

**EGG FARMERS  
OF CANADA**

Dedicated to Quality



**LES PRODUCTEURS  
D'ŒUFS DU CANADA**

Dédiés à la qualité

# **Bridging the Gap Between Producers and Consumers**

*November 14, 2018*

*Atlantic Poultry Conference*

# Consumer research



# Consumer misperceptions



Average # of hens

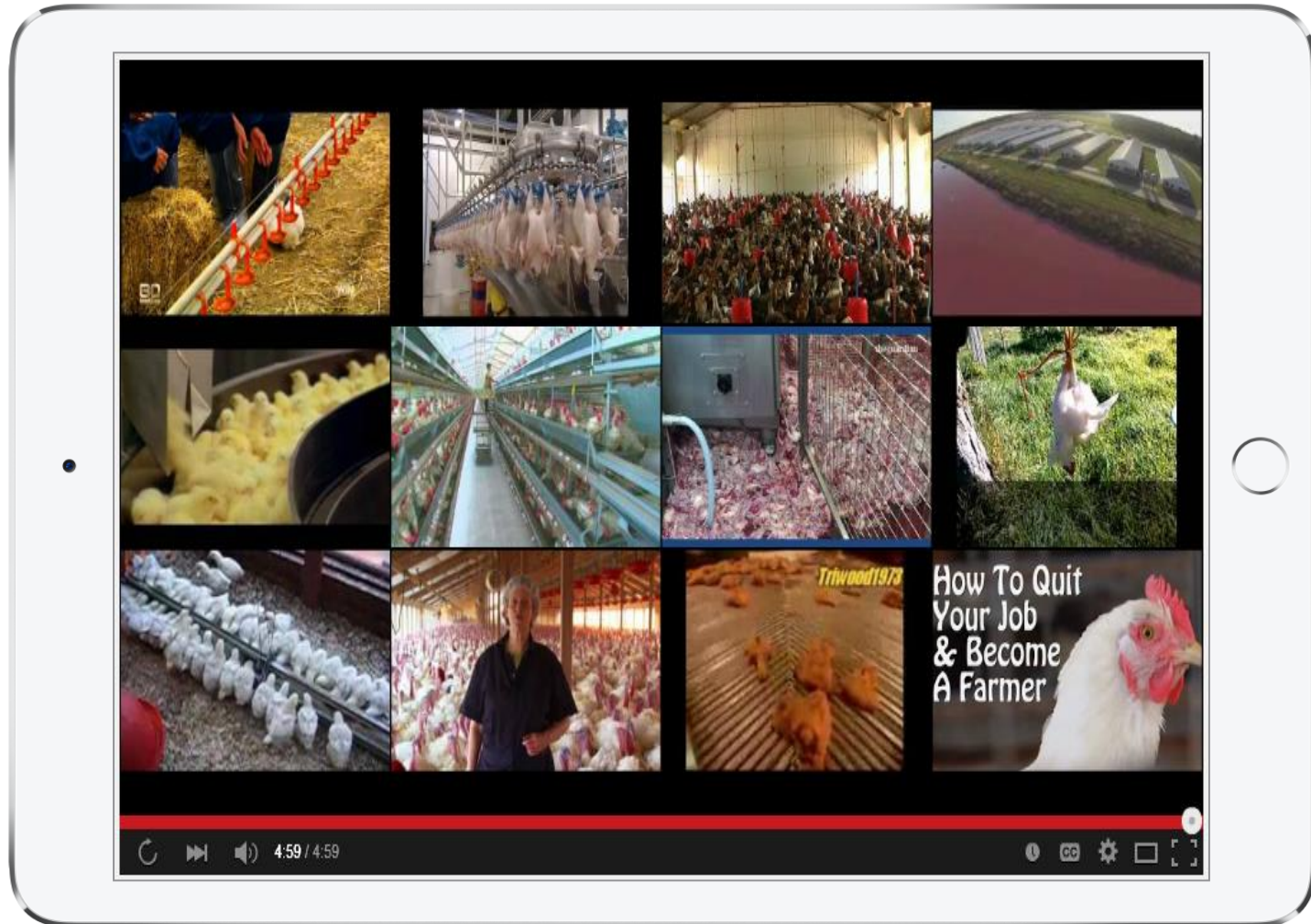
2018  
Atlantic

**2,185**

2018  
National

**3,761**

# One side of the story



*Pride in every egg*





# Meet our farmers



Manitoba

**Meet Our Farmers: Gilles & Lee Ann Maguet**



New Brunswick

