

# EggNotes

## Board of Directors

**Chair & EFC Alternate:** Beatrice Visser  
780-674-6297

**Vice Chair:** Susan Schafers  
780-722-3238

**EFC Director:** Joe Kleinsasser  
403-653-4480

**Director:** John Hofer  
403-641-2030

**Director:** Peter Waldner  
403-795-8621

**Director:** Bernadette Vandeborn  
780-349-6311

## EFA Staff

General Manager: Susan Gal  
ext: 124

Marketing & Comm. Manager: David Webb  
ext: 126

Marketing & Social Media Coordinator: Angie Lang  
ext: 103

Farm Programs Manager: Christina Robinson  
Industry Development Officer: Jenna Griffin  
ext: 129

Office Manager: Laurel Martin  
ext: 121

Logistics Coordinator: Brandy Addai  
ext: 101

Farm Services Administrator: Erin Johnston  
ext: 127

Business Manager: Kari Buijs  
ext: 132

Fields Services Coordinator: Dave Lastiwka  
ext: 128

Fields Services Coordinator: Murray Minchin  
Application Support Specialist: Kelly Pow  
ext: 105

## 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

Office will be closed on March 30 for  
Good Friday

## Egg Price Update

Effective November 12, 2017

Canada Grade	Size	Price Per Dozen	
A	Extra Large	2.150	↑
A	Large	2.150	↑
A	Medium	1.920	↑
A	Small	1.550	↑
A	Nest Run	2.025	↑
A	Pee Wee	0.270	-
B		0.750	-
C		0.150	-

Note: 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.

EggNotes is the official newsletter of  
Egg Farmers of Alberta.

Submissions should be sent to:  
[info@eggs.ab.ca](mailto:info@eggs.ab.ca)

Next Issue: April 13, 2018

Note: EggNotes can be accessed on the EFA website  
(both full issue PDF and blog posts) or EFA's producer  
website



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P: 403-250-1197 Toll Free: 1-877-302-2344 F: 403-291-9216  
Website: [eggs.ab.ca](http://eggs.ab.ca) Producer Website: [albertaeggproducers.ca](http://albertaeggproducers.ca)  
Email: [info@eggs.ab.ca](mailto:info@eggs.ab.ca) Office hours: M-F: 7:30am - 4:00pm

## EFA Board Update

It was great to see so many producers converge in Red Deer on February 26 & 27, first for the Western Poultry Conference and secondly for our 49th Annual General Meeting. Following our trial last year, Phillip du Plessix acted as our presiding officer and allowed your Board of Directors to focus our attention on you, the producers. There were a number of well-thought out motions for direction and discussion that your Board will consider over the next several months.

We also want to welcome back Peter Waldner for a 2-year term after a partial year filling the vacant seat. As well, we welcome Bernadette Vandeborn for a 3-year term. Their diverse backgrounds will serve us well as we work through the development of programs and policies over the next year. It was great to see that we had several people step up for election--a sure sign that we have interested people wanting to build up our industry.

Many thanks go out to Byron Toews for his 2-year commitment to our industry, as well as to Meb Gilani for his latest 2 years of service and the many terms he has served prior. We look forward to seeing you at the next set of regional meetings.

March madness is happening with your directors traveling to our neighboring provinces and across the country to attend provincial AGMS and the EFC AGM. These meetings are a great way for us to connect with other egg farmers and learn what new things are happening in their provinces and get updates on other issues.

As always, feel free to contact any of your directors to get updates and ask questions!



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# HEALTHY BIRDS

## HEALTHY FARMS HEALTHY EGGS

### HEALTHY COMMUNITIES

#### Quota Leasing Pool Update

The 2018/2019 quota leasing pool was finalized and all the quota requested from the pool was available.

- 98 producers put their quota into the pool, for a total of 401,580 units.
- 69 producers requested a total of 344,740 units of quota from the pool
- 59,759 units of quota was grandfathered leases
- 56,840 units of quota remains unrequested (subject to availability based on the dates requested)

The current payout rate for quota is \$6.67. Please keep in mind that this could go up or down depending on producers situations.

