



## YEAR IN REVIEW 2013



FARM & FOOD  
*Care* ONTARIO







## MESSAGE FROM THE CHAIRMAN

**By John Maaskant, Chair, Farm & Food Care Ontario**



Today Canadians are more interested in the story behind their food than ever before. Yet with farmers representing less than 2% of the population, most don't know the people who grew the products on their plate or understand the many complicated processes it can take to "magically" make that food happen. That is why there is a greater need than ever for groups like Farm & Food Care. Building trust and confidence and proactively answering the public's questions about food and farming is our mandate on behalf of thousands of farmers and agri-food business members.

2013 was a busy year for the Farm & Food Care team. Brand awareness for the organization has been a key priority as the board and staff work to increase awareness of our new organization and the important work we do. To that end, staff gave more than 50 presentations on a wide range of topics to both farm and urban audiences across Canada. And we know from feedback and interactions with media, chefs, farmers and more that our efforts are working. Awareness of Farm & Food Care is growing quickly and requests come in each week for speakers, training workshops, technical expertise or programming assistance.

Farm & Food Care's investment in 'open the barn door' transparency includes hosting real farm tours for media, chefs and culinary college students. Resources like the Real Dirt on Farming booklet, the Faces of Farming calendar (and new [www.facesoffarming.ca](http://www.facesoffarming.ca) website) and the award-winning series of virtual farm tours increases the reach from hundreds to hundreds of thousands. The goal is to give Canadians a look into real farms and introduce them to the people who make their food so they can make informed food buying decisions - and know who to turn to the next time they see something negative or questionable online or in the news.

Of course, virtual tours cannot compare to real ones. A huge success story for our team last year was the Breakfast on the Farm event. That day gave us the opportunity to, literally, open the barn door and have a conversation with over 2,000 Canadians about farming.

Much of the success of the event is credited to the hard work of over 130 volunteers and the participation of partners from across the agri-food value chain so that the event was truly representative of all of Ontario agriculture. We are very proud that this event, based on a successful program in Michigan, went on to win the prestigious Canadian Agri-Marketing Association's Best of Show award for the best overall entry in the Public Relations category.

Introducing Canadians to real farmers and industry partners who truly care for farm animals and the land is a large part of building and maintaining public trust. We look forward to holding additional Breakfast on the Farm events in the coming years.

Another success story was the completion of the Water Resource Adaptation and Management Initiative - a new program that allocated approximately \$900,000 for 17 demonstration and pilot projects that showcased water conservation or efficiency equipment, technologies or tools by farm groups and organizations across Ontario. We are pleased to be managing a second round of that program on behalf of the federal and provincial governments this year as we work to promote and advance responsible environmental practices on farms.

Throughout the pages of this booklet, you will read updates on many of our other activities under the three pillars of our organization: intelligence and issue management, industry programs and services, and public outreach on food and farming. The breadth and scope of our projects, especially in the area of the environment and farm animal care, has never been greater.

In conclusion, I would like to extend my deepest appreciation both to our staff for their good work and to you, the many members and supporters who continue to champion and support our organization and the work we do.




Over 130 volunteers helped host  
Breakfast on the Farm

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Want to keep current on all Farm & Food Care news including industry updates, upcoming workshops, conferences and more? Subscribe to our newsletter. Email [info@farmfoodcare.org](mailto:info@farmfoodcare.org)



## COORDINATION, STRATEGY AND INTELLIGENCE

Farm & Food Care's strength is in coordination with a coalition-approach to tackling issues and opportunities that best serve the industry. Here are some examples.

### Ag & Food Exchange

The Ag & Food Exchange (AFX) is a highly specialized national information bureau, managed by Farm & Food Care, using a new professional approach in helping the agriculture and food industry deal with difficult issues that it faces. The aim of the AFX is to proactively address the actions of special interest groups who oppose agriculture. The project team works to manage the impact on farms and agri-business caused by animal, environmental, and biotechnology activists. The focus of this initiative has been primarily on animal agriculture.



AFX reaches its clients and supporters on a weekly basis through *The Compass* newsletter, monthly via special reports (such as Report on Activist Lobbying in Ottawa) and advisories (activist and security alerts). In addition, the AFX holds meetings and provides workshops on various matters for clients including producers, agriculture organizations, trade associations, retail and food service.

