



SaskEgg

2023

Annual Report



**Sustainably
Produced in
Saskatchewan**



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ABOUT SASKEGG

MISSION [What we do]

We promote a **healthy, innovative and expanding egg industry** in Saskatchewan.

We ensure a **stable supply of safe, nutritious eggs at a fair price**, through the national supply management system.

VISION [What we want to achieve]

The **wholesome goodness** of eggs is **increasingly** the **go-to protein source** throughout the day for Saskatchewan families.

Eggs are a superfood and SK eggs are produced by local farming families committed to:

- Protecting the health and welfare of hens
- Maintaining public trust by meeting the highest standards
- Leading in sustainable production practices
- Delivering safe, high-quality eggs to consumers
- Ensuring a stable market and fair price
- Giving back to our communities

We strive for sustainable growth, with more eggs on more tables and in more meals, snacks and products

Eggs are versatile, convenient, highly nutritious and packed with protein

Eggs are a great choice anytime

Saskatchewan Egg Producers is an independent, farmer-run organization that ensures a consistent supply of fresh, local, affordable eggs, produced by family farms held to the highest standards of animal care, food safety, and environmental sustainability.

SaskEgg reports to the Saskatchewan Agri-Food Council and is empowered and governed by *The Agri-Food Act* and *The Commercial Egg Marketing Plan Regulations* to regulate, develop, and promote the production and marketing of eggs in our province.

There are 74 registered egg quota holders in Saskatchewan. These farms are part of the national supply management system, which ensures:

- A stable market with a steady supply of fresh, local, affordable eggs;
- Strict animal-care and food-safety programs with regular, independent audits; and
- A fair return to farmers, based on what it costs to produce eggs, thereby avoiding the need for taxpayer subsidies.

SaskEgg is funded by registered egg farmers. Farms pay a levy on each dozen of eggs sold and these funds support the activities of SaskEgg and our national partner, Egg Farmers of Canada, including:

- Managing the national quota system;
- Managing the production and pricing of eggs based on the cost of production;
- Ensuring farms meet the stringent requirements of the Egg Quality Assurance™ (EQA®) program; and
- Increasing market demand for eggs through promotion, research, innovation, and value-added processing.

To help promote a healthy, innovative and expanding egg industry in Saskatchewan, SaskEgg is the proud owner of Evova Foods Inc., which develops and exports tasty and healthy egg-based snacks. SaskEgg also co-owns our province's only egg grader, Star Egg Company, in a joint-venture partnership with the Harman family and NutriGroupe.

OUR BOARD & STAFF



Shawn Harman
Chair
Section Seven Farms
Humboldt

Regan Sloboshan
*Director, EFC Director,
CEIRA Director*
Sloboshan Farms, Vanscoy

Isaac Entz
*Vice-Chair
APAS Rep.*
Carmichael Colony

Danny Wollman
*Director, Trust Fund Chair,
EFC Alternate Director*
Ponteix Colony

Darren Wiens
Director
Farm & Food Care Rep.
Darka Farms, Hague

Shawn Colborn served on our board until March 2023. Darren Wiens was elected to the board and his term began in March.



Stephen Trottier
Sales, Evova Foods

Dion Martens
Executive Director
(+CEO, Evova Foods)

Tennille Knecazek
Extension Services

Tanya Sawatzky
Logistics, Evova Foods

Dawn Abbott
Administration

Tamara Nesbitt
Finance
(+CFO, Evova Foods)

Alyssa Johnson
Quota and Production

Missing from photo:

Brad Wiens (Field Inspector), **Judy West** (Field Inspector),
Kevin Swanson (Field Inspector), **Rob Gonda** (Outreach Event Support)

2023

industry statistics

37,237,608

dozens



Production declined from 2022, primarily due to avian influenza (see page 14 for details)



2,186,640

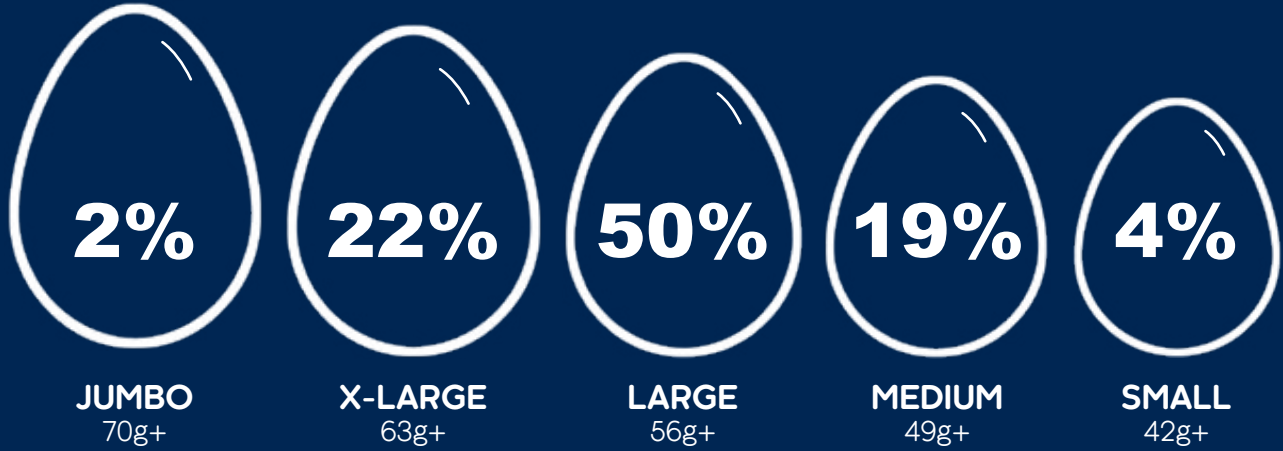
dozens for
Eggs for Processing
(EFP) program

EFP is in addition to regular quota. EFP provides a stable weekly supply of eggs to processors for breaking. The EFP price is a 50/50 blend of the Urner-Barry and Feed-Based prices. Sask's EFP in 2023 was shipped to Egg Solutions Vanderpol's in Abbotsford, BC.

