

Awareness
Appreciation

Information



ANNUAL REPORT 2012



FARM & FOOD
Care ONTARIO



Building Bridges in 2012

MESSAGE FROM THE CHAIRMAN

By John Maaskant, Chair, Farm & Food Care Ontario



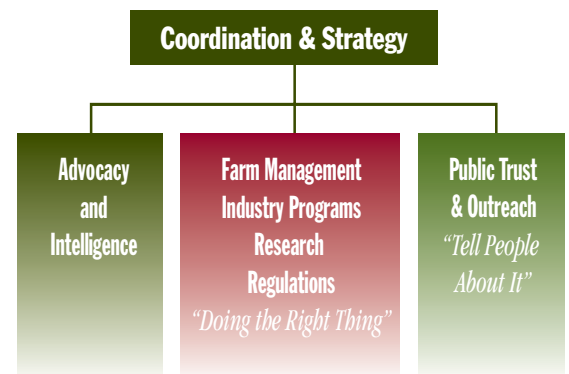
Already it seems hard to believe that the Farm & Food Care concept and name is only twelve months old. Perhaps it's because the heart of Farm & Food Care was really a natural evolution of the good work established by AGCare and the Ontario Farm Animal Council. Or maybe it's because the idea of "one stop shopping" for credible information on food and farming is simple and clear. It could be in part due to the dedicated efforts put in by Board, Council and staff members to make sure people know who Farm & Food Care is and why our new mandate is so important for the agri-food sector. In reality, it's probably a combination of all of those things, with renewed enthusiasm and commitment for enhancing public trust and confidence in food and farming.

The strategy and business plan for Farm & Food Care was mapped out very clearly for 2012 as we worked to build our new organization, with the amalgamation causing very little disruption or reduction in services or public outreach efforts. Farm & Food Care's strength is in coordination with the coalition-approach to tackling issues and opportunities that best serve the industry.

The three pillars of the strategy include advocacy and intelligence, industry programs and services, and public outreach on food and farming.

Look for examples of our work in each of those three important pillars throughout this report. It has become very clear that efforts in each of those pillars, together with coordination and strategy, are needed for a stronger agri-food sector in the future.

One of the aspects of the new business model that I'm most proud of is the expanded membership and support Farm & Food Care has established in 2012. The membership has now expanded through the entire value chain from the farm through to foodservice, and to include almost every type of farm and farm group you could think of from fish to fruit to fur. This is a good testament to the Farm & Food Care mandate that is truly the common denominator for all stakeholders who support the need for enhancing public trust and confidence in food and farming.



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For media: www.farmingsources.com
Our blogs: www.letstalkfarmanimals.ca and www.caringfortheand.com
Our foundation: www.farmcarefoundation.ca
Online farm tours: www.virtualfarmtours.ca
En français: www.visitesvirtuellesdesfarms.ca





COORDINATION & STRATEGY

Food Industry Strategy

Over the last two years, Farm & Food Care has held three "Farming & the Food Industry" Forums for restaurant and grocery executives in Canada. The purpose of these sessions is to host a confidential invite-only forum for dialogue and information sharing for food and farm industry executives on farm issues. It's also a very unique opportunity to determine food industry needs and questions on farm issues directly, most specifically related to farm animal care and environmental practices.

These meetings have become great opportunities for the entire food supply chain to build relationships. Participants have included representatives from the majority of the key foodservice and grocery store chains and food industry associations and attendance continues to increase at each session. Evaluation forms from participants are very positive and reflect the growing interest in farm issues and the importance our food industry partners increasingly place on the topics discussed at these forums.

North American Forum on Sustainable Animal Agriculture

Continuing dialogue from a 2011 conference in Ottawa, Farm & Food Care partnered with The Center for Food Integrity to cohost the North American Forum on Sustainable Animal Agriculture in Mississauga.

The forum attracted 150 people from across Canada and the USA – farmers, processors, retailers, foodservice, agri-business, researchers, government and other food industry leaders. The discussion centered on defining sustainable animal agriculture in a way that supports the agricultural industry while building consumer trust.



Attendees to the forum hear from panelist and hog farmer Amy Cronin.

ADVOCACY AND INTELLIGENCE

Agriculture Issues Centre Pilot Project

The Agriculture Issues Centre Pilot Project was undertaken in 2011 by the provincial Farm Animal Councils to assist the agriculture and food industry in dealing with increasing pressures from special interest groups on modern agriculture production practices, processing, distribution and marketing. The project is well underway and objectives are on target.

