



# CORPORATE SOCIAL RESPONSIBILITY REPORT

## ANNUAL REPORT 2010



**AG**  
**Care** 

*Enhancing public confidence  
in the environmental stewardship  
of Ontario's crop producers.*

# CORPORATE SOCIAL RESPONSIBILITY REPORT 2010

## MESSAGE FROM THE CHAIRS



John Maaskant



Paul Wettlaufer

### OFAC and AGCare's key areas of Corporate Social Responsibility

OFAC and AGCare's 2010 Corporate Social Responsibility document is based on four key areas of service to our members:

- Industry Leadership, Caring for the Environment, Farm Animal Care and Consumer Outreach.**

For OFAC and AGCare, 2010 can be defined in one word as the year of "partnership". Our groups have rarely, if ever, worked in isolation on any initiative and have always looked for opportunities to work with other like-minded organizations to extend the reach of our efforts. Last year, however, took partnership to a whole new level.

We partnered with almost 50 farm groups and agribusinesses from coast to coast to produce the updated Real Dirt on Farming booklet – 90,000 copies of which have now been distributed to politicians, schools, doctors' offices, media and consumers across Canada.

We worked with Agriculture and Agri-Food Canada to bring the successful Agriculture in the City event to Mississauga. We also worked with the Ontario Ministry of Agriculture, Food and Rural Affairs to host farm tours for more than 150 culinary students and food writers.

We partnered with Ontario Agri-Food Education, the Agricultural Adaptation Council and Farm Credit Canada to develop and distribute two new teachers' resources for Ontario's 5,400 schools.

We partnered with companies like Burnbrae Farms, Syngenta and several commodity groups to produce six new virtual farm tours for eggs, greenhouse vegetables, cash crops, fruits and field vegetables. A partnership with Wallenstein Feed also enabled us to lease a truck to pull our FarmzOnWheelz exhibit. The launch of our new Farm Care foundation should enable us to attract new partners for some of exciting new initiatives which will help us achieve our collective goals - to build public trust and confidence in food and farming .

And of course our members and supporters helped to further our reach – borrowing our displays and distributing our resources at fairs, exhibitions, farm tours, farmers markets and promotions across the entire province.

Then there's the ongoing and ever-strengthening partnership between our two organizations – OFAC and AGCare. For the last year, members of our respective boards of directors have each devoted a considerable amount time to discussions on an amalgamation – a topic which will be a key focus of our 2011 annual business meeting.

Over the last two decades, AGCare and OFAC have developed similar mandates and strategies and in the past five years, we've started sharing staff resources, office space and projects. Today, almost all of the public education, agricultural awareness and proactive communications efforts are now funded and coordinated on both groups.

We believe that by fully joining forces we can provide the best value for our members, make efficient use of resources, and make agriculture's voice stronger for building public trust in food and farming in Ontario.

Our two groups were formed by some visionary farm leaders over 20 years ago in the spirit of cooperation, the first of their kind in North America. We thank you for your support of our efforts and look forward to working with you in positioning our industry for success for the future.

Sincerely,



John Maaskant  
OFAC Chair, 2010



Paul Wettlaufer  
AGCare Chair, 2010





*Strategy meeting in Ottawa*



## INDUSTRY LEADERSHIP

### Food Industry Strategy

Corporate social responsibility is the new reality for businesses in today's marketplace. Animal welfare and environmental issues both fit under this category as important pillars for a sustainable food supply. Campaigns and pressure tactics on the food industry are on the news regularly with the trend moving into Canada. There is a critical need to bridge the gap between farming and the food industry executives who buy our products.

Canada's provincial Farm Animal Councils, with leadership from OFAC and AGCare, have initiated a Farm Issues/Food Industry strategy project. The goal is to work with industry partners from across Canada to develop a strategy and an action plan to help build relationships and position Canada's agri-food industry with the food industry. Ultimately the project will help to ensure that the food supply chain has access to science-based, practical information when they're implementing buying policies related to farm practices.

