

2017/2018 Board of Director Voting Package



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Memo to Farm & Food Care Ontario voting members

Date: March 22, 2017
To: Farm & Food Care Platinum, Gold & Silver members
From: Kelly Daynard, Interim Executive Director
Re: 2017/2018 Farm & Food Care Ontario Board of Director voting package

The elections for the Farm & Food Care Ontario Board of Directors will take place on April 12, 2017 during our annual general meeting. An agenda is attached. This package includes the names and biographies of the individuals who were nominated by our members for two-year terms for the Farm & Food Care Ontario Board of Directors.

In 2017, there are six director positions open for election:

- Two in the Crop category
- Two in the Livestock category
- Two in the At Large category

As you will see, the nominees in the crop category will be acclaimed as there are two nominees and two open positions in each category. Members will elect two of the nominees in the Livestock and At Large categories at our annual meeting.

Platinum, gold and silver members in good standing are eligible to participate in the vote for the board of directors on April 12.

Proxy Forms

Also included at the end of this package (and attached to the email) is a proxy form. If you are not able to attend our annual meeting on April 12 but would like to participate in voting for the board of directors, please complete and return the voting proxy form to the Farm & Food Care Ontario office by Monday, April 10, 2017. Please email it to joel.porter@farmfoodcare.org.

AGM

I would encourage you to register and attend our annual general meeting on April 12. If you would like to register, please call our office at (519) 837-1326 or visit <https://www.eventbrite.ca/e/farm-food-care-ontario-2017-annual-general-meeting-dinner-tickets-31233277574>. A reminder that Platinum and Gold members have a set amount of complimentary spots waiting for them that they can either use for the member dinner on April 12 or the annual conference April 13 (three for Platinum; two for Gold). You can register those complimentary guests by sending an email to info@farmfoodcare.org

Member dinner

We would ask all members, in addition to attending the AGM on the afternoon of April 12, to register for the member-only dinner that evening as well. That evening, we'll be having a facilitated discussion looking for input from our membership as we work towards creating a new strategic plan for the organization. We want to know what you think Farm & Food Care's merits are. What value do we serve to you? What are the challenges that Farm & Food Care must face? And what are you looking for from Farm & Food Care Ontario in the months and years ahead.

It's important that we have a large and diverse attendance at that meeting to help us shape our way forward. If you have any specific questions or comments in advance, please feel free to reach out to our chair, Brian Gilroy. He can be reached at nighthawkorch@bmts.com or by cell at 519-270-3032.

We look forward to seeing you on the 12th and 13th.

If you have any questions about the upcoming elections please contact me at info@farmfoodcare.org or call the general office number (519) 837-1326 x220.

Board of Director Nominees

Crop Category



Brian Gilroy

Nominated by the Ontario Fruit and Vegetable Growers' Association

In 1987 I bought a 100-acre farm with 50 acres of apple orchard, just south of Meaford, Ontario. My involvement in agricultural politics began shortly afterwards with my election to the Georgian Bay Fruit Growers Executive. As the orchard was extensively renovated, I became involved with a number of local, provincial and national farm organizations. I have also actively served my community by sitting on the board of the Meaford Museum for 12 years.

What has been your involvement with Farm & Food Care Ontario to date?

My involvement with Farm & Food Care began four years ago when I joined the Board. In my second two-year term I served as Vice Chair for one year and have been Chair of Farm & Food Care Ontario since June 2016. It has been a priority of mine to carry the Farm & Food Care message to other organizations I am involved in. Some of these organizations have become members of FFCO and supported events and activities. I have participated in related activities including Breakfast on the Farm, Breakfast from the Farm, the 2016 launch of the Canadian Centre for Food Integrity and Ontario Local Food Week. Through my involvement with federal round tables on both the pollinator issue and sustainability, Farm & food Care has had opportunities to be involved in national forums. Back home in my own community, I have been spreading the activities of Farm & Food Care to local offices, service clubs and other parts of the supply chain.

Explain, in 150 words or less, why you would like to be a director of Farm & Food Care Ontario?

I would like to become a director of Farm & Food Care to help continue the work that has already been started. The general public and policy makers need more information and understanding about how their food is grown and how their decisions/policies affect farmers. The need to be networking with policy makers and the public on food safety, environmental stewardship and the care that goes into farming is essential. Farm & Food Care is a prime facilitator of this message, which I would like to be a part of.

As chair of the OFVGA property section, environmental issues are something that I am very interested in. All of the policy development work that the Ontario government is focused on including weather, water and waste, are all property and environment issues that I have been involved in. I feel that my areas of interest are a good fit with the work that Farm & Food Care is doing.

List your involvement with other boards for similar organizations to Farm & Food Care Ontario.