If you are planning to increase your capacity, and have not requested quota, please contact Erin at 403-250-1197 ext 127.

#### Upcoming Events

March 19 – Egg Ambassador Workshop (Sheraton Hotel, Red Deer)

March 22 - Egg Ambassador Workshop (Coast Hotel & Conference Centre, Lethbridge)

March 14 & 15 - AFAC Livestock Care Conference (Olds)

March 20- Pullet Growers of Canada AGM (Ottawa)

March 21 - EFC AGM (Ottawa)

March 23 - EFA Food Truck Launch

March 30 - Good Friday - Office Closure



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# Healthy Farms

## Be Seen Be Safe Update



At the January Regional meetings and at the recent AGM, there have been presentations about the Be Seen Be Safe geo-fencing system. Be Seen Be Safe is helping the poultry industry in Alberta improve emergency preparedness and response efforts by providing a real time, virtual visitor logbook that monitors people and vehicle movement on and off farm properties. Based on this information, the system can predict potential disease movement and provide early notification to farm owners and industry personnel in a disease emergency. All information tracked by Be Seen Be Safe is confidential and the system can't track you unless you are moving on and off a farm that has been geo-fenced.

As of right now, 52 egg farmers have logged into the Be Seen Be Safe system. We know that many of you have posted Be Seen Be Safe signs at your farm gates as well! EFA would like to thank those farmers that are supporting the program, and encourage all farmers to try using the system. If you try using the tools and see benefit from them, it will help promote use throughout the service industry, improving the effectiveness of the system!

As the program is rolled out the geo-fencing program, is rolled out, EFA continues to benefit from feedback from farmers using the system. Be Seen Be Safe is continually working to make improvements to the system based on what they hear from you. Just this week an update for the phone app was released providing the following enhancements.

- The update involves a huge improvement in battery savings. The new update means the Be Seen Be Safe App will now use little to no battery on cell phones it is installed on!
- An elevation component has been added, so that someone with the app flying overhead will not register farm visits!

The [www.beseenbesafe.ca](http://www.beseenbesafe.ca) website has also been recently updated and includes links to user guides and resources for help, FAQs, and a feedback button to advice of any improvements you would like to see. Also, if you don't want to have the Be Seen Be Safe App on a smart phone, but would still like to see where your farm fence is located and check your list of farm visitors through the system, you can do it on this site.

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Tips for using the [www.beseenbesafe.ca](http://www.beseenbesafe.ca) website:

- Remember that this website cannot be accessed from Internet Explorer. Use a different web browser such as Chrome or Microsoft Edge.
- If you are logging in for the first time just click on “Forgot password? Click here.” and follow those steps to get your account on the system.



Egg Farmers of Alberta continues to maintain an information page about Be Seen Be Safe for our farmers to reference. If you would like to read more, please visit [www.albertaeggproducers.ca](http://www.albertaeggproducers.ca) and go to Emergency Preparedness > Be Seen Be Safe. EFA continues to update FAQs based on what we are hearing from you!

Thank-you for giving geo-fencing a try!

### Nielsen Update

The Nielsen retail sales data is available up to February 3, 2018, and indicates that in the latest 4-week period 3.18 million dozen eggs were sold in Alberta; a 9.6% decrease from the previous 4-week period (ending January 6th), and a 3.2% increase in sales compared to the same period in 2017.

Nielsen retail sales in the last 52 weeks are up 4.1% over the previous 52 weeks in Alberta, to 40.6 million dozen eggs. Specialty eggs (excluding Omega-3 eggs) have seen the largest sales growth; a 9.1% increase over the previous 52 weeks, to 3.5 million dozen eggs (8.7% of the total eggs sold in Alberta).



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## Producer of the Year Award

The Producer of the Year Award recognizes a registered egg producer in Alberta who has demonstrated exceptional standards and work over the past year in all aspects of their egg operation. EFA would like to congratulate the winner of the 2017 Producer of the Year award,

Jerry Hofer from Fairview Colony, as well as with the honorable mention recipients Rubin Hofer of Donalda Colony and Matthew Wipf from Springside Colony! Congratulations and thank-you for your ongoing efforts towards being the best egg farmers you can be!



