



# ANNUAL REPORT 2011



*The voice of animal agriculture*



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

*Now divisions of:*



FARM & FOOD  
*Care* ONTARIO

## ANNUAL REPORT 2011



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For more than 20 years, OFAC and AGCare have worked with each other, their members and groups across Canada to advance responsible farm animal care and environmental practices and to communicate on behalf of the agrifood sector.

This annual report documents the final year of activities for both AGCare (Agricultural Groups Concerned about Resources and the Environment ) and the Ontario Farm Animal Council.

In 2011, work by the two boards of directors – aided by significant input from our memberships - focused on the topic of amalgamation. Only by fully joining forces could the groups provide the best value for members, make efficient use of resources and make agriculture's voice stronger for building public trust in food and farming.

The need for and challenge of reaching the 94% of our population who know little or nothing about farming continues to grow, as do the associated costs. As the new Farm & Food Care, we will continue to build on the great foundation our two groups have developed over the past two decades to creatively get the good news stories to the most influential target audiences. Our goal is to position agriculture positively to a broader audience, while being cost effective and efficient.

We are excited about the future and take great pride in the role we play in building a stronger voice for Ontario's agri-food sector. A sincere thank you for your continued commitment to the important efforts we're undertaking - cultivating awareness and building trust in food and farming in Ontario.

Questions or comments? New ideas we should consider? Our doors are always open for suggestions. Please drop by, call our office or send us an email.

*The team at  
Farm & Food Care*







## INDUSTRY LEADERSHIP

### Food Industry Strategy

In 2011, three forums were held across Canada that provided the opportunity for consultation with about 200 people, both in various forums and individually representing the majority of stakeholder segments, by sector and geography, from farmers through to retail and foodservice. This included a forum for 35 food industry executives. Two additional forums were held in December in both Mississauga and Calgary for an additional 50 food industry leaders. Participants heard from key note speakers (both local and international) who outlined current issues, activities of special interest groups and initiatives underway in the agriculture industry. The impacts and implications for industry and business were explored thoroughly. Various reports on the issues and the project were circulated throughout the year, each building on the input gathered at the previous step.

There is interest in developing a national approach to address some of the growing issues in Canada in a coordinated and strategic manner (much like the Centre for Food Integrity in the USA). Discussion continues on this concept.



*Public trust and confidence in Canadian food and farming*

## FARM & FOOD CARE FOUNDATION

### Summit for Animal Agriculture

Agri-food industry leaders from across Canada were inspired to come together to form a task force and organize the first Feeding a Hungry World: A Summit for Animal Agriculture held in October in Ottawa.

Hosted by the Farm & Food Care Foundation, the summit offered a unique opportunity for leaders in the agri-food sector to collectively discuss the future for animal agriculture in Canada, within a global context. Attendees included farmers, members of farm associations, agri-food businesses, academia and government.

The task force, chaired by Dr. John Kennelly, Dean of the University of Alberta's Agriculture College, is working on next steps and action plans based on attendee feedback.





*Putting competition at the L.H. Gray & Son/Gray Ridge Egg golf tournament*

## Farm & Food Care Foundation

The Farm & Food Care Foundation received charitable status in 2011. The primary purpose of the foundation is to support outreach programs to enhance the public trust and confidence in Canadian food and farming.

Highlights of 2011 included:

- A commitment of \$100,000 from Wallenstein Feed Supply Ltd.
- \$10,000 contributed by L.H. Gray & Son/Gray Ridge Eggs through its golf tournament
- Funds contributed by Burnbrae Farms through its golf tournament
- Hosting of the inaugural hockey Shinny Shin-Dig competition

Foundation trustees are currently raising funds for a number of initiatives and will host several events in 2012, most notably a night with Temple Grandin on June 7, 2012 and the annual Ontario Harvest Gala on November 1, 2012.



*Participants in the inaugural Shinny Shin-dig sponsored by the Farm & Food Care Foundation*





*4-H competitors in the Ag-mazing race competition at the University of Guelph.*

### Helping farm youth to be better agricultural advocates

290 young ambassadors received training from OFAC and AGCare in 2011 on how to speak up for farming. This included students at the University of Guelph and Kemptville College, Junior Farmers, CNE Fair Ambassadors, Queens of the Furrow and 4-H members.