Georgian Bay Fruit Growers Inc. (Executive since 1989); Ontario Apple Growers (Board since 2003; Chair 2006-2012); Ontario Fruit and Vegetable Growers' Association (Chair 2010-2012; Current Property Chair); Presidents' Council (most years since 2004); Canadian Horticultural Council (Current Second Vice President); CHC Apple Working Group (Current Chair); Horticulture Value Chain Roundtable – Sustainability Working Group (since 2008); Bee Health Roundtable (since 2015); Agriculture and Rural Working Group – Saugeen, Grey Sauble, Northern Bruce Peninsula Local Drinking Water Source Protection Committee and Low Water Response Committee; Summerland Variety Corporation (Board member since 2016)

What skills and/or strengths would you bring to the Farm & Food Care Ontario board of directors?

The skills and strengths I could bring to Farm & Food Care includes having an established involvement in the farming community. Networking opportunities are regularly used to talk with people and policy makers about farmers and farming. Minimizing negative impacts of evolving policy development and working with industry partners to maximize opportunities is a clear goal, but gauging success is often illusive.

What are some of the challenges facing Farm & Food Care Ontario?

There are two challenges I believe that are facing Farm & Food Care going forward. The first is the national scope of the work that the organization is presently doing for Canada as a provincial organization. Moving towards a national presence with the entire country in mind, and helping to pay for those activities presents a significant challenge. The end goal should be to get the whole supply chain in the food system supporting the activities that get the agricultural community's message out to the public and to policy makers.

The other challenge is growing the organization through long-term contract growth and dealing with the eggs and flows of project funding.

Crop Category



Jim Gowland

Nominated by the Ontario Bean Growers

- President and equal shareholder of 2282000 Ontario Limited, owned by Jim and Judy Gowland
 - Cash crop farm consisting of 1,800 acres of corn, IP soybeans (RTRS sustainability certification), wheat, edible beans, forages. Operation started by myself in 1977.
 - Work with neighbouring young farmers to seed and harvest 3,000 acres/year
 - Family of four adult children whom all have successful careers outside farm.
 - Been actively involved since 1983 in numerous local, provincial and national farm organization boards, supply company boards, 4-H leadership roles, local municipal committees, county Soil and Crop, OSCIA peer review committees (Land Stewardship, Environmental Farm Plan), International Plowing Match local committees.
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- Extensive travel nationally and internationally between 2005 and 2011 most specifically to Canadian soybeans in the areas of promotion, trade and market access.
 - Involved with numerous advocacy roles on Parliament Hill and involved with a number of regulatory topics with Japanese government.

What has been your involvement with Farm & Food Care Ontario to date?

- Director on Farm & Food Care for the past two years.
- Past year on Executive as Treasurer
- I have been involved with the “speak up” initiative

Explain, in 150 words or less, why you would like to be a director of Farm & Food Care Ontario?

I have always been a supporter of the previous AGCare and Ontario Farm Animal Council and the amalgamated FFCO in the promotion and communication of responsible agricultural practices in this province and country. Never in agriculture’s history has there been such a strong need to reach out and communicate with an inquisitive consumer about food production and the environmental preservation that society expects and farmers can deliver. I believe that FFCO is and can be more of a proactive organization to work both diligently behind the scenes and in the public eye to bring forward balanced views and unbiased consumer education via positive communication and positive diplomacy. With my past two years’ experience in FFCO and in numerous other boards, organizations, public profiles I feel I can continue to make a positive contribution to FFCO policy that will further enhance FFCO initiatives.

List your involvement with other boards for similar organizations to Farm & Food Care Ontario.

- 2014 to present: Director on Ontario Bean Growers (board chair)
- 2013 to present: Chair of local municipal committee for community learning and evaluation of Nuclear Waste Management Organization proposal for a Deep Geological Repository for Canada’s spent nuclear fuel from power generation reactors.

- 2005-2011: Founder and Chair of the Canadian Soybean Council, a national soybean grower organization dedicated to the promotion of soybeans in the areas of market development and advocacy of trade and market access and research and innovation.
- 2008-2008: Director on Ontario Soybean Growers where I chaired Market Development and Governance for the majority of those years. Was involved in national advocacy organizations and an American bio-fuels industry organization.
- 1983-2003: Director and Chairman for two tenures of Huron Bay Co-operative, a locally farmer-owned farm supply co-op which grew from \$3 million in sales in 1983 to over \$40 million in sales when my term as Chair ended in 2003. Involved with environmentally sensitive issues regarding pesticides and public optics.
- 1987-2000: Chaired the Bruce County Land Stewardship and Environmental Farm Plan committees where promotion of environmentally sustainable projects were peer reviewed within a county budget of over \$1 million annually.
- 1986-2004: M-H Machinery Club Leader. 30-40 4-Hers annually learning about safe operation of machinery, restoration of antique machinery, new innovations such as conservation tillage and personal leadership development skills.

What skills and/or strengths would you bring to the Farm & Food Care Ontario board of directors?