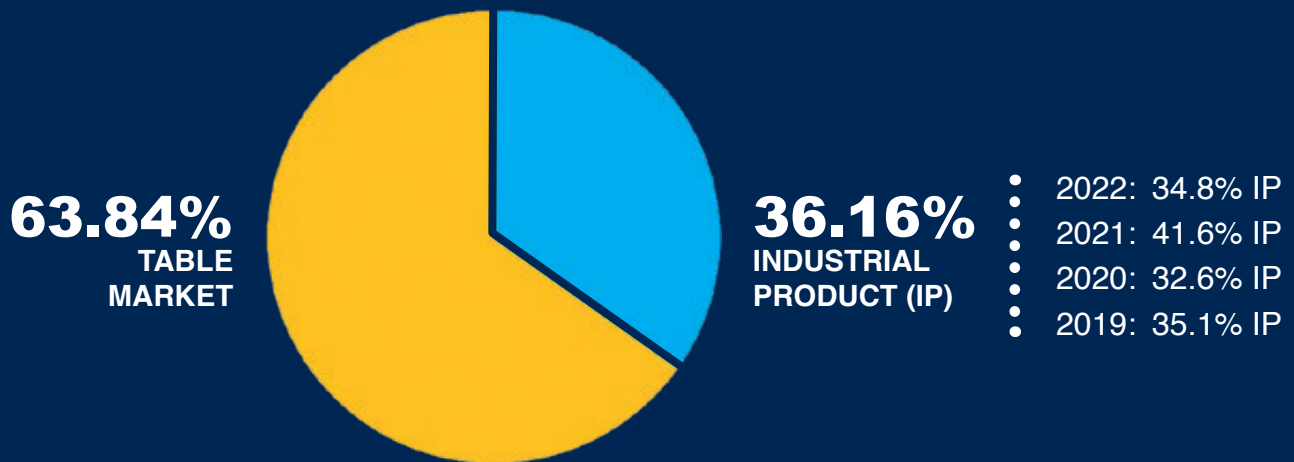
446,851,296

delicious and nutritious eggs produced in SK

EGG GRADINGS BY SIZE



Bs, Cs, Cracks and No Grades: 3%

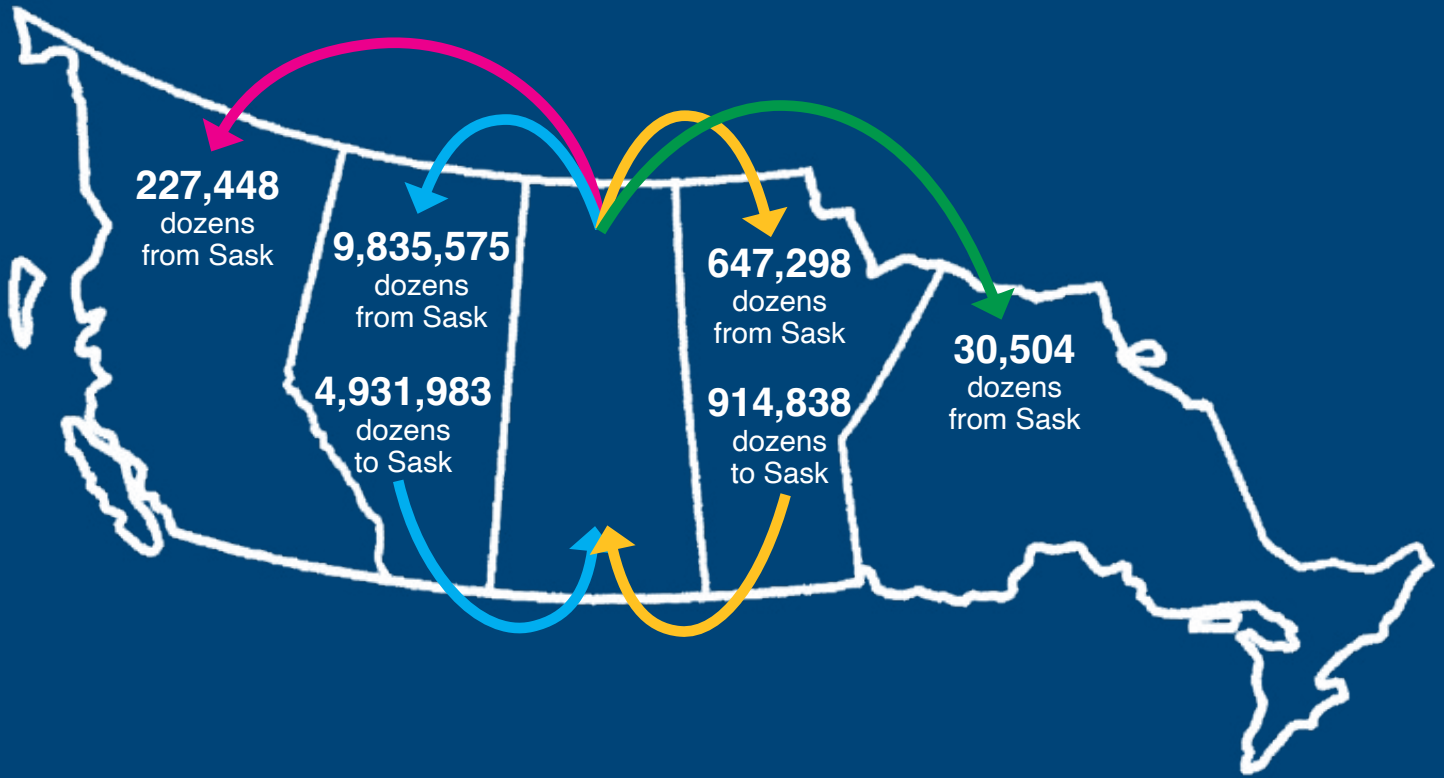


Through the IP program, Egg Farmers of Canada (EFC) pays specified “buy back” prices to purchase eggs exceeding table market requirements. EFC sells these eggs in other provinces where supply for the table market is short or to processing companies for breaking.

2023

industry statistics
continued ...

INTER-PROVINCIAL MOVEMENT OF EGGS



10,740,825 dozens out
5,846,821 dozens in

This includes all movement of eggs by farmers, graders, retailers, and the food service industry EXCEPT Industrial Product and Eggs for Processing.

74 REGISTERED EGG QUOTA HOLDERS

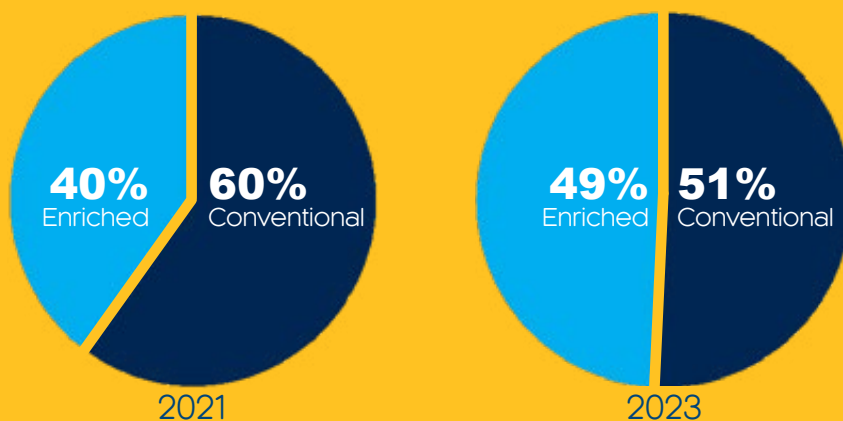
20,441 AVERAGE FLOCK SIZE

4.54% OF FEDERAL QUOTA ALLOCATION

Under the “Saskatchewan Agreement” – the 2009 legal agreement between SaskEgg and Egg Farmers of Canada – Saskatchewan receives 4.76% of new quota allocations, reflecting our historical market share.

19,624 QUOTA UNITS TRANSFERRED

HEN HOUSING TRANSITION:



In 2024, we expect to shift to 55% enriched and 45% conventional (compared to 45% enriched and 55% conventional across Canada). By July 1, 2036, conventional housing must be fully phased out in Canada.

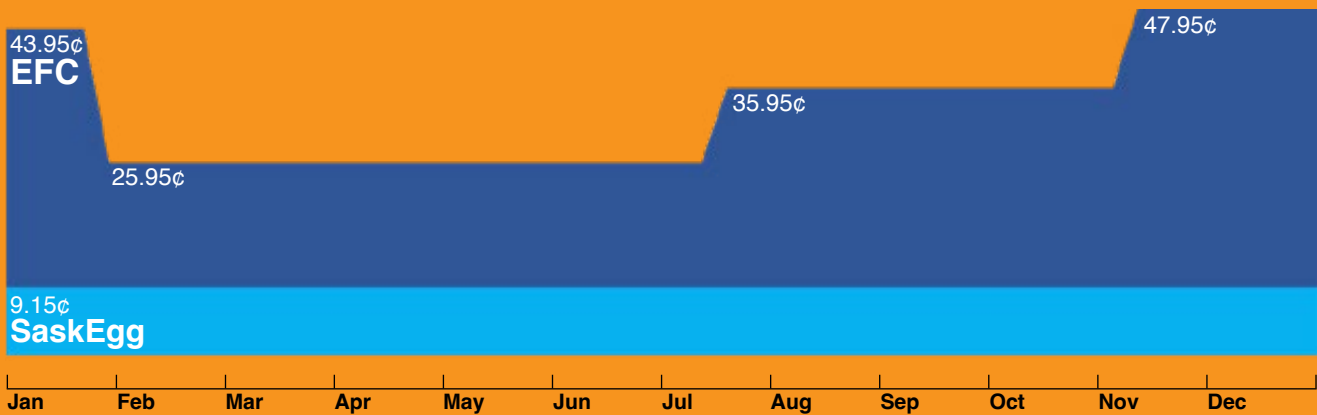
COST OF PRODUCTION* + PRODUCER PRICE



The cost of production (COP) shown is the “blended” COP, incorporating conventional and enriched production based on our 2023 blend (51% Conventional; 49% Enriched).

The average 2023 COPs were: Conventional \$2.85; Enriched \$2.96; Blended \$2.90. This represents a 1¢ increase across the board from 2022 COPs.

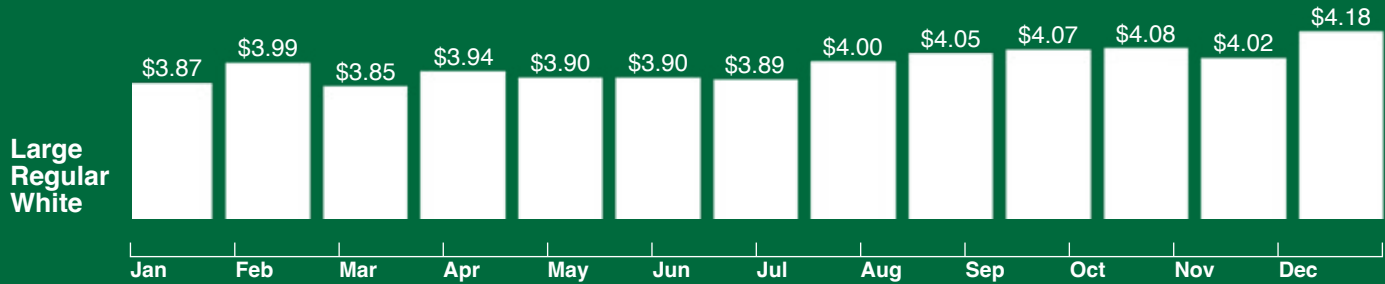
FEDERAL AND PROVINCIAL LEVIES



The provincial levy, which funds SaskEgg, remained steady at 9.15¢ per dozen.

