

FOR IMMEDIATE RELEASE

December 2, 1998

Agricultural aid package needed

OTTAWA - The Canadian Egg Marketing Agency (CEMA) today announced its support for the Minister of Agriculture's efforts to secure emergency funding for those farmers who currently are under serious economic strains.

Though Canadian egg farmers will not receive any of these funds for their egg laying operations, CEMA wants to voice support for producers, such as hog and grain farmers, because of the seriousness of the situation in rural Canada, said Chief Executive Officer Neil Currie.

Currie made the statement of support today following the appearance of Lyle Vanclief, Minister of Agriculture and Agri-Food, before a House of Commons committee reviewing the farm income crisis.

"Egg producers really feel for their neighbours who have been hit so hard by this financial crisis. When people are caught in a credit squeeze or even pushed to the point of considering getting out of farming, you have to sympathize," Currie said.

Minister Vanclief told the House of Commons committee his Cabinet colleagues, including the Prime Minister, understand the severity of the income crisis and the Government is doing all it can as fast as it can.

"CEMA urges the Minister to continue his work with Cabinet so the much needed assistance can get into producers' hands quickly. World commodity prices continue a downward spiral as demand drops, creating real hardship for many Canadian farmers," Currie said. "The Canadian government, too, must work hard in the coming multilateral trade negotiations to ensure this situation never repeats itself."

Canada's egg producers are under a supply management system that helps stabilize their incomes. Eggs are produced to meet consumer needs without falling prey to the ups and downs of heavily subsidized world markets.

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FOR IMMEDIATE RELEASE

November 30, 1998

Ottawa - The source of life, a complete food and an essential ingredient in all our culinary traditions, the egg is sprucing itself up this winter with a delightful little booklet entitled *Entertaining with Eggs*, published in time for the Holidays by the Canadian Egg Marketing Agency (CEMA). The booklet contains several recipe ideas, in the form of detachable recipe cards, and is available now in the Eggs section of Canada's major supermarkets. Quantities are limited however, so act fast.

Though egg-nogs and pâtés, quiches and soufflés, torts and cakes, custards and Yule logs all require their fair share of broken eggs, Canadian consumers certainly haven't been waiting for the Holidays to crack a yolk! According to Statistics Canada, per capita egg consumption has been growing steadily across the country since 1996.

Inexpensive and easy to prepare, the egg is viewed by most as extremely nutritious, an excellent source of high-quality protein and a good source of vitamins and minerals.

So go ahead, indulge! All the more since egg-lovers who fill out the entry form in the *Entertaining with Eggs* booklet could win one of 20 sets of Henckel kitchen knives valued at \$315. All decked out like a master chef and armed with foolproof recipes, you too could prove you know your way around an egg. You might even crack up your mother-in-law!

For recipes, nutrition information and Holiday egg decoration, visit the rest of our website at: www.canadaegg.ca.

Happy Holidays!

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FOR IMMEDIATE RELEASE

November 5, 1998

Supreme Court Ruling

OTTAWA - The Canadian Egg Marketing Agency today won a Supreme Court of Canada case that upheld the rights of producers and governments to operate national supply management marketing plans for agricultural commodities throughout Canada.

The landmark decision tested the validity under the *Charter of Rights and Freedoms* of the Federal-Provincial Egg Marketing Plan after two egg-producing companies in the Northwest Territories challenged regulations governing the marketing of eggs as applied in the Northwest Territories.

"This is a complete victory for supply management," CEMA's Chief Executive Officer, Neil Currie, says.

In a 7-2 decision, the Court concludes, "We have found that the general purposes of the national egg marketing scheme are valid."

It is expected that the NWT will be a full member of the plan before the New Year. An agreement between the federal and NWT governments was reached about a year ago. Regulations are being amended and CEMA's Proclamation changed to allow entry of the NWT.

"The Government of the Northwest Territories recognized the benefits of the supply management system and worked hard with CEMA and the federal government to bring the Northwest Territories into the national egg marketing plan," Currie says.

CEMA was launched in 1972 following the signing of a Federal-Provincial Agreement by the federal government and all 10 provincial governments. At the time, there was no commercial egg production in the Northwest Territories so the NWT was not a member of the plan.

In the mid 1980s, commercial egg production began in the Northwest Territories. In 1992, CEMA launched a case in the Supreme Court of the Northwest Territories against two egg production companies who marketed their eggs interprovincially without federal quota.

Today's decision upholds CEMA's regulations governing production quotas, interprovincial movement of eggs and the assessment of levies in accordance with the provisions of the *Farm Products Agencies Act* and the CEMA Proclamation.

"Our federal and provincial politicians have always been very supportive of supply management and we appreciate that. They understand the importance of supply management to the national economy and to rural jobs.

"Today, we have received even more support, this time from the highest Court in the land."