- Over 35 years of successful self-employed agricultural business experience along with 30 years of varying organizational board experiences.
- Attention to detail demonstrated in all initiatives undertaken.
- Our farm business operation is a successful crop operation that focuses on value added crops with the end user/consumer always in mind.
- Well connected with industry, good government relationships (political and bureaucratic).
- Analytical and realistic in decision making process.
- Confident and proficient public speaker.
- Good knowledge on MRL protocols, harmonization efforts internationally and Biotechnology topics and sensitivities.

What are some of the challenges facing Farm & Food Care Ontario?

- Increased scrutiny by consumers of how food is produced.
- Less recognition of science-based technologies.
- A need for this FFCO organization and others (provincial and national) to strategize how to better empower the federal jurisdiction of PMRA and Health Canada to establish and respect federal regulatory approvals.
- Raising funds to pay for development and implementation of communication initiatives.
- With an ever increasing urban, provincial and federal government representation, FFCO and other farm organizations need to understand and build better and long lasting relationships with those representatives.
- Need to engage “next generation” producers to communicate their positive agricultural messaging. OPPORTUNITY!

Livestock Category



Janelle Caldwell

Nominated by Egg Farmers of Ontario

My name is Janelle Caldwell and I am a Producer Representative for Gray Ridge Eggs Inc. I was born in Winnipeg, Manitoba and grew up moving across the country to Oshawa, Calgary and finally planting roots in Waterdown, Ontario. I was not raised on a farm but being an animal lover and horse enthusiast I was easily drawn to the Animal Science program at the University of Guelph. I began my four years in Guelph wanting to be an equine veterinarian but I was quickly exposed to other areas in agriculture.

I learned there were other paths I could take to work with animals such as nutrition or genetics. The summer before my final year I began a summer job working at the university research farm in the poultry and equine barns. This was my first experience working with poultry and I loved it! I loved it so much that I focused my school final year in poultry sciences and started working with a couple professors as a research assistant in poultry lighting and feed trials. I also spent time job shadowing with poultry veterinarians, feed sales representatives and genetic specialists to further my knowledge of the commercial industry. I knew this was 'my' industry and was thrilled to be offered a job with Gray Ridge Eggs just before graduation. In April 2014 I graduated from the Animal Science in Agriculture program at the University of Guelph, and never looked back.

In my job I have gained valuable experience working in many different sectors of the company. I have helped as a HACCP (food safety) assistant in the egg grading station learning about the food safety programs and earning my HACCP I and II certificates from the NSF-GFTC (Guelph Food Technology Centre). My involvement in the grading station also offers me a direct connection with consumers and retailers. I can learn from our sales team and stay up to date on purchasing patterns and retailer decisions. I have also attended the Growing Forward 2 (GF2) and Environmental Farm Plan (EFP) courses organized by OMAFRA to learn about environment requirements during barn building projects and other considerations within agriculture. I am actively involved on our company egg farm as an Animal Welfare Officer since earning my poultry specific PAACO Auditor Certification in 2015. I assist with organizing and supervising flock changeovers, vaccinations, egg production & quality as well as bird behaviour analysis and collecting feather cover, foot and keel bone health information from each flock. The last part of my job allows me to interact with many commercial egg farmers across Ontario to act as a useful resource for any questions they may have or to help problem solve within the barn. In my short time with Gray Ridge I have already experienced several critical changes in the egg industry involving strict biosecurity changes to prevent Avian Influenza outbreaks, hen housing changes after the updated code of practice and extreme push back against all cages from activists, retailers and consumers. I also had the opportunity to make a presentation at a Poultry Industry Council event about layer housing changes to farmers and industry partners.

As I continue to develop my knowledge base and build more connections while working with food safety, retailers and consumers, environmental ag factors, animal welfare and farmer relations, I would like to become a well-known and valuable addition to the agriculture industry.

What has been your involvement with Farm & Food Care Ontario to date?

Gray Ridge is a member of Farm & Food Care Ontario which began my attendance at various events. Since I started with Gray Ridge, I have attended the Breakfast on the Farm events, AGM, Harvest Gala and IMPACT events. My colleague, Leanne Cooley, has been on the board of directors in the past.

Explain, in 150 words or less, why you would like to be a director of Farm & Food Care Ontario?

I would like to be a director for FFCO because I want to help spread the positive messages that the agricultural industry in Ontario has to share. As someone that grew up in the city that is now highly involved on the farming, food processor and retailer side of things, I can see both the urban and rural perspectives around animal production and agriculture in general, and would love to be a part of the solution in bridging the divide.

I also think it would be an amazing opportunity to learn more about different sectors of the agriculture industry that I don't know as much about. If I have learned anything yet in my early career, it is that there is always more to discover and learn in this industry. I find it really interesting and exciting bringing all the different commodity groups together to help each other out, and spread a positive message about our collective industry. This kind of teamwork with a diverse group of people is something I would really enjoy.

List your involvement with other boards for similar organizations to Farm & Food Care Ontario.

