed so far in 2014
 - ✓ Alberta's average score: 97.9%
 - ✓ 37 facilities have scored a perfect 100% rating
- 38 SC-SC pullet evaluations have been completed so far in 2014
 - ✓ Alberta's average score: 98.0%
 - ✓ 10 Alberta farmers have scored a perfect 100% rating
 - ✓ 9 pullet growers are newly accredited in the program

Thank you to all our farmers, for their commitment and hard work each and every day, to ensure that safe, high quality eggs are produced humanely!



EFA's goal is to have 30 producers newly accredited in the SC-SC Pullet Program in 2014.

Congratulations to the following 4 producers who have recently achieved their SC-SC Pullet accreditation, bringing the total to 9 producers and helping us move closer to our goal, while demonstrating their commitment to excellence in food safety!

- ✓ New York Colony
- ✓ New Rockport Colony
- ✓ Milford Colony
- ✓ Wolf Creek Colony

EFA PRODUCER WEBSITE

The Producer Website is a great source of information about your industry. Recent additions:

- The Animal Care package, including the Farm Welfare Policy, Employee Code of Conduct, Visitor Code of Conduct and Standard Operating Procedures (on the *Animal Care* page)
- The newly updated Animal Care Policy, which includes details on the mandatory requirements for passing the Animal Care Program, space density policy, hen housing directive and unacceptable animal care practices (under *Animal Care – Animal Care Policy*)

Reminder: up-to-date information about EFA quota price statistics is available online (under *All About Quota – Quota Prices*)

EGG FARMING BEST PRACTICE

With the warmer weather upon us, please ensure all your rodent traps are in good working order. Also keep fresh bait available. Prepare your barns for flies as well, with black lights or sticky strips.

BIO-SECURITY TIP

Ensure equipment or material entering the Controlled Access Zone (CAZ) & Restricted Access (RA) is cleaned and disinfected.

Activating Your Quota Increase

EFA would like to remind producers that they are required to notify EFA about plans to activate or lease their December 29, 2013 over base quota allotment. **This notification must be received by EFA on or before June 30, 2014, or your over base quota allotment will revert to the Board.**

Effective December 29, 2013, EFA allotted 95,839 layers of over base quota to registered producers on a pro-rata basis. This allotment amounted to 5.6188% of owned base quota, and EFA has been working to phase in the increase on an individual basis. The following guidelines were set for implementing the over base quota allotment:

- Producers who are able to house their increase or allocation in accordance with the Animal Care Policy, must notify the Board office and submit a signed issue to reserve form no later than June 30, 2014, or the quota will revert to the Board. The quota must be moved from reserve to issued by June 30, 2015, or the quota will revert to the Board.
- Producers who are unable to house their increase or allocation in accordance with the Animal Care Policy, must work to lease their quota increase to another registered producer who is able to meet the Animal Care Policy, as soon as possible. The over base quota can only remain in reserve until June 30, 2015, or the quota will revert to the Board. All leases of over base quota must be filed in writing at the Board office no later than June 30, 2014, or the quota will revert to the Board.

If you have not yet provided written notification of your plans to activate your quota increase, EFA asks that you do so promptly, before June 30th.

EFA Producer Services – Staff Update

In May, we were sad to see Carla Znak, Producer Services Administrator, leave our team. She has gone on to pursue other opportunities, but continues to work with EFA behind the scenes on a contract basis. EFA is pleased to announce the hiring of a new Producer Services Administrator. Agatha Smykot joined our team on Monday, June 2nd – a brief biography is available on *Page 4*. Please join us in welcoming Agatha to the Egg Farmers of Alberta team!

Reminder: New Entrant Program Deadline

All New Entrant Program applications must be received by Egg Farmers of Alberta by **Friday, June 27th, 2014**.

MEET... AGATHA SMYKOT

Agatha has just joined EFA in the position of Producer Services Administrator. She worked in the poultry industry for five years and, after taking a brief hiatus, is excited to be returning to the agriculture industry.