A team of highly qualified personnel from across the country has been established. Services are being provided to supporting stakeholders and additional clients on a weekly basis with specialized documents distributed at varying intervals.

The next major focus is to seek input and ultimately achieve self-sufficiency following the completion of the project in October 2013.





DOING THE RIGHT THING:

Animal Care and Environmental Advisory Councils

Two advisory councils were established in 2012 with membership from Farm & Food Care's silver, gold and platinum level members.

The purpose of the two councils is to provide expertise and guidance to Farm & Food Care on current issues concerning animal care and environmental practices.

The councils will be important forums to include all members in a collaborative approach to common issues related to farm animal care and environment. Both councils met twice in 2012 and in 2013 will help to shape efforts of the organization on issues related to their two key topics.

Water Resource Adaptation and Management Initiative

A new project launched last fall is focusing on water efficiency, conservation and low-water strategies for Ontario farmers. The 18-month Water Resource Adaptation and Management Initiative (WRAMI), with funding from both the federal and provincial governments, will concentrate its efforts on agricultural water-use practices in response to climate change.

The overall objective of the WRAMI project is to increase the knowledge and ability of farmers in Ontario to adapt their water-use practices to deal with the growing impacts of climate change. This includes water security issues, low-water response and drought preparedness.

Funds will be available to farm and commodity organizations for studies and demonstrations on water efficiency, conservation and productivity, with the goal of ensuring farmers have more tools at their disposal to prepare themselves for low- or no-water scenarios.



Representation on Environment-Related Working Groups

Farm & Food Care has representation on a number of environmental committees including the Great Lakes Water Quality committee, the Ontario Pesticide Education Program and others. In 2012, meetings were held with Clean FARMS and the Ontario Ministry of Agriculture and Food, CropLife Canada and groups related to source water protection. Support to members was provided on a variety of challenging issues including manure, wash and waste water, barn fires, odour and source water.

Environmental Fact Sheets

In response to questions from consumers, several fact sheets were prepared in 2012 on a variety of topics including plant biotechnology, pesticides and residues, the differences between organic and conventional farming methods, and farm labour. Farm & Food Care now has more than 25 fact sheets in its database on different Ontario commodities and farm issues. More are in development and will be available in 2013.





Euthanasia Resources and Training

Farm & Food Care partnered with Ontario Pork in 2012 to develop and produce a video on how to properly use, clean and maintain captive bolt guns for proper functioning.

Staff then took euthanasia training through Ontario Pork, receiving a captive bolt gun upon the training's conclusion to take to industry events and promote as an alternative euthanasia option to farmers.

Training resources and a video were also prepared for the Zephyr device. A Zephyr is a euthanasia device developed with research from the University of Guelph. It is proving to be successful on small farm animals including poultry and piglets.

Partnering with Bock Industries Inc., Farm & Food Care is promoting the TED, a portable non-penetrating captive bolt gun and Zephyr captive bolt devices to Canadian farmers as options for alternative euthanasia methods. In the coming year, Farm & Food Care will be offering demonstrations at events to promote the various options.

Work is now ongoing on developing species-specific options for practical on-farm euthanasia options for farmers. This is part of a Knowledge Translation and Transfer (KTT) funded project to help increase awareness of the importance of proper on-farm euthanasia. KTT is a joint partnership of the University of Guelph and the Ontario Ministry of Agriculture and Food.

Livestock Emergency Response Resources

Farm & Food Care hosted Canadian livestock transportation specialist Jennifer Woods for a training course for emergency personnel. The day focused on livestock handling, dealing with livestock emergency situations, how to control a scene with loose livestock and a tour through different types of livestock trailers. Participants included fire fighters, police officers, bylaw officers, animal control, the Ontario Society for the Prevention of Cruelty to Animals (OSPCA) and government.

Along with the University of Guelph, Farm & Food Care secured funding through the KTT program to develop resources and tools for first responders and farmers when dealing with emergencies involving livestock. Work is ongoing on creating videos for first responders to equip them with the basic understanding of livestock at emergency scenes. This video will be promoted to all first responders to incorporate into their training programs.



The Zephyr euthanasia device



Livestock transportation specialist Jennifer Woods gives participants a tour of a livestock trailer.



Farm Animal Care Helpline Service – 519-837-1326

In 2012, the Farm Animal Care Helpline responded to 12 animal care cases. These cases included calls on beef cattle, dairy cattle, poultry, goats and sheep.

In all cases, Helpline representatives were sent out to the farms in question to offer practical advice or necessary assistance in correcting the situation if there was a problem. In several cases, no issues were found. In others, cases were either resolved on farm or passed onto the OSPCA.

