

2025-2027 STRATEGIC PLAN

The 2025-2027 Strategic Plan outlines a shared vision for the Canadian egg industry for the next three years. The plan builds on the stable foundation that Canada's system of supply management provides and the strong processes and structures we have refined and nurtured over time. Underpinning those processes and structures is a commitment to work with our partners and stakeholders to seize opportunities and address challenges.

Seven strategic priorities have been identified as key areas that Egg Farmers of Canada (EFC) must address over the next three years. The combination of these activities supports the **overall ambition of having Canadians enjoy at least one egg a day—or a target of 365 eggs in annual per capita egg consumption.** These collective efforts will help position Canada as a world leader in egg consumption and production and drive the sustainable growth of Canada's egg industry.

STRONG COLLABORATION

GOAL

To strengthen and expand collaboration with strategic partners and stakeholders to fuel growth, enhance efficiencies and support the Canadian egg farming sector.

FOCUS AREAS

- Maintain a high degree of collaboration and engagement with strategic partners and stakeholders
- Uphold regular touchpoints with core stakeholder groups, including egg boards, supply chain partners, government departments and agencies, supply-managed partners and other groups

EQUITABLE AND EFFECTIVE ALLOCATION

GOAL

To ensure an equitable and effective allocation process within the principles of supply management for the benefit of the entire egg value chain.

FOCUS AREA

- Review the Quota Allocation Calculation (QAC) Policy to ensure it meets the needs of the overall sector

SUPPLY AND DEMAND

GOAL

To maintain a strong approach in matching the domestic egg supply with market demand across all product categories to fill the entire market with Canadian eggs.

FOCUS AREAS

- Develop a range of forecasting models and monitoring tools that support a forward-looking and predictive approach
- Develop an approach to measure total market demand that captures all product categories
- Improve existing tools, programs and approaches, such as Eggs For Processing (EFP), storage, natural overrun project, Early Fowl Removal (EFR), Special Temporary Market Requirement Quota (STMRQ) and placement, to enable market responsiveness on an ongoing basis
- Optimize flock placement coordination with quota allocation by implementing policies and frameworks that support egg boards
- Collect, analyze and distribute transparent market information to relevant partners and stakeholders

MARKETING

GOAL

To deliver significant growth in egg consumption with all Canadians eating at least *an egg a day*.

FOCUS AREAS

- Position eggs as the perfect protein in marketing initiatives and campaigns by promoting their versatility, accessibility, nutritional value and overall sustainability
- Work in partnership with egg graders and processors to increase egg consumption

RISK MANAGEMENT

GOAL

To strengthen EFC's approach to risk management to ensure a forward-looking, comprehensive and ongoing process.

FOCUS AREAS

- Review *Salmonella* Enteritidis (SE) testing protocols across the country to enhance consistency in Canada and with US standards
- Work in collaboration with the Canadian Food Inspection Agency (CFIA) to mitigate the risk of Highly Pathogenic Avian Influenza (HPAI) to the sector and to enhance the compensation model for farmers
- Continuously improve the on-farm animal care and food safety programs
- Adapt the risk management process to consider risks as they emerge and mobilize in a timely manner
- Invest in long-term, forward-thinking research that aligns with EFC's strategic priorities
- Maintain public support for egg farmers through outreach initiatives and by highlighting their contributions to society
- Work towards net-zero greenhouse gas emissions as the next step in the Canadian egg farming industry's sustainability journey

TRUSTED COST OF PRODUCTION

GOAL

To deliver a national Cost of Production (COP) that is trusted and supported by all stakeholders.

FOCUS AREAS

- Increase the cadence of COP studies to gather farm-level information more frequently, through a diligent survey-based process
- Enhance trust and support in the overall COP across core stakeholder groups

DEMONSTRATED GOVERNMENT SUPPORT

GOAL

To ensure all levels of Canadian governments actively support and promote supply management.

FOCUS AREAS

- Maintain regular engagement with elected officials by all stakeholders
- Deliver a unified and consistent message to government
- Strengthening the public's trust towards egg farmers and supply management