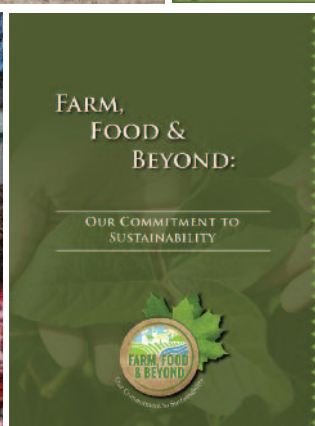




FARM & FOOD
Care ONTARIO

Year in Review 2015





CHAIRMAN'S MESSAGE

By John Maaskant, Chair, Farm & Food Care Ontario

You likely have a pretty good sense of how much your farm or farm business is worth. Add up the price of your land and buildings, farm equipment, quota or other assets and you'll be able to estimate your farm's net worth.

But have you ever thought about how much your social license – or your right to grow crops or raise farm animals – is worth? What if it was taken away tomorrow and you were prevented from farming and running that cherished business?

It's an extreme scenario for sure, but ensuring public trust and confidence in farmers and our farming practices is the only way we can maintain a social license. It's also the basis for everything we do at Farm & Food Care Ontario. For almost 30 years, this organization and its OFAC and AGCare predecessors have been focused on communicating with consumers and answering the public's questions about food and farming.

We now also have Farm & Food Canada to help further the strategy. We look forward to a successful partnership with both the national organization as it grows and our sister group in Saskatchewan. As a registered charity, Farm & Food Care Canada will help with fundraising and development of initiatives across Canada – while we'll continue to be responsible for program delivery in Ontario.

Ontario-specific programming like Breakfast on the Farm events, Local Food Week and Ontario Agriculture Week activities, training through The Real Dirt on Farming Speakers' Bureau initiative and more all work towards the goal of engaging with our Ontario consumers. They help us to open our barn doors, so to speak, to show them who we are and what we do.

More must be done, however, and we all have a responsibility to be part of the effort.

We have an ambitious goal at Farm & Food Care Ontario. We intend to increase our membership base by 20 percent over the coming year. Increased funding will help us expand the reach of our efforts and initiatives even further but we need your help.

Think about your involvement to date in our organization and how you can play a bigger role. Ensure you're subscribed to our e-newsletter. Volunteer at or host at one of our events. Take a *Real Dirt on Farming* workshop to better learn how to tell your story to a non-farming audience. Work an exhibit or give a talk to an urban audience and, above all, become a member.

My family has been a member of Farm & Food Care for years and I think all other farmers should be as well. We all benefit from a strong provincial organization that's speaking on our behalf.

Finally, I'd like to welcome Tracy Hussey to the team as our new Executive Director. Tracy's training as a dietitian and her decades of experience working in food and health-related roles will serve us well. Her strong background in nutrition and dietetics will be a great asset to the organization as we continue connecting farm gates to our dinner plates.



**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



EXECUTIVE DIRECTOR'S MESSAGE

By Tracy Hussey, Executive Director, Farm & Food Care Ontario

I am very excited and pleased to take on this new role for Farm & Food Care Ontario. At every turn I see opportunities to turn up the volume on our messages: our farmers are doing great work and we are privileged to eat a variety of healthy Ontario foods each day.

We ask farmers and food producers to be accountable for their work, and we do the same for our members. This year we are introducing a new tool to demonstrate our commitment to evaluating our initiatives and producing outcomes. The balanced scorecard method (see Figure 1) has been used in many sectors as a monitoring and reporting tool for many years. We are adopting this method of reporting to ensure that our members and partners are aware of our work and are assured that their support is producing results.

This year will be focused on increasing our reach. We are partnering with a number of sectors including health, education, agri-food and government. These relationships will allow us to use existing communication channels to spread our messages and to create a wide breadth of food stewards and ambassadors. We will continue to focus on listening to our members and partners in order to assist farmers in adopting best practices as well as providing a coordination function within our sector.

The need for public support of our food system has never been more important. We all need to be ambassadors and start positive and proactive conversations about farmers, our food system and the great food grown in this province.

A sincere thank you for your continued commitment to cultivating awareness and building trust in food and farming in Ontario.