Agatha grew up in Edmonton, spent a few years in British Columbia, and settled in Calgary four years ago. She graduated from the University of Alberta in 2006 and has worked with Lilydale and Merck Animal Health. Agatha and her boyfriend share their home with a very energetic dog and a deaf cat. In the winter, she loves to snowboard and, in the summer, she enjoys camping and hiking in the mountains.

Agatha looks forward to working with the EFA staff and Board, and all of Alberta's egg farmers. She is excited to make a positive contribution to Alberta's egg industry!

EDUCATIONAL COCCIDIOSIS DVD

A new website resource and DVD on managing Coccidiosis has been created. Developed from research at the University of Guelph and funded by the Ontario Ministry of Agriculture and Food, the Poultry Industry Council and members of the poultry industry, the resource was designed to bridge the gap between researchers and farmers. DVDs were included in the April issue of Canadian Poultry magazine.

Security Tip: Watch for Suspicious Vehicles

- *Courtesy of Ag & Food Exchange*

Have you ever seen a vehicle you don't recognize hanging around your farm? It can be easy to pass them by because it's Canadian nature to not want to appear nosy.

However, if an unknown vehicle is on your property or just outside it, make a note of the vehicle's make, license plate and driver's description (you could even snap a quick photo with your phone). Activists like to observe a site before making it a target. They could be watching and making note of daily or weekly routines on the site. They may show up on quiet days (so they don't look suspicious) or busy days (so they blend in). They may look for public spaces where they can direct protesters to stand, or they may have more sinister plans to try and gain access to your property. Report any suspicious activity to EFA and your local law enforcement office.

Health Tip: Don't Kiss Your Chickens

- *Courtesy of WBIR.com (a Tennessee news site)*

Don't kiss your chickens and wash your hands after you work with your birds! Although it sounds like simple, obvious advice, health officials are investigating dozens of Salmonella cases throughout the US that appear to be linked to people cuddling or kissing their backyard chickens.

The Center for Disease Control and other agencies, are working to identify people who've become sick as part of this outbreak. As of May 7, 60 people had been infected in 23 states. Ten people have been hospitalized, but no deaths have been reported.

Many of the people who have become ill reported that they had close contact with live poultry, including chicks and chickens from their backyard flocks. Some said they'd even brought the birds into the house, and even admitted to cuddling and kissing the chickens, like they would with pets. According to a press release, "These behaviors increase a person's risk of a Salmonella infection from live poultry. People can get sick even if they do not have direct contact with the live poultry, but touch items and places that have been contaminated in the poultry's environment."

Experts recommend that you should always wash your hands thoroughly with soap and water, immediately after touching live poultry or anything in the area where they live and roam.

UPCOMING EVENTS CALENDAR

June 11

United Egg Farmers AGM
Calgary

June 12

All Boards & Commissions Meeting
Cochrane

June 17

CPEPC Meeting
Toronto, ON

June 17

ALMA Future Fare
Edmonton

June 19

EFA Board Meeting
Calgary

*** June 23**

EFA Regional Meeting
Grande Prairie

*** June 24**

EFA Regional Meeting
Edmonton

*** June 25**

EFA Regional Meeting
Calgary

*** June 26**

EFA Regional Meeting
Lethbridge

July 7-10

EFC Producer Conference
La Malbaie, QC

July 29

EFA Board Meeting
Calgary

Thermal Comfort in Laying Hens

- by Caitlyn Erickson and Dr. Clover Bench, PhD, University of Alberta

Thermal comfort occurs when a hen is able to maintain her body temperature without excessive work and is not facing harmful cold or heat stress. Thermal comfort is important for good welfare and production in all housing systems. Effects of reduced thermal comfort include decreased body weight & feed consumption, reduced egg weight & shell quality, lower laying rate, and increased mortality. The immune system can be negatively affected, which can make a bird more susceptible to illness. Changes in flock production and health may be an indication of improper temperatures.