EFA reviews and updates the Producer of the Year award criteria to ensure the award reflects current best practices in the egg industry.

To make the selection process fair, EFA makes our decision strictly on award criteria. Since the egg industry is changing fast, and this reward should remain a reflection of our leading practices, EFA reviews the award criteria on a regular basis together with the Production Management Committee. In 2018, a new component will be added to the Producer of the Year Award selection – Farm Safety. Next year when the award selection takes place, 5 points will be awarded for producers who have completed their farm safety Job Task Hazard Assessment.

A full description of the Producer of the Year selection process is detailed below for reference.

The Field Coordinators, based on their farm visits, submit twelve nominations for the Producer of the Year contest each year. The list of nominated farms are then ranked based on the criteria listed below. The scoring on these criteria will determine the winner for that year. The award is presented at the Annual General Meeting.

The new 2018 Producer of the Year award will be based on the following criteria:

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Award Criteria	Point Value	Requirement to achieve top score
SC-SC Program	50	Accreditation
Animal Care Program	50	99% - 100%
Environment	30	PEEP Program Scoring
	Required Score 80%+ 70%+ 60%+	Age of Facility <5 years old 6-15 years old >16 years old
Timely Return of Info	15  15  5	12/12 Levy Payments submitted by the 15th of each month  12/12 Form 7 Marketing reports submitted by the 7th of each month  12/12 Form 22 Flock Count reports submitted by the 7th of each month
Engagement in the Industry	3  5	Egg Ambassador Workshop attended in the past 3 years  3 or more Champion/Ambassador events attended in the past year
Farm Safety	5	Completion of a Job Task Hazard Assessment (JTHA)

### EFA Producer Website Update

Last year, during our annual meeting with Colony elders, EFA was asked to assemble and distribute a list of safe websites that would be helpful to Egg Managers – you will find this list here (<http://www.albertaeggproducers.com/userfiles/files/Website%20Safe%20List.pdf>) and posted on the EFA Producer Website.

This list has been reviewed by EFA staff and Colony Directors, and contains a list of safe sites that provide valuable information for egg farmers. For Egg Managers, we ask that you please consider taking this list of websites to your Colony elders or Colony Manager and request that the sites be white listed so that you will have access to view them.



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# Healthy Birds



## Avian Influenza Detected in Missouri

This week, the World Organization for Animal Health (OIE) issued notification of a presumptive low-pathogenic H7N1 avian influenza outbreak that has been detected on a commercial turkey farm in Missouri. The results came from routine testing and the birds had shown no signs of illness.

This is the first detection of avian influenza in the US this year. This is a good reminder to our farmers that Avian Influenza viruses are circulating around the world and in North America, and maintaining strong biosecurity practices each and every time you enter your barn is the best protection for your birds.

You can read more about the case in Missouri at the following link: <http://www.cidrap.umn.edu/news-perspective/2018/03/low-path-h7n1-detected-missouri-turkey-farm>

## Egg Ambassador Workshop Reminder

As a reminder to all egg farmers who would like to be involved in EFA's 2018 Egg Ambassador program, there is still time to register for the upcoming workshops!

If you are interested in being an Egg Ambassador in 2018, or even just want to learn more about the Egg Ambassador program, EFA encourages you to attend an upcoming Egg Ambassador Workshop. Attending a workshop does not commit you to anything, and doing so even helps contribute to the Egg Ambassador portion of the Producer of the Year evaluation!

- Monday, March 19 in Red Deer @ Sheraton Red Deer Hotel
- Thursday, March 22 in Lethbridge @ Coast Lethbridge Hotel & Conference Centre

Workshop agenda:

- Coffee & refreshments served at 8:30 am
- Workshop runs from 9:00 am – 4:00 pm

Please contact David Webb at the EFA office to RSVP for one of the Egg Ambassador workshops.



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# Healthy Eggs

## A Refresher on Salmonella!

Sampling the barn environment for Salmonella Enteritidis is a cornerstone of Canada's Start Clean – Stay Clean™ on farm food safety program. From time to time it's a good idea to take a moment and reflect on why we take Salmonella so seriously in the egg industry, and to think about why our sampling program works as it does.

