

CARING



Environmentalists



Dedicated



FARM & FOOD
Care ONTARIO

YEAR IN REVIEW 2014

I LOCAL

CELEBRATE local food
and the people who make it happen
ALL YEAR LONG.

Local Food Week
The first week of June

FARM & FOOD *Care* ONTARIO

10 YEARS
FACES of FARMING

2015 FACES of FARMING

HOME GROWN
A Food Market

The Real DIRT on Farming

You asked. We answered. How your food is grown.

Wondering about hormones, pesticides and antibiotics?

Canada Farming Coast to Coast

Water and Nutrient Use Efficiency in Ontario Agriculture

Water Adaptation Management and Quality Initiative

PROJECTS OF 2014

Annual Spring Farm Media Tour Agenda
June 5, 2014

FARM & FOOD *Care* ONTARIO

Foodland ONTARIO

8 a.m. Meet by the Couch Group in the Trappist Road 401 NTO car pool lot (exit 229 off the 401) http://www.farmfoodcare.org/venues/1313/venue_id_146.html

8:30 a.m. Enjoy a full scale party featuring coffee and fresh baking prior to departure.

9:15 a.m. **Barnett Farms, Orangeville** - The first stop of the day will focus on the diversity of grain farming in Ontario. Darrel Farms with his wife Anita and parents also and wheat and corn. They also have a seed dealership, food grade barley, winter wheat and other products. In the busy summer months, there are up to 100 employees (including both family and hired help) working on the farm.

11:00 a.m. **Arrival at Moss Township Community Centre**

11:30 a.m. **Gourmet Taste of Ontario lunch** (catered by Chef Mark Magerson, Brook Birch Restaurant)

1:00 p.m. **Selkirk Land & Cattle Beef Feedlot, Alliston** - The second stop will feature the beef producer Paul Martin and Cattle Company near Alliston. Farmer Ken Schwan will show us to 3,000 of Canada's top cattle that are marketed through the Cattle Feed Program. The farm employs a state-of-the-art, modern facility complete traceability of each animal.

2:00 p.m. **Return to the Couch Group**

The day will also feature some special surprises and giveaways for participants.

IMPACT

Innovative Management and Practical Animal Care Training



CHAIRMAN'S MESSAGE

By John Maaskant, Chair, Farm & Food Care Ontario



It's been said that the only thing constant is change. This past year with Farm & Food Care Ontario is reflective of that, as we continue to grow into our new proactive, whole supply chain approach to building public trust in food and farming.

The challenge to maintain social license to grow and process food in this province is escalating. The investment in a coalition approach has never been more important – as we work together to tackle the social aspects of sustainability and communicate proactively about the good work that is being done by you, our members, to farm and produce our food. This is not a fast or inexpensive mission, but one that we firmly believe is worth the time, money and conviction needed to achieve it.

With your support, in just three years since Farm & Food Care Ontario was formed, we've seen incredible advancements in this organization – in size and scope of its projects and the value the sector is seeing in its investment in a coordinated coalition approach to building public trust.

We're very pleased to report that our membership and project support continues to grow, with members from all sectors of the food chain – from farmers to food service, and all points in between. Members serve on our Board of Directors and on our Advisory Councils. They volunteer their valuable time, open their doors for our farm tours and events, and are constantly championing our work and resources across the province and beyond. We're so grateful to you, our champions, funders and partners.

Our success is built on the team approach with more messengers and collaboration giving us incredible leveraging math to get one plus one to equal five or more. For example, this past year Farm & Food Care leveraged every membership dollar 9:1 through collaborative and practical projects that benefit the whole sector. Our budget and staff team has grown accordingly, as we're increasingly called upon by our members, industry partners, and government to take on projects related to our key subject areas of farm animal care, environmental stewardship and communications to help build public trust.

And, in the greatest compliment category, our vision for the coalition approach that is truly reflective of all aspects of food and farming is expanding beyond our provincial borders. Farm & Food Care Saskatchewan was launched in December 2014 and other provinces are in varying stages of developing their own Farm & Food Care type programs or delivering resources like the new Real Dirt on Farming. The Farm & Food Care Foundation's Board of Directors currently has representatives from PEI to Alberta and is providing leadership on how to take the successful model and programs developed here in Ontario from coast to coast.