Hen behaviour is a good indicator of thermal comfort. Birds will modify their behaviour when the ambient temperature is outside their thermoneutral zone, 21°C to 25°C, as a means of maintaining a normal body temperature of 41°C. Heat stress occurs during high temperatures, when the hen is unable to maintain proper body temperature, readily observed as temperatures reach 30°C. Behavioural indicators include persistent panting, frequent flapping and spreading of wings, irregular flocking and decreased activity. Cold stress is less frequent, as stocking density and feather coverage typically keep hens adequately warm. Behavioural indicators include feather ruffling, huddling, shivering, distress vocalization and piling.

Seasonal temperature fluctuations, housing system, and management practices affect a bird's thermal environment. Management strategies can be employed to ensure thermal comfort, including:

- **Record Keeping:** keep daily records of housing temperatures, to help monitor patterns and changes that could affect hen welfare
- **Housing Temperature:** housing environment should maintain a relatively constant temperature, between 10°C and 27°C
- **Ventilation:** important for controlling humidity, air quality and temperature, to help ensure recommended levels of moisture (80%) and ammonia (25 ppm) are not exceeded
- **Stocking Density:** optimal stocking density should be maintained, as outlined in EFA's Animal Care Policy (at higher temperatures, reducing stocking density may allow hens to better cool themselves)
- **Perches:** perch material can help maintain thermal comfort

Thermal comfort is an important concern for hen welfare and production efficiency in all housing systems. Management and housing strategies should be employed to maintain appropriate housing temperatures during varying seasonal temperatures. It is important to keep updated on revisions to EFA/EFC Animal Care Program guidelines, to ensure thermal comfort of your flock.

ABOUT EGGNOTES



EggNotes is the official newsletter of the Egg Farmers of Alberta.

Submissions should be sent to:
info@eggs.ab.ca

Submission deadline for the next issue of *EggNotes*:
July 25th, 2014

Next issue of *EggNotes*:
August 8th, 2014

"YOKES" OF THE MONTH



Guaranteed to crack you up!

Q: What sport are eggs good at?

A: They egg-cell at running!

Q: What is never used until it's broken?

A: An egg! *

** Thanks to Maria Hofer from New York Colony for submitting the joke!*

PEEP Update – Manure Storage

Since the launch of the Producer Environmental Egg Program (PEEP), EFA Field Coordinators have delivered PEEP assessments at over 90 farms! We are well on our way to our goal of having all Alberta egg farms complete an assessment by the end of the year. We are extremely pleased that producers are seeing value in the program and thank you once again for your enthusiasm and hard work!

EFA's goal with PEEP was always to help egg farmers better understand their impact on the environment, more effectively identify and address environmental risks, and connect with those who can help support any improvements they may be interested in. EFA has already noticed one key theme across the industry, related to manure storage.

Manure storage directly impacts your flexibility in managing and applying stored manure. Storage capacity of less than 6 months restricts management options available and often results in manure being applied at less than ideal times (ie: on snow covered ground). Manure stored in the field is intended to be short-term only (an accumulated total of 7 months within a 3 year period in any one spot) and the short-term storage should still have preventative measures to control run-off. Ideally, you should have covered manure storage to keep your manure dry and make best use of the nutrients. If your covered storage is attached to your layer operation and you are unable to use it for 9 months storage because of bio-security and fly concerns, then it is not serving you as effectively as it should. You may wish to consider whether there are other livestock manure storage facilities on farm where the layer manure can be stored, or whether building covered storage somewhere else may be more effective for you.

The Growing Forward 2 Confined Feeding Operation Stewardship Program is currently accepting applications. This program helps Alberta livestock operations implement management practices or make infrastructure improvements that positively influence water quality. Examples of eligible projects include (but are not limited to): engineering assessments to evaluate potential solutions that will improve manure management or address environmental risks; run-on and run-off controls; manure storage facilities that increase capacity to the required 9 month minimum.

The program covers 50% of eligible costs for most project categories, but some categories are funded at 70% or 30%. The program provides a maximum of \$100,000 per applicant, though some categories have project maximums between \$15,000 and \$50,000.