I have never been on a board before but I volunteer often with the Egg Farmers of Ontario marketing board. I help with the EFO booth at many of the summer and fall fairs across South Western Ontario, CNE, plowing matches, farm shows, Breakfast on the Farm events and any other community events where help is required. At the EFO booth I get the opportunity to talk with a large variety of people including interested consumers wanting to learn more about where their eggs come from and farming in general, farmers in other industries curious about recent housing changes or farming techniques as well as hard to deal with activists who want to argue about our farming practices. It is always a great experience talking with this huge variety of people and trying to engage them in conversation about agriculture, taking them through the process of how their food arrives at their plates.

Working with an egg grader, I often get the unique opportunity to guide tours around our facilities for retailers, farmers, and students. Most often for the people that tour our grading plant and farm, it is their first impression of the egg industry and I try to make it a lasting and positive one. Informal advocacy in interactions like these are great ways to show less experienced people why certain processes are in place, and reassure them of the quality of their eggs and the chickens that lay them. While it isn't a formal role, I still feel that it's a very important piece of what I do to help advance the industry.

What skills and/or strengths would you bring to the Farm & Food Care Ontario board of directors?

I would say my most practiced skills are my networking and communication abilities. I am constantly meeting new industry stakeholders or farmers and it is important to really connect with them and learn about their lives and what they do. My job revolves around maintaining relationships with all sorts of people, this means constantly communicating as various issues arise, always willing to help out and work as a team to succeed. I have also learned after talking with friends, family and the public that I thrive in situations

where I can engage in conversation about our food and how it is produced to promote our industry. I am exposed to a very broad cross-section of the industry that I interact with regularly.

As a member of the agricultural community that did not grow up on a farm, I am just about the closest connection to food and farmers that most of my family and friends have. I always take the chance to educate (without trying to lecture!) them on what things are really like on modern farms in Ontario, and clearing up any misconceptions. Whether it be on social media or at the dinner table, I enjoy engaging with my friends and family about agriculture and using my position as a familiar trustworthy face to clear up any misconceptions.

Throughout my 3 years with Gray Ridge I have learned to be extremely time efficient as I am involved in all sectors of the company. This means constantly communicating with multiple different managers, supervisors and staff at many different facilities while working on projects and scheduling my work week. Time management is very important in order to stay on the right track, prioritize tasks and to be able to complete work in an orderly fashion.

What are some of the challenges facing Farm & Food Care Ontario?

Farm & Food Care Ontario is facing the challenge of trying to restore public trust in the agriculture system while at the same time there is an outsider group of activists trying to destroy public trust. Consumers are more removed from the farm level than ever before and their opinions can be very easily manipulated with misinformation. FFCO is constantly trying to build up trust with knowledge of real factual information and videos covering all agriculture sectors. It is extremely difficult to reach everyone so it is important to come up with new and exciting methods in order to effectively engage with people to explain to them how our farming practices work.

Farm & Food Care Ontario also has the difficult task of speaking as the unified voice for a very diverse industry that can have sectors at odds with each other over certain issues and production practices. It can be difficult to represent everyone and also project a consistent message to consumers at the same time. I think the challenge is letting consumers know that there are multiple ways of raising and growing their food, and each way is acceptable, but also so that every farm and agricultural group feels included in that message.

Livestock Category



Dave Cavanagh

Nominated by Beef Farmers of Ontario

I am a 5th generation beef farmer from Ennismore, Ontario. My wife Fran and I have a 55-cow purebred Hereford herd and background our calves as well. Our 2 children, Danielle and Jordan, both in their 20's are still actively involved in the farm daily and we are currently looking at succession planning so that they can become the 6th generation. We still live on the original family homestead and have incorporated the original buildings into the farm layout as we have grown and expanded. I am involved in the local church, 4H, Cattlemen's, and Township committees.

I left General Motors in late 2015 after 30 years, to take the management skills that I developed there and use them for the promotion and sustainability of local agriculture, as you will see from my committee and board involvement later.

What has been your involvement with Farm & Food Care Ontario to date?

I have been an advocate of Farm & Food Care for several years. Personally, I have participated in *The Real Dirt on Farming* Speakers Bureau, have been an advocate/supporter for Farm & Food Care at both the County and Provincial levels. Farm & Food Care has been my go to resource for information and display materials for both Peterborough Cattlemen's and Ontario Hereford functions for a couple of years, and last year we set up an information display at the Peterborough Exhibition with Farm & Food Care promotional materials as the base for bringing agriculture awareness to the City of Peterborough. I have attended a protester training workshop put on by FFC and in later brought that training program to Peterborough Cattlemen and Peterborough 4H. I have also participated in Farm & Food Care's IMPACT program. Through the BFO board I have been working with Farm & Food Care on the Emergency Response initiative that we are currently working on jointly.

Explain, in 150 words or less, why you would like to be a director of Farm & Food Care Ontario?