A partnership with the Guelph Rotary Club and 4-H Ontario also resulted in 35 4-H members participating in an Ag-mazing race program. Presentations were made to an additional 60 4-H members attending one of the Beef and Dairy SenSe programs at the University of Guelph.

### Celebrating Ontario's Harvest

The fourth annual Ontario Harvest Gala, coordinated by the Farm & Food Care Foundation, was a sold out event in October, 2011. It was attended by 230 guests from across the agri-food sector.

The gala raised funds for the Farm & Food 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 Turkey Farmers of Ontario. Turkey Farmers of Ontario continues to be an important supporter of food banks. This past Thanksgiving, it donated \$57,000 to rural food banks across Ontario to purchase turkeys to help struggling families celebrate the holiday.



*Presentation to participants at a Simcoe County Junior Cattlemen Day.*



*2011 Ontario Harvest Gala*

## CARING FOR THE ENVIRONMENT



*AGCare Chair Paul Wettlaufer and Vice Chair Chris Kowalski are shown with some of the newest signs erected along walking trails.*



### Environmental Specialist

Sam Bradshaw was hired in 2011 on a contract basis to the role of Environment Specialist. Bradshaw's first priority was to consult with OFAC and AGCare's founding members, government and industry partners to develop a discussion and gap analysis paper on environmental issues in Ontario agriculture. This paper will serve as a valuable resource for the new Environment Advisory Council in 2012.

### Representation on environment-related working groups

Two board members of AGCare and OFAC are members of the Great Lakes Water Quality Working group. Farm & Food Care continues to have active participation on the Ontario Farm Environmental Coalition's Steering Group and several other opportunities to represent agriculture's perspective.

### Agriculture Hits the Trails

A total of 22 new signs featuring positive agriculture and environmental messages were posted along walking trails on the Oak Ridges Moraine – from Caledon to Warkworth.

The colourful and informative signs showcase a range of advancements made by farmers from general environmental planning on farms, to specific achievements in greenhouse gas reduction and reduced energy use.

Each sign has been designed to make hikers and other trail users aware of their surroundings and what farmers are doing to protect our environment.

The signs are in addition to the 60 signs that were installed in 2009 throughout the trails within the Greenbelt that cover over 1,000 km in southern Ontario.







*Livestock Transporter training*

## FARM ANIMAL CARE

### Livestock Emergency & Transport

OFAC coordinated and hosted three workshops for first responders in 2011. Participants included OSPCA staff, police and firefighters. Work is also underway on new training videos on livestock behaviour, public safety and handling livestock on the loose. These will be available in 2012.

Presentations and training were also provided to 186 livestock transporters in 2011 in 21 different workshops.

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

Work in 2011 focused on developing a new and improved reporting system for the Helpline service. A training session for Helpline representatives was hosted in December. In 2011, the Helpline service took 18 calls. Ten concerned beef farms, three for dairy farms, three for mixed farms, one for poultry and one for a hog farm.

### Euthanasia training

University of Guelph Masters student Teresa Casey participated in a job shadowing exercise with OFAC in 2011. Casey is working on developing training resources for euthanizing piglets up to 20 pounds in size using a Zephyr. Her work will be expanded in 2012.



*These are all photos from the newly-expanded Ontario Agricultural photo Library.*





*Exhibit at the Royal Winter Fair*

## PUBLIC OUTREACH

### Displays in the Public Eye

Oprah, OFAC's spokes-robot, was on the road talking to children at 17 public events in 2011 including Riverdale Farm in Toronto, the Mississauga Waterfront Festival, Storybook Gardens in London and the Port Elgin Pumpkin fest.

OFAC and AGCare also partnered with the Farmers Feed Cities campaign at both the Canadian National Exhibition and the Royal Winter Fair.

### FarmzOnWheelz



FarmzOnWheelz and the Ontario Farm Animal Council were the recipients of Premier's Award for Agri-Food Innovation Excellence. The citation noted that the travelling exhibit is showing the broader public how innovative, modern and adaptive Ontario farmers are.

In 2011, FarmzOnWheelz was at seven locations over 135 days reaching 1.15 million attendees at the various events. This included stops at the Woodstock Museum, the SLOME career fair in London, the Outdoor Farm Show, the International Plowing Match and Norfolk fair.