For more information, contact Jennifer Neden at 403-329-1212, x.225.

SUSTAINABILITY AWARD

Canadian Poultry has launched its new Sustainability Symposium & Awards, which will conclude on **October 29th, 2014, in Guelph, Ontario**. Canadian Poultry strongly believes that farmers take sustainable farming seriously and they want to recognize those that do an exceptional job. Farmers can self-nominate or be nominated by their industry peers. To determine the winners, Canadian Poultry has created a judging panel that is comprised of 8 influential people from the Canadian industry. **Nominations are due by July 31st.**

The judging panel will determine 5 winning producers; one from each commodity group (table egg, pullets, broilers, hatching egg and turkey). One overall winner will be selected from these five winners. All winners will receive a cash award and a trophy! Each winner will have a short video created by Canadian Poultry, to highlight their sustainability practices. Although the five commodity winners will know about their award in advance of the Symposium, the overall winner will be kept a surprise.

For more information about the Canadian Poultry Sustainability Symposium & Awards, or to get a nomination form, please visit the official website:

cpsustainability.com

As a reminder, nominations are due by July 31, 2014.

Net-Zero Egg Farm Project

EFA has received funds from Growing Forward 2, to work with Alberta Agriculture and a qualified producer to research, design and assist in the construction of an egg facility in Alberta that is balanced in terms of its energy inputs and outputs (net-zero). Funds will be used to conduct a feasibility assessment of a net-zero energy facility, including analysis of conventional construction energy requirements, a summary of what technologies are currently implemented in Alberta and elsewhere that could contribute to a net-zero facility, and relative cost. Funds will also be provided to engage with engineers and offset the capital cost premium on energy efficient technology. The producer would still be responsible for covering costs associated with conventional design and construction. EFA will work with a selected producer who:

- Has internet access for energy monitoring equipment (in tower range)
- Is within 200km of Edmonton or Calgary (to host urban farm tours)
- Is building a new barn (not just retrofitting)
- Has or is building for between 10-25,000 birds
- Is willing to consult with the Chief Provincial Vet's office on integrating bio-security design considerations
- Is constructing an alternative housing system
- Is willing to have a camera in barn for remote viewing
- Is willing to have the name of the farm published
- Will allow an internal viewing window for ease of tours (minimal bio-security concerns)
- With reasonable notice, will allow two tours for the public per year, coordinated by EFA for 5 years from completion of construction
- Will initiate construction no earlier than June 1, 2015 and complete construction no later than October 31, 2017
- Is willing to pay all costs associated with standard construction
- Will include animal care and SC-SC program requirements in design construction
- Have either not initiated engineering design work, or have and are open to material changes
- Is willing to complete training to become an EFA Egg Ambassador
- Is already considering energy efficient solutions
- Will be willing to provide budget information for their new barn build

Once completed, information about the design, new technologies, and management of the facility will be extended to the rest of the industry, through various extension means (ie: news articles, videos, tours and presentations). This is a great opportunity for an Alberta egg producer to build a state of the art facility that will have minimal to no energy costs, while shortening the time to return on investment. More information will be made available at EFA's Regional Meetings later in June.

MYCOTOXINS SYMPOSIUM

The Animal Nutrition Association of Canada (ANAC), Saskatchewan Branch, has organized a symposium titled "Emerging Issues with Ergot and Fusarium", in response to increasing concerns about mycotoxins in the food and feed supply, and the risks associated with handling and consumption.

The symposium will call on recognized leaders in research, including: Dr. Tim Evans (University of Missouri) to review the impact of relevant mycotoxins on livestock and production; Dr. David Miller (Carleton University) to discuss safe handling of contaminated grain on human health; Dr. Sheryl Tittlemier (Canadian Grain Commission) to discuss the increasing spread of mycotoxins in Western Canada crops; Dr. Barry Blakley (University of Saskatchewan) to highlight new services for monitoring mycotoxins and an overview of data they have collected.