### Farm Care Foundation

The Farm Care Foundation, an initiative of OFAC and AGCare, was launched in October 2010 and will focus its efforts on enhancing public trust and confidence in food and farming. The new foundation, a registered charity that is a separate entity from both OFAC and AGCare, will focus on several key objectives, including building relationships with new donors and developing an effective and professional fundraising program to support initiatives, such as regional and national agri-food awareness and issue-specific work related to the environment and farm animal care.

The agri-food sector is increasingly challenged to expand communications efforts, while at the same time dealing with a narrowing funding base due to amalgamation and other structural changes in the industry. Trustees represent the farm, animal health, processing, feed, banking, innovation and crop protection sectors.



*Trustees of the Farm Care Foundation*



*Ontario Minister of Agriculture, Food and Rural Affairs Carol Mitchell addresses the crowd at the Ontario Harvest Gala*

## Celebrating Ontario's Harvest

The third annual Ontario Harvest Gala in October was attended by a record crowd of 250 – including Ontario Minister of Agriculture, Food and Rural Affairs Carol Mitchell, most of the 2011 Faces of Farming calendar participants and many more industry leaders.

The gala raised funds for the newly created Farm Care foundation and also served as a forum for the Ontario Association of Food Banks (OAFB) to present its annual Paul Mistele Memorial Award to Nature Fresh Farms, a greenhouse grower based in Leamington. The award is presented to an agricultural partner who has shown a significant and enduring commitment to ending hunger in Ontario.



*An on-camera interview at one of the advanced Speak UP team training sessions.*

## Speak Up Training

OFAC and AGCare offered six advanced Speak Up team training sessions for Ontario farmers in 2010. OFAC staff also ran similar training sessions for farmers in Prince Edward Island and British Columbia as the Speak Up team concept continues to generate national interest. The goal of this training is to create confident spokespeople on issues related to food and farming.

## Helping farm youth to be better communicators

Focusing on farm youth continues to be a strong priority. Agricultural ambassador presentations were given to students at Kemptville and Ridgetown colleges as well as to ambassadors at the Canadian National Exhibition and competitors in both the Junior Barrow competition at the Royal Winter Fair and the Junior Holstein show in Elora. OFAC also partnered with 4-H Ontario to offer an Ag-mazing race competition for 44 4-H members. OFAC and AGCare hired two summer students and provide experiences for rural youth to practice their communication training at public events across Ontario.

*4-H members that participated in the 2010 Ag-mazing race competition*





## CARING FOR THE ENVIRONMENT

### Great Lakes Water Quality Advisory Panel

In 2010, AGCare and OFAC had two of the three agricultural representatives on the Stakeholder Panel for the Great Lakes Water Quality Agreement. The third seat was filled by the Ontario Federation of Agriculture. The panel's purpose was to advise during negotiations concerning amendments to the Canada – U.S. Great Lakes Water Quality Agreement, which could have impacts on irrigation and permits to take water.

### Clean Water Act

AGCare submitted a response to the Environmental Bill of Rights (EBR) in March of 2010 on the Clean Water Act on behalf of member groups. A copy of AGCare's submission was forwarded to all parent organizations with the request to also submit comments to the EBR. This latest round of regulations under the Clean Water Act addresses the development and implementation of source protection plans.

### Waste Diversion Act

AGCare also submitted comments on proposed changes to the Waste Diversion Act to the Environmental Bill of Rights on February 1, 2010 and encouraged its parent organizations to also make submissions. The Ministry of the Environment began a review of Ontario's Waste Diversion Act in 2008 and in October 2009, released a report that included proposed changes to the Act.

AGCare participated in a stakeholder meeting held by MOE and OMAFRA in January to discuss the proposed changes and then met with other agricultural organizations to discuss concerns and messages the government needed to hear from agriculture on this issue.

### Environmental Farm Plan updates

AGCare has provided two representatives to assist with the updating process of two different chapters of the Environmental Farm Plan program. Henry Denotter from Ontario Soil and Crop Improvement Association agreed to assist with the chapter on crop rotation/management and Jim Poel of the Ontario Processing Vegetable Growers will be helping with the farm waste management chapter.