The federal levy started the year at 43.95¢ per dozen, dropped 18¢ in week 5, increased 10¢ in week 29, and increased 12¢ in week 45. Most of the federal levy (~90%) went into the Pooled Income Fund (PIF) to manage the Industrial Products (IP) program. The rest included 3¢ for EFC Administration, including Marketing (this increased to 3.75¢ in week 45); 0.45¢ for Research; and 0.1¢ for Risk Management.

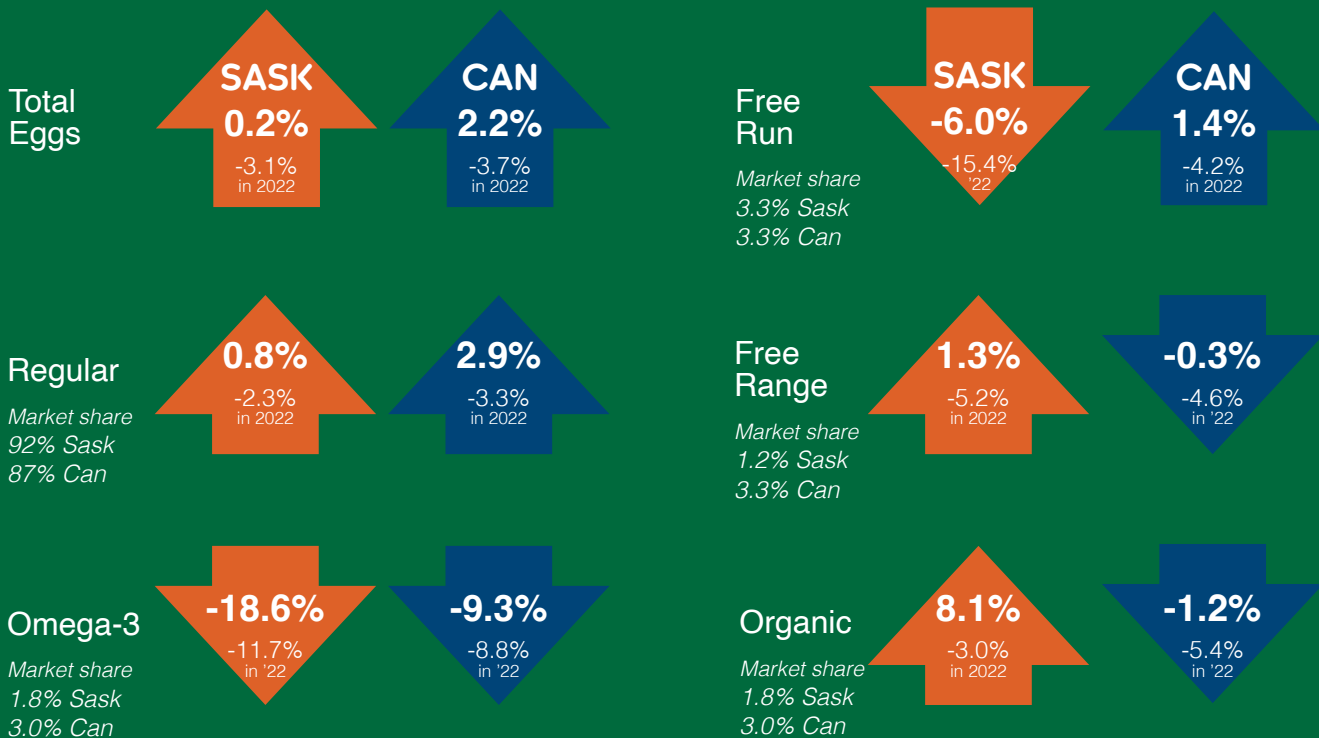
AVERAGE RETAIL EGG PRICES IN SK



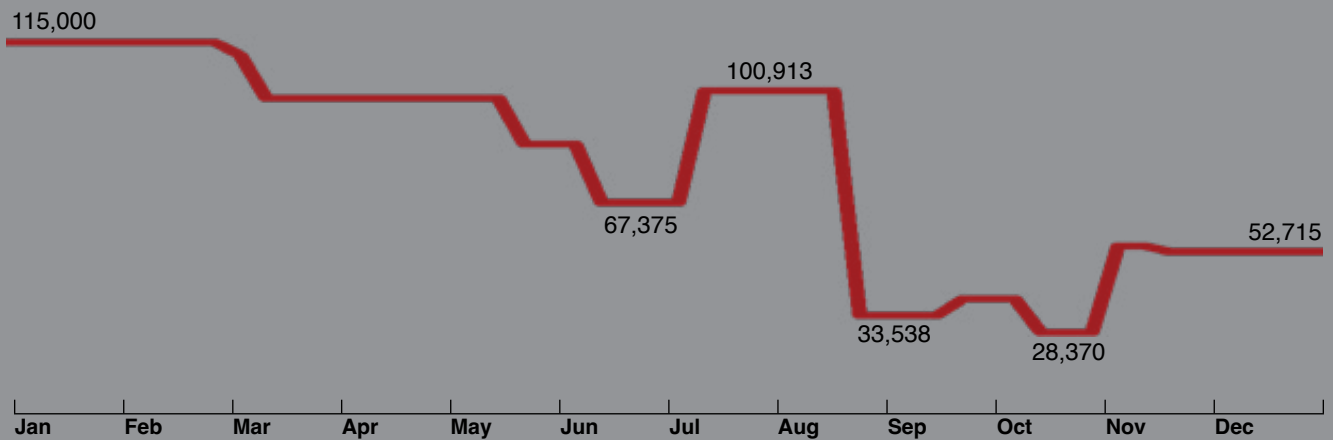
Average retail egg prices in 2023 were:

- Regular White \$3.98 (+6.7% from 2022)
- Regular Brown \$4.79 (+4.1%)
- Free Run \$5.59 (+4.9%)
- Omega-3 \$5.87 (+5.8%)
- Free Range \$6.47 (+4.9%)
- Organic \$6.89 (+5.2%)