The symposium is being held on **Thursday, June 12th, at the University of Saskatchewan.**

For more information, please visit ANAC's website:

www.anacan.org

Click the 'News & Events' tab, then click on the first event listed. A registration is also available.

Land-Use Planning Consultations

The Government of Alberta is currently working on a Land-use Framework that sets out a new approach for managing lands and natural resources. The plans consider economic, environmental, and community goals. A key strategy of the framework is the development of seven regional plans based on seven new land-use regions. Having completed consultations for the South Saskatchewan Region (thank you to all the egg producers in that region for their input), the first phase of the public consultation for the North Saskatchewan Region (NSR) has just been opened. The NSR is bordered by the Alberta-Saskatchewan border to the east, the Alberta-British Columbia border to the west, the north boundary of Smokey Lake County (includes Banff National Park, Edmonton and seven other cities) to the north, and Camrose County, Flagstaff Country and MD of Provost to the south.

There are many important issues for livestock producers in the ongoing Land-use Framework, including water use, water quality criteria, land fragmentation and conversion, industry development, and transportation and utility transmission. The framework and the related public consultations are broader than agriculture, although continued engagement with producers is necessary to prevent unintended consequences to the industry, and to ensure agriculture is able to operate in an economically, environmentally and socially sustainable manner.

EFA encourages all producers located within the NSR to attend upcoming sessions, to learn more about the region and to share thoughts on the issues and strategies contained in the Terms of Reference. More information is available on the official website: **www.landuse.alberta.ca**

Upcoming sessions:

June 10: Smokey Lake (National Hall) & **Wainwright** (Communiplex)
June 11: St. Alberta (St. Albert Community Hall) & **Vegreville** (The Legion)
June 12: Leduc (The Legion) & **Sherwood Park** (Holiday Inn Sherwood Park)
June 17: Provost (Recreation and Culture Centre)
June 18: Killam (Community Hall)
June 19: Camrose (Elk's Hall)
June 24: Calgary (Glenmore Inn and Convention Centre)
June 25: Red Deer (Sheraton Red Deer)
June 26: Edmonton (Chateau Louis Hotel and Conference Centre)

Daytime (9:30 am – 2:30 pm) workshop and evening (4:30 pm – 7:30 pm) open sessions are available. An RSVP is required for the daytime workshop.

RSVP by calling 780-917-8544, or via email (nsrp@stantec.com).

ALBERTA EGG MARKET UPDATE

The Nielson preliminary retail sales data is available up to May 3rd, 2014 and indicates that in the latest 4-week period, 2.89 million dozen eggs were sold in Alberta; a 5.1% increase from the previous 4-week period (ending Apr. 5th) and a 16.5% increase in sales compared to the same period in 2013 (Easter was in a different period last year).

Nielson retail sales in the last 52 weeks are up 5.7% over the previous 52 weeks in Alberta, to 35.34 million dozen eggs! Specialty eggs (excluding Omega-3 eggs) have seen the largest sales growth in the last 52 weeks in Alberta; a 17.1% increase over the previous 52 weeks, to 2.14 million dozen eggs (6.1% of the total eggs sold in AB).

EFA ONLINE!

Remember to tell everyone you meet about the EFA website, where you can find lots of eggcellent information about being an egg farmer, how an egg a day can be a nutritious part of an active, healthy lifestyle, as well as a wide variety of delicious recipes! *Get Cracking* to:

eggs.ab.ca



Like us on Facebook!

facebook.com/EggFarmersAlberta



Follow us on Twitter!

twitter.com/EFA_AB_eggs

Morinville Colony Egg Farm Tours

EFA held its first egg farm tours of 2014, on May 22nd and June 4th, with both tours being graciously hosted by Morinville Colony. The first tour was initially arranged with Neil Korotash, a teacher at Morinville Community High School, and students from his Urban Agriculture class, which teaches students about Alberta agriculture and where their food comes. We were honored to have Maureen Kubinec, MLA for Barrhead-Morinville-Westlock, also join the tour. We were delighted to welcome Mary MacArthur, from the Western Producer, onto the farm for the second tour. EFA is always thrilled to have the opportunity to host special guests onto our egg farms!

