



## WHAT IS EQA® AND WHY DOES IT MAKE SENSE FOR YOUR BUSINESS?

The COVID-19 pandemic saw increased interest in locally made food, especially eggs. In fact, 2 out of 3 Canadians argue it is now more important than ever that the eggs they buy come from Canada<sup>1</sup>. The Egg Quality Assurance™ (EQA®) program offers an opportunity for retailers to show that the eggs they sell are made locally, according to the highest standards of food safety and animal welfare.

## ABOUT THE EQA® PROGRAM

The EQA® program is an industry-wide initiative, showing Canadians right on the carton that their eggs are produced according to strict food safety and animal welfare standards. All eggs that are certified with EQA® were produced according to Egg Farmers of Canada's Start Clean-Stay Clean® program and Animal Care Program. No matter what type of eggs Canadians choose, EQA® ensures they are fresh, local, high-quality eggs produced by Canadian farmers.

## THE BENEFITS OF THE EQA® PROGRAM

Recent surveys found that 93% of Canadians feel it's important the eggs they buy come from Canadian farms<sup>2</sup> and 86% of Canadians trust the quality and safety of eggs coming from Canadian egg farms.<sup>3</sup> It's clear consumers are hungry for transparency on food packaging and certifications are important to them. In fact, 9 out of 10 Canadians felt that a quality symbol on Canadian egg cartons would reassure them that the eggs met national standards.<sup>4</sup>

## OUR COMMITMENT TO FOOD SAFETY AND ANIMAL CARE

We're proud of our commitment to providing Canadians with the fresh, high-quality eggs they know and love. Through two comprehensive on-farm standards programs, the Start Clean-Stay Clean® and the Animal Care Program, Egg Farmers of Canada ensures the highest standards of food safety and animal care are always met. This promise extends to egg storage and cleanliness, along with hen care and livelihood, and is upheld through rigorous on-farm practices and regular evaluations.

To learn more about these programs, visit [eggquality.ca](http://eggquality.ca).

## HOW TO IMPLEMENT THE EQA® PROGRAM

Canadian retailers interested in displaying the EQA® mark on their private label egg cartons can do so through a simple, no-cost licensing process.

Learn more by visiting the retailer section of [eggquality.ca](http://eggquality.ca), or by contacting [equ@eggs.ca](mailto:equ@eggs.ca).

<sup>1</sup>EFC EQA® National Omnibus, November 2020

<sup>2</sup>EFC EQA® National Omnibus, November 2020

<sup>3</sup>EFC EQA® National omnibus, March 2021

<sup>4</sup>EFC National EQA® Omnibus February 2010