My door is always open for a visit and a discussion about the future of this great organization. Drop by, call the office to set up an appointment or send an email to tracy@farmfoodcare.org.

Figure 1



DOING THE RIGHT THING: ...Farm Environment Initiatives

Environment advisory council

Our Environmental Advisory Council is made up of many industry and commodity advisors representing Farm & Food Care Ontario's members, and provides direction for environmental programming by the organization. In 2015, the council met in February, June and November and discussed issues including pollinator health and neonicotinoids, soil erosion, nutrient leaching and tillage practices, source water protection and wash and wastewater. At each meeting, subject area experts are invited to join the meeting to provide insight on agenda items.



One water smart project focuses on assessing opportunities to recycle water in a vegetable processing facility like this one.

Water Smart project

Partnering with EnviroStewards and the Ontario Ministry of Agriculture, Food and Rural Affairs, Farm & Food Care Ontario is coordinating water use assessments for vegetable washing facilities in the Holland Marsh, as well as for irrigators and abattoirs. By using less water, Ontario farmers benefit from more economical water treatment options.

Great Lakes phosphorus reduction targets

Environment Canada solicited input on draft target recommendations (40 percent reduction of phosphorus) in the Great Lakes Water Quality Agreement (GLWQA). Following consideration of input, Environment Canada and the U.S. Environmental Protection Agency will finalize targets by all users of phosphorus. Farm & Food Care Ontario hosted three summer meetings with commodity groups and stakeholders to discuss the issue and help in the development of position statements. The organization continues to meet with commodity groups to formulate input into the Domestic Action Plans that OMAFRA is committed to producing, which will lay out a plan for how agriculture will respond to the challenge.

"Good session.
I appreciate you
bringing these groups
together as step one."

Great Lakes Agriculture Strategy
Session participant





Dribble bar demonstration event.

“It’s impressive to get the stories directly from the growers, and hear their passion and dedication to agriculture. They are progressive, innovative, competitive and environmentally conscious. I think your innovative tours are great and should run more often.”

Farm Innovation tour participant

Dribble Bar tour

In 2015, Farm & Food Care Ontario partnered with OMAFRA and Husky Farm Equipment to mount a German-made Vogelsang dribble bar on a manure spreader and demonstrate it to Ontario farmers. This technology allows for liquid manure to be applied low to the ground onto a living crop, which reduces odour and minimizes risk of nutrient runoff. It made a splash in the farming community over the summer, reaching over 600 farmers on eight tour stops across the province. The dribble bar was also featured at trade shows – including Canada’s Outdoor Farm Show – and in over a dozen magazine articles, meaning thousands of people learned about the environmental benefits of this technology.

Uncontrolled Electricity Working Group

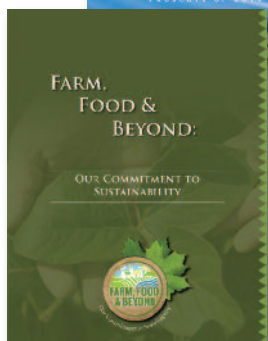
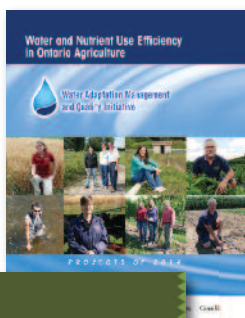
The working group has expanded to include major livestock commodity groups, utilities, engineers, farmers and government - all interested in a resolutions to this issue. The group conducted extensive site investigations in two areas of the province and helped provide resolutions in several situations. The group has worked extensively with Hydro One Networks (HON) which revised its reporting and investigative process as a result. These simplified reporting processes makes it easier for a farmer to report situations where ground current is suspected, and reduces the response time by HON in beginning an investigation. The group continues to investigate farm cases and will be formulating a larger research project in 2016.

Water Adaptation Management and Quality Initiative (WAMQI)

The Water Adaptation Management and Quality Initiative (WAMQI) ran from 2014 to 2015. It funded 29 projects related to researching water and nutrient use efficiency improvement in Ontario agriculture, totaling \$1.2 million. Funding for the WAMQI project was provided through Growing Forward 2 (GF2), a federal-provincial-territorial initiative. The project recipients continue to meet to foster collaborative efforts to improving water and nutrient use efficiency. A full results booklet is available under the environment section of our website.

Representing agriculture on environmental issues

Farm & Food Care’s environment team was actively involved in discussions about many on-farm environmental issues in 2015. Highlights include involvement with Provision Coalition’s Food Waste Steering Committee, the Great Lakes Water Quality Agreement and technical and communications support for the *Farm, Food & Beyond* sustainability initiative. Major environmental issues explored by the team include water and nutrient use efficiency, nutrient loading into watercourses and stewardship of the environment.



... Farm animal care initiatives



“From today’s workshop I’ve learnt to lead by example when handling cattle. I’m going to bring back information to farm meetings and teach my new employees. Also I’m going to use this information to train my calves.”

Dairy farmer, Don Hoglund dairy handling workshop

Innovative Management and Practical Animal Care Training (IMPACT)

The IMPACT (Innovative Management and Practical Animal Care Training) program had a successful year in 2015 with many ongoing initiatives. A launch conference was held in February, 2015 for 90 farmers and industry partners.

IMPACT hosted 18 dairy handling workshops with cattle handling expert Dr. Don Hoglund. The workshops reached 260 farmers, farm workers, 4-H members and industry professionals across western, central and eastern Ontario.



Dr. Don Hoglund led dairy handling workshops across Ontario.



Cattle handler Curt Pate runs a workshop for beef farmers.

“We’ve learnt that we need to take more time to work with our cattle and to be calmer when working with them.”

Beef farmer, Dylan Biggs beef handling workshop

Ten beef handling workshops were organized for 450 Ontario beef farmers with expert handlers Dylan Biggs and Curt Pate. The workshops covered basic understanding of cattle behaviour, how animals learn and how to practically move cattle calmly from location to location.

In partnership with the Poultry Service Association, IMPACT helped to host 14 Certified Livestock Transport (CLT) poultry training sessions for 294 catchers, transporters and farmers who are involved in the transport of poultry in Ontario.

IMPACT partnered with the Poultry Industry Council to develop a classroom course for farmers and a train the trainer course on effective euthanasia methods applicable to anyone working in a poultry barn. It has now been delivered to 95 percent of Ontario’s egg and pullet farmers. 27 Ontario poultry veterinarians are now able to validate euthanasia technique on-farm of all poultry commodities.



Virtual husbandry procedure videos include tail docking for sheep and disbudding for cattle.



Ballistics poster

A series of virtual husbandry procedure videos have been developed including:

Pigs – Teeth clipping, tail docking and castration.

Dairy Cattle – Disbudding and dehorning.

Beef Cattle – Disbudding, dehorning and castration.

Sheep – Tail docking, castration and proper injection technique.

Goats – Dehorning and proper injection technique.

Other IMPACT resources include a ruminant ballistics poster, whiteboard handling videos for veal, goats and sheep and E-learning Code of Practice modules for several species. The videos in the Code modules guide users through Code requirements and recommendations and pose questions along the way to evaluate knowledge transfer. www.FarmIMPACT.ca

Professional Animal Auditor Certification Organization (PACCO) training

Thirty industry professionals and veterinarians were trained to audit red meat plants for animal welfare. The training included in-class lessons, on-site demonstrations and hands-on experience at cattle and hog processing plants. The curriculum is based on the North American Meat Institute Foundation's 2012 Recommended Animal Handling Guidelines and Audit guide that is widely accepted by packers, restaurants and retailers.

Representing agriculture on animal care issues

Farm & Food Care Ontario participates on the National Farm Animal Care Council and OMAFRA animal welfare task team. Staff also attended meetings on topics like ProAction, cull cows, OSPCA, beef handling, sheep tail docking, dairy handling, non-stun slaughter and large animal emergency rescue. Farm & Food Care Ontario submitted comments in the public comment period on the poultry Code of Practice revisions.



IMPACT was at 50 industry events and meetings in 2015.



Farm animal care helpline 519-837-1326

The Helpline is a confidential “farmer helping farmer” approach of advice and referral on animal care. The Helpline service is provided by Farm & Food Care Ontario to assist people in providing good care for their farm animals. It is a confidential way for people to report situations where they feel farm animals require better care or for farmers themselves to call if they need some help. The Helpline service responded to seven calls in 2015 for dairy and beef cattle, poultry, goats and sheep.