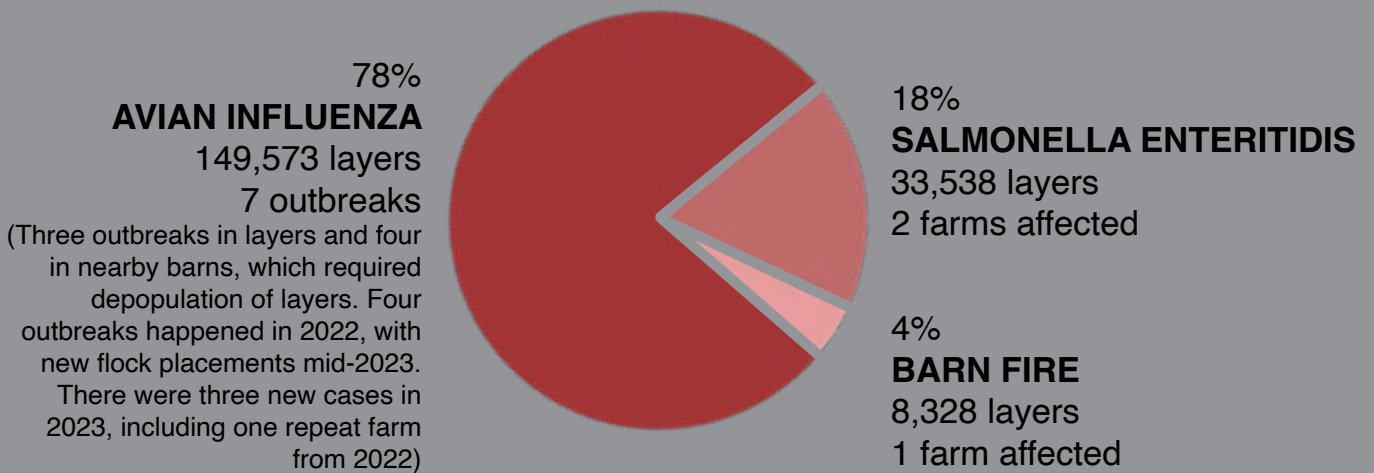
RETAIL EGG DEMAND



BIRDS OUT OF PRODUCTION



REASON BIRDS WERE OUT OF PRODUCTION:





2023

industry statistics
continued ...

FOOD SAFETY + ANIMAL CARE



The Egg Quality Assurance™ (EQA®) mark on cartons and menus identifies top-quality, Canadian eggs, which have met the stringent requirements of Start Clean-Stay Clean® and the Animal Care Program. **All regulated egg farms have routine inspections and third-party audits to ensure they meet the high standards required by these programs.**

Start Clean-Stay Clean®
(Pullets)

99.95%

Average Audit Score in 2023

Initial average score: 99.46%

Start Clean-Stay Clean®
(Layers)

99.9%

Average Audit Score in 2023

Initial average score: 99.01%

Animal Care Program

100%

Average Audit Score in 2023

Initial average score: 94.04%

The Start Clean-Stay Clean® program is a national on-farm food safety program.

Developed with input from leading food safety experts, regulators and farmers, it reflects the latest scientific information and best practices.

The Animal Care Program is based on the Code of Practice and reflects world-class standards.

It incorporates the expertise of scientists, veterinarians, government and industry representatives.

PRODUCER OF THE YEAR



Every year, we present the “Producer of the Year” award, based on several important factors: Start Clean-Stay Clean® scores, Salmonella test results, egg grading sizes, and rate of lay. Because Saskatchewan’s registered egg farmers are committed to excellence, there is always hot competition for the Producer of the Year award.

Our 2022 Producer of the Year, announced at our AGM in March 2023, was

Robert D. Kleinsasser of Butte Colony Farming Co.

Robert Kleinsasser also won the Producer of the Year Award in 2021.

CHAIR'S REPORT



After steady growth for many years, we experienced a drop in total egg production in 2023. However, this was not a significant decline—just 1.8%, from 37.95M dozen to 37.24M. The biggest reason for this drop was the ongoing effects of the Highly Pathogenic Avian Influenza (HPAI) crisis, with four farms hit in late 2022 only placing new flocks midway through 2023, and with three new outbreaks in our province in 2023. The other contributing factors to the 1.8% drop in total egg production were two farms with positive lab results for Salmonella Enteritidis, as well as one farm that experienced a barn fire.

Despite these challenges, our total egg production in 2023 was 48% higher than it was a decade prior, in 2013, thanks to the hard work of Saskatchewan's egg farmers.

In 2023, our board invited interested farms with unused barn capacity to increase their production for the Eggs for Processing (EFP) program. 21 farms opted to add more EFP production in their barns, increasing our total EFP production by 76%. This is an important, proactive way in which we are helping to fill the growing processed egg market in Canada and reduce processor dependency on imports from the United States.

2023 was the first full year in which SaskEgg offered our own producer support services, after winding down our involvement with the Poultry Extension Service at the University of Saskatchewan, as changes there over the last few years had not served our producers well.

Many producers have told me that SaskEgg offering our own producer support services has been an extremely positive change, and a particularly timely one.

With many changes to both the Animal Care Program and Start Clean-Stay Clean in 2023, it has been incredibly helpful to have both Alyssa Johnson and Tennille Knezacek on our team to help producers navigate those changes, ensure producers are meeting the requirements, and help producers prepare for audits. Producers have also benefited from Tennille's assistance with written biosecurity and emergency plans, as well as her ability to sign off on routine and emergency depopulation plans, as a highly qualified industry professional. I want to give a shout-out to those producers who have been willing to do video calls with Tennille to walk through these plans. While we all appreciate in-person visits to our farms, and those will continue to be important going forward, it certainly improves efficiency and saves a lot of driving time when some of those meetings can be done through video calls instead.