I want to be a director on Farm & Food Care Ontario to continue my mission of promoting positive attributes of agriculture to the public and working towards a sustainable agricultural industry. I believe the Farm and Food Care allows me personally to move to the next level, using my skills and vision in an organization that benefits all agriculture as a whole, and not just sector specific. You will see from my specific skills and board history that I have been working on this this mission for many years. I get great personal satisfaction from the success of boards that I have been on and feel that I can contribute to the long-term success of Farm & Food Care Ontario.

List your involvement with other boards for similar organizations to Farm & Food Care Ontario.

- ***Beef Farmers of Ontario,***
 - *Director, elected February 2016, (3-year term)*
 - *Elected to the following BFO Committees: Cow/Calf committee, Cow Herd Expansion Committee, BFO Nominations Committee, BFO Marketing and Promotions Committee, BFO Emergency Response Working Group*
- ***Selwyn Township Recreational Trails Advisory Committee,***

- *Vice-Chairperson, term ends 2018*
- **Peterborough County Cattlemen's Association**
 - *President, currently*
 - *Advisory Councilor to Beef Farmers of Ontario, 2016*
 - *Government Relations Committee, current, working with elected representatives from the Provincial and Federal Governments*
- **Ontario Hereford Association**
 - *Secretary Manager, March 2016 – currently, paid position*
 - *Director, Ontario Hereford Association, 2014-2016*
- **Peterborough Agricultural Society**
 - *General Manager, 2016, (2017 position still pending funding)*
 - *Director, 2016 – currently*
 - *Peterborough Exhibition Beef Committee, 2014 - current*
- **Peterborough County 4-H Association**
 - *Director, 1998 – 2012*
 - *4-H Volunteer Leader, 1991 - 2017*
- **East Central Ontario Hereford Zone (ECOHz),**
 - *President 2013 – 2014, Director since 2006 – 2016*

What skills and/or strengths would you bring to the Farm & Food Care Ontario board of directors?

I have chosen to answer this question with direct quotes taken from my employee appraisals over the last few years. I feel that these adequately represent the skills and strengths that I will bring to the table: David has the ability to recognize what items need prioritizing versus which items can be treated as 'noise'; He takes ownership of situations and communicates well both within and outside of our organization; Another strength of Dave's is problem-solving. Dave makes it a priority to come up with as many options as possible; David is straightforward with information. He is skilled at presenting the facts without distortion or hedging. He always uses discretion with sensitive information; David is good at supporting our company's values. He tries to promote our guiding principles in his own actions and in those of the people around him. David knows how to put the organization first. When extra effort is required, he delivers it. Personal interests take a backseat when the need arises; He doesn't get stuck in a pattern of falling back on solutions he has tried before. He always asks the second question and looks broadly for solutions. Dave is a very versatile communicator. He is excellent at employing a variety of styles. He is as capable of writing a compelling and persuasive piece as he is just communicating the facts. Dave alters his tone, pace, and style to more effectively reach specific readers.

What are some of the challenges facing Farm & Food Care Ontario?

At the macro level, I see the challenges of Farm & Food Care falling into 3 categories. Strategic planning, communication, and fundraising/sponsorship. All 3 of these categories, while individually different, are key and totally dependent on each other for the future sustainability of Farm & Food Care. On the strategic planning side, we must ensure that our vision and long term planning not only matches our mandate, but that it is in tune with what the public and the farming community need and want. The entire Farm & Food Care structure is built on communication. We must always ensure that we are communicating the right

message to both the public and the farm community. Different messaging for different audiences while maintaining a common theme is always a challenge. We need to be communicating our positive agricultural message to the public and at the same time ensuring that the agricultural community is aware of what we are doing and understands the benefit of our organization and how it directly impacts them. Without the agricultural community not only understanding but being able to see benefits from the Farm & Food Care program, fundraising will be a challenge. Every year when the Farm & Food Care annual sponsorship comes up at the various boards that I am involved in, one of the following questions is always asked: What does Farm and Food Care do with the sponsorship? What do we specifically get for our sponsorship? I have not heard the question asked: Should we increase our sponsorship? To summarize the original questions, our challenge is to ensure that our strategic thinking mirrors the sustainability needs of the agricultural community toward positive messaging and public perception. We must ensure that we do an exceptional job of communicating our message to the public and demonstrating to the agricultural community our value to them. Lastly, for the survival of the organization we must have funding, and aside from the traditional grants how do we get our sponsors making the statement “I know everything good that Farm & Food Care does for us and I think, based on the value that we get, we should increase our sponsorship donation.” For as much as we are an advocate for agriculture, we need to have the agricultural community being an advocate for Farm & Food Care.

Livestock Category



Chris Cossitt

Nominated by Ontario Pork

I am currently a third generation swine and cash crop farmer hoping that the fourth generation is currently attending the University of Guelph's Ridgetown campus. I am a retired Ontario Provincial Police Officer. My career extended 31 years. During my career I was a patrol officer, a media officer, an Emergency Response officer and for the last five years of my career, I was a school resource officer working with troubled youth. I have also coached area hockey and broomball teams.