Emergency fact sheets

Doing the right thing and caring for farm animals begins on the farm with farmers, but there are many others who play a critical role as well. In situations involving barn fires, truck rollovers or loose farm animals, firefighters and police officers are often called for their expertise on human and fire safety. Farm & Food Care has long identified that providing practical educational information to these first responders is very important.

In 2015 Farm & Food Care Ontario updated five emergency response factsheets designed to proactively provide information relevant to first responders. The factsheets cover information on accident prevention, barn fires involving farm animals, dealing with the aftermath of a barn fire, farm animals on the loose and what to do in a motor vehicle accident involving farm animals.

These factsheets compliment Farm & Food Care's four part video series designed as educational information for first responders. All of these resources are available by visiting www.FarmFoodCare.org.

Farm animal care news

Three issues of Farm & Food Care Ontario's farm animal care newsletter were developed and distributed to members in 2015. This newsletter focuses on FFC's work specifically on animal care with current issues and relevant information on farm animal care for Ontario farmers.



PUBLIC TRUST AND OUTREACH:

Training programs

Farm & Food Care Ontario offers a variety of training opportunities. Customizable training is also available upon request.

“This was an excellent training course. I wish I could have had this training years ago!”

Sudbury Speakers' Bureau participant

“I love the way you amplify the unique story of each participant. Keep encouraging others in their passion.”

Thunder Bay Speakers' Bureau participant

Media training

Two media training sessions were held for members in April, 2015. The sessions offer practical tips on working with the media, talking to non-farming Canadians, developing key messages and question and answer techniques. They also include on-camera practice sessions.

The Real Dirt on Farming speakers' bureau training

For farmers and agribusiness staff alike, the Speakers' Bureau workshops are designed to encourage those involved in agriculture to tell THEIR stories – what they do and why they do it – to non-farming audiences like school groups, service clubs, municipal councils and more. It's a program based on *The Real Dirt on Farming* booklet that's designed to better equip those interested in engaging with urban audiences and help them clear up misconceptions about Canadian agriculture. A total of 11 full-day training sessions and several shorter workshops were held across the province (including a northern Ontario circuit of Emo, Thunder Bay, New Liskeard and Sudbury) for 655 attendees. More sessions are planned for 2016.



Eleven full-day Real Dirt on Farming training sessions were held across Ontario.

Agricultural ambassador training

540 people attended training at several venues including Canadian Junior Angus Association leadership conference, Farm & Food Care Ontario's AGM, Ridgetown and Guelph campuses of the University of Guelph and 4-H Ontario.

“I was in the AGR1110 class that you came to speak to and I just wanted to say how much it inspired me....thank you for making me a critical versus cynical thinker.”

University of Guelph student



150 volunteers helped with Breakfast on the Farm in Essex.



Members of the Essex Rotary Club serve up breakfast.



In September, almost 2,000 people visited Hylander Farms in Tecumseh near Windsor. The Breakfast on the Farm program featured a number of different activities and farm displays for people to explore. The event was supported by 17 food and funding partners and 150 volunteers.

Guests dined on an all-Ontario breakfast, prepared and served by the Essex Rotary club. Meals featured pancakes, scrambled eggs, maple syrup, beef sausage, apple cider and fresh grape tomatoes. There were a total of 22 different displays at the event in Tecumseh, featuring everything from veal calves and farm machinery to Ontario apples and exhibits by local conservation authorities.



Visitors to Breakfast on the Farm in Essex County.

“BEYOND fabulous breakfast on the farm today! As a former farm girl, I was ecstatic to see such a welcoming, educating event for the community! I truly hope this happens more often....we need everyone to understand where their food comes from and the best way to understand it is to experience it....down on the farm! Thank you to all the volunteers!”

2015 attendee

Local Food Week and Ontario Agriculture Week

This year's Local Food Week ran from June 1 to 7, 2015 and Ontarians came out in full force to support local food and the people who produce it.

Organizations, municipalities and other groups hosted activities in many areas across the province. Farm & Food Care set up shop at the Picton Cheese Festival, Stratford Farmers' Market and Cookstown Wing