Throughout the pages of this annual report, you'll read updates on some of our many programs in each of the three pillars of our organization's work including issue management, industry programs and services, and public outreach on food and farming. Special thanks to our staff, Board of Directors and Advisory Council members who help make all those efforts a reality.

It remains clear that our collective efforts, working and investing together in this increasingly important aspect of our businesses of building public trust, is needed for a strong agri-food sector in the future.

Once again, I'd like to extend our sincere appreciation to Farm & Food Care Ontario's many members, champions and supporters who continue to believe in our organization's efforts and support our shared vision. Together we truly can and will achieve more.





SUBSCRIBE TO OUR NEWSLETTER:

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



COORDINATION, COLLABORATION AND STRATEGY

Picture it – 1987. A number of farm leaders in Ontario came together and determined that a coalition approach was needed to be most effective in communicating with the public and dealing with the newly identified rural-urban gap and activist pressures from critics. Those farm leaders were quite visionary in forming AGCare and the Ontario Farm Animal Council almost 30 years ago, and many programs that were created through that leadership continue to be emulated around the world.

Fast forward - 2014. The need for collaboration and coordination continues to grow exponentially. Whole supply chain pressures have never been more apparent: what happens on the farm is being questioned and more answers are being demanded by Canada's largest food companies. The positive side of this equation is that the opportunities to have a conversation with Canadians and supply chain partners have also never been greater.

The Farm & Food Care Ontario business model is a coordinated, proactive whole supply chain approach with a shared vision to building public trust in food and farming.

Collaboration "math" helps all of our members and funding partners gets one plus one to equal more than five with this model. It's more than just about economies of shared investment, it's also the sharing of ideas, programs and people power. It's about sharing the same direction and adding to the existing commodity-specific or company programs already well in place.

It's summed up best by saying – together we can truly achieve more.

Working together – on the environment

The 46 WRAMI/WAMQI programs were coordinated over two years, with great support from OMAFRA. Project teams brought together diverse viewpoints and interests with researchers, government departments, farmers and technical experts all sharing the same goals. The very spirit of these programs then multiplies as different sectors learn from each other and share in the investment and results. Here's what one project partner had to say:

"The recommendations from our pilot have already been integrated into the goals and objectives of the Grand River Water Management Plan and are providing additional context for the Whitemans Creek Tier 3 project (a WAMQI project) with the support of the Brant County Federation of Agriculture, the Oxford County Federation of Agriculture, MNRF, MOECC, OMAFRA, the Grand River Conservation Foundation, Royal Bank Bluewater, Trout Unlimited and Farm & Food Care Ontario." - James B. Etienne, Senior Water Resources Engineer, Grand River Conservation Authority.

Working together – on public outreach

The whole province jumped on the #LoveONTfood band wagon in June to celebrate Ontario's first ever Local Food Week. Many partners from local farmers and farmers' markets to Sick Kids Hospital and the Greenbelt Foundation shared the same messages and graphics created by Foodland Ontario. The measured reach from media and social media alone was well over 25 million, far exceeding expectations or what any one organization or company could achieve on its own. This tweet shows the creative ways that were used to call attention to the celebration.



Working together – on farm animal care

The shared goal of continuous improvement on how farm animals are cared for in Ontario is evident at the Farm Animal Care Council table. Farmers of all types come together with supply chain partners to have meaningful discussions, learn from each other and direct some programs or actions. The new IMPACT program is a good example of practical training being developed for people who work with any type of livestock or poultry. This centralized and systematic coordination and development, with significant government investment, benefits the whole sector, as each commodity group or service provider doesn't have to develop or deliver their own training.

"We would like to have our staff trained as resources, however we are restricted in manpower to be able to be trainers. Continue to promote the inclusion of this program with ProAction in the dairy sector. This is a great program for agriculture and we thank you for your IMPACT!"

- IMPACT launch event attendee



DOING THE RIGHT THING:

... On the Environment and Animal Care

...Farm Environment Initiatives

Water Adaptation Management and Quality Initiative (WAMQI)

The Water Adaptation Management and Quality Initiative (WAMQI), launched in the winter of 2014, provided \$1.2 million in funding for 29 projects related to researching water and nutrient use efficiency improvements in Ontario agriculture. Funding for the WAMQI project has been provided through Growing Forward 2, a federal-provincial-territorial initiative. Projects were divided into six categories:

- Agricultural Irrigation and Water Use Efficiency;
- Greenhouse Wastewater Treatment/Usage;
- Manure Application Systems/Evaluation/Treatment;
- In-Field Soil and Agronomy;
- Cover Crop Planting and Evaluation;
- Mapping, GIS, Drones and Information Technology.