### Farming & the Food Industry Forum

Farm & Food Care hosted its third Farming & the Food Industry Forum in February of 2013. A record number of restaurants and grocery chains were represented at this meeting with 50 food industry leaders attending. The purpose of the forum is to bring food industry executives together to help increase their awareness and knowledge of farming in Canada and build relationships with people who work in the agri-food sector. The focus of the 2013 Forum was sustainability and the pork industry, and included presentations by six hog farmers who shared their farms' perspectives. Dr. Sandra Edwards of Bristol University in England, who helped to develop animal-welfare-friendly programs in the UK, delivered an impactful presentation on 'lessons learned after 20 years of animal welfare battles from the farm to the grocery store.' Attendees also learned about Ontario's Environmental Farm Plan program.



## DOING THE RIGHT THING:

### ... For the Environment...

Farm & Food Care's activities related to farm environmental initiatives have never been greater. Here are some of the priority areas in 2013.

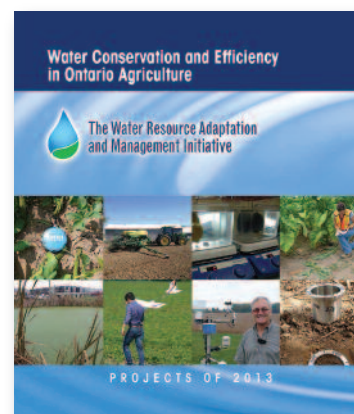
#### Farm & Food Care Environment Advisory Council

Farm & Food Care's Environmental Advisory Council, which directs the environmental priorities of the organization, is comprised of Farm Food Care's platinum, gold and silver members. In 2013, the council met quarterly to discuss environmental issues and topics in Ontario agriculture including bee health, greenhouse rain water runoff, vegetable wash water, the Waste Reduction Act and the Nutrient Management Act.

#### Water Resource Adaptation and Management Initiative (WRAMI)

The Water Resource Adaptation and Management Initiative (WRAMI) was an 18-month (2013-2014) program that allocated approximately \$900,000 to various demonstration and pilot projects. The objectives of the WRAMI initiative were to help Ontario farmers be better prepared for low water response and drought preparedness and adapt their water use practices to cope with the growing impacts of climate change. WRAMI projects ranged from innovative methods of irrigating potatoes to new wastewater treatment solutions. Project partners and applicants were very pleased with the results of projects and many will continue in 2014.

WRAMI provided up to \$70,000 in funding for each of 17 innovative projects with themes of water conservation, water efficiency and innovative environmental approaches to irrigation of many common Ontario crops. Many projects incorporated new technology and innovative approaches to applying only the water, fertilizer, and crop protection products crops need. This included soil moisture probes and precision agricultural applications. See videos about the projects on Farm & Food Care's YouTube channel.



#### Uncontrolled Electricity Working Group

The Uncontrolled Electricity Working Group has been struck jointly by the Ontario Federation of Agriculture, Christian Farmers Federation of Ontario, Farm & Food Care Ontario and interested farmers to address the issue of ground current (stray voltage).

Uncontrolled electricity has been an ongoing issue on farms across Ontario for many years. Dairy cows are particularly sensitive to its impact, but cattle, hogs, poultry, other animals and workers are also impacted. Under certain conditions, ground current can have serious health implications for livestock and humans in its path. This working group intends to address the issue by bringing together stakeholders, academia and policy makers to direct research into the scope and causes of ground current in order to develop practical solutions for the distribution system. The committee looks forward to more accomplishments in 2014 with a goal of helping address ongoing concerns with ground current on Ontario farms.



Equipment used to determine causes of ground current on a farm.





## Ontario Farmer Survey

Farm & Food Care commissioned IPSOS Agriculture and Animal Health to survey 400 Ontario farmers to gain a better understanding of current farm practices, attitudes and perceptions and where farmers are looking for information relating to farm animal care and environmental initiatives.

Farmers identified improving their public image and showing the public they care as the most important opportunities for the future.

### Survey Highlights include:

- 67% are very concerned about animal welfare issues in running their farm operation today;
- 90% list environmental issues among their farm concerns;
- Top of mind environmental issues include availability of water, loss of soil fertility, adapting to climate change on their farm, soil erosion, and, ground water contamination
- Top of mind animal care issues include actions by animal rights groups, humane treatment of animals, preventing disease/biosecurity, and public perceptions or misunderstanding of farming practices

More details on the survey result will be made available in 2014.

## OMAF/MRA Pesticide Survey

A survey of pesticide usage has been conducted by the Ontario Ministry of Agriculture and Food and the Ministry of Rural Affairs every five years since 1973 and the results are used to track trends in pesticide use. Government, commodity boards and researchers use the information to help improve minor use pesticide registration lists, work toward safer use of pesticides and to understand trends in use and the types of pesticides used. In 2013, Farm & Food Care led the data collection which was moved to an online platform.