Farm & Food Care hosted a Helpline training session in December for farmer representatives from the pork, goat and rabbit sectors. Both OMAF and OSPCA joined the course to explain their roles in farm animal care. The course covered how the Helpline works and gave volunteers the opportunity to ask questions and understand their role in promoting proper animal care.

Farm & Food care fields many calls each year related to farm animal care that do not result in Helpline visits. This includes cases where the caller has questions on farm animal care or is referred to other, more appropriate, options.



Dr. Temple Grandin Workshop for Processing Plant Staff

Farm & Food Care hosted an interactive workshop for 26 processing plant employees to discuss farm animal handling at the processing plant with internationally renowned animal welfarist Dr. Temple Grandin.

Dr. Grandin covered animal handling techniques, auditing systems used by many USA processing plants, and practical solutions to many issues she has come across at plants. She also gave insight into what she believes will be the future of animal care at processing facilities in Canada.

Dr. Grandin also spoke to an audience of 100 at a fundraising lecture in Mississauga hosted by the Farm & Food Care Foundation during her visit to Ontario.



Dr. Grandin addresses guests to the fundraising lecture.



Dr. Temple Grandin visits a Grober Veal farm as a part of her tour.



PUBLIC TRUST AND OUTREACH:

Displays in the Public Eye

In 2012, Farm & Food Care's displays were at 34 provincial events, reaching 1.975 million people and 40,000 students. Key events included the Canadian National Exhibition (CNE), the Royal Agricultural Winter Fair and several fairs and events in Eastern Ontario.

Oprah and Owen, the spokes robots, attended 13 events including the CNE, Riverdale Farm, and opening the Norfolk County Fair. Farm & Food Care was also part of the urban event called Agriculture in the City, held in Burlington.

Farm & Food Care participated in a number of industry events including the Southwest Agriculture Conference, the Ontario Pork Congress, Canada's Outdoor Farm Show, the International Plowing Match and the Royal Agricultural Winter Fair. Special thanks to Grober Nutrition for donating space for Farm & Food Care's exhibit at Canada's Outdoor Farm Show



Volunteer Craig Steven visits with children in the Farm & Food Care display at the International Plowing Match.

www.letstalkfarmanimals.ca and www.caringfortheland.com

A new blog focusing on farm environmental initiatives and issues was added to the already popular farm animal care blog. Both sites welcome guest bloggers and feature articles on a wide variety of topics – including original material and material sourced from other bloggers and writers across North America. The Caring for the Land blog hosted 42 new postings since it was launched in May of 2012. The Let's Talk Farm Animal Blog featured 103 entries.



Friend a Farmer

In a pilot project delivered in partnership with Farmers Feed Cities, students at three schools in Windsor, Kitchener and Oshawa were connected with a local farmer for six months. The farmer and the students corresponded monthly with the farmer providing updates on happenings on their farms. The farmers then either visited the classrooms or had the classes visit them. Thanks to the farmers who took the time to connect and share their stories with the students



Essex County farmer Dave Whaley with the students at his farm.



Jim Johnstone Young Ambassador Training Program

In 2012, presentations were delivered to 450 potential future agricultural ambassadors, including participants in the Ontario Young Farmers' Forum, the group of Ontario fair ambassadors, and students at the Kemptville, Ridgetown and Guelph campuses of the University of Guelph. The program provides training on how to talk to the public and answer questions about food and farming.

Ag-mazing Race

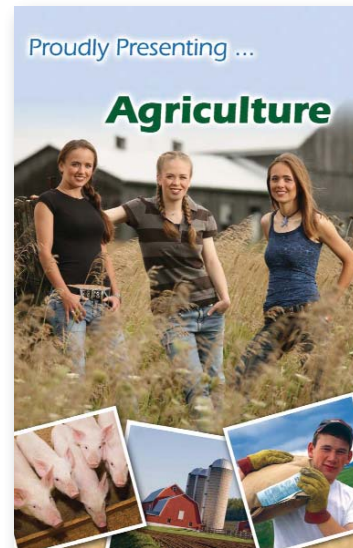
In partnership with 4-H Ontario, Farm & Food Care also helped organize the Ag-mazing Race as a part of 4-H Ontario's Career SenSe program.

Thirty-five 4-H members participated in a number of team-oriented challenges across campus with the goal of exploring different career options in agriculture.

Thanks to the University of Guelph, Junior Farmers' Association of Ontario and Farmers Feed Cities for their assistance with the event.