Water Resource Adaptation and Management Initiative (WRAMI)

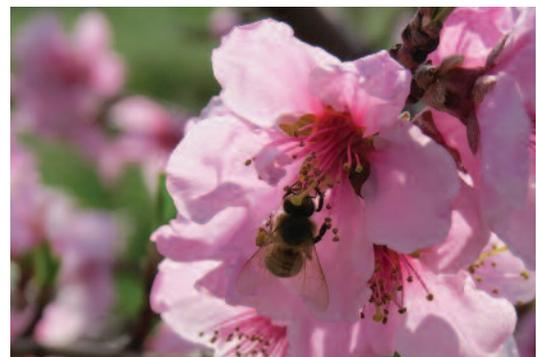
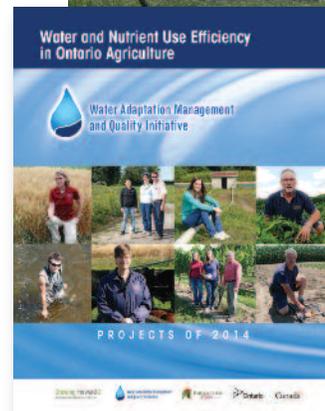
The Water Resource Adaptation and Management Initiative (WRAMI), which ran from 2013 to 2014, funded 17 pilot and demonstration research projects totalling \$900,000 in project funding. All projects had a theme of water conservation and efficiency. Farm & Food Care's environmental team held a wrap-up symposium in March of 2014 for representatives from government, academia, industry and the conservation sector to learn about the projects' successes.

Funding was provided through Growing Forward 2 (GF2), a federal-provincial-territorial initiative. The program was administered by Farm & Food Care Ontario.

Full reports of each project under both programs and results booklets are available at www.farmfoodcare.org under the Environment section.

Pollinator Health

Pollinator health has been identified as a priority topic by Farm & Food Care members. Staff and members of the Environmental Council have been following this issue closely. During the fall of 2014, a background paper was written detailing all the activities undertaken throughout the year on the issue. Staff also compiled notes from the public consultations and links to articles and references that provide a greater understanding of the science behind the issue. All of this information was then used as a basis for an EBR Submission to the Pollinator Health Action Plan and to help address questions the public has on this topic.





Uncontrolled Electricity Working Group

The Uncontrolled Electricity Working Group was established 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. Under certain conditions, ground current can have serious health implications for livestock in its path. This working group met several times during 2014 with utility companies such as Hydro One and Waterloo North Hydro on several farm locations to measure and document cases of uncontrolled electricity. These meetings have led to greater awareness of the issue and the group is working toward more farm visits in 2015 with a goal of developing practical solutions for Ontario farmers experiencing problems.

OMAFRA Pesticide Survey

A survey of pesticide usage has been conducted by the Ontario Ministry of Agriculture, Food and 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 and 2014, 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 OMAFRA. Results will be made available in 2015.



Farm Innovation Tours

Farm & Food Care hosted four tours profiling innovation in animal welfare and environment on farms and agri-businesses across Ontario. The tours were designed to give policy makers and government employees the chance to meet Ontario farmers and see, first hand, the innovations being used on farms and in agribusinesses.

More than 140 guests from OMAFRA, Agricorp, MOE, AAFC, OSCIA and local governments attended the four tours which visited dairy, veal, flower and vegetable greenhouses, orchards, beef, farm equipment dealerships, agricultural weather monitoring, feed mills and more.



Guests visit a Niagara-area greenhouse on a farm innovation tour.

Environment Advisory Council

The Environmental Advisory Council is made up of many industry and commodity advisors, representing Farm & Food Care's members, and provides direction for environmental programming by the organization. The council met three times in 2014 and discussed issues ranging from pollinator health, source water protection, sustainability initiatives in agriculture, nutrient management, and water quality and water quantity.