Of course, when we ended our involvement with Poultry Extension in late 2022, we also needed to secure a new Consulting Veterinarian. I am grateful to the highly knowledgeable Dr. Jenny (Fricke) Nicholds for serving in that capacity for SaskEgg throughout 2023. I know all the producers who were able to attend our special summer workshop in Saskatoon appreciated the opportunity to hear directly from Dr. Jenny and ask her many questions about vaccinations and production management. I know, as well, that producers who have been affected by disease or health challenges in their flocks greatly appreciated the excellent advice and top-notch veterinary service Dr. Jenny provided, working closely with our producer services team.

As already mentioned, we continued to deal with the significant challenge of HPAI throughout 2023—the worst poultry health crisis our industry has faced. I am grateful to our staff team for continuing to provide key leadership on the HPAI crisis on behalf of Saskatchewan's broader poultry sector. This includes leading and supporting the work of the Saskatchewan Poultry Industry Emergency Management Team (SPIEMT), liaising with the Canadian Food Inspection Agency (CFIA), and supporting affected farms.

CHAIR'S REPORT

continued ...

Our team also successfully advocated for further policy change from CFIA in terms of a further reduction in the distance requirement between HPAI-infected barns and other poultry barns before depopulation of those other barns is required. This is especially helpful for Hutterite colonies and other farms with mixed poultry production.

Our team also secured funding for HPAI preparedness from our provincial government.

I am grateful to Minister David Marit and the Ministry of Agriculture for devoting funds to help our province's poultry industry deal with this unprecedented HPAI crisis.

Near the end of 2023, our board made the decision to provide producers a special payment to help cover the six-cent difference between the producer price and the increased cost of production (resulting from EFC's increase to the federal levy to address pressures on the Pooled Income Fund). I am pleased we had the fiscal capacity to assist producers with this.

I am grateful to Egg Farmers of Canada and other provincial egg boards for the productive collaboration we experienced throughout 2023, including in getting the Federal-Provincial-Territorial Agreement close to completion and advancing other priorities, including reviews of the EFP program and the Industrial Product Buyback program, both of which are ongoing in 2024, as well the launch of the Free Run Integration project, in anticipation of the release of a Free Run Cost of Production.

Saskatchewan's Agri-Food Council continued to be engaged and supportive this past year. Special thanks to Council Chair Joan Heath, Vice-Chair Brad Wildeman, and Council members Glenn O'Hara, Joe Kleinsasser and Clinton Monchuk for the important work they do. Thanks as well to Corey Ruud and Ryan Mulatz from Saskatchewan's Ministry of Agriculture who work closely with members of Council and support our province's agricultural sector.

This past year, we welcomed Tamara Nesbitt to our staff team, replacing a part-time external accountant. Tamara serves as Director of Finance for SaskEgg. She also oversees finances for our subsidiary company, Evova Foods Inc. We are very well-served by the experience and energy Tamara brings to this important role.

To our entire office team, Dion Martens, Dawn Abbott, Tamara Nesbitt, Alyssa Johnson and Tennille Knezacek, thank you for everything you do to support our producers and promote our industry. Thanks as well to SaskEgg's field inspectors, Brad Wiens, Judy West and Kevin Swanson, and to Rob Gonda, who assists with outreach events, often in disguise as Yolkie the big smiling egg mascot. And thanks to Stephen Trottier and Tanya Sawatzky who support the work of Evova Foods in strengthening our province's egg industry for the long term. We are well served by this group of hardworking, dedicated individuals.

Thanks to Isaac Entz, Regan Sloboshan, Danny Wollman and Darren Wiens for their service on our board and the many ways each of them supports and promotes Saskatchewan's egg industry.

Lastly, and most importantly, thanks to each of our province's egg producers for doing what you do every day to ensure a stable supply of safe, nutritious eggs at a fair price, as we collectively work to build a healthy, innovative and expanding egg industry here in Saskatchewan.

Shawn Harman
Chair



EXEC. DIRECTOR'S REPORT



2023 was a jam-packed year for SaskEgg, as we worked to improve support to egg farmers, continued to provide leadership on the Highly Pathogenic Avian Influenza (HPAI) crisis, stepped up to better fill the processed-egg market, creatively promoted the natural goodness of eggs, strengthened our internal operations, and took on responsibility for our subsidiary, valued-added company. I am pleased to provide a brief overview of the year.

Throughout 2023, egg farmers reaped the benefits of our decision to end our reliance on the Poultry Extension Service at the University of Saskatchewan and establish our own producer-support service instead. Our hiring of Tennille Knezacek as our Extension Specialist and our contract with Dr. Jenny (Fricke) Nicholds as our Consulting Veterinarian have served farmers well. With many changes to both the Animal Care Program and Start Clean-Stay Clean, it was mighty beneficial for egg farmers to have both Alyssa Johnson and Tennille available to help ensure they are meeting the new program requirements. I know egg farmers have also greatly appreciated the assistance provided with written biosecurity and emergency plans, as well as additional serology testing and the ability to sign off on depopulation plans. And SaskEgg was pleased to offer a special summer workshop at which Dr. Jenny answered many questions about vaccines and flock health management. The feedback on that workshop was excellent.

Throughout 2023, SaskEgg continued to provide leadership for Saskatchewan's entire poultry sector on the HPAI crisis. This includes significant work through the Saskatchewan Poultry Industry Emergency Management Team (SPIEMT) as well as liaising with the Canadian Food Inspection Agency (CFIA) and the provincial government. We also secured \$31,500 in HPAI preparedness and response funding from Saskatchewan's Ministry of Agriculture. This funding was used to purchase and outfit a whole-barn gassing trailer, and secure other emergency supplies. We are grateful to Springfield Colony and Estuary Colony for their assistance with the trailer.

In spring 2023, we implemented the HPAI Infected Premise Recovery Program to get depopulated farms back into production as soon as possible. This program allows farms affected by HPAI to bring in hens from other registered farms for extended lay, while following the same strict animal care and food safety standards as always. This program allowed us to increase the supply of eggs for the table market so we could better meet consumer demand.