What has been your involvement with Farm & Food Care Ontario to date?

No involvement.

Explain, in 150 words or less, why you would like to be a director of Farm & Food Care Ontario?

I feel with my experience, I can offer an all-around view connecting agriculture with society; working to bridge the gap that has occurred since society has lost their connection with production of agriculture.

List your involvement with other boards for similar organizations to Farm & Food Care Ontario.

Grey Bruce Pork Producer, Ontario Pork Director, Walkerton District School Council

What skills and/or strengths would you bring to the Farm & Food Care Ontario board of directors?

Open minded with a solution-based approach.

What are some of the challenges facing Farm & Food Care Ontario?

Connecting with both agriculture and society in a positive way with the ability to be solution-based.

Livestock Category

Albert Fledderus



Nominated by Dairy Farmers of Ontario

Since 2015, Albert Fledderus, a dairy farmer from Lowbanks, Ontario, has represented milk producers in the counties of Brant, Haldimand, Halton, Niagara, Norfolk and Wentworth on the Dairy Farmers of Ontario (DFO) board.

Mr. Fledderus chairs DFO's Transportation Committee and also serves on the DFO's Quota Committee, Research Committee and Organic Producer Advisory Committee. In addition, he is the chair of the DFO Advisory Committee for Transportation and the DFO representative on the Ontario Veal Advisory Committee and the Ontario Forage Council.

Mr. Fledderus and his family have been in the dairy business in Ontario for over 30 years and they milk 95 purebred Holsteins. Presently the farm is in the middle of construction on a new state of the art Robotic Dairy Facility.

What has been your involvement with Farm & Food Care Ontario to date?

Aware of the good work they do and the support they provided locally at the Niagara's annual "Dinner at the Dairy" and DFO's 50th anniversary open farm events.

Explain, in 150 words or less, why you would like to be a director of Farm & Food Care Ontario.

Strong desire to promote all the positive things about farming, promote the passion farmers have every day doing the work they love. Promoting responsible treatment of both farm animals and farm land without damage to the environment. Continue to study sustainable farming practices and communicate these findings to the public and the farming community. See which avenues used in the past and presently are most effective in getting the message out.

List your involvement with other boards for similar organizations to Farm & Food Care Ontario.

- DFO Board member for two years
- Niagara Dairy Committee for 15 years; chair for six years
- Gay Lea delegate for two years

What skills and/or strengths would you bring to the Farm & Food Care Ontario board of directors?

- Gay Lea's Advanced Leadership and Governance Training program graduate
- Work well with others
- Not afraid to ask questions
- Good communications skills

What are some of the challenges facing Farm & Food Care Ontario?

- To dispel the myths about farming promoted by others such as PETA who have their own agenda to stop farming.
- To be a voice of the true facts of farming and bring a positive message out.

At Large Category



Crispin Colvin

Nominated by the Ontario Federation of Agriculture

- Farmed in Middlesex County since 1971
- Cash crop (soy, corn, wheat)
- Beef cattle, active in shows and exhibits
- Municipal Council, 16 years as Councillor, Deputy Mayor and Mayor of Thames Centre as well as Warden of Middlesex County
- Middlesex Federation of Agriculture and PAC member on the OFA
- Active in the Thorndale Agricultural Society dinner theatre.
- Married with two grown children and five grandchildren
- Bilingual, English-French

What has been your involvement with Farm & Food Care Ontario to date?

Although I have had no direct involvement with Farm & Food Care, as a farmer and cow/calf operator, I am always advocating for agriculture. On the various boards of which I have been involved, I have always promoted agriculture, farmers and the way of life that is so important to all Canadians and Ontarians. I am constantly answering questions on animal welfare, food production and the pros and cons of GMOs. While I do not promote one lifestyle over another, I think it is important that people have information that allows them to make informed decisions when it comes to agriculture and food production and consumption.

Explain, in 150 words or less, why you would like to be a director of Farm & Food Care Ontario?

My desire to be a director of Farm & Food Care Ontario comes from my wish to have agriculture's positive story communicated to the general public. Our society has become very far removed from agriculture and food production. In my many years of showing cattle at fairs, including the R.A.W.F., I found that very few people understood where food came from. This was especially true for the many school groups with whom I came into contact. When I ran for the position of Director at Large for the OFA this past November, one of the concerns I raised was the need to get agriculture's positive story out to the public. This can be done through social media as well as speaking engagements and publications such as *"The Real Dirt on Farming"*. I have given this to a number of people on the various boards I am on as well as leaving it in doctor and dentist offices. I share your desire to get accurate information on the entire food chain to the public and I know that my experience on numerous boards and in local government would make me a welcome addition to the Farm and Food Care Ontario board.

List your involvement with other boards for similar organizations to Farm & Food Care Ontario.