Representing Agriculture on Environmental Issues

Farm & Food Care's environment team was actively involved in discussions about many on-farm environmental issues in 2014. Highlights include involvement with the National Bee Health Roundtable and the Great Lakes Water Quality Agreement. Major environmental issues explored by the team were water and nutrient use efficiency, nutrient loading into watercourses, pollinator health and stewardship of the environment.



...Farm Animal Care Initiatives

IMPACT (Innovative Management and Practical Animal Care Training)

Animal welfare has been identified by industry, the federal government and OMAFRA as a priority for funding under the Growing Forward 2 (GF2) initiative. Within the context of the GF2 themes of Growing Your Profits, Expanding Your Markets, and Managing Shared Risks, provincial animal welfare education and training initiatives will enable producers and supporting agri-businesses to meet increasing pressures and evolving consumer and market expectations.

IMPACT is developing programs and will provide training, communications and related resources with a goal to help advance responsible farm animal care across Ontario. This two-year program (2014-2016) will allocate funds to provide Ontario farmers and others who work with farm animals with practical training and plans for implementing new practices in their operations. Helping those who work with farm animals keep current with the latest research, standards and practices related to farm animal care will provide a valuable base for implementing changes which can benefit both animals and people.

The suite of multi species resources developed through this program will be based on existing industry resources such as the Codes of Practice for the Care and Handling of Farm Animals, Quality Assurance programs, training and education programs, as well as current academic research and best practices used in other jurisdictions. A variety of resources and training techniques ranging from the modern computer applications to local breakfast meetings will be developed and offered across Ontario. Funding for this two-year initiative has been provided by Growing Forward 2, a federal-provincial-territorial initiative. To learn more visit www.FarmImpact.ca

Farm Animal Care Helpline 519-837-1326

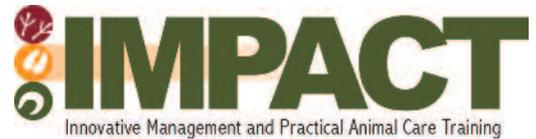
Throughout 2014, the Farm Animal Care Helpline received 13 calls that required farm visits related to farm animal care concerns. Calls were received and responded to beef cattle, dairy cattle, sheep and rabbits. With the implementation of Memorandum of Understanding between the Ontario Society for the Prevention of Cruelty to Animals (OSPCA) and most of the major livestock commodity associations, the Helpline continues to act as tool to help organizations work better together.

The Helpline continues to offer a confidential service for anyone to call and report cases where animal care needs improvement.

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 Helpline service.

Representing Agriculture on Animal Care Issues

In 2014, Farm & Food Care participated in numerous meetings, consultations and discussions about farm animal care in Ontario. Highlights include public comment submissions for updates to the Codes of Practice for beef cattle, pigs and sheep, an Ontario Bar Association meeting on animal law, communications related to issues about cull cow welfare, Dairy Farmers of Ontario's ProAction advisory committee and quarterly meetings with the Animal Welfare Task Team that is made up of representatives from many Ontario farm organizations and coordinated by OMAFRA.




FARM ANIMAL CARE HELPLINE SERVICE
519 837 1326
A farmer helping a farmer approach to animal care

What is the Farm Animal Care Helpline Service?
The Helpline is a confidential "farmer helping farmer" approach to address and resolve an animal care issue. The Helpline service is provided by Farm & Food Care Ontario to assist owners in providing a good care for their farm animals. It provides a confidential and free phone support for farm animal care issues. This service is available to farmers throughout Ontario. If you need some help.

What farm animals does the Helpline cover?
The Helpline covers calls about most types of farm animals: beef cattle, dairy cattle, pigs, rabbits, goats, veal calves, sheep, chickens and turkeys.

How does the Helpline work?
Calls are used to provide specific and detailed information necessary to assess the case. The information about the case, but not the name of the caller, is then passed on to the appropriate commodity group(s) for follow-up and a response.

When can I call?
Help line calls are accepted at the Farm & Food Care Ontario office at (519) 837-1326 during regular business hours, typically Monday to Friday between 8:30 a.m. to 4:30 p.m.

Why?
The Helpline is one more way for the farming community to work together to help fellow farmers and farm animals. It also sets another good example for the public: how demonstrating that if there's a problem with animal care, farmers want to be part of the solution, it's good for agriculture, it's good for the farmer, and most importantly, it's good for the animals.

