From the Chair

By Harold Froese

As the new Chair of Manitoba Egg Farmers, I would like to take this opportunity to thank my predecessor Ed Kleinsasser for his hard work and devotion to the MEF organization over the past eight years. As I am not new to the role of Chair, having served the board for two years in the late 80’s, and then again from 1991 – 2000, I appreciate the commitment and passion that the role demands. Ed’s experience and knowledge are highly valued and we are pleased he will remain on the board as District 5 representative and as an executive member. Another valuable addition that will complement the executive team is Catherine Kroeker-Klassen who has been elected Vice-Chair. Catherine represents the new, younger generation of egg farmers and is the first woman to participate on the MEF board and the first to assume an executive position.

As your Chair, it is my intention to serve the egg and pullet farmers of Manitoba to the best of my ability. I look forward to working with our industry and government partners, and my fellow board directors and staff as we tackle the challenges and seize the opportunities that lie ahead. Working together I know we will continue to build upon the great foundation and bright future of our egg and pullet industry.

Announcement

Notice of Producer Technical Meeting

Monday, April 10th, 2017
Victoria Inn Hotel
1808 Wellington Avenue
Winnipeg

This invitation is extended to all layer and pullet farmers along with our hatchery, grading and processing partners. Please register with Alyssa at the MEF office by phoning, 204.488.4888 extension 200 or register via email abaker@eggs.mb.ca
Summary of MEF’s Temporary Laying Hen Quota Adjustment Program

Over the past three years, MEF has run five Temporary Laying Hen Quota Adjustment Programs. The program enables layer producers who have capacity at Code Standard to have additional quota temporarily re-allotted for one full flock cycle. Farmers are also able to temporarily re-allot to the program a portion of, or all of the layer quota allotted to them including purchases made on the Retirement and Quota Reallocation System (Quota Exchange) and Quota Credits in order to renovate/recage/rebuild their facilities to ensure they meet or exceed the Code of Practice Guidelines and Animal Care Standards.

<table>
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<tr>
<th>Year</th>
<th>2015</th>
<th>2016 A</th>
<th>2016 B</th>
<th>2017 A</th>
<th>2017 B</th>
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<tr>
<td>Producers Participated</td>
<td>64</td>
<td>69</td>
<td>63</td>
<td>77</td>
<td>63</td>
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<td>Layers Temporarily Allotted</td>
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<td>1,450</td>
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Study Says an Egg a Day Reduces Risk of Stroke

In late 2016, the Egg Nutrition Center in the U.S. released a study published in the Journal of the American College of Nutrition. The report indicates consumption of up to one egg per day had a 12% reduction in stroke risk and no association with coronary heart disease. This study falls on the heels of the 2015 Dietary Guidelines for Americans that placed no daily limit on dietary cholesterol and noted eggs are an affordable, accessible, nutrient-rich source of high-quality protein.

These findings come from a systematic review and analysis of studies dating back between 1982 and 2015, which evaluated relationships between egg intake and coronary heart disease (total of 276,000 subjects) and stroke (total of 308,000 subjects).

The Principal Investigator on this study, Dr. Dominik Alexander of the EpidStat Institute, Ann Arbor, MI, notes that mechanistic work is needed to understand the connection between egg consumption and stroke risk. However, he theorizes that, “Eggs do have many positive nutritional attributes, including antioxidants, which have been shown to reduce oxidative stress and inflammation. They are also an excellent source of protein, which has been related to lower blood pressure.”

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Start Clean-Stay Clean™ and Animal Care Program Updates

Suspension of cats in the barn element

The On-Farm Food Safety Program requires that cats, dogs and other animals are denied access to the layer and pullet barns. This is because pathogens such as Salmonella bacteria may be present on the skin, in the digestive or respiratory organs of those animals. If a producer has no choice but to keep a cat for rodent control purposes, testing stool/litter of the cat twice per year for Salmonella bacteria is required.

However, Egg Farmers of Canada is currently looking into the guidelines to mitigate the risk of spreading Salmonella bacteria into the barn from cats. Before new guidelines are developed, this element is **temporarily suspended** under the Start Clean-Stay Clean™ program for both layers and pullets.

Is a swab test required if a layer barn is dry cleaned or empty for less than 7 days before placing a new flock?

A thorough wet clean following 7 days of downtime before placing a new flock is required under the Start Clean-Stay Clean™-Layers Program. If there are circumstances beyond producers’ control that 7 days of downtime and/or a wet clean cannot be completed, an empty barn swab test by a 3rd party before placing pullets is required to avoid point loss during the audit. However, if the first provincial dust sampling is conducted early after the new flock is placed, i.e. by the 23rd week date, it is considered equivalent to an empty barn swab test.