All Ontario field crop, vegetable, fruit and specialty crop farmers were asked to fill out a confidential, anonymous online survey of pesticide use for OMAF/MRA. Data tabulation is still ongoing, but growers have been generous with their time to fill out the survey.

# DOING THE RIGHT THING:

## ...for Farm Animal Care

Farm & Food Care's activities related to farm animal care were expanded in many areas in 2013. Here are some of the priority areas in 2013.

## Farm Animal Care Advisory Council

The Farm Animal Care Advisory Council had a successful year hosting three meetings throughout 2013. The council is composed of Farm & Food Care platinum, gold and silver members and gives farmers, industry representatives and agri-business a common forum to discuss issues and provide insight from their respective industries to help guide animal care programming.

Topics discussed included the Codes of Practice, special interest group pressures, farm animal care concerns and the OSPCA, results from Farm & Food Care's producer attitude study and euthanasia.

## Farm Animal Care Helpline 519-837-1326

In 2013, the Farm Animal Care Helpline responded to 13 cases involving farm animals. These cases included calls on beef cattle, dairy cattle, pig, goat and sheep farms.

Farm & Food Care held a full day training session for Beef Farmers of Ontario (BFO), with help from OMAF and the Ontario Society for the Prevention of Cruelty to Animals (OSPCA). About 20 beef farmers from across the province came together for an interactive training session to learn how the Helpline works and how to respond to calls. OMAF staff gave a presentation on common issues that these farmers may see on farms and how to evaluate these, such as body condition scoring for thin cows. The OSPCA was invited to present on where they fit into the Helpline process and speak about the new Memorandum of Understanding between the OSPCA and BFO and how this will impact Helpline calls.

Farm & Food Care also participated in the OSPCA's annual inspector training session organized by the Campbell Centre for the Study of Animal Welfare. This is an opportunity to help connect future OSPCA officers with Farm & Food Care's resources and increase awareness of the Farm Animal Care Helpline.





## Farm Animal Care & Emergency Awareness Van

Thank you to Ontario Pork and the Canadian Swine Health Board for partnering with Farm & Food Care to provide funding for the new Farm Animal Care & Emergency Awareness van.

FFC staff will be driving the van to events and meetings as part of a commitment to increase awareness and information on farm animal care issues. The van is also fully equipped to respond to emergencies involving farm animals (i.e. truck rollovers).

It was showcased at the Outdoor Farm Show in September and is now out on the roads getting a lot of attention.



LivestockWelfare.com is a Canadian farm animal welfare resource centre. The website aims to enhance communication and advance farm animal welfare knowledge. In 2013, Farm & Food Care updated the website to make it easier to navigate with a new look and new animal welfare resources for farmers, first responders and those looking for accurate information and research on how farm animals are raised in Canada. Work on the site was funded by the four Farm Animal Care Councils in British Columbia, Alberta, Saskatchewan and Ontario.

The website also contains a research data base that links to thousands of journal articles relating to animal welfare research on beef cattle, dairy cattle, pigs, poultry, horses and more.

## Livestock Emergency Response and Handling Videos

Loose farm animals are scared animals and scared animals are dangerous animals. When livestock are loose in unfamiliar areas, there could be damage to property, to the animal or people.

With funding through the Knowledge Translation and Transfer (KTT) program, Farm & Food Care developed a four part video series based on Jennifer Woods' livestock emergency response course. This video series examines the basics of handling farm animals in a calm manner, how to deal with loose livestock, tips for responding to accidents involving farm animals, and priorities to consider when in dealing with a livestock emergency. These video are targeted towards first responders who may encounter farm animals at an accident scene.

The video series and other first responder resources can be found on [www.livestockwelfare.com/emergency-response](http://www.livestockwelfare.com/emergency-response) and on Farm & Food Care's YouTube channel.

## Euthanasia Resources and Training

Euthanasia was a large focus of Farm & Food Care's display at the Ontario Pork Congress in June and at Canada's Outdoor Farm Show in September. The organization continues to promote and offer the Zephyr and Turkey Euthanasia Device (TED) as euthanasia options to farmers. New this year is a CO2 adaptor for the Zephyr that makes it completely portable. A collection of the devices are available for loan from the Farm & Food Care office to farmers to test on their farms. For more detailed information on either device visit [www.livestockwelfare.com/euthanasia](http://www.livestockwelfare.com/euthanasia) and to order contact Farm & Food Care.