What the Helpline doesn't cover?
Other farm animals not mentioned above
Pigs or horses. Concerns about pets or horses should be reported directly to the OSPCA.
Illegal activities - If laws are broken, the call must be forwarded to the appropriate authorities.
Diseases - Contact the Ontario Ministry of Agriculture, Food and Rural Affairs (507-204-1500).
Regulated, custody or abuse - Contact the OSPCA 311-OSPCA (7722) or email ospcan@ospcan.ca
Batteries - Contact your local Humane Society or the OSPCA.
Dangerous situations - Contact your local police or the Ontario Provincial Police.

For more information on Farm & Food Care Ontario or the Helpline service, contact our office at:
Phone: (519) 837-1326
Email: info@farmfoodcare.org
www.farmfoodcare.org
www.farmfoodcare.com



Euthanasia Resources and Training

Farm & Food Care has continued to help promote the Zephyr and Turkey Euthanasia Devices (TED) to Ontario poultry and pig farmers. The devices continue to attract attention from farmers looking for alternative methods for euthanizing animals on their farms. Both types of devices are available for trial periods through Farm & Food Care by contacting the office.

Euthanasia was identified as a large issue during the gap analysis conducted through the IMPACT program. Look for a comprehensive multispecies portfolio on euthanasia resources and training opportunities in 2015.

Livestockwelfare.com

Livestockwelfare.com has become the go-to website for all resources relating to farm animal research and livestock emergencies. The site is well used with over 550 views per month and that number continues to climb. New to the site is an integrated data base that provides access to hundreds of research papers across livestock species relating to farm animal welfare.

This site is promoted and supported by the four farm animal councils in Canada, BC Farm Animal Care Council, Alberta Farm Animal Care Council, Farm & Food Care Saskatchewan and Farm & Food Care Ontario.

Farm Animal Care Advisory Council

Farm & Food Care's farm animal care team works under the direction of its Farm Animal Care Advisory Council which provides an open forum for input, ideas, dialogue and proactive discussion of on-farm animal care issues. The Advisory Council discusses current farm animal issues in Canada and provides insight into how Farm & Food Care can be part of the discussion and develop practical solutions.

The goal is to keep ahead of the curve of these issues wherever possible, and react as necessary. Topics discussed by the council at its quarterly meetings in 2014 have included updates on special interest groups and their activities, Codes of Practice, IMPACT, results from Farm & Food Care's producer attitude study, OMAFRA's animal care framework, and more. At each meeting, experts are invited to join the meeting to provide insight on agenda items. Moving forward, the advisory council will help to provide direction on the resources and training programs developed through IMPACT.

Farm Animal Care News

The Farm Animal Care News is a new initiative in effort to keep up to date with Farm & Food Care's work on animal care work. Four issues were distributed with the monthly Farm & Food Care e-newsletter that discuss what Farm & Food Care has been up to, information on past meetings and conferences attended, current issues and other new initiatives relevant to FFC members.



The Zephyr euthanasia device



Exhibit at Ontario Pork Congress





PUBLIC TRUST AND OUTREACH



To inspire and celebrate Ontario's passion for local food, Farm & Food Care Ontario partnered with Foodland Ontario to launch the province's first Local Food Week. The campaign, held June 2-8, 2014, focused on celebrating buying locally grown, fresh, tasty food from Ontario's 37,000 farming families.

Local Food Week kicked off with four broadcast spots live on Breakfast Television from a farm near Milton. Events throughout the week also included an apple give-away at the farmers' market in Nathan Phillips Square, and a farm media tour for Toronto food writers, bloggers, food influencers and chefs (see report on page 9).

A new website – www.loveONTfood.ca was created with a platform designed for participants to promote their own local food week initiatives and links. This resulted in 52 Local Food Week activities being promoted as well as 32 Local Food links, 36 farm organization links and 33 twitter links – to follow Ontario farmers, farm groups or local food promoters. Logos, twibbons and other creative elements were also hosted on the site for farmers' markets, retailers and others to download and use on their own Local Food Week promotions.

A social media campaign supporting the inaugural Local Food Week in Ontario included the creation of a second Twitter account, [@loveONTfood](https://twitter.com/loveONTfood), and an Instagram account.

A **#loveONTfood Twitter party** was held Tuesday, June 3, 2014. Reports generated after the party showed that #loveONTfood tweets made an estimated 16.7 million impressions on Twitter users.