Producers who dry clean or expect to be empty for fewer than 7 days must contact MEF’s field staff Jenn Roche and schedule their dust sampling no later than their 23rd week date. Please also note that written explanations and supporting documents must be prepared and presented to the auditor if the layer barn is empty for less than 7 days.

Recommended feed withdrawal time

If end-of-lay hens are shipped to a processing plant, producers are required to seek recommendations from the plant with respect to feed withdrawal time under the Animal Care Program.

U.S. processor Butterfield Foods recently changed their recommendation so that no feed withdrawal is necessary. Please contact Wei (ext. 207 or email:wjia@eggs.mb.ca) for a copy of the Butterfield Foods letter or download it from the producer log-in section of MEF’s website.

Checklist of records needed for annual audits

All record templates are available for download from the producer log-in section of MEF’s website, under On-Farm programs, Record Keeping. Under the same link, layer and pullet producers can also find a Checklist of Records listing all documents needed for the Start Clean-Stay Clean™ and Animal Care audits. Contact Wei for a hardcopy if you do not have internet access.
Scholarship Recipient

Yiyi Liu was the recipient of MEF’s 2016 scholarship in Food Science. “I came to Canada in 2011 to study Food Science at the University of Manitoba, and finished the bachelor’s degree this past summer. The U of M, as well as the past five years of life in Manitoba, has left me with lots of valuable experiences and memories. I attended a U of M Food Challenge competition with friends, came up with a hydroponic garden idea, and won 2nd place. I spent 6 weeks in a beverage pilot plant to develop an apple drink. I researched rice protein functionalities with Dr. Scanlon in my last semester at the University, which aroused my interest in further graduate studies. I will be moving to UBC for graduate studies. This summer, I received Manitoba Egg Farmers’ Scholarship. It was a surprise, but also a real encouragement for me. I truly appreciate the support from Manitoba Egg Farmers, who for many years has been supporting the Food Science Department, students like me, and everyone who works hard to make Manitoba a nice and innovative place.”

Daily Egg Intake May Improve Cognitive Performance

The Egg Nutrition Centre in the U.S., published a research study in the American Journal of Clinical Nutrition that shows eating eggs is associated with improved brain function and frontal lobe performance. The study indicated dietary cholesterol and egg intake are not associated with risk of dementia or Alzheimer’s disease. Rather, the study showed eating eggs was actually associated with better performance in certain cognitive tests.

The researchers acknowledge eggs’ exceptional nutrient package and state, “The bioactive compounds [in eggs], such as lutein, zeaxanthin, and choline, may have beneficial effects on inflammation and intestinal cholesterol absorption.”

Eggs and dietary cholesterol were once implicated as a risk factor for the development of dementia, however, contemporary research has shown several beneficial effects of eggs on health and disease risk markers.

The Egg Nutrition Center recognizes, while this study appears promising, particularly given the demographic shifts towards a larger population of older Americans, more research is needed to better understand the connection between egg intake and cognitive function, particularly among different age groups.
Eating Attitudes and Behaviours to Watch in 2017

According to a report by The NPD Group, a leading global information company, how and where people source meals and the attributes that will win share of wallet are ever-changing. Here are the overarching trends in 2017:

Watch for the continued development of the “blended meal.” Consumers are dining at home more, and they value fresh and authentic foods, but convenience remains an important part of the equation. Look for various components of homemade meals to be sourced from items fully or partially prepared. Opportunity exists all along the preparation spectrum, from meal kits to restaurant delivery.

Companies will win by getting personal. Consumers are in charge. They will seek out foods with a variety of value-added attributes (fresh, natural), positive benefits (energy, brain food, etc.) and social value (local, sustainable, transparent). These opportunities may seem small by big company standards, but that’s where the growth is.

The definition of meal occasions will evolve. People aren’t adding new eating occasions to their day, but how meal and between-meal occasions are composed will continue to change. Foods that offer the flexibility to compose an eating occasion to fit specific needs at a given time will grow, whether packaged goods or foodservice offerings. Consumers will make choices on price point, portion control, and portability – whatever allows them to craft a snack or full meal, spend a little or a lot, take a break or eat on the run.

Are Eggs Poised to Meet These Trends?