## What is Salmonella?

- Salmonella is a type of bacteria and is one of the most common causes of food poisoning worldwide.
- There are over 2,000 different types of salmonella!
- Salmonella bacteria are found naturally in the intestines of animals, especially poultry and swine. The bacteria can also be found in the environment.
- People who eat food contaminated by Salmonella can become ill with salmonellosis. As few as 15-20 bacterial cells are enough to cause illness. Symptoms include high fevers, severe headaches, vomiting, nausea, abdominal pain, diarrhea, and abdominal cramps
- Many bacteria, including Salmonella species, can reside in healthy food animals, without them showing any signs of illness. These animals can then spread the bacteria to other healthy animals, or to people.
- When the Start Clean – Stay Clean™ program began in 1990, it was called "Safe from Salmonella". This national program, which consisted of a simplistic 10 question evaluation, was developed in response to a serious salmonella outbreak in the UK that decimated their egg industry: egg sales fell by over 60% over night and over 2 million layers were ordered destroyed. Over the last 28 years, this program has evolved to a comprehensive, HACCP based on farm food safety program. The best practices outlined in your SC-SC™ program have been developed with the goal of keeping the eggs we produce safe for our consumers.

## Where does Salmonella come from?

The primary habitat of Salmonella is the intestinal tract of animals such as birds. Chicks of all ages can become infected with SE – although severely stressed birds or those with a weakened immune system are more prone to becoming infected. Salmonella is excreted in

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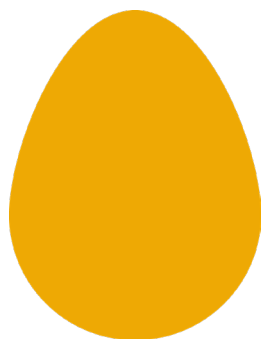
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the feces/droppings of animals and is then spread through the movement of insects, pests, equipment and people. Salmonella can also thrive in the environment, particularly in areas where dust and debris provide moisture and nutrients.

Most salmonella's that can make people sick are not found inside eggs. Salmonella Enteritidis (SE) is an exception as there is evidence that these varieties of Salmonella can be passed from the laying hen to the inside of the egg. This is extremely rare and thorough cooking destroys Salmonella but Canadians enjoy eating their eggs a variety of ways – hard or softly cooked.

### **How can I guard my birds and facilities from Salmonella?**

The best way to protect your flocks and your business from Salmonella is to follow the Start Clean – Stay Clean™ program, which includes best practices for sanitation, bio-security, pest management and ensuring inputs are salmonella free. However, even when producers are doing everything right, Salmonella can only be reduced, not eliminated. This is why, even when Alberta's producers are all participating in the SC-SC™ program, we must complete Salmonella testing.

### **How are samples collected?**

Under our current program, each flock is sampled three times, once in the pullet barn and twice during the lay cycle. Samples are collected by EFA's Field Coordinators.

The goal of sampling is to collect 60 samples from various locations in the production facility in order to obtain a representative sample of the barn. Samples are collected from locations where dust and debris is found, as these areas provide a greater opportunity for salmonella growth. It is worthwhile noting that while salmonella can be present in manure, it thrives in dust.

It is recognized that Alberta has many types of hen housing systems which necessitates some flexibility in sampling sites. The four standard sampling sites include: floors & walls, fans, egg belts and cage bottoms. When any of these standard sites cannot be accessed or are not available due to the type of housing system in use, alternative sites that harbor dust & debris can be sampled. For example, when cage bottoms can't be accessed due to the design of the equipment, samples can be obtained from alternative areas such as the top of

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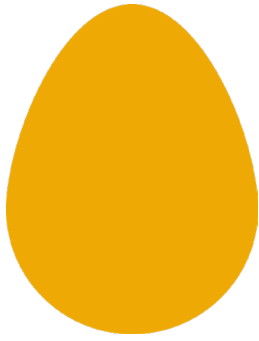
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water lines, or equipment at the end of the cage row.  
If you are interested in more details on EFA's Salmonella sampling program, we invite you to read our operating policy (OPP 7.3) which can be found on our Producer Website.



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