As a County councillor, and Warden, I was on the London Middlesex Children's Aid Society and the Middlesex London Health Unit. I was also a member of the City and County liaison committee. More recently, I have finished a 6 year term on the Fanshawe College Board of Governors and was Board Chair in my final year. I currently sit on the London Convention Centre Board of Directors as well as the London Training Centre board. The latter is a social enterprise board that works primarily in food production, teaching safe food handling as well as food preparation to people who wish to enter the food service industry. The LTC had a small farm where they raised much of their own produce. I am also the alternate representative for the Middlesex Federation of Agriculture on the City of London's Agricultural Advisory

Committee. As an alternate, I do speak to issues surrounding agricultural issues that fall within the City of London boundaries, whether they are related to land use or normal agricultural practices. I have been a Director on the Middlesex Federation of Agriculture since 2006 and have represented the MFA as a PAC member to the OFA. As of November 2016, I was elected at the OFA annual meeting to be a Director at Large for the OFA, a position I currently hold.

What skills and/or strengths would you bring to the Farm & Food Care Ontario board of directors?

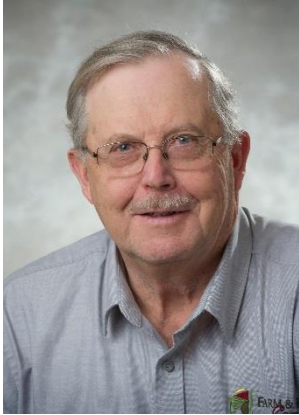
My municipal government involvement as well as my local, and now greater involvement in the OFA, bring a wide ranging insight into the provincial realm of food production, agriculture and the urban disconnect. My experience in budgets and meeting organization, as well as the many leadership roles I have taken on over the years, makes me an ideal candidate for your board. As we transition our farming operation to the next generation, I am able to dedicate the time to this organization that is required to be a valuable and productive board member. The OFA works in many areas of agriculture and policy. As an OFA board member, I am involved in various discussions that may help bring additional insight into issues that involve Farm and Food Care. This additional knowledge would be a valuable asset to your organization.

What are some of the challenges facing Farm & Food Care Ontario?

Perhaps the biggest challenge is getting the message out to the public. I am impressed with the dedication of the staff at Farm and Food Care Ontario that have been on numerous speaking engagements throughout the country, as well as the amount of time spent at various locations with displays and promotion. Engaging with people from across the province and country to promote food production and its value in an era when cheap food is expected, is a difficult task. As with any organization, funding will always be a challenge. In order to keep the positive momentum that this organization has created, maintaining good relations with all the various funding partners is quite a balancing act. The need to remain neutral in your publications and on social media requires skill and a knowledgeable and well trained staff. Supporting all aspects of agriculture and food production is important in order to give people the tools to make informed decisions and to answer questions that the public may have regarding food and agricultural production in all its forms.

In closing, I hope that the information I have provided will assist you as you make the determination as to my qualifications to be a member of the Farm and Food Care Ontario board. Should you have other questions or require further information, please do not hesitate to contact me.

At Large Category



Les Nichols

Nominated by Ontario Soil and Crop Improvement Association

I have always farmed. I was raised on a dairy farm in Middlesex County., moved to Bruce County in 1980 and with my wife Mary and family, we have farmed beef, hogs and cash-crop. I continue to operate a small cash crop operation and have 35 years' experience in ag-business – 12 years as salesman for local Co-op and 20 years operating my own crop supply and custom application business. I sold that business to local Agromart three years ago but continue to operate as an independent crop consultant (Crop Watch) nutrient management and crop management services. I am a Certified Crop Advisor (CCA) and Certified Nutrient Management & NASM Planner.

I served two terms as councillor for Municipality of South Bruce. Am past president of South Bruce Community & Business Association, President of Bruce County Federation of Agriculture, Second Vice-president of OSCIA.

What has been your involvement with Farm & Food Care Ontario to date?

I have been member of the Farm & Food Care Environmental Advisory Committee since its conception about four years ago; including chair of that committee for 2 years. I am just completing a two year term as director on the Farm & Food Care Ontario board.

Explain, in 150 words or less, why you would like to be a director of Farm & Food Care Ontario?

I believe Farm & Food Care has a hugely important role to play in Ontario agriculture. As food producers we must do a better job of educating our consumers. This is no easy task as the gap between farmers and the other 98% of the population continues to grow! I strongly believe that Farm & Food Care is the preferred organization to provide that line of communication between agriculture and the general public. Certainly during this term on the board and particularly in the last several months we have participated in some major restructuring of the Farm & Food Care family. As with major structural & management changes in any organization that comes with lots of challenges and problems. We certainly still have a lot more work to do to finalize the operation of the “new” Farm & Food Care family. Having been closely involved with Farm & Food Care for the past years I believe I can bring some valuable background and support to the “new” Farm & Food Care Ontario board.

List your involvement with other boards for similar organizations to Farm & Food Care Ontario.