There is also a series of species-specific factsheets online for farmers who are looking for practical on-farm euthanasia options. Factsheets for cattle, pigs, poultry, sheep and goats and equine can be found at [www.livestockwelfare.com/euthanasia](http://www.livestockwelfare.com/euthanasia).

Look for additional euthanasia training, resources and information in the coming year.



Turkey Euthanasia Device



## PUBLIC TRUST AND OUTREACH

### Breakfast on the Farm

Over the course of four hours on a Saturday morning in June, 2,000 people from across southern Ontario, including Premier and Minister of Agriculture and Food Kathleen Wynne, descended on Heritage Hill Farms from New Dundee for the first ever **Breakfast on the Farm** event in Ontario. Special thanks to the Johnston and Doré families of Heritage Hill Farms for hosting the event. The program was based on a successful similar program in Michigan.

Attendees were served an all-Ontario breakfast by local farmers that featured eggs, pork sausages, blueberry pancakes, maple syrup, milk and apple cider donated from local farmers and processors. Visitors could also tour the dairy farm and the many agricultural exhibits on site.

Part of the success of the event was the participation of a wide variety of partners from across the agri-food value chain so that the event was truly representative of all of Ontario agriculture. 14 industry partners brought educational displays and 37 national, provincial and local organizations and businesses sponsored and donated product in support of the event. Over 130 volunteers welcomed guests, served breakfast and acted as tour guides.

In November 2013, the program was awarded the Best Community Relations Program and the prestigious "Best of Show" award in the Public Relations category at the Canadian Agri Marketing Association Awards.

### Media tours

2013 marked the ninth year of the media tour program. For the last two years, the tours were managed in a successful partnership with Foodland Ontario which assisted in supporting costs related to buses, biosecurity gear and lunches for the guests. A June tour attracted 50 food writers, editors, food stylists, recipe developers, food bloggers and chefs for a day's agenda that included a tour of a cucumber greenhouse, Taste of Ontario lunch and a dairy goat farm. Some of the participants for the day represented Kraft Canada, Fresh Juice magazine, the Toronto Star, Food & Drink magazine and more.

In October, a tour held during Ontario Agriculture Week attracted 40 guests from the Ottawa area including four chefs from the Chateau Laurier, chef/instructors from three Ottawa area culinary institutes, professional home economists, cookbook authors, daily and weekly newspapers and more. The tour's agenda featured a stop at a free stall dairy barn, a gourmet lunch in Kemptville and a tour of an apple orchard and processing facility.

Both tours also featured a thought provoking presentation by lunchtime speaker Dr. Joe Schwarcz, Director of McGill University's "Office for Science & Society".



Premier Wynne was a visitor to Heritage Hill Farm. She's shown here with the host Johnston and Dore families.



A young guest to Breakfast on the Farm is thrilled to hold a baby chick at the Egg Farmers of Ontario booth.



Guests on the Toronto media tour sample a variety of goat cheeses while touring a dairy goat farm.

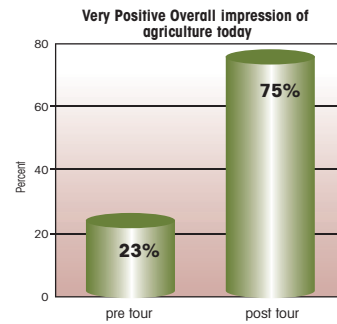




## Culinary Student Tours

With funding support from Foodland Ontario, six "Facts about Farming" tours were organized for culinary colleges in 2013. The six colleges were selected by lottery and included Fanshawe, Fleming, Georgian, St. Clair, Lambton and Liaison. A total of 200 students and chef instructors visited different farms including apples, asparagus, beef, blueberry, a butcher shop, carrots, celery, dairy, fishery, grain, hog, honey, mixed livestock, sheep and vegetable processing.

Pre and post tour surveys are conducted on all tours. Results indicate that the tours do help to improve the participants' perceptions about food and farming with a significant increase from 23% to 75% feeling "very positive" about agriculture after the tour.



Henry Denotter of Essex describes work on his grain farm with St. Clair College students.



The students from Fanshawe College are shown at Parks Blueberries near Chatham.