Eggs are in an excellent position to meet the needs of Canadians and the ever-evolving food trends. Eggs are viewed as fresh and natural, and marketing programs across the country that align eggs with ‘natural protein’, are timely and right on the mark. Eggs are a wholesome food, locally produced, and offer an affordable choice of high-quality protein with 14 vitamins and minerals. Hard-cooked eggs provide an energizing, single-portion snack, which is a healthy alternative for people on the go. And when it comes to versatility, eggs are the gold standard as very few foods can fit into any meal occasion from appetizers right through to desserts.
Eggs… Naturally Nutritious and Delicious

MEF’s new 2017 magazine ad promotes the nutritional goodness of eggs through the Natural Protein tagline. The text under the header describes eggs as an excellent source of protein with 14 vitamins and minerals. Manitoba Egg Farmers’ tagline -- WE’RE EGG FARMERS WE LOVE WHAT WE DO® reinforces our brand identity at the bottom of the page.

In the first quarter, this ad was placed in three different magazines followed by one or more pages of MEF’s locally developed egg recipes. Designed to inspire novice to experienced cooks, these recipes included a variety of basic egg dishes, yummy desserts, and hearty casseroles. Ads were placed in the January edition of Winnipeg’s Health magazine (Wave), the February issue of Renovations, and the Style Manitoba magazine in March. Together these magazines reached over 150,000 Winnipeggers.

Expanding our Audience

To extend the reach of our radio ads to a younger audience, MEF launched an advertising campaign on city radio stations Bob 99 and Virgin 103. Two 30-second ads featuring egg farmers Catherine Kroeck-Klassen and Jason Thiessen, rotated throughout the day from mid-February through mid-March. In the ads, Catherine emphasizes how proud she is to provide wholesome, locally produced eggs to Manitobans and Jason describes how he cares for his hens in an enriched environment. Both ads end with the well-known tagline -- WE’RE EGG FARMERS WE LOVE WHAT WE DO®.

CHILD NUTRITION SPONSORSHIP

Carpathia students enjoy egg-based breakfast

In partnership with Egg Farmers of Canada and the Child Nutrition Council of Manitoba, MEF is supporting school breakfast programs by providing coupons for eggs. During the month of February, nearly 100 schools in our province received four thousand coupons offering a free-dozen eggs.

“In Canada, one in five children go to school hungry” said Janet Irwin, Marketing Specialist, “and egg farmers in Manitoba are pleased to play a role in helping children get the nourishment they need to start their day.” To kick off the coupon program, MEF visited Carpathia School on February 22, where elementary school children enjoyed a hearty egg-based breakfast.
Recipes Encourage Greater Egg Usage

Two brand new double-sided recipe sheets reached thousands of Manitobans via the Winnipeg Free Press home delivery in the first couple of months in 2017. In January, the hearty one-dish Roasted Tomato Strata and tasty Spinach Salad offered two healthy choices. In March, the light and scrumptious Coffee Cloud Cake with Lemon Cream Icing, and Golden Canapés, tempted readers with sweet and savory options. All four recipes boasted six eggs each.

The recipe sheets provided yet another opportunity to integrate MEF's Natural Protein and Locally Produced messages. Farm families were featured, and readers were reminded the eggs they buy in Manitoba grocery stores are produced by local egg farmers. Each recipe sheet reached over 61,000 households.

Egg Farmers Sponsor Rocks and Rings

On Feb 1, MEF took part in the first official Egg Farmers Rocks & Rings Tournament at École Marie-Anne-Gaboury in Winnipeg. Four schools and nearly 200 energetic students competed in this fun-filled curling event on the gymnasium floor.

MEF provided an egg-based lunch in bright yellow bags to students, teachers and volunteers and each package contained a copy of the booklet - Do you know where your eggs come from?

“The real highlight of the day was when students received a chocolate coated cookie and a pen with the words EGGS ROCK imprinted on each one,” said Janet Irwin, Marketing Specialist.

MEF’s General Manager Cory Rybuck threw the first rock to begin the festivities and Communications Director Brenda Bazylewski encouraged the students to have an eggciting day! The Winnipeg Free Press captured the event with a photo and story on page 2 of the newspaper, and The Lance community newspaper covered the event as well.

In the past seven years, Rocks and Rings has introduced the sport of curling to over 53,000 students in hundreds of Manitoba schools. The new partnership between Rocks and Rings and eight provincial egg boards aligns nicely with MEF’s values to promote a healthy, active lifestyle, and provides an opportunity to distribute resources to this target audience.
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- Manitoba Agricultural Services Corporation
- Masterfeeds
- Merck Animal Health
- Niverville Credit Union

MEF uses twitter to tweet info to our followers from new egg recipes, to special events and sponsorships. Egg farmers can help extend our reach by retweeting messages and sharing with your friends. Follow us @eggsmanitoba

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We want to hear from you. Producer comments and articles are welcome. Please email Brenda at bbaz@eggs.mb.ca or fax (204) 488-3544, or write to 18 - 5 Scurfield Blvd. Winnipeg, MB R3Y 1G3 • Phone: (204) 488-4888 • Web: www.eggs.mb.ca