A partnership was also established with the National Post to feature local food as the 'Mission' for the weekly Gastropost challenge. As part of the challenge, readers cooked up their best interpretation of the weekly Gastropost Mission and captured their dish in photos. The best photos submitted or posted to Instagram with the tags #gastropost and #loveONTfood were published as a full-page feature spread in the weekend edition of the National Post.

The campaign garnered Farm & Food Care and Foodland Ontario a first place finish in the Community Relations category at the Canadian Agricultural Marketing Association awards in November.



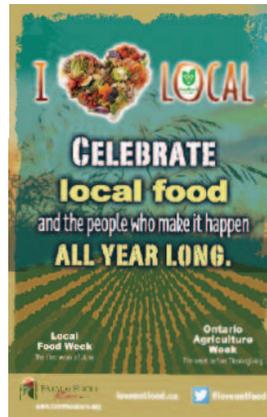
Deputy Mayor Norm Kelly bites in to an apple to celebrate Local Food Week at Nathan Phillips Square event.





Ontario Agriculture Week

As a follow up to Local Food Week, Farm & Food Care and Foodland Ontario also partnered on a promotional campaign for Ontario Agriculture Week. Events held during the week included a media/food enthusiast tour in the Ottawa area, Breakfast on the Farm at Wilmot Orchards in Newcastle, Soupfest in the Holland March and a Farm & Food Care-sponsored Toronto Argonauts/Hamilton Ti-cats football game in Toronto. The evening, which was attended by 160 farmers and industry representatives, started off with a tailgate party, and culminated in a video tribute to Ontario's farmers during the game's fourth quarter.



Jason, the Toronto Argonauts' mascot, poses with two of the farmers at the Ontario Agriculture Week football game.

Breakfast on the Farm

Two successful Breakfast on the Farm events were held in 2014.

On a beautiful holiday weekend in August, the Wert family of Stanlee Farms near Cornwall hosted 2,300 visitors to their dairy farm.

The event was made possible with the help of 100 local volunteers, 27 food and funding sponsors and 18 groups who brought exhibits to the farm.

During Ontario Agriculture Week, the Stevens family of Wilmot Orchard in Newcastle hosted 1,300 guests to their apple orchard for the second Breakfast event of the season. Joining in the festivities was Ontario Minister of Agriculture, Food and Rural Affairs Jeff Leal, 80 volunteers and 17 food and funding sponsors.

At both events, guests dined on an all-Ontario breakfast, made by local farmers that included pancakes, eggs, sausage, apple cider, fresh strawberries and blueberries, maple syrup, honey and milk.



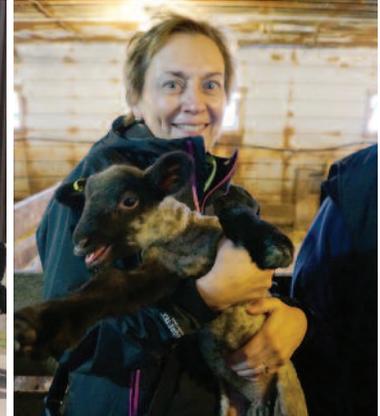
Minister of Agriculture, Food and Rural Affairs, Jeff Leal, is shown with host farmers Judi, Charles and Courtney Stevens at Wilmot Orchards.



More than 100 volunteers helped to host Breakfast on the Farm at Stanlee Farms near Cornwall



Toronto farm tour guests pose at the Burnett family grain farm near Orangeville.



A guest on the Ottawa farm tour gets acquainted with a young lamb on one of the farm stops.

Media farm tours

This was the 10th year that Farm & Food Care hosted farm tours for food writers, bloggers, recipe developers, chefs and other food enthusiasts in the Toronto and Ottawa areas. Successful partnerships with Foodland Ontario, Grain Farmers of Ontario, Canada Beef and the Ontario Sheep Marketing Agency saw a record total of 73 guests attend the Toronto tour and 45 on the Ottawa tour.

Participants included representatives from Canadian Living, the Ottawa Citizen, Toronto Star, Kraff Canada, Food & Drink magazine, chefs from the Chateau Laurier, instructors from three Ottawa area culinary institutes and more.