## Farmz On Wheelz

This past August, Farm & Food Care Ontario gifted its popular FarmzOnWheelz exhibit to the Ontario Science Centre (OSC) where it will have a place in the permanent rotation of the OSC's exhibits. Designed and built by the OSC, FarmzOnWheelz made its debut at the Canadian National Exhibition in 2009. Construction of the 600 square foot exhibit was supported by many Ontario farm organizations and agri businesses. It features a number of interactive components that explain to visitors how science and technology impacts agriculture. It is estimated that the exhibit has been toured by three million Ontario residents.

The long term vision was always for this display to be in a museum style environment with the potential for a large number of urban visitors. Farm & Food Care considers the Ontario Science Centre as the best home for FarmzOnWheelz.

## On the Road

In 2013, Farm & Food Care partnered with Jeff Robinson, who coordinates the Travellin' Farmer exhibit in Eastern Ontario, incorporating Farm & Food Care's materials and handouts into his efforts. Robinson visited 12 events throughout Eastern Ontario for a total of 32 days talking to people throughout the area about food and farming.

Farm & Food Care also had exhibits at both Canada's Outdoor Farm Show and the International Plowing Match and Farm Machinery Show.



The Travellin' Farmer exhibit attended 12 Eastern Ontario events in 2013.



Visitors stop to talk at the the 2013 International Plowing Match.





## Agricultural Ambassador and Speak Up team Training

In 2013, presentation and training workshops were delivered to over 300 participants across Canada including agriculture students at the Guelph and Kemptville campuses of the University of Guelph, British Columbia 4-H and attendees to the Canadian Junior Angus Association's GOAL Leadership Conference in Alberta.

The purpose of the program is to encourage members of the agri-food value chain to speak up and tell our story and to provide training and practice on answering questions about food and farming. Participants practice answering questions and gain a better understanding about how to talk to the average Canadian about food and farming.

A workshop was also held in conjunction with Farm & Food Care's 2013 Annual Meeting on how to use social media to tell agriculture's story.

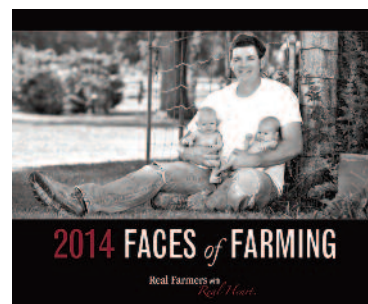
A new online discussion forum is being designed that will provide an opportunity for agriculture ambassadors and advocates to discuss and share ideas on agriculture awareness and outreach initiatives. The goal is to provide a hub where questions and ideas can be shared among agriculture advocates from across Canada. More information will be available later in 2014.



Andrew Campbell conducts a social media training workshop for 125 Ontario farmers in conjunction with the 2013 AGM.

## Faces of Farming calendar and website

The ninth Faces of Farming calendar was unveiled on October 24 at Ontario's Harvest Gala. Appearing on the cover was crop and dairy farmer Darcy Smith of Pembroke and his newborn twin daughters Sadie and Dylan. The calendar was sponsored by 14 Ontario commodity groups and agri businesses. In total, 7,750 copies were printed and distributed across Ontario to media, politicians, chefs and retailers. Thanks to many of Farm & Food Care's supporters for selling the calendar in their retail stores as well.



Launched in October 2013, the [facesoffarming.ca](http://facesoffarming.ca) site showcases our amazing Ontario farmers. Farm profiles can be searched by region, using a clickable map, or by sector. The site features all of our Faces of Farming calendar models from the past decade, plus a number of new farmer profiles. In the first three months the site was viewed by 1,094 visitors that collectively explored 5,222 pages.

## Virtual Farm Tours

Two new virtual farm tours were added to the library housed at [www.virtualfarmtours.ca](http://www.virtualfarmtours.ca). With the support of Burnbrae Farms, tours of an aviary system egg barn and an enriched colony egg barn were filmed and added to the site. That brings the total number of farms profiled on the site to 25 (dairy cows, pigs, beef cattle, grain, greenhouse vegetable, fruit orchard, vegetable, sheep, broiler chicken, ostrich, eggs, market goat, milk goat, turkey, veal and deer/elk). Customized quotes on costs to film new tours for other commodities or other sectors of agriculture (auction barns, feed mills, food processing facilities, etc.) can be made available.



All of the participants in the 2014 Faces of Farming, along with the project's creative team, pose for a photo at the Ontario Harvest Gala.



## Farm profile project

An exciting 18 month communications initiative with Foodland Ontario has just reached its conclusion. The project resulted in 50 stories being written by Ontario freelance agricultural journalists on innovative farmers and farm businesses from across the province. The stories were distributed to regional newspapers, appear on the [www.facesoffarming.ca](http://www.facesoffarming.ca) website and were published in the Ontario Farmer. The project received great pick up with more than 70 media impressions in daily and weekly newspapers, interviews on radio stations, features on online news outlets as well as many farm blogs.