### 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.

### Farmissues.com

Our Farm Issues website was given a facelift during the year. All existing farm fact sheets were updated to ensure the information contained on them was current. Alternative farming methods which previously either did not have a fact sheet or had limited information were added. There are now 18 fact sheets available to visitors, and each one has multiple categories to help visitors find the information they are looking for. The virtual farm tour site attracted 95,000 visitors in 2011.



*Wendy Omvlee, Sue and Ken McLarty and Bruce Christie accept the Premier's Award for Agri-Food Excellence on behalf of the FarmzOnWheelz exhibit.*

### Updating the Ontario Agricultural Photo Library

Throughout 2011, a total of 397 photos were added to the photo library. The new photos are found in all categories of the photo library, and have been well-received by media and farm organizations. Categories were added for field crops, fruits and vegetables, and existing categories of food safety, the environment, agricultural events and farmers were expanded.





[www.letstalkfarmanimals.ca](http://www.letstalkfarmanimals.ca)

Blog postings on the Let's Talk Farm Animals site increased drastically in 2011. Total posts during the year increased to 96 from the 22 posts in 2010. Of these 96 posts, all were either written or (in the case of guest blogs) sourced by OFAC.

In one year, the site attracted a total of 12,251 visits with 17,016 unique page views. With the increase in posts and site visits, there has also been an increase in readers posting comments.

## Social Media initiatives

Our social media presence took off during 2011, allowing us to more consistently interact with the public. OFAC's twitter followers doubled, reaching 1,444 by late December. AGCare, starting the year with 90 followers, was able to reach 494 during the year. The OFAC Facebook page also made large gains, increasing from 61 likes at the beginning of the year to 168 by the end of the year.

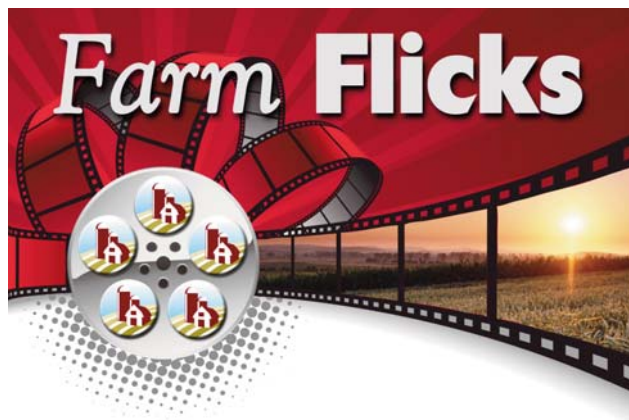
In appreciation of reaching 1,000 twitter followers, a Twitter/Facebook contest was launched in June directing fans to the virtual farm tours to search for answers to trivia questions. Prizes awarded included Tim Hortons and Future Shop gift cards, and passes to the Royal Agricultural Winter Fair. Followers on these accounts include a mix of rural and urban people, educators, journalists, bloggers, chefs, food lovers, events, hotels and more.

## Farm Flicks Contest and Farm Creativity Contest

More than 1,600 entries were received to the sixth Farm Creativity Contest, co-sponsored by Farmers Feed Cities, Ontario Agri Food Education and the Canadian National Exhibition. The number of entries has continued to increase at a dramatic level annually since the contest was launched with 12 entries in 2006.

The contest is open annually to children between the grades of junior kindergarten and grade eight. Entrants must draw a picture and write about what they learned about farming after visiting an agriculture awareness or education event in Ontario. Winners receive digital cameras or magazine subscriptions as prizes.

New in 2011, a FarmFlicks video contest for YouTube was added for contestants between the ages of 16 to 24. Three entries were received in the inaugural year. The contest will be expanded in 2012.





*Media tour a Stratford-area hog, wild boar and crop farm.*

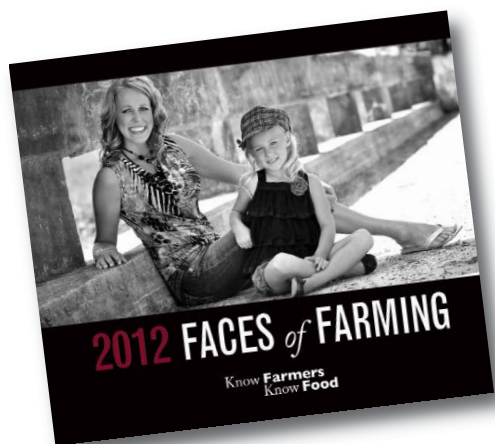
## Farm Tours for Food Writers and Culinary Students

Farm tours were held for 130 culinary students from three colleges in 2011 (Fanshawe in London, George Brown in Toronto and Fleming in Peterborough). Students visited fruit, vegetable, sheep, dairy, goat and chicken farms.

