



Certified eggs. Guaranteed good business.

CONSUMERS ARE HUNGRY FOR TRANSPARENCY ON FOOD PACKAGING AND CERTIFICATIONS ARE IMPORTANT TO THEM.



9 OUT OF 10 CANADIANS

Feel that a quality symbol on Canadian egg cartons would reassure them that the eggs met national standards.¹



2 OUT OF 3 CANADIANS

Consider it more important than ever that the eggs they buy come from Canada.²

INTRODUCING THE EQA® PROGRAM



The Egg Quality Assurance™ (EQA®) program shows Canadians, right on the carton, that the eggs you sell are produced locally and according to strict standards of food safety and animal welfare.



All eggs that are certified with EQA® have met the highest standards of Egg Farmers of Canada's Start Clean-Stay Clean® program and Animal Care Program.



74% OF CANADIANS

Say EQA® assures them that their grocer is selling eggs that come from Canadian farms meeting the highest quality standards.³

Canadian retailers can add the EQA® mark to their egg cartons through a simple, no-cost licensing process.

Learn more by contacting eqa@eggs.ca.

¹ EFC National EQA® Omnibus February 2019

² EFC EQA® National Omnibus, March 2021

³ EFC EQA® National Omnibus, March 2021