**Ontario  
Farm  
Environmental  
Coalition**



## FARM ANIMAL CARE

### Enhancing farm animal care – in transit

In 2010, OFAC's Livestock Transportation Specialist taught 13 Certified Livestock Transport (CLT) courses to 128 participants. Early in 2010, St. Helen's Meat Packers in Toronto became the first Ontario company to announce that drivers will have to have successfully completed a CLT course in 2011 if they want to continue delivering to the plant. OFAC also taught 11 Transport Quality Assurance (TQA) courses to an additional 71 participants.

OFAC and OMAFRA co-hosted a poultry welfare working group meeting on the issue of poultry transport as well.

### Farm Animal Training

OFAC staff assisted with a farm animal training session for OSPCA inspectors at the University of Guelph as well as sponsoring the biosecurity materials and supplies for the session.

### Emergency resources

Approximately 80 firefighters attended one of three First Responder courses put on by OFAC. Another 70 CFIA inspectors took OFAC-led workshops on truck configurations and density.

OFAC staff also prepared and presented a workshop for the Municipal Law Enforcement Association of Ontario on Livestock Emergencies and Transportation and made several presentations to local fire departments across the province.







## Farm Animal Care Helpline Service – 519-837-1326

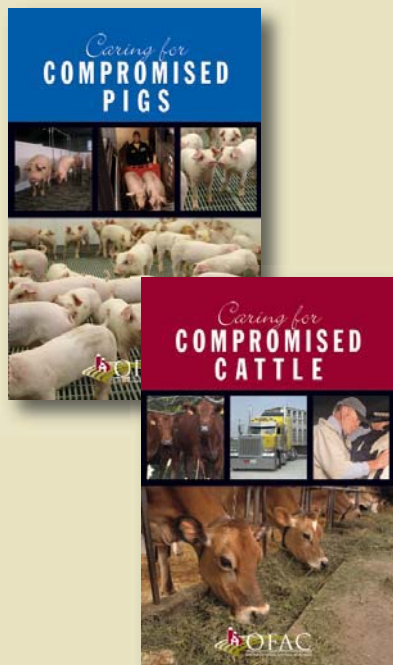
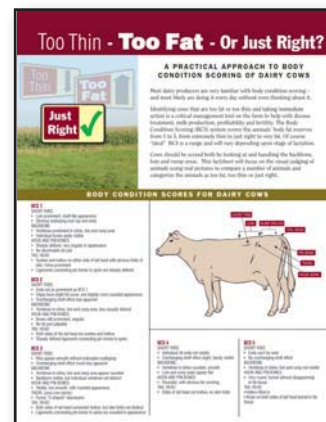
In 2010, OFAC received 11 Helpline calls from across the province as well as numerous other calls from farmers and others looking for advice or assistance. The Helpline provides a confidential way for people to report situations of farm animals that they feel require better care or for farmers themselves to call if they need some help.



## Animal Care Resources

In 2010, OFAC updated many of its animal care resources including “Should this animal be loaded” decision charts for cattle, sheep, goats and pigs and its Caring for Compromised Cattle and Caring for Compromised Pig booklets. More than 60,000 copies of these booklets have been printed for distribution to farmers, transporters, sales barns and processing plant staff.

With the help of OMAFRA and dairy partners, OFAC also created a new booklet on body condition scoring for dairy cattle. The “Too Fat, Too Thin or Just Right” document offers a practical approach to body condition scoring for dairy cows including actual photos taken at Ontario sales barns. The resource has been translated into French and distributed by Dairy Farmers of Canada to every Canadian dairy farmer.



*This photo and others throughout this report were taken in the fall of 2010 as part of a project to enhance OFAC and AGCare's Agriculture Photo Library. The library can be accessed at [www.farmissues.com](http://www.farmissues.com)*







## PUBLIC OUTREACH



### FarmzOnWheelz

The interactive exhibit, **FarmzOnWheelz**, spent 73 days on the road at 13 events reaching an estimated 2,142,543 visitors. Designed and built by the Ontario Science Centre, FarmzOnWheelz demonstrates the impact that science and technology has on modern agriculture. OFAC is especially grateful to the Wallenstein Feed Charitable Foundation which sponsored a truck lease to facilitate the exhibit's travel across the province.

