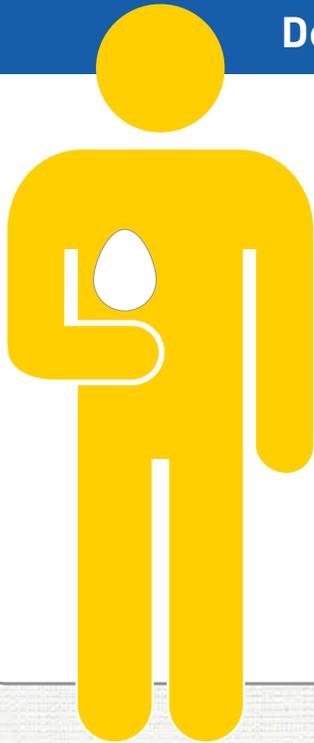


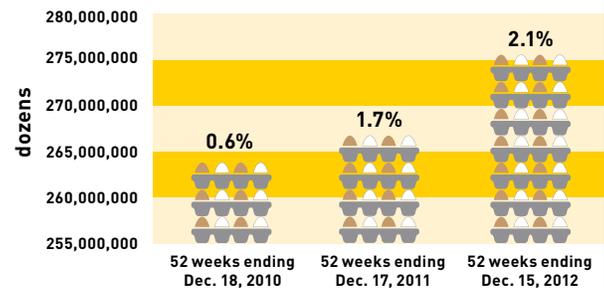
The Canadian egg industry

Delivering economic value to communities and Canada



- Eggs are produced in all 10 provinces and in the Northwest Territories.
- Egg farmers operate more than 1,000 farms across Canada. Many are owned and run by families who have been in the business for generations and about 20% are first-generation farmers.¹
- The industry contributes \$1.4 billion annually to the Canadian economy.

- More than 550-million dozen eggs are produced in Canada each year.
- Retail sales of eggs grew by more than 2% between 2011 and 2012—marking the sixth consecutive year of retail sales growth.



Supply management: supported and valued by Canadians

For more than 40 years, the system of supply management has helped Canada's egg farmers prosper and support their local economies.

Supply management:

- Delivers eggs that are among the best in the world for freshness and quality.
- Helps Canadian egg farms stay strong.
- Contributes to the vibrancy of Canadian communities.

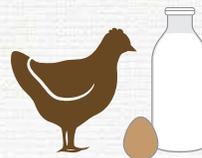
Canadians love their eggs²

Consumers are most confident about the quality and safety of eggs, poultry and dairy products produced in Canada and prefer to buy from local farmers.

95% of Canadians say it is important that the eggs they consume come from Canada.



90% say they are comfortable buying and eating eggs, poultry and dairy products produced in their own province.



90% say they trust the quality standards of foods from Canadian farms.



EGG FARMERS
OF CANADA



LES PRODUCTEURS
D'ŒUFS DU CANADA

Community leaders value our farmers³

Most municipal leaders from communities of all sizes and types of economies recognize the benefits of supply management.



87% of mayors, deputy mayors and reeves support supply management, with **40%** saying they are very supportive.

80% agree that the system of supply management is an important part of the survival of farms and communities.

Supply management: driving innovation and social responsibility

The egg industry is one of the few agricultural sectors that is self-sufficient—requiring no government subsidies.

Supply management supports innovation:

- World-class on-farm food safety through Egg Farmers of Canada's **Start Clean-Stay Clean™** program.
- Leading development of nutritionally enhanced and other specialty eggs, including organic and vitamin-fortified.
- Research into human nutrition, poultry health and welfare, and new environmental practices.



Farmers take great pride in being active members of their communities, with **9 out of 10 egg farmers** reporting they contribute through donations, fundraising, sponsorship and/or volunteering.¹

Top 3 reasons Canadians believe supply management is important:

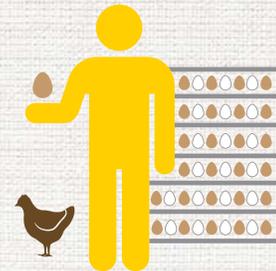
1

Allows Canadians to buy fresh, local, high-quality products



2

Supports and protects Canadian farmers



3

Benefits Canadian communities by creating jobs and opportunities



Learn more about Canada's egg industry:
visit eggfarmers.ca

EGG FARMERS
OF CANADA



LES PRODUCTEURS
D'ŒUFS DU CANADA

¹ Egg Farmers of Canada, May 2013: Survey of 400 Canadian egg farmers
² TNS Canada, February 2013: Online omnibus survey of 1,001 adults across Canada

³ Ipsos Reid, March 2013: Telephone survey of mayors, deputy mayors and reeves, covering jurisdictions representing 25% of the Canadian population