I have been a board member of OSCIA since 2013 and was elected onto the executive in 2016. I also sit on the OCCO as an OSCIA representative. I am also serving my 2nd term as president of the Bruce County Federation of Agriculture.

What skills and/or strengths would you bring to the Farm & Food Care Ontario board of directors?

My two years as chair of the Farm & Food Care Environmental Committee and my current 2 years as a board member has certainly given me a strong understanding of both the challenges and the strong need for Farm & Food Care to deliver its mandate of providing factual agricultural information to our consumers. Also the many years of experience on a number of agricultural and community boards has given me an understanding of the dynamics and challenges of board governance and member communication.

What are some of the challenges facing Farm & Food Care Ontario?

The number one challenge is to fine tune the new structure of Farm & Food Care and clarify the exact roles and responsibilities of Farm & Food Care Ontario. I also believe we need to work at improving our working relations with our members. Most of the major commodity groups, GFOs, etc. are all very aware the challenge of communicating to our customers and have efforts in place to work at improving that. I believe that if we can all work together a little closer on these communication efforts we could all benefit.

Certainly Farm & Food Care Ontario's biggest challenge continues to be to fulfill its mandate to provide positive and factual communication and information about food production and farming to the 98% of our population and consumers that have very little understanding of modern food production and are also very receptive to miss-information on food and agriculture.

At Large Category



Christine Schoonderwoerd

Nominated by Wallenstein Feed & Supply Ltd.

My passion for agriculture began as a child, growing up on a hog and cash crop farm near Mitchell, Ontario. This took me to the University of Guelph where I hold three designations: a Diploma in Agriculture, BSc. In Agriculture and a Post Graduate Diploma in Agricultural Communications.

Since graduation, I have continued to use skills in agricultural marketing and communications, working first with Alltech and now with Wallenstein Feed & Supply Ltd. I am an avid volunteer in my local and agricultural communities; working with the Ontario Pork Congress, the Ontario Pork Friends of the Food Bank Committee and Farm & Food Care Ontario.

My husband and I, along with our three children, recently purchased a farm outside of Sebringville, Ontario where we produce apples, hogs, beef and cash crops.

What has been your involvement with Farm & Food Care Ontario to date?

I have served on the Farm & Food Care Ontario (FFCO) board for the past two years; this past year as Vice Chair. I first learned of FFCO (then the Ontario Farm Animal Council) in 2006 when I was at the University of Guelph. My assignment for Agricultural Communications class was to direct an Info Break (which aired on Town and Country Canada and Global TV) featuring their Virtual Farm Tours. Since then, I have been involved with FFCO through my employment at Wallenstein Feed & Supply, Ltd., a strong supporter of the FFCO organization. I have been instrumental in promoting The Real Dirt on Farming magazine to our employees and local communities. Recently, I coordinated a project called Farm 101, in which we work with Farm & Food Care Ontario to train new employees that are not from rural backgrounds on the basics of agriculture.

Explain, in 150 words or less, why you would like to be a director of Farm & Food Care Ontario?

Consumers are losing direct connection to where their food is being produced. Seemingly there is no longer a face to the process. As such, the communications gap between farmers and consumers is broadening and now is the time to become more involved in promoting agriculture. FFCO needs a leader who understands these challenges, is deeply passionate about the solutions and has skills to make a real difference. I am that candidate.

List your involvement with other boards for similar organizations to Farm & Food Care Ontario.

- Ontario Pork Congress: 2008-President (Past Board Chair, Current Promotions Chair)
- Mitchell Agricultural Society: 2007 – President (Past Chair of the Ambassador Committee)

What skills and/or strengths would you bring to the Farm & Food Care Ontario board of directors?

I have a solid understanding of agriculture and the ability to effectively communicate the diversity of our industry. I have been involved in many aspects of the ag-industry, including primary production, livestock transport and animal nutrition. I have a strong social network within the industry. As a graduate of the University of Guelph's Agricultural Communications Post-Graduate program, and a former Students Promoting Awareness of Research Knowledge (SPARK) writer, I can understand how to decipher scientific information into something that consumers can understand and relate to.

What are some of the challenges facing Farm & Food Care Ontario?

- To fully understand the needs of members and to work with them synergistically to build public trust in food and farming;
- Focusing on our core competencies; not trying to be all things to all people;
- Reaching out to the 98% of people who are not directly involved in primary agriculture;
- Gaining third party recognition – becoming a trusted third party resource for all members of the food supply chain;
- Media challenges – overcoming sensationalized, negative media coverage of agriculture.

Proxy Form



Farm & Food Care Ontario 2017 Annual Meeting PROXY NOTICE

This is to certify that _____

is authorized to hold _____
(company/organization's name) 's proxy as a 2017 voting member of Farm & Food Care Ontario for the election of directors, to be held at the Farm & Food Care Ontario annual meeting, Burlington, Ontario, April 12, 2017.

(Date)

(Signature)

(Print Name)