### Displays in the Public Eye

Oprah, OFAC's spokes-robot, was on the road talking to children at 23 public events in 2010 including one of the Tim Horton's children's camps.

It is also estimated that 57,500 Ontario students visited at least one of OFAC's 55 displays in various locations last year.



*The Robinson family of Tilecroft Farms assist with many of OFAC's displays in Eastern Ontario. Here, members of the family and one of their employees are shown with the new Plinko game at the Ottawa Exhibition.*



*Oprah plays a farm trivia contest with children attending summer camp.*



### Meet the Media

In June, AGCare and OFAC hosted 30 media and food professionals on its annual farm tour. Participants came from a wide variety of publications and media outlets including the Food Network, Toronto Sun, Toronto Star, Kraft and Food and Drink magazine as well as many cookbook authors and freelance writers. The tour visited an egg farm in Wellington County and a fruit and vegetable farm in Milton.

OFAC and AGCare staff participated in 113 media interviews for radio and television stations, newspapers, magazines and blogs on such topics as animal transportation and housing, the Faces of Farming calendar, activists, environmental initiatives and more.





*Culinary students from Fanshawe college in London tour Clovermead Bees and Honey near Aylmer on their farm tour.*

OFAC and AGCare also continue to work on behalf of Ontario commodity groups to update the **[www.farmingsources.com](http://www.farmingsources.com)** website which serves as a media database on agricultural issues. It is searchable by organization and by topic and also features an ongoing index of current Ontario agriculture news stories from AGCare and OFAC's members. A total of 180 press releases were posted to the site in 2010.

## Culinary Student Tours

In 2010, OFAC and AGCare led farm tours for 125 students from five Ontario culinary colleges. Students from Fanshawe College in London, Sir Sandford Fleming College in Peterborough, Humber and George Brown Colleges in Toronto and Algonquin College in Ottawa visited a variety of farms including beef, dairy goat, veal, sheep, apple, bees, carrots, broiler chickens and cranberries. Foodland Ontario generously sponsored the lunches for each tour.



*A student from George Brown College in Toronto meets a dairy cow for the first time on her farm tour.*



*OFAC Treasurer and farmer Wendy Omvee assists Chef Brad Long in preparing a recipe on the cooking stage at the inaugural Agriculture in the City event.*

## Agriculture in the City Event

The Agriculture in the City event was held at Erin Mills Town Centre in Mississauga in October and featured 20 agricultural exhibitors as well as a demonstration stage. AGCare and OFAC took the lead in organizing this event on behalf of Agriculture and Agri-Food Canada and a committee of farm groups. The goal was to bring agriculture to an urban environment in order to reach out to non-farm consumers about food and farming.

## Dirt on Farming

With support from commodity groups and agribusinesses across Canada, the popular "Real Dirt on Farming" booklet was updated and reprinted in the fall of 2010. Already more than 90,000 copies have been distributed across Canada – including as far north as the Yukon.





*Teacher/farmer Alicia Roberts worked for OFAC, AGCare and OAFE at the Science Teachers' Association of Ontario conference, talking to teachers about the many classroom resources available on the topics of food and farming.*



## Educating the educators

OFAC and AGCare enlisted the expertise of Ontario Agri-Food Education (OAFE) to develop two new teachers' resources in 2010. OFAC and AGCare have long had a mandate to offer resources, at no charge, to Ontario teachers who appreciate having new materials to use in their classrooms.

Support from all national Agriculture in the Classroom (AITC) programs and funding from Farm Credit Canada resulted in the development of a new high school level teachers' guide to accompany the Real Dirt on Farming booklet. Educators have been asking for such a resource since the booklet was first released in 2006. Copies have now been distributed, through the AITC groups, to high schools across Canada.

Agricultural Adaptation Council funding also enabled AGCare to produce an updated teachers' guide to accompany the virtual farm tour project. The new guide and accompanying CD of tours was sent to all 5,400 Ontario schools late in 2010.