**Meet Our Farmers: George MacLeod**



Ontario

**Meet Our Farmers: Doug & Judy Krall**



Newfoundland and Labrador

**Meet Our Farmers: Curtis Somerton**



Ontario

**Meet Our Farmers: Roger & Jacob Pellssero**

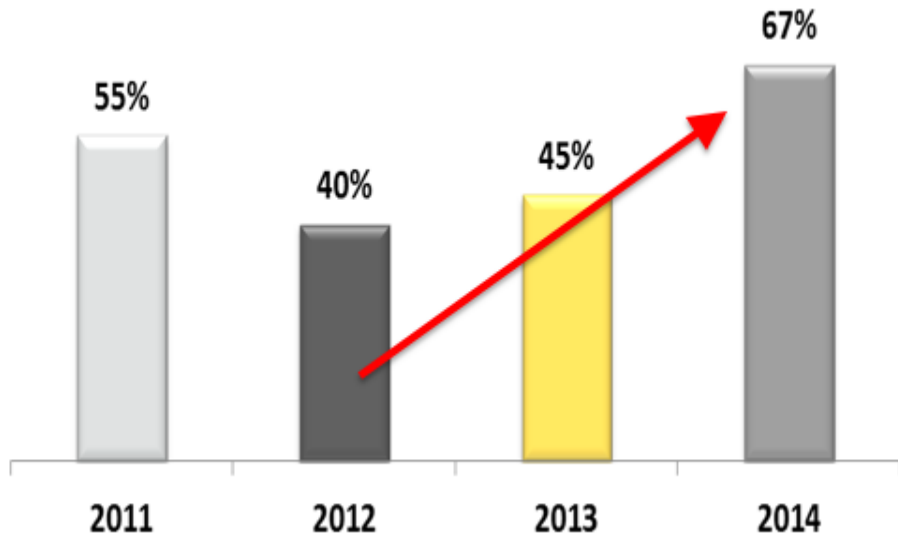


Nova Scotia

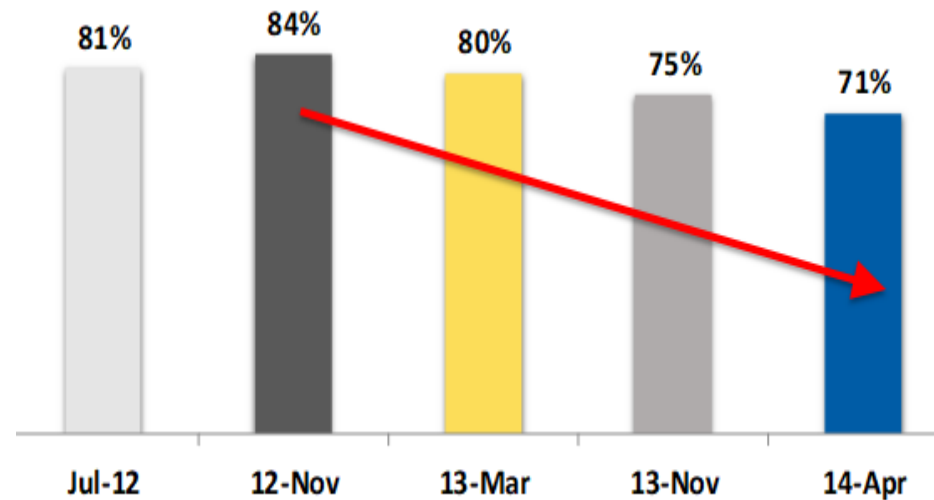
**Meet Our Farmers: Tim Cox**

# Concern was growing

## Treatment of Hens



## Trust in Egg Farmers



# Animal care segmentation



## Opposed

- 16%
- Strongest opposition to animal care and steroids and hormones
- Most likely will act



## Concerned

- 31%
- Animal Care and Steroids/Hormones
- Less likely to take action



## Middle of the Road

- 16%



## Steroids & Hormones

- 15%
- Strong concern about S&H
- Lower concern for animal care



## Don't Care

- 22%
- Not on their radar screen either animal care or steroids and hormones



# What we learned

- ❑ Monitoring, inspections and record keeping
- ❑ (Government, CFIA) Protocols/standards/regulations in place
- ❑ Care, humane treatment of the hens
- ❑ Good, clean, proper living environment
- ❑ Comprehensive – All Canadian (nationwide) egg farmers


*“I have never been in a hen house so I don’t know much about it. I have to trust that someone like the CFIA will take care of that for me.”*

*“Program looks to put in a lot of effort to set up standards and is hitting all the right factors to make hen’s healthy and happy... the end result is getting good eggs produced.”*

# *Under this roof*




# National programs

 **Get Cracking**

Written by Cossette (?) · June 16 at 5:10pm · 🌐

Did you know that all Canadian egg farmers follow national on-farm programs?




Find out more about our national on-farm programs.  
<http://www.eggs.ca/onthefarm/>





24,420 people reached

Boost Post

5.4K Views

 Like  Comment  Share


 Judith Krall and Jose Joven

 **Get Cracking**

Written by Cossette (?) · June 16 at 5:10pm · 🌐

Watch how the Animal Care Program helps farmers ensure their hens are well cared for.




Find out more about our national on-farm programs.  
<http://www.eggs.ca/onthefarm/>