In June, a tour for Toronto media and food writers was completely sold out with 46 participants including writers from the Toronto Star, Toronto Sun, Food & Drink magazine, Kraft Canada, Readers Digest and more. The group travelled to Stratford where they visited a cheese processing facility, organic vegetable farm and a farm raising both conventional hogs and wild boar. Thanks to the Perth Federation of Agriculture and Foodland Ontario for its sponsorship of the event.



*Students from Fleming College out on a farm tour.*



## Faces of Farming Calendar

7,000 copies of the seventh annual Faces of Farming calendar were printed and unveiled in October. The size of the print run continues to climb from the 3,000 copies available in the first year of the project.

All of the calendar's models are real, working Ontario farmers and hail from all parts of the province. They represent a variety of ages (from 19 to 85) and produce a variety of crops including apples, potatoes, milk, poultry, pork, eggs, beef, grape vines and cash crops like corn, wheat and soybeans.

Complimentary copies of the calendar were sent as Christmas presents from Ontario's farmers to politicians, grocery stores, butcher shops and media. It is sponsored by many Ontario agri-businesses and commodity groups.



*2012 Faces of Farming calendar participants at the project's unveiling.*





*AGCare 2011 Board of Directors*

### *2011 AGCare Board of Directors*

Paul Wettlaufer, Ontario Federation of Agriculture (Chairman)  
 Chris Kowalski, Ontario Potato Board (First Vice Chairman)  
 Larry Lynn, Grain Farmers of Ontario (Second Vice Chairman)  
 Joe Hickson, Ontario Seed Growers' Association (Treasurer)  
 Richard Blyleven, Grain Farmers of Ontario (Past Chairman)  
 Ray Duc, Ontario Fruit and Vegetable Growers' Association  
 Ed Scharringa, Christian Farmers Federation of Ontario  
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 Jim Poel, Ontario Processing Vegetable Growers  
 Kim Fysh, Grain Farmers of Ontario  
 Marinus Bakker, Ontario White Bean Producers  
 Gerry Sullivan, Seed Corn Growers of Ontario  
 Henry Denotter, Ontario Soil and Crop Improvement Association  
 Hugh Berges, OMAFRA Staff Resource



*OFAC 2011 Board of Directors*

### *2011 OFAC Board of Directors*

John Maaskant, Chicken Farmers of Ontario (Chairman)  
 David Murray, Dairy Farmers of Ontario (Vice Chairman)  
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 Robert Scott, Egg Farmers of Ontario  
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 Ron Douglas, Ontario Pork Staff Advisor  
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### **Staff:**

Crystal Mackay, Executive Director  
 Kelly Daynard, Communications Manager  
 Heather Hargrave, Program Coordinator  
 Sue McLarty, Project Manager (contract)  
 Bonnie Marson, Administrative Coordinator  
 Kristen Kelderman, Farm Animal Care Coordinator (contract)  
 Sam Bradshaw, Environment Specialist (contract)  
 Patricia Grotenhuis, Communications Assistant (contract)



# FARM & FOOD *Care* ONTARIO

Awareness

Appreciation

Information

## About Farm & Food Care

**Farm & Food Care** was launched in January, 2012. It was created from the amalgamation of the Ontario Farm Animal Council (OFAC) and Agricultural Groups Concerned about Resources and the Environment (AGCare). Both well-respected groups were formed in 1988 as non-profit, agricultural education coalitions representing Ontario's livestock and crop farmers and associated organizations.

**Farm & Food Care** is the first coalition of its type in Canada, bringing together tens of thousands of livestock, crop and horticulture farmers and related businesses with a mandate to provide credible information on food and farming in Ontario.

As a coalition representing all types of farmers and associated businesses, Farm & Food Care provides a unified voice and coordinated effort on behalf of the whole agri-food sector.



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