We also took steps to better fill processor demand in 2023 by inviting farms with unused barn capacity to increase their production dedicated to the Eggs for Processing (EFP) program. Throughout 2023, 21 farms chose to add more EFP production in their barns, adding 76% more EFP hens compared to

the previous year. As this increased production started at various times throughout 2023, total EFP eggs shipped to the processor were up 19% from the previous year.

By doing more to help meet processor demand, Saskatchewan's egg farmers are proactively helping to fill the growing processed egg market in Canada and reduce the need for egg imports from the United States.

In 2023, we kicked off a new way of promoting eggs, through fun, engaging cooking classes for seniors, focused on demonstrating the simplicity of preparing eggs and emphasizing the nutritious benefits of consuming more eggs. I want to give a shoutout to Dawn Abbott who did all the planning and delivery and even roped her mother in to help. The seniors really enjoyed it, and we will be looking for more opportunities like this in 2024.

We were also thrilled to sponsor several youth athletes in 2023, including:

- World champion weightlifter Etta Love from Saskatoon;
- Triathlete Henry Bristol from Regina (Henry is the grandson of Dr. Hank Classen who is no stranger to our province's poultry industry); and
- "Team Johnston" curlers (Chloe Johnston, Chantel Hoag, Cara Kesslering and Madison Stewart with coach Ashley Howard) from Regina.

These youth athletes are wonderful ambassadors for our industry, promoting eggs as an easy, convenient and optimal source of protein and essential vitamins and nutrients.

We also continued to deliver great booth experiences at Agribition in Regina and AG-EXperience in Saskatoon, showing people the care and diligence that goes into egg farming. Our partnerships with Agriculture in the Classroom and Farm and Food Care also help to spread that important message.

Another important way we spread the natural goodness of eggs is through giving back to our province. Our team was pleased to facilitate donations to food banks, children's nutrition programs and community feeding centres, on behalf of Saskatchewan's egg farmers.

In spring 2023, Tamara Nesbitt joined our team, as SaskEgg's Director of Finance. For several years, SaskEgg had relied on external, part-time contractors to manage our finances. We were well-served by accountant Christie Gradin

and bookkeeper Carla Gradin during that time, but it increasingly made sense to turn this into a full-time, internal staff role. Tamara brought first-rate experience in a wide range of businesses and organizations and has already added a great deal of value to our operations.

Saskatchewan's egg board is the only egg marketing board in Canada that has a subsidiary company focused on value-added innovation. Evova Foods Inc. has a mandate to strengthen the province's commercial egg industry and expand value-added processing by developing, manufacturing and exporting delicious egg-based products. In 2023, SaskEgg took on responsibility for Evova's day-to-day operations, as former CEO Todd Lahti moved into retirement. This means I am serving as Evova's CEO and Tamara is serving as Chief Financial Officer for the company. The small Evova team is rounded out by long-time team member Tanya Sawatzky, who manages logistics, and newly hired Stephen Trottier, who leads sales and retailer relations.

I want to say a huge thanks to everyone who works for SaskEgg and Evova. Dawn, Tamara, Alyssa and Tennille are a delight to work alongside in our office and our industry is well-served by their work. Our field inspectors, Brad Wiens, Kevin Swanson and Judy West, play a crucial

role in ensuring compliance. Rob Gonda enriches our outreach and education events. Stephen and Tanya help advance value-added innovation for our industry. Thanks to each of them for their work.

Thanks as well to SaskEgg's board for their leadership and guidance. They have in-depth knowledge of our industry and the complex national system within which we operate, and they are focused on strengthening our egg industry for the long term. It is a pleasure to work with such a board. Thanks to Shawn Harman, Isaac Entz, Regan Sloboshan, Danny Wollman and Darren Wiens.

Lastly, thanks to all our farmers. I enjoyed getting to know many of you in 2023 and appreciate your visits to our office, calls, questions, advice and kindness. It is a pleasure to work with you.

Dion Martens
Executive Director



EFC DIRECTOR'S REPORT



Egg farmers can rightfully be proud of the progress made in 2023. Building on the accomplishments of the past and the stable foundation supply management provides, we moved forward on many fronts throughout the year.

Underpinned by the strong processes and structures that keep our approach steady even as people change and issues evolve, our collective willingness to collaborate allowed us to draw on each other's strengths and push forward for the benefit of all.

Our major accomplishments of 2023, some of which are highlighted here, would not have happened without everyone pulling together towards a common goal. As Saskatchewan's EFC Director, I am pleased to provide an overview of some of the events and outcomes that shaped the past year:

- **Modernizing our approach to collaboration:** Our ongoing work to modernize how we work together and across jurisdictions through the Federal-Provincial-Territorial Agreement (FPTA) made great strides in 2023. The committee overseeing the process and the EFC Board of

Directors unanimously approved the wording of the FPTA, clearing the path to get every province and territory signed on—something we expect to be completed in 2024. The FPTA is the blueprint for the egg industry in Canada and lays out how stakeholders work together. A renewed FPTA is essential for securing the future of the egg industry.

- **Stronger protection for supply management:** Advocating for egg farmers and our industry is an important part of what EFC does. This past year, we made the most of a historic opportunity to protect supply management through new legislation. Bill C-282, which cleared the House of Commons with support from a large majority of MPs across all parties, would prohibit future trade agreements from making any new market access concessions in supply-managed sectors. We have worked diligently with colleagues from the dairy and poultry sectors to make sure parliamentarians have a complete understanding of why this bill is good for farmers, Canadians and the country as a whole. Advocacy work is continuing as the bill now makes its way through the Senate.
- **Keeping the trust of Canadians:** Research, both on our own and work done by the Canadian Centre for Food Integrity, confirmed that Canadians

trust farmers and the systems and approaches in place to deliver safe, nutritious food produced to the highest standards. Our work this past year allowed us to uphold the world-class standards in food safety and animal welfare that Canadian egg farmers are known for. For example, 2023 saw the redeveloped Animal Care Program take effect, with the adoption of leading-edge standards of care for laying hens in all housing systems. We also made the program requirements accessible by making the program’s manuals publicly available through eggfarmers.ca. This builds transparency in our processes—something that is critical to maintaining trust levels and our social license.