16,430 people reached

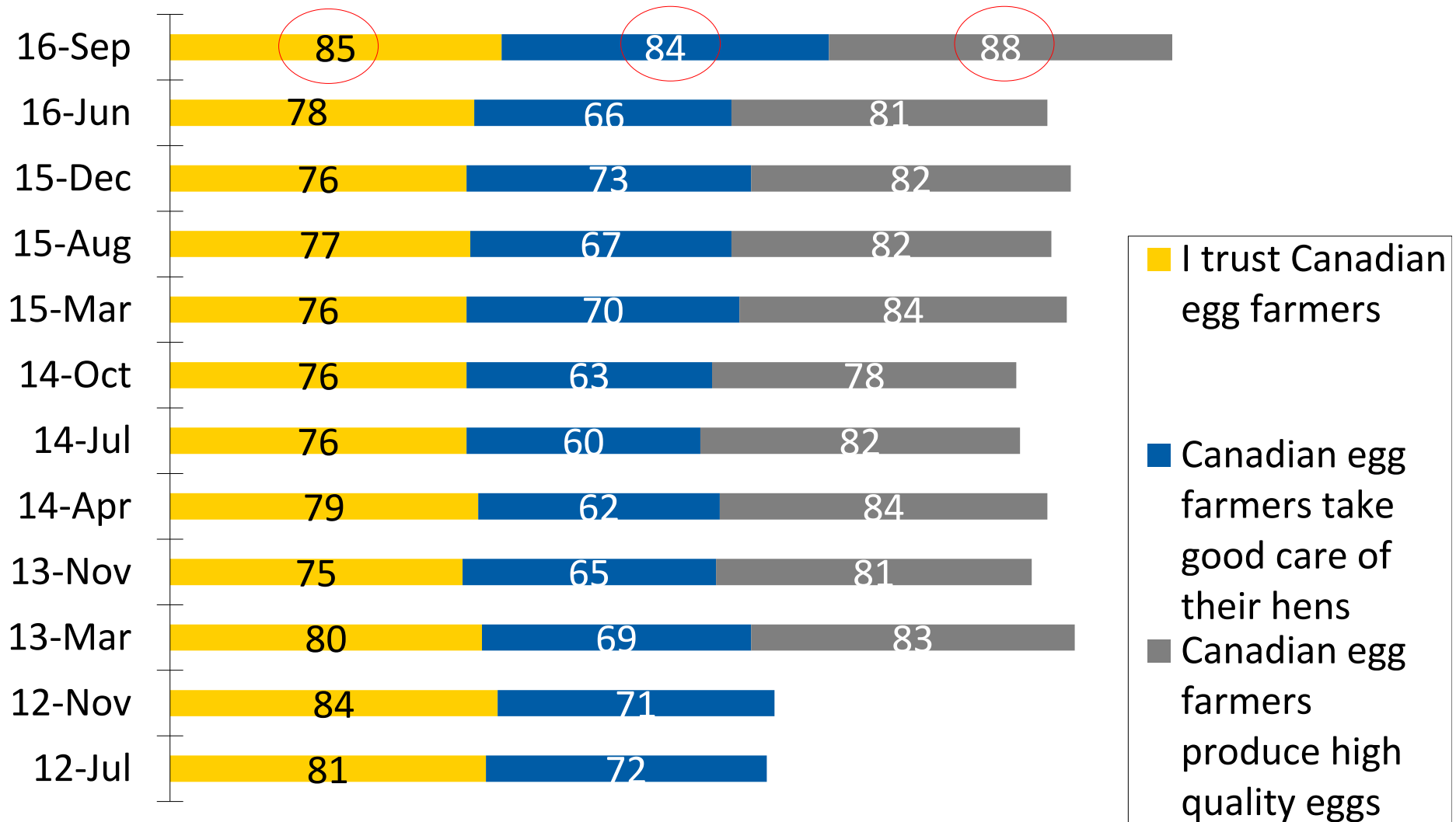
Boost Post

3.8K Views

 Like  Comment  Share

 Edwin Phillips, Mitch Boyle and 8 others

# Moving in the right direction



# Deepen the connection

## ❑ **Through focus groups**

- ▲ Emotional connection with farmer is key
- ▲ Harness the positives of meeting a farmer in person to a mass audience

## ❑ **Showcasing egg farmers passion:**

- ▲ The family aspect of egg farming
- ▲ What it's like to be an egg farmer
- ▲ The eggs you buy are from local egg farmers

## ❑ **Canadian egg farmers and their families are passionate about their work and know that caring for the hens makes the best quality egg.**



# Wake up to Yellow - Halifax



**New section on**  
**[eggs.ca/yourquestions](https://eggs.ca/yourquestions)**



# At the store

**Research:** 44% of consumers are concerned about animal care

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**Objective:** Increase trust in egg farming and egg farmers

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**Strategy:** make an emotional, relatable and personal connection between the farmers and Canadians

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**Tactic:**  
farmer to consumer  
@ point-of-purchase

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**Result:**

Influence the customer's trust where and when they make their purchase decisions



# World Egg Day

 **Egg Farmers of NB**  
@EggFarmersofNB Following

Come meet a local egg farmer in Fredericton at Sobeys (Brookside Dr.) and Superstore (Smythe St) from 2-6pm! They've got some egg swag for you too! #WorldEggDay



2:10 PM - 12 Oct 2018

2 Retweets 17 Likes



1 2 17

 **Kool Breeze Farms**  
@koolbreezefarms Following

Today is WORLD EGG DAY 🥚🔍 we're at Sobeys in Charlottetown sharing information and handing out goodies! Stop by and say "Hi" to Ian 😊 @eggsoeufs #getcrackin, #WorldEggDay



1:58 PM - 12 Oct 2018

2 Retweets 7 Likes



# What's next?

- ❑ Wake up to Yellow events in NL, PEI, and NB
- ❑ Egg Quality Assurance (EQA) program



**One easy to identify quality mark  
that signifies trust**



**World-class food safety and  
animal welfare standards**



**Consistent application of  
standards and practices across  
Canada**

# David Newcombe





# Young Farmer Program



# Opportunities





# Thank you!