Farm Profile Project

With funding from the Ontario Ministry of Agriculture and Food and the writing skills of a team of talented freelance agricultural journalists, a new project was launched in October to introduce Ontarians to the diversity of farming in their province. Over the next 18 months, stories will be published on 48 different farm families and businesses. Themes include animal care and environmental stewardship, succession planning, research and innovation, food safety and more. The stories are being published on the two Farm & Food Care blogs and distributed through the Ontario Community Newspaper Association.



4-H Participants in the Ag-mazing race.



To date, profiles have featured (from left) Lee-Ann Chevette of Boreal Forest Teas in Thunder Bay; egg farmers Carol and Bob Leeming and family of Seaforth; the Shaw and Eyre families of Bluewater Beef in Chatham and brothers Kevin, Terry and Shawn Stemmler of Stemmler Meats and Cheese in Heidelberg.



Social Media Initiatives

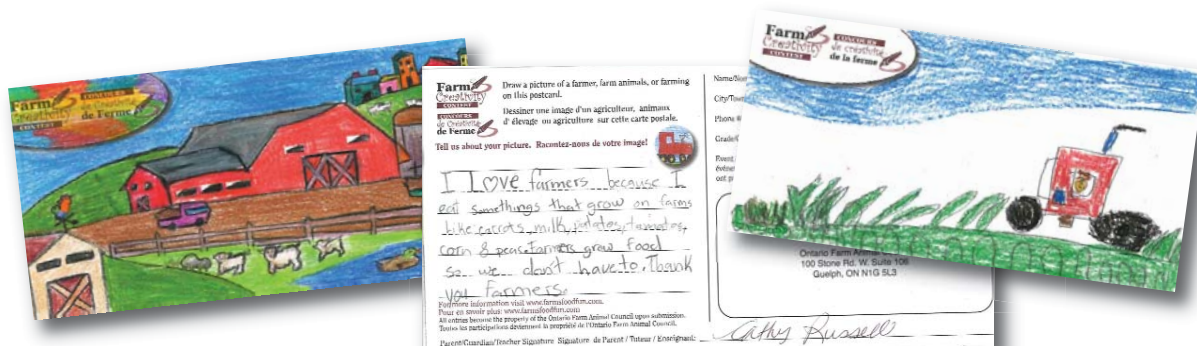
Farm & Food Care's social media presence continues to grow at an impressive pace. More than 1,000 Twitter followers joined in 2012, bringing the total number of followers to 2,814 from 1,500 the year before. This continues to be an exceptional way to tell the farm story, in 140 character bytes, to the public. The organization's Facebook page had its follower numbers triple last year and a YouTube site featuring 80 videos receives good traffic. A Pinterest account was also added to the organization's suite of social media tools.



Farm Creativity Contest

The 2013 contest, co-sponsored by Farmers Feed Cities and the CNE, received almost 1,600 individual entries and 66 classroom entries from across Ontario. To participate, children drew photos and wrote short stories about what they learned about food, farmers and farming on a postcard after visiting a fall fair, farm or having a visit by a farmer to their classroom.

Individual winners received digital cameras and magazine subscriptions. Classroom competition winners received a cash prize to purchase supplies for their classrooms.



Some of the Farm Creativity Contest's winning entries.

Farm Tours for the Media

Both 2012 media tours had significant increases in attendance. The Toronto media tour was completely sold out. It was co-sponsored by Dairy Farmers of Canada and supported by the Ontario Apple Growers, the Ontario Fruit and Vegetable Growers and the Vineland Research and Innovation Centre. Fifty reporters and food writers, including those from the Toronto Star, Toronto Sun, Globe and Mail and Food & Drink magazine, spent the day touring a dairy farm, apple orchard and the Vineland station.

On the fall tour in the Ottawa area, close to 30 guests, including reporters, chefs, recipe developers and professional home economists, participated in a tour that was hosted jointly with Savour Ottawa and supported by Foodland Ontario. That tour visited an oat farm, beef farm and apiary.



Apple grower Art Moyer tours reporters through his Beamsville orchard.



Farm Tours for Chefs & Culinary Students

With funding support from Foodland Ontario, Farm & Food Care doubled the number of culinary student tours offered in 2012 from three to six for 243 students.

Colleges were invited to enter a lottery to win a farm tour for their culinary students with six being selected including St. Clair College, Windsor; Fanshawe College, London; George Brown College, Toronto; Georgian College, Barrie; Algonquin College, Ottawa; Fleming College, Peterborough.