- **Progress on environmental issues:** Sustainability is an important goal for our industry and we made noteworthy progress on environmental matters in 2023. EFC announced its commitment to achieve net-zero greenhouse gas emissions by 2050. This net-zero goal builds on past efforts and further entrenches a commitment to the environment in our farming operations. Meanwhile, the new National Environmental Sustainability and Technology Tool (NESTT) was improved—thanks to feedback from farmers. Its capabilities have been expanded and new features added, enhancing the ability of Canadian egg

farmers to set sustainability goals, create action plans, track progress and work towards making their farms even more sustainable.

- **Marketing eggs to Canadians:** In 2023, EFC unveiled its latest marketing campaign, centered on the concept of enjoying eggs for dinner. The quirky ads asked, 'What's stopping you?' from serving eggs for dinner. With more consumers preparing meals at home, Canadians are exploring new ways of enjoying eggs. This insight gave us a strong launching point to demonstrate how eggs can be used at supper time and we are seeing traction, with egg sales and consumption growing.
- **Driving innovation through research:** Our research program continued to thrive, generating insights that allowed us to address gaps in our industry and prepare for the future in innovative ways—from providing pathways to become more sustainable, to offering new insights to care for our hens. Throughout the year, we shared valuable research outcomes and findings with farmers and stakeholders who can put them into practice, helping to advance areas of importance and enhance efficiencies in our farming practices.

While we ended 2023 in a strong place, we must keep working on all fronts, from advocacy to sustainability, and we must keep working collaboratively. The hen housing transition is one example. Our supply chain has applauded our efforts to transition to new methods of production, but there is still work to be done and we cannot afford to lose our momentum. To keep moving forward in 2024, we will need to maintain a high degree of coordination and communication at all levels, especially as it relates to farmers making investments in new housing systems. Only through ongoing dialogue that keeps everyone informed of transition plans, can we ensure a coordinated approach. It's all part of working together.

Sincere thanks to the great staff at EFC and SaskEgg, and to all the egg farming families in our province and throughout Canada whose hard work and commitment make our industry strong and support the millions of Canadians who rely on our products.

Regan Sloboshan
EFC Director



TRUST FUND REPORT



According to provincial regulations, all proceeds from the sale of new quota must be deposited in the Commercial Egg Producers Trust Fund. The regulations are clear that none of this money can be returned to farmers. Rather, the purpose of the Trust Fund is to strengthen our province's egg industry for the long term. The Trust Fund is limited in what it can financially support, specifically research, activities that promote or develop the production and marketing of eggs, and activities that assist in increasing our total provincial allotment.

For 2023, Trust Fund spending was exclusively devoted to our subsidiary company, Evova Foods. These funds were used to refresh the branding and packaging for Evova's main product, significantly increase promotions, hire a highly experienced sales lead, strengthen the distribution network, and continue to build this business which is focused on value-added innovation for Saskatchewan's egg industry.

Thanks to Isaac Entz, Darren Wiens, Trevor Pickard and Dr. Bob Tyler for serving on our Trust Fund.

Danny Wollman

Chair, Commercial Egg Producers Trust Fund

FUEL YOUR DAY A BETTER WAY!™

Todd's
BETTER SNACKS

A brand by

EVOVAfoods

Same great taste and nutrition, but a fresh new look for what we used to call "Protein Crisps"



Consumer testing by an independent agency showed a big jump in the number of consumers interested in purchasing this product, as a result of our new packaging. "Purchase intent" testing showed we are neck and neck with leading competitors.

This new packaging is being rolled out in stores in early 2024.

STRENGTHENING OUR INDUSTRY

Through our subsidiary
company focused on
value-added innovation

EVOVA *foods*

Evova's current products:



Egg-cellent Protein Puffs
*(sold across Canada and the
United States, and even
exported to Dubai)*



Private-Label Frittatas
*(sold at Co-op grocery stores in
western Canada)*

Evova Foods Inc. is a wholly owned subsidiary of Saskatchewan Egg Producers. Evova's mandate is to strengthen the province's egg industry for the long term through value-added innovation. Evova develops, manufactures and exports great-tasting, better-for-you snack products that incorporate the natural goodness of eggs.



Private-Label Egg Bites



Puffs as Ingredients

(plus we have more great products in the works!)

PROMOTING OUR INDUSTRY

At Agribition in Regina,
the largest livestock show
in Canada



At AG-EXperience in Saskatoon, which introduces thousands of Grade 4 students to agriculture



PROMOTING OUR INDUSTRY

With special cooking
classes for seniors



By sponsoring remarkable youth athletes



Henry Bristol
(Triathlon: Swimming,
Cycling, Running)



Etta Love (Weightlifting)



Team Johnstone (Curling)

GIVING BACK TO OUR COMMUNITIES

For Saskatchewan's egg farmers, "natural goodness" is about more than producing nutritious eggs. It is also about giving back to our communities and building a stronger, healthier Saskatchewan.

In 2023, SaskEgg helped thousands of families and children through regular **egg donations to food banks, the Friendship Inn, and the Public School Foundation's Cheer Crate initiative**, which delivers thousands of "cheer crates" filled with nutritious food to families in need during school breaks.





BUILDING PUBLIC TRUST

Public trust directly influences consumer confidence.

When consumers trust that farmers use good agricultural practices and follow strict animal-care and food-safety standards, they are more likely to feel confident in the safety and quality of the products they purchase. This confidence is essential for maintaining a thriving market for agricultural products.

To help build awareness and enhance public trust, SaskEgg is proud to support and partner with organizations like Agriculture in the Classroom and Farm & Food Care Saskatchewan to reach new audiences to help them gain a deeper understanding of and develop a stronger connection with the food production system.

In 2023, our involvement included promoting our industry at Ag-Experience at Prairieland Park, supporting the Breakfast from the Farm initiative, sponsoring the Food Influencer Tour, and funding an episode of the “Ask a Farmer” podcast.









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