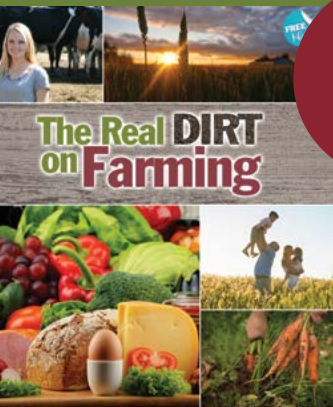


2018 Annual Conference & Speakers' Program

April 11, 2018

FARM & FOOD CARE

Celebrating 30 YEARS



The Real DIRT on Farming

Canadian Farming Coast to Coast



FARM FOOD 360°



AGCare board of director 1995



1988-2018



Original OFAC chairs

Farm & Food Care at 30: From founding decision to confident vision

8 a.m. Registration for annual business meeting and member breakfast Sponsored by: BURNBRAE

10 a.m. Registration for annual conference and speakers' program

9 - 11 a.m. Farm & Food Care Annual Meeting - Farm & Food Care Ontario's 2018 annual meeting and Board of Directors' elections

11 a.m. Conference begins

12 noon: Taste of Ontario lunch Sponsored by: RBC

1 p.m. Learning lessons from the UK: How farmers can tell their stories better

Simon Haley, Co-owner, Social Jungle Ltd.; Managing Director, SRH Agribusiness Ltd.



Simon Haley is a social media expert from the United Kingdom who manages accounts totalling almost 70,000 followers. This talk will delve into the rise of special interest groups (on issues such as animal welfare, veganism, GMOs) and show how ignoring this militant voice in previous years contributed to societal change and a defensive strategy for engaging with consumers by UK farmers.

Now, through changing food values and embracing the trends of the millennial generation, farmers and those working in agriculture are telling their stories louder, better and with greater results.

Sponsored by:



2:45 p.m. The Elephant in the Room: Towards better communication about food and farming

Tamar Haspel, Journalist, Washington Post; Oyster farmer, Barnstable Oyster



Can we have a public conversation about agriculture that isn't polarized, vitriolic and, ultimately, counterproductive? Maybe, just maybe. Here's a place to start. Tamar Haspel is a journalist who's been on the food and science beat for almost 20 years. She writes the James Beard award-winning Washington Post column, *Unearthed*, which covers food supply issues, and contributes to *National Geographic*, *Discover*, and *Edible Cape Cod*.

Sponsored by:



Plus:

- Highlights from Farm & Food Care's 2017 activities
- Presentation of the Farm & Food Care Champion Award
- Celebrating OFAC & AGCare's 30th anniversary

4:30 p.m. 30th anniversary after hours event

All attendees are invited to stay after the conference for a reception featuring complimentary spirits and snacks.

Sponsored by:



Register online at www.FarmFoodCareON.org

Early bird member rate, before March 25: \$75
Early bird non-member rate, before March 25: \$100
Member rate, after March 25: \$100
Non-member rate, after March 25: \$125

Farm & Food Care Ontario cultivates appreciation for food and farming in Ontario by connecting farm gates to our dinner plates. Farm & Food Care is a whole-sector coalition made up of representatives from all farming types and associated businesses, and positions itself as a helpful expert on Ontario agriculture. The common goal is to earn public trust in food and farming in Ontario and across Canada.

Location: Country Heritage Park - Gambrel Barn 8560 Tremaine Road, Milton, Ontario, L9T 1X9

Farm & Food Care Ontario reserves the right to limit entry to this event to those individuals who support the objectives of the organization.

Registration fees are non-refundable, but are transferable



General sponsors:

