



STAR EGG GRAND OPENING



Supporting local producers, promoting quality

Star Egg Company enjoying new facility on Quebec Avenue

When Bert Harman purchased Star Egg Co. Ltd, he had two goals in mind – supporting Saskatchewan egg producers and producing quality eggs for the market.

For 42 years Star Egg operated out of a facility located on Avenue D and 21st Street, and has recently relocated to a 41,000 square foot building at 1302 Quebec Avenue.

"Our business has been growing steadily over the past 20 years and in recent years we just outgrew our previous facilities," reports Bert. "Our former plant was on Avenue D and 21st Street but we also had two other nearby buildings for storage. The Quebec Avenue facility brings all of our production and storage facilities under one roof."

This is especially important when you consider the size of Star Egg's production. As the only commercial egg grading station in the province, the Saskatoon plant produces over 84,000 dozen every day. That's over one million eggs every single day!

"We've been motivated by a desire to be in the industry," says Bert, who is actually the second of three generations of egg producers. His father produced eggs as a hobby chicken farmer in the 1930's and became a full-time egg producer after his management position had been eliminated at a Prince

Albert factory. After graduating in 1965, Bert partnered with his father, creating what is still known today as Harman Poultry Farm. With their farm in Prince Albert, they have added production facilities both in Humboldt, SK, and Stienbach, MB.

Bert says the decision to buy Star Egg was made by the family in 1978. "We had done everything we could to expand our business in Prince Albert. Saskatoon has been a natural centre of egg production in the province. If you look at a map of egg producers in Saskatchewan, you will see the majority is located in the Saskatoon trading area. Purchasing Star Egg was the perfect opportunity for us."

Today, Bert is proud to have both his daughter Dana, and son Shawn involved in the family business. Working together to build a stronger company is very important for this family. They have found that being members of CAFÉ (Canadian Association of Family Enterprises) has been both a source of knowledge and support for family business success.

Together, the Harman family is committed to Saskatchewan producers. Star Egg grades eggs from more than 55 Saskatchewan egg producers and one producer from Alberta. "Many Saskatchewan commodities are processed outside of the province and some even outside of the country," adds Shawn. "We feel it's a good thing for producers and also for the provincial economy to have this facility here."

Bert has also demonstrated his dedication to the Saskatchewan industry by serving as chair of the Saskatchewan Egg Producers since 2000. "This is the Provincial marketing board for

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The province's largest egg processor, Star Egg, has moved to a new, larger facility in Saskatoon.



Dana Harman with brother Shawn, the third generation of the egg producing family. The Harmans have been in the egg business since the 1930s.

Wishing You Continued Success



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500, 123 - 2nd Avenue South
Ph: 306.244.0132
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S7K 7E6
Fax: 306.653.1118
www.SHTB-law.com





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eggs in Saskatchewan. Our involvement in the association shows that our number one commitment is to Saskatchewan producers."

Star Egg is also dedicated to producing a high quality egg. When it made the decision to move, it invested in new equipment. "We

added state of the art egg washing equipment, automatic dirt detection, and six packaging machines, all with the goal of processing eggs more efficiently and faster," Bert explains.

"We're processing more eggs with less man hours." This growth has seen an increase in staffing requirements. Where 5 years ago they had a staff totaling 40, today they employ 43

people at the Saskatoon plant, with an addition 10 people on their farms.

Shawn says, "Quality is the key reason why we are dedicated to HACCP, our industry's food safety program monitored by the Canadian Food Inspection Agency. We were the first egg grading company to incorporate this program in Canada."

Beyond quality, Bert notes Star Egg also operates with consumer interest in mind. "We market eggs to give people the option of how they want to see them produced. We have producers who produce eggs in a free run environment. We also have producers who produce organic eggs and others who enhance eggs with Omega 3 or Vitamin E."

Shipped to wholesalers or direct to stores and restaurants, you can find eggs packaged under various brands at grocers throughout Saskatchewan such as Wal-Mart, Superstore, Extra Foods, Costco, and Sobeys'.

According to Dana, eggs are the perfect food. "Eggs are an affordable, convenient healthy choice. They're a high quality source of protein and can be enriched with vitamins, lutein, selenium, choline and Omega 3 to enhance dietary needs. Eggs are the perfect food and we recommend eating at least one per day."

For more information call Star Egg at 244-4041 or visit the website at www.staregg.sk.ca

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Star Eggs are shipped to wholesalers or direct to stores and restaurants. You can find various brands of eggs throughout Saskatchewan at grocers such as Wal-Mart, Superstore, Extra Foods, Costco, and Sobeys.

With the move to the new facility, Star Egg has invested in improved inspection equipment.



Processed eggs ready to be shipped. Star Egg's facility in Saskatoon handles 84,000 or more than one million eggs every day.

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Egg facts

- Eggs are one of nature's most nutritious foods. One large egg contains only 70 calories and an incredible amount of nutrition. Include eggs as part of your healthy diet and let the facts speak for themselves!
- There are no nutritional differences between brown eggs and white eggs.
- Eggs contain all nine essential amino acids, making them a complete protein food.
- Eggs are one of the few foods that naturally contain vitamin D.
- The egg yolk is the major source of the egg's vitamins and minerals.
- Two eggs provide one serving from the Meat and Alternatives group in Canada's Food Guide. Eggs are part of the Heart and Stroke Foundation's Health Check™ program, designed to help consumers make wise food choices.
- Recognizing the nutritional value of eggs, Canada's Food Guide includes a serving of 2 eggs as part of the Meat and Alternatives food group.
- The eggs that you buy in a carton in the grocery store are not fertilized and, therefore, will not hatch into a chick.
- During the spring (vernal) equinox (about March 21), it is said that an egg will stand on its small end. Although some people have reported success, it is not known whether such results were due to the equinox or to the peculiarities of that particular egg.
- Blood spots are occasionally found on an egg yolk. Contrary to popular opinion, these tiny spots do not indicate a fertilized egg. Rather, they are caused by the rupture of a blood vessel on the yolk surface during formation of the egg. These eggs are fit to eat. The spot can be removed with the tip of a knife, if you wish.
- The stringy strands of material in the egg are called chalazae (chuh-LAY-zee), which hold the yolk in the centre of the albumen.

CONGRATULATIONS

on your **GRAND OPENING!**

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