A new series of stories focused on farm innovations in the areas of animal welfare and environmental stewardship will launch this spring. Ideas for stories are welcome – email [info@farmfoodcare.org](mailto:info@farmfoodcare.org).



Some of the featured profiles have included (from left) The Lambe family of Meaford, the Erb family of Sebringville, the DeVries family of Fenwick and Charles Stevens of Wilmot Orchards in Newcastle.

## Farm Fact Sheets

Frequent requests come into the office from students doing school projects on Ontario foods or farm practices. As such, FFC worked with its member groups in 2013 to update a series of 19 commodity fact sheets as well as seven "issues based" fact sheets on such topics as bee health, the differences between organic and conventional farming practices, farm labour, the Meatless Monday campaign and more.

Suggestions for new commodities or issues to be profiled in the fact sheets are always welcome.

## Photo Library

Successful partnerships with Ontario Apple Growers, Ontario Tender Fruit Growers and the Ontario Greenhouse Vegetable Growers resulted in dozens of new images being added to the Ontario Agriculture Photo Library.

First launched in 2004, the library (now housed at [www.farmphotos.ca](http://www.farmphotos.ca)) contains hundreds of scenes taken on Ontario farms and in Ontario barns. High resolution versions of all photos are available to media, educators, government, members and industry for approved, non-commercial purposes. Commodities wishing to partner on photo shoots in 2014 should contact the FFC office.







## Social Media and Websites

Farm & Food Care spread its social butterfly wings in 2013. Efforts primarily focused on developing our Twitter and Facebook audiences. Regular posts including #Trivia days, #Fact days and #Film days helped grow our Twitter followers by 65 per cent in 2013, and our Facebook 'Likes' by 166 per cent.

A social media campaign supporting the inaugural Breakfast on the Farm event generated some of the most popular posts, including a photo introducing the host farm family that had a reach of 8,274 viewers, of which 1,151 were 'engaged' users.

While cute young animal photos and fun facts remain popular, it was two harder-hitting "Did You Know" posts with facts on hormones and Canadian milk testing protocols that topped 21,000+ and 10,000+ views, respectively, in the first few days they were posted – and set the bar high for future posts.

The Farm & Food Care Pinterest site also generated year-over-year growth in 2013 thanks to the addition of fresh new content to catch the eye of 'followers'. The Pinterest audience grew 154 per cent in 2013.

Farm & Food Care websites continue to attract significant visitors. Traffic continues to be driven by interest in the popular Virtual Farm Tours and Fact Sheets.

Our two sites dedicated to blog posts [caringfortheand.ca](http://caringfortheand.ca) and [letstalkfarmanimals.ca](http://letstalkfarmanimals.ca) continue to impress. Blog posts are regularly shared across other platforms including via Facebook and Twitter, and a steady stream of users continue to leave comments on specific posts.

## YouTube Channel

Farm & Food Care added 50 videos to its channel in 2013 and YouTube subscribers jumped 250 percent – helping drive a jump of 381 per cent in our total YouTube video views. The channel received nearly 65,000 unique views and now has a total of 169 videos and 102,000 views since November, 2011.

New videos about the environment, including a playlist devoted to projects completed through the Water Resource Adaptation and Management Initiative (WRAMI) were added to the channel to provide information about environmental innovation on Ontario farms, particularly in water use efficiency.

Interviews with the calendar models appearing in the 2014 Faces of Farming Calendar were also uploaded to Farm & Food Care's channel, giving the public more chances to hear directly from Ontario farmers.

Foreign agricultural and business sites hosted some of Farm & Food Care's videos in 2013, reaching as far as the Netherlands, Japan and Australia. Top viewership comes from the United States.

The two most popular YouTube videos continue to be 'How dairy goats are milked' (18,469 views) and 'How dairy cows are milked' (10,266).



A posting about facts on hormones in poultry was the most popular post of the year.



## Social Media Snapshot (December 31, 2013)

**Twitter followers: 4711**

**Facebook likes: 869**

**YouTube subscribers: 119**

**YouTube video views: 83891**

**Pinterest followers: 241**



## FARM & FOOD CARE FOUNDATION

The Farm & Food Care Foundation is a federally incorporated charitable organization. Its mandate is to receive and manage funds and to encourage partnerships that will ensure public trust and confidence in Canadian food and farming. Income from the Foundation is used to support and develop national, regional and local projects supporting information, awareness and appreciation of food and farming.