In Toronto, guests toured the Burnett family's grain farm near Orangeville and the Schaus beef feedlot near Alliston. In Ottawa, they toured the Leduc family grain farm at Moose Creek and a sheep farm owned by the Acres/Bazinet family near Osgoode. Both tours also featured gourmet Taste of Ontario lunches. Thanks to all hosts for opening their farms to these groups and to Foodland Ontario for its support.



Beef farmer Wally Schaus shows a media tour guest the flaked corn that his cattle eat.



Media and Industry Outreach



Some of the featured profiles have included the Sleeth family of Battersea, John Kinghorn of Woodville; Sarah Biancucci and Vince Tkaczuk of Bell's Edge Farm of Mount Forest; Dale and Jan VanderHout of Beverly Greenhouses and Barry Hill of Ohsweken.

A year-long initiative with OMAFRA involved 36 stories being written by Ontario freelance agricultural journalists on farmers and farm businesses doing innovative work in the areas of environmental stewardship and farm animal care. The stories were distributed to regional newspapers, were posted on the www.facesoffarming.ca website and were published by the Ontario Farmer and its suite of publications.

Throughout the year, Farm & Food Care staff and board members participated in dozens of media interviews, resulting in 280 media mentions in total – including 70 in daily and weekly newspapers, 150 in industry publications and 60 in other forums including TV, radio and internet web reporting.

A total of 56 blogs and columns were written on environmental-related issues, submitted to industry publications and posted to the www.CaringfortheLand.com blog. Another 56 blogs and columns on farm animal care-related topics were posted to www.LetsTalkFarmAnimals.ca and to industry publications.

On the Road in Eastern Ontario

Farm & Food Care has enjoyed a successful partnership 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 13 events throughout Eastern Ontario over 42 days.



Ottawa Mayor Jim Watson (second from right) stops by one of the Travellin' Farmer exhibits in Ottawa run by Jeff Robinson (far left).

Training programs

A number of different training opportunities are now managed through the Farm & Food Care office.

Media Training: Two on-camera media training sessions were held in March and April of 2014 for 20 participants.

Speakers' Bureau Training: Farm & Food Care Ontario has taken the lead in implementing the national Real Dirt on Farming Speakers' Bureau initiative in Ontario. Four pilot programs were held in 2014 for 80 participants in Ottawa, Peterborough, Guelph and Ridgetown. At least 10 more sessions will be held in 2015 in Ontario, led by facilitator Bernard Tobin.

Speak Up team training: Staff continues to be hired by agricultural organizations across the country to facilitate "Speak Up" training sessions that encourage Canadian farmers and agri-business professionals to speak up about food and farming. Sessions were held in both Ontario and Saskatchewan in 2014.



Attendees to a Speakers' Bureau training session in Rostock



Young Ambassador training: In 2014, presentation and training workshops were delivered to over 275 participants across Canada including members of 4-H clubs, agriculture students at both the Guelph and Ridgetown campuses of the University of Guelph and Ontario fair ambassadors. The training is designed to empower young people interested in telling their farm stories. Workshops focus on how to answer questions about food and farming and give insights on how to talk to the average Canadian about food and farming.

A workshop was also held in conjunction with Farm & Food Care Ontario's 2014 Annual Meeting on talking tough topics in agriculture – biotechnology, GMOs, antibiotics and hormones. Participating in that workshop were Dr. Joe Schwarcz, Director of McGill University's "Office for Science & Society" and Dr. Dominique Bureau, an animal nutritionist and aquaculture scientist with the University of Guelph's Department of Animal and Poultry Science.

Dinner Starts Here



Farm & Food Care continues to support the initiatives of the *Dinner Starts Here* team of young farmer bloggers. The initiative is designed to help tell stories of food and farming in Ontario from the perspective of some of Ontario's younger farmers. Bloggers post videos and stories of activities on their farms. Guest bloggers are also welcome to submit material at any time.

Social Media and Websites

Farm & Food Care's two main social media platforms continued to grow their audience reach in 2014. The Twitter account grew by 149 per cent to 7,186 followers and Facebook by 212 per cent to 1,886 followers. The Pinterest account also has a strong showing and consistently averages 3,100 viewers browsing through 'pins' each month.

Farm & Food Care Web Presence

The Farm & Food Care website complement expanded again in 2014. New websites were established to celebrate Local Food Week (loveontfood.ca) and the launch of The Real Dirt on Farming booklet (RealDirtonFarming.ca). Both are already amassing significant followings in their short existence.