OFAC and AGCare also partnered with OAFE on an exhibit at the annual convention of the Science Teachers' Association of Ontario and distributed complimentary copies of the Dirt and Virtual Farm tour resources to the 2,000 teachers in attendance.

## Virtual Farm Tours

Six new virtual farm tours were added by OFAC and AGCare to its library in 2010. With funding from various partners and the Agricultural Adaptation Council, AGCare led the filming of grain, field vegetable, fruit and greenhouse vegetable farms for the [www.virtualfarmtour.ca](http://www.virtualfarmtour.ca) website. Brunbrae Farms also sponsored the development of two new egg farm tours.



## Speaking out – through social media

2010 was also a year for the groups' entry in a big way into the world of social media. OFAC and AGCare are now both on Twitter with follower numbers growing by the day.

OFAC also has two Facebook pages with about 200 followers receiving regular farm facts and trivia through the site.

OFAC continues to partner with its sister groups across Canada on a blog entitled "Let's talk farm animals." The site aims to set the record straight on animal welfare issues by providing the public with access to accurate information from farmers, researchers and the media. Watch for an increased amount of blogging in 2011.

facebook

twitter





## Faces of Farming Calendar

A record amount of the 2011 Faces of Farming calendar – 7,000 in total – were printed and distributed to politicians, media, grocery stores and butcher shops. A highlight was a feature interview with one of the calendar participants on the CTV Ottawa news. OFAC appreciates the support of TSC stores who, in December, agreed to carry the calendar on a trial basis in 39 Ontario stores to determine retail interest in the project.



*2011 Faces of Farming calendar participants*

## Creativity Contest

OFAC and AGCare's farm creativity contest received more than 1,000 entries from kindergarten to grade eight students in 2010. By comparison, in 2006 (the contest's first year), it only received 40 entries. The contest encourages students to document their visit to a farm, farm exhibit or fall fair by drawing a photo and telling a story about their experience.



*Grade three students from Roxborough Park Elementary School in Hamilton were the winning classroom in the 2010 Creativity Contest. For their efforts, the students received a \$500 cash prize to put towards classroom equipment including a new computer printer and a series of OFAC resources.*

## Thank you!

Thanks to supportive members, involved and committed directors and dedicated staff, OFAC and AGCare both take pride in how much they accomplish with modest budgets.

Thank you to the sponsors of all of our projects – government, commodity groups, agribusinesses and individual farmers. Your support is critical to our success.



*OFAC 2011 Board of Directors*

*OFAC's Founding Member Organizations:*

Chicken Farmers of Ontario  
Dairy Farmers of Ontario  
Egg Farmers of Ontario  
Ontario Cattlemen's Association  
Ontario Federation of Agriculture  
Ontario Pork  
Turkey Farmers of Ontario



*AGCare 2011 Board of Directors*

*AGCare's Founding Member Organizations:*

Grain Farmers of Ontario  
Ontario Federation of Agriculture  
Ontario Fruit & Vegetable Growers' Association  
Christian Farmers' Federation of Ontario  
Ontario Soil and Crop Improvement Association  
Seed Corn Growers of Ontario  
Ontario Processing Vegetable Growers  
Ontario Bean Producers' Marketing Board  
Ontario Seed Growers' Association  
Ontario Canola Growers' Association  
Ontario Potato Board  
Flowers Canada (Ontario) Inc.  
Ontario Flue Cured Tobacco Growers' Marketing Board  
Ontario Beekeepers' Association  
Federated Women's Institute of Ontario

**An overview of our organizations**

Now in its 23rd year, the **Ontario Farm Animal Council** continues to work with its members, its sister groups across Canada and increasingly with groups in the U.S.A. to advance responsible farm animal care practices on livestock farms and to show consumers how farm animals are raised.

The coalition of farm groups that created **AGCare** came together in 1987 to communicate about and provide policy initiatives on agricultural pesticide use. Its role evolved over time to meet new agri-environmental challenges. Today, AGCare is the voice of Ontario's farmers on a wide range of environmental issues from pesticide use and biotechnology to soil and water conservation



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