As the reigning Producer of the Year, Morinville Colony's Egg Manager, Paul Wurz, and his assistant Robert, were excited to give tours through their layer facility and grading station. Both groups were very engaged and asked lots of questions about all aspects of the farm and Alberta's egg industry. Susan Schafers, Chair of EFA's Board of Directors, was also on-site for the first tour, while Dave Lastiwka, EFA Field Services Administrator/Coordinator, was on-site for both tours, to help answer questions about the egg industry, our on-farm food safety and animal care programs, our New Entrant Program, our new environmental program, the uniquely Canadian system of supply management, and even the selection process for determining Alberta's Egg Producer of the Year.

EFA would like to thank Morinville Colony, for allowing us to tour their egg farm not just once, but twice! We would also like to thank MLA Maureen Kubinec, Mary MacArthur, Neil Kortash and his students, for taking the time to visit an Alberta egg farm and for showing such interest in everything that goes into ensuring there is a stable supply of safe, fresh, high-quality, locally produced eggs available for all Albertans!

Upcoming Events

Come visit the EFA booth at these *EGG*cellent events:

➤ **Calgary Stampede**

Calgary: Stampede Grounds

July 4-13

EFA 2014 Marketing Highlights

- | | |
|---|--------|
| • Total # of events attended: | 18 |
| • Total # of events sponsored: | 73 |
| • Total # of school & health presentations: | 53 |
| • Total # of resources distributed: | 36,369 |
| • Total # of promotional items distributed: | 40,028 |

AARD CALL OF THE LAND APP

Alberta Agriculture and Rural Development (ARD) recently launched a *Call of the Land* mobile application. The app will enable Android and iPhone users to access interviews, stories and upcoming events from the popular agriculture radio program, coinciding with *Call of the Land's* 61st anniversary.

Call of the Land is a five day-a-week agricultural radio program produced by ARD. This information and extension program is aired on 25 Alberta radio stations, and reaches a daily audience of over 110,000 listeners. The app is available as a free download from the iTunes Store and Google Play.

CLASSIFIED ADS



#1) Wanted:

1,100 pullets, 19 weeks in August

Contact:

Tom Hughenden @ 780-888-7603

EGGNOTES SUBSCRIPTION INFO

Do you know someone who wants to subscribe to *EggNotes*? Simply have them send their name, company or organization, fax number and email address to: info@eggs.ab.ca

Feature Recipe: BREAKFAST TOSTADA



Makes: 4 servings • Preparation: 10 minutes • Cooking: 3 minutes

Breakfast gets a Mexican twist with refried beans & everyone's favourite fixings!

INGREDIENTS:

- 4 eggs
- 4 tostadas
- ½ cup (125 mL) refried beans
- ½ cup (125 mL) shredded Cheddar cheese
- ½ cup (125 mL) salsa
- ¼ cup (60 mL) sour cream
- ½ avocado, sliced
- 2 tbsp (30 mL) chopped fresh cilantro
- 2 tbsp (30 mL) chopped green onion

DIRECTIONS:

- 1) Set large non-stick skillet over medium heat; grease well with non-stick cooking spray.
- 2) Crack egg into skillet and cook for 3 minutes for sunny-side up, or until desired doneness is achieved.
- 3) Meanwhile, preheat broiler to high.
- 4) Arrange tostadas on parchment-lined baking sheet.
- 5) Spread refried beans over tostadas and sprinkle with cheese.
- 6) Broil for 2 to 3 minutes, or until cheese is melted.
- 7) Slide each egg onto tostada.
- 8) Top with salsa, sour cream, avocado, cilantro and green onion.
- 9) Serve immediately.

TIP: Add pickled jalapeño or serve with hot sauce to add some kick to this dish!