The 2012 tours visited 15 different farms including greenhouse vegetable, orchard, sheep farm and abattoir, eggs, beef cattle, market garden, duck, celery (Holland Marsh), potato farm and processing, dairy cow, dairy goat and cheese making, pig, veal and broiler chickens.

Faces of Farming Calendar

The 2013 Faces of Farming calendar was likely the most diverse in the project's eight year history. In addition to more traditional Ontario commodities, the calendar featured fish, mink and lavender farmers for the first time. Appearing on the cover was the four generation, turkey-farming Vanderzanden family from Niagara Region.

The calendar was sponsored by 14 Ontario commodity groups and agri businesses. New this year, QR (Quick Response) codes were added to each page leading to interviews with each of the farmer participants. A QR code is a scan-able bar code that takes users directly to a website or video link.

In total, 7,500 copies of the calendar were printed and distributed across Ontario to media, politicians and grocery stores. Copies were also sold through TSC stores.



Algonquin College students visit Tilecroft Dairy Farm, home of Jeff and Eleanor Robinson, near Ottawa.



Students from St. Clair College in Windsor watch a cutting demonstration on a lamb carcass by a butcher at the abattoir operated by Ewe Dell Family Farms.





FARM & FOOD CARE FOUNDATION

In 2012, the Farm & Food Care Foundation received national recognition and status.

Together with RBC Royal Bank, the foundation co-sponsored a report entitled, *Growing from Strength: Farmers enhancing productivity with sustainable innovation*, which provided an overview of the latest trends and technologies in the agricultural industry and how farmers can incorporate environmental considerations into strategic decision making so they can continue to provide healthy, safe and affordable food.

The Foundation increased its public awareness and fundraising potential through three successful events:

- Third annual Shinny Shin Dig Hockey Tournament in Guelph in March.
- Dr. Temple Grandin public lecture and reception in Mississauga in June.
- Fifth annual Ontario Harvest Gala in Guelph in November.

The Foundation continues to receive an increasing number of donations as awareness grows about its mandate and initiatives. Two significant donations in 2012 included the following:

- **\$50,000** donation from **Floradale Feed Mill Ltd.** to commemorate the company's 50th anniversary
- **\$250,000** donation from **Burnbrae Farms Ltd.**, a long-time supporter of the organization's initiatives.

Donations will be used to fund initiatives designed to introduce the public to the farmers producing their food, and to build public confidence in food and farming in Canada.

Find out more and invest in your industry's future at:

www.farmcarefoundation.ca



Staff from Floradale Feed Mill Ltd. in front of the mill.



Representatives from Burnbrae Farms Ltd. and the Farm & Food Care Foundation join together to commemorate their significant donation at the Ontario Harvest Gala.



Directors, from left, include: Lianne Appleby, Beth Clark, Murray Sherk, Heather Copland, Gerald Rollins, John Maaskant, Jim Poel, Ed Scharringa, Bruce Christie, Larry Lynn, Joe Hickson, Marinus Bakker.

Farm & Food Care 2012 Board of Directors

Lianne Appleby, Hendrix Genetics
 Marinus Bakker, Ontario White Bean Producers' Marketing Board
 Beth Clark, Ontario Pork
 Bruce Christie, Shur-Gain/Nutreco
 Heather Copland, Grober/Delft Blue (Executive Member)
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 John Maaskant, Chicken Farmers of Ontario (Chairman)
 Jim Poel, Ontario Processing Vegetable Growers
 Gerald Rollins, Ontario Cattlemen's Association
 Ed Scharringa, Christian Farmers Federation of Ontario
 Murray Sherk, Dairy Farmers of Ontario



Foundation directors, from left, include, John Geurtjens, Paul Wettlaufer, Rick Martin, John Maaskant, Bruce Christie, Leanne Cooley, Charlie Gracey, Gord Surgeoner, Gwen Paddock. Absent: Ian McKillop, Jean Szkotnicki.

Farm & Food Care Foundation 2012 Board of Directors

Bruce Christie, Industry (Chairman)
 Leanne Cooley, L.H. Gray
 John Geurtjens, Farm Credit Canada (Secretary/Treasurer)
 Charles Gracey, Industry
 John Maaskant, Farmer and Farm & Food Care Ontario
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 Jean Szkotnicki, Canadian Animal Health Institute
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 Sam Bradshaw, Environment Specialist (contract)
 Patricia Grotenhuis, Communications Assistant (contract)
 Kim Waalderbos, Communications Assistant (contract)
 Bruce Kelly, Environmental Programs Coordinator (contract)

About Farm & Food Care Ontario

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.

Become a member, invest in the Foundation and support your industry's efforts today.



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