[See: NWT Background]

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November 4, 1998

BACKGROUND

A Case before the Supreme Court of Canada
between the Canadian Egg Marketing Agency
and Frank Richardson Operating as Northern Poultry
and Pineview Poultry Products Ltd.

The Canadian Egg Marketing Agency (CEMA) was formed in December, 1972, in

accordance with the provisions in what is now the Farm Products Agencies Act.

Prior to the Agency being formed, a Federal-Provincial Agreement was signed by the federal government and all 10 provincial governments. The Agreement provided for national supply management of eggs. The Act, the Agreement and the Parliamentary Proclamation establishing CEMA allow for the development of regulations governing quota, levies and the licensing of interprovincial trade.

At the time, there was no commercial egg production and no quota system in the Northwest Territories.

In the mid to late 1980s, commercial egg production began in the Northwest Territories, first by Frank Richardson operating as Northern Poultry and then by Pineview Poultry Products Ltd., which is 51 percent owned by Dene Gha Holdings Corporation and Alberta Eggs Ltd., a holding company for the Villetard family who operates a grading station in Beaumont, Alberta.

In September, 1992, CEMA launched a case against Pineview and Northern Poultry in the Supreme Court of the Northwest Territories to prevent them from marketing eggs outside of the NWT without a federal quota. CEMA's case was that the marketings constituted interprovincial trade without federal quota and that this was contrary to the regulations CEMA had established under the Act and the Proclamation.

The companies argued three sections of the Canadian Charter of Rights and Freedoms had been violated. Cited were Section 2(d) pertaining to freedom of association, Section 6 on mobility rights and Section 15 on equality. Section 121 of the Constitution Act, 1867, which deals with the interprovincial movement of goods, was also used in the defense.

In August, 1995, the Supreme Court of the Northwest Territories found that violations of Sections 2(d), 6 and 15 of the Charter had occurred and were not justified by Section 1. However, it found no violation of the Constitution Act's Section 121. As well, the Court upheld the constitutional validity of the Farm Products Agencies Act.

The Court-prescribed remedy was that the Proclamation establishing CEMA and regulations on levies, licences and quota did not apply to the Northwest Territories.

CEMA filed an appeal before the Northwest Territories Court of Appeal. The judgment of January, 1996, dismissed the appeal. However, that Court found no violation of Section 15 of the Charter. The same remedy suggested by the lower court was prescribed.

CEMA then sought leave to appeal from the Supreme Court of Canada. Permission was granted and the appeal was heard in May, 1997, before the full Court of nine judges. Attorneys-General from Canada, Quebec, Ontario, British Columbia and Alberta intervened. As well, the Sierra Club intervened. All supported CEMA's legal position and asked that the lower court's rulings be overturned.

Shortly after the case was heard, the Court lost two judges. One judge, Gerald LaForest, retired and another, John Sopinka, passed away.

A new hearing was ordered and was held in March, 1998, again before nine judges. In ordering the re-hearing, the Court also asked specifically for additional arguments pertaining to the relevance of Section 121 of the Constitution Act as well as the application of Section 6(3) of the Charter to federal and provincial legislation.

While this case involves numerous legal questions, many pertaining to the Charter of Rights and Freedoms, the threshold issue is whether the Charter applies to businesses in the same way it applies to individuals. Another major issue is the ability of federal and provincial governments to work cooperatively and reach agreements on matters involving both jurisdictions.

Negotiations to have the Northwest Territories included in the national egg marketing plan have taken place since 1986 with the major bone of contention being the base quota, or the number of layers, permitted on entry. An agreement was reached approximately a year ago between the Government of the Northwest Territories and the Government of Canada, providing for a base quota of 115,000 birds.

Federal and Northwest Territories regulations are being drafted to establish supply management in the Northwest Territories and CEMA's Proclamation is being amended so the Northwest Territories can be part of the national egg marketing plan. It is anticipated all necessary amendments will be in place by the New Year.

[See: [Supreme Court Ruling](#)]

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FOR IMMEDIATE RELEASE
May 14, 1998

Consumption up...again

OTTAWA - Canadians continued to eat more eggs for the second year in a row, averaging 1.2 more eggs a person in 1997 than 1996, Statistics Canada says. Consumption data released today shows the average Canadian ate 178.8 eggs in 1997, compared to 177.6 eggs in 1996.

The upward trend in egg consumption began in 1996 when per capita consumption increased for the first time since 1979. In 1996, the average Canadian ate half a dozen more eggs than in 1995.

"This is great news for the Canadian egg industry and is consistent with what Canadians told us in a survey we completed recently," says Félix Destrijker, Chairman of the Canadian Egg Marketing Agency.

Independent research by Interlock Research Consulting, a national opinion research firm, concluded Canadians are returning to eggs because of their versatility and good taste. Eighty-five percent of those surveyed cited eggs for their good or excellent value.