Directors on the Farm & Food Care Foundation board hail from across Canada and share an interest in supporting the charitable needs of our agricultural community. They are all very committed to the future of Canadian agriculture.

The relationship between the Farm & Food Care Foundation and Farm & Food Care Ontario is a partnership. Farm & Food Care Ontario has a board which sets policies and direction for Farm & Food Care Ontario. The Farm & Food Care Foundation is a separate board, who direct the activities of the Foundation to raise and manage funds to enhance public trust in confidence in food and farming across Canada.

Find out more, support your agricultural industry and become a donor by visiting [www.farmcarefoundation.ca](http://www.farmcarefoundation.ca).

### Ontario's Harvest Gala

The sixth Ontario gala fundraiser for the Farm & Food Care Foundation was held in October at the Teatro Conference and Event Centre in Milton. This year's event featured a Mardi Gras theme, complete with Hurricane welcome drinks, Dixie land band, great food and plenty of boas and beads.

About 300 supporters enjoyed the evening's entertainment and festivities which included the launch of the 2014 Faces of Farming calendar. Proceeds of \$12,000 will support enhancing and expanding the Foundation's ongoing initiatives.



A series of gourmet tasting stations at the gala featured a wide variety of Ontario foods.



Attendees at the sixth annual Ontario's Harvest Gala.



In Canadian style, 30 hockey warriors came out for an afternoon of hockey, competitions and post-game festivities at the third annual Shinny Shin Dig at the University of Guelph. \$2100 was raised to help support the Foundation's efforts.





## Community Collaborative Rain, Hail and Snow Network (CoCoRaHS)

CoCoRaHS (the Community Collaborative Rain, Hail, and Snow network) is a national volunteer weather service where individuals submit their precipitation information daily to a central website. Early in 2013, the Foundation was approached to be part of this project as it was launched across Canada. The Foundation plays a supportive role with the network providing a national platform from which to coordinate activities, we leave the early morning weather recording to the professionals.

A grassroots, volunteer-based network of observers manually measure precipitation daily at as many locations as possible. All observations are publically available on the CoCoRaHS website. Data is used by flood forecasters, farmers, meteorologists, engineers, gardeners, schools, and many more. The network is looking for weather watchers to join the Ontario network. Individuals and existing networks are encouraged to join. Follow the link to [www.cocorahs.org/canada](http://www.cocorahs.org/canada) for more information. To sign up contact: [ONcocorahs@weatherinnovations.com](mailto:ONcocorahs@weatherinnovations.com).



CoCoRaHS weather gauge

## Proactive Strategy with Canadians about Food and Farming

The Farm & Food Care Foundation commissioned an agency to draft a proactive strategy to talk with Canadians about food and farming as an action item generated from the two national Summits it hosted in 2011 and 2012. The first objective of the project was to determine what good work was already happening related to agriculture awareness, education and public trust in food and farming across Canada and the US. The project also included interviews with 25 thought leaders from across the agri-food sector and a workshop for 100 attendees at the Farm & Food Care annual meeting in 2013. The strategy identified several opportunities for the future with a long term coalition approach and national vision, which can start by building and partnering together with the many great successful programs in place already. A five-year business plan is being developed which will be the flagship for the concept with the fundraising for a new suite of resources around a new version of the award winning "Real Dirt on Farming" booklet.



The strategy examines the many successful programs and campaigns already underway and opportunities for collaboration.



From left, Murray Sherk, Paul Wettlaufer, Marinus Bakker, Ed Scharringa, Brian Gilroy, Joe Hickson, Beth Clark, Heather Copland, Larry Lynn, John Maaskant, Gerald Rollins. Absent: Bruce Christie.

## Farm & Food Care's 2013 Board of Directors

Marinus Bakker, Ontario Bean Producers' Marketing Board  
 Bruce Christie, Nutreco Canada  
 Beth Clark, Ontario Pork (Executive Member)  
 Heather Copland, Grober/Delft Blue (Vice Chairman)  
 Brian Gilroy, Ontario Fruit & Vegetable Growers' Association  
 Joe Hickson, Ontario Seed Growers' Association (Treasurer)  
 Larry Lynn, Grain Farmers of Ontario  
 John Maaskant, Chicken Farmers of Ontario (Chairman)  
 Gerald Rollins, Beef Farmers of Ontario  
 Ed Scharringa, Christian Farmers' Federation of Ontario  
 Murray Sherk, Dairy Farmers of Ontario  
 Paul Wettlaufer, Ontario Federation of Agriculture



Front row, from left, Ian McKillop, Bruce Christie, John Geurtjens. Back row, from left, Rob McLaughlin, Paul Wettlaufer, Leanne Cooley, Jean Szkotnicki, John Maaskant, Adele Buettner, Carolynne Griffith, Gwen Paddock, Charles Gracey, Sue McLarty (staff) Absent: Gord Surgeoner, Rick Martin.

## Farm & Food Care Foundation's 2013 Board of Directors

Adele Buettner, Agribiz, Saskatchewan  
 Bruce Christie, Nutreco Canada (Chair)  
 Leanne Cooley, L.H. Gray/Grayridge Eggs  
 John Geurtjens, Farm Credit Canada (Secretary/Treasurer)  
 Carolynne Griffith, Farmer  
 John Maaskant, Farmer and Farm & Food Care Ontario,  
 Kim McConnell, Strategic advisor & former CEO of AdFarm  
 Ian McKillop, Farmer (Vice Chair)  
 Gwen Paddock, RBC Royal Bank  
 Rick Martin, Wallenstein Feed Ltd.  
 Gord Surgeoner, Ontario Agri Food Technologies  
 Jean Szkotnicki, Canadian Animal Health Institute  
 Paul Wettlaufer, Farmer and Ontario Federation of Agriculture

### Advisors:

Rob McLaughlin, Agri Food Innovations  
 Charles Gracey, Industry

### Staff:

Crystal Mackay, Executive Director  
 Kelly Daynard, Manager of Communications and Consumer Relations  
 Craig Steven, Business Manager (contract)  
 Heather Hargrave, Program Manager  
 Sue McLarty, Project Manager (contract)  
 Bonnie Marson, Administrative Coordinator

Kristen Kelderman, Farm Animal Care Coordinator  
 Sam Bradshaw, Environment Specialist (contract)  
 Patricia Grotenhuis, Communications Coordinator (contract)  
 Kim Waalderbos, Communications Coordinator (contract)  
 Bruce Kelly, Environmental Programs Lead (contract)  
 Micah Shearer-Kudel, Environmental Coordinator (contract)





## Support the Farm & Food Care Foundation

- ☐ Friend \$50 - \$999.      ☐ Advocate \$1000 - \$2499  
☐ Partner \$2500 - \$4999      ☐ Guardian \$5000 - \$9999

I enclose my donation of \$ \_\_\_\_\_

☐ Cheque made payable to the **Farm Care Foundation**      ☐ Visa      ☐ Mastercard

Card no: \_\_\_\_\_

Expiry date: \_\_\_\_\_

Signature: \_\_\_\_\_

- ☐ I would like to become a monthly donor: Monthly pledge \$ \_\_\_\_\_  
    ☐ Void cheque attached      ☐ Credit card (as above)  
☐ I'd like to discuss other fundraising options. Please contact me.  
☐ I would like more information about  
    ☐ Planned Giving      ☐ Tribute and Memoriam Gifts

### DONOR INFORMATION:

Name \_\_\_\_\_ Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

Postal Code \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_

OR make a secure donation online at [www.farmcarefoundation.ca](http://www.farmcarefoundation.ca)

Charitable registration #: BN: 84777 9204 RR0001

Charitable receipts  
will be issued.  
Thank you for your  
investment in building  
public trust in food and  
farming.



## Become a Member of Farm & Food Care

- ☐ I am interested in learning more about being a sponsor or supporter of Farm & Food Care Ontario.  
Please contact me with more information.

- ☐ I have enclosed the following:

\_\_\_\_\_ \$250 Supporter Membership

\_\_\_\_\_ \$1500 Silver Membership

\_\_\_\_\_ \$1500 Affiliate Membership

\_\_\_\_\_ \$5,000 Gold Membership

\_\_\_\_\_ \$30,000 Platinum Membership

### MEMBER INFORMATION:

Name \_\_\_\_\_ Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

Postal Code \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_

# Awareness Appreciation Information Public Trust



FARM & FOOD  
*Care* ONTARIO

## 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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519-837-1326  
[info@farmfoodcare.org](mailto:info@farmfoodcare.org)

## Find us online:

For members: [www.farmfoodcare.org](http://www.farmfoodcare.org)  
Foundation: [www.farmcarefoundation.ca](http://www.farmcarefoundation.ca)  
On Twitter: [@farmfoodcare](https://twitter.com/farmfoodcare)  
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