In 2014, farmissues.com was retired in favour of sending traffic directly to the main, branded site: **FarmFoodCare.org**. The switch has almost doubled traffic to the main site.

The two sites dedicated to blog posts - caringfortheland.ca and letstalkfarmanimals.ca - continued to attract visitors to read weekly blog posts and were merged early in 2015 to create one **www.RealDirtblog.ca** site. In 2014, the number of visits via mobile devices increased, as did the amount of pages that visitors reviewed while on the sites. Blog posts are regularly shared across other platforms including via Facebook and Twitter which helps boost site visits.

Virtualfarmtours.ca continues to be a dominant site for visitor traffic, and now hosts virtual tours of 27 different Canadian farms. The farms were explored more than 630,000 times in 2014.



Social Media Snapshot (December 31, 2014)

FarmFoodCare

Twitter followers: 7,186

loveONTfood

Twitter followers: 1,030

Facebook likes: 1,886

Instagram followers: 260

YouTube subscribers: 307

YouTube video views: 207,175





Site	Visitors	Page views
farmfoodcare.org	39,916	173,577
caringfortheland.ca	3,828	16,021
letstalkfarmanimals.ca	19,119	24,854
Virtualfarmtours.ca	29,898	630,217
facesoffarming.ca	5,853	16,327
loveonfood.ca	10,601*	27,414*
Realdirtorfarming.ca	3,683**	10,218**

*For May-Dec 2014
 **First 2 months after November 2014 launch



YouTube Channel

The Farm & Food Care YouTube channel received more than double the traffic of the previous year as the number of video views in the calendar year jumped 230 per cent to 207,175 (monthly average: 17,265 views). The two most popular YouTube videos continue to be 'How dairy goats are milked' (55,437 all-time views) and 'How dairy cows are milked (43,972 all-time views). A total of 78 new videos were added to the channel in 2014.



Faces of Farming Calendar

The 10th Faces of Farming calendar was unveiled October 29 at Ontario's Harvest Gala. Photo shoots took place in four locations including farms in Napanee, Woodstock, Glencoe and Hamilton. Appearing on the cover of the 2015 edition is sheep farmer Ryan Schill of Floradale. The calendar was sponsored by 14 Ontario commodity groups and agri businesses. In total, 8,000 copies of the calendar were printed and distributed across Ontario to media, politicians, chefs and retailers.



Calendar participants pose together at the 2014 Ontario Harvest Gala.



Farm & Food Care's 2014-2015 Board of Directors

Marinus Bakker, Ontario Bean Growers
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Beth Clark, Ontario Pork (Executive Member)
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Paul Wettlaufer, Ontario Federation of Agriculture

Farm Animal Care Advisory Council

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Gerald Rollins, Beef Farmers of Ontario
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John Maaskant, Chicken Farmers of Ontario
Justine Taylor, Ontario Greenhouse Vegetable Growers
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Murray Sherk, Dairy Farmers of Ontario
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Pat Dares, Administrative Assistant
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Sam Bradshaw, Environment Specialist
Patricia Grotenhuis, Communications Coordinator
Matt McIntosh, Communications Coordinator
Kim Waalderbos, Communications Coordinator
Bruce Kelly, Environmental Program Manager
Micah Shearer-Kudel, Environmental Coordinator
Resi Walt, Communications Intern (summer position)

Farm & Food Care Ontario is proud of its staff team comprised of both full time and contract positions.



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: _____

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OR make a secure donation online at 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 Ontario

- 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	_____ \$5,000 Gold Membership
_____ \$1500 Silver Membership	_____ \$30,000 Platinum Membership
_____ \$1500 Affiliate Membership	

MEMBER INFORMATION:

Name _____ Organization _____

Address _____

City _____ Province _____

Postal Code _____ Tel: _____

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Awareness Appreciation Information

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Care ONTARIO

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For members: www.FarmFoodCare.org
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For the public: www.FacesofFarming.ca;
www.RealDirtOnFarming.ca
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Animal Welfare resources: www.FarmImpact.ca;
www.LivestockWelfare.com
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Our blog: www.RealDirtBlog.ca
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About Farm & Food Care Ontario

Farm & Food Care Ontario was 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 Ontario provides a unified voice and a coordinated effort on behalf of the whole agri-food sector.

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