"Eggs are ideal food for anyone and particularly for families with children," Destrijker says. "They are an excellent source of protein and are loaded with vitamins and minerals."

- eggs -

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**FOR IMMEDIATE RELEASE
April 17, 1998**

Survey Reveals that Everybody's Doing It!

Ottawa, April 17, 1998 - Independent research has confirmed that Canadians from all walks of life

are eating more eggs, in more ways and for different reasons than ever before. Fourteen per cent of consumers have increased their egg consumption. Why? Because they like them and feel they are a healthy food. Value and nutrition also appear to play strong roles in eggs' popularity. Households with young children account for the greatest increases in egg consumption over the past two years.

Interlock Research Consulting, a national opinion research firm, confirmed these results through over 1200 telephone interviews with consumers across Canada, in research commissioned by the Canadian Egg Marketing Agency (CEMA).

Taste and Ease of Preparation Key Considerations

Most Canadians (75%), feel eggs are versatile, easy to cook and quick to prepare. Perhaps more importantly, Canadians really like them! Half the sample agreed that eggs "taste really good" and are enjoyed by the whole family. More Canadians (41% in 1997 vs. 29% in 1995) feel "eggs can be eaten several times a week", and fewer are likely to allow themselves to run out of eggs.

Nutrition and Food Value of Eggs Important

The CEMA survey confirms the importance nutrition plays with Canadians. In fact, 95% of those polled feel that nutrition is either very or somewhat important in choosing what they eat. Eggs are described as a good source of protein, high in vitamins and minerals, and "wholesome and loaded with goodness."

The fact that eggs are a bargain is also not lost on savvy consumers -- 85% of Canadians cite eggs as good or excellent value. This may contribute to the fact that egg consumption has increased most over the past two years by Canadians with families. Almost a third of those households with children under twelve years of age increased consumption of eggs since the last survey in 1995.

According to Dr. Rhona Hanning, a professor of nutrition and dietitian with St. Michael's Hospital in Toronto, this makes good nutrition sense: "Eggs provide an excellent and well-accepted source of protein particularly important for growing kids. For most Canadians, eggs should remain a dietary staple."

Everybody's Doing It!

Who eats eggs?

Families, seniors, kids and teens all enjoy eggs regularly:

Norman Smith, an Ottawa fire-fighter, often finds himself preparing meals for his two daughters, depending on his shift. Ease and taste are important factors in his choice -- "Scrambled eggs, omelettes - they're an easy sell to the girls - breakfast or lunch," explains Norm.

Families with teenagers tend to buy eggs two dozen at a time and believe eggs provide "excellent

value". Laura Hoeberg, a 15-year old from Vancouver, likes eggs because, "They're easy to cook and taste good."

Older Canadians often use eggs as an ingredient in cooking and prefer omelettes or hard/soft cooked eggs.

Why the jump in consumption?

People who are eating more eggs say they do so because "we like eggs more", "eggs are healthy" or "I learned how to cook eggs in new ways." Where household consumption has declined, the prime reason was linked with a decrease in family size.

And, consumers continue to display a strong interest in new egg recipes, particularly those for breakfast, followed by desserts and dinner.

- EGGS! -

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Informative Egg-cerpts

Breakfast Habits Leave Room for Improvement

Although nutrition is deemed important in deciding what to eat by 2 out of 3 consumers, Canadians' breakfast habits still leave room for improvement.

- Only 7 out of 10 people polled eat breakfast on weekdays.
- That number rises to over 90% on weekends. Weekend breakfasts favour the "full meal" option, with twice as many eggs eaten than during the week.
- The breakfast picture improves among children (ages 2 - 12), 86% of whom eat breakfast every day.
- Teens (ages 13-17) are identified as the group most needing to improve breakfast habits, with only 62% eating breakfast every day.

Egg-Eating Habits, by Age Group

- 14% of consumers have increased their egg consumption, across all age groups, with the exception of those aged 18-24, where consumption remained the same.
- The greatest increase in consumption was shown by consumers in the 25-34 age bracket.
- Consumers in the age 55-60 bracket are eating more eggs, compared to 1995.

Regional Differences in Egg Consumption

- Eggs are eaten most often by Atlantic Canadians.
- Quebecers still eat the fewest eggs, although consumption has increased by 18% in the last two years.
- BC residents have increased their egg consumption more than any other province since 1995.

Popular Methods of Preparing Eggs

- Frying is still the most popular method of preparing eggs, with 61% of respondents doing so.
- Hard-cooked (33%) was the next most common preparation method.
- Scrambling eggs (28%) was the third most common method, with the exception of Quebec, where scrambling eggs is almost non-existent.
- Older consumers prefer preparing omelettes, hard cooking eggs, or using them as an ingredient in recipes. Health concerns did not seem to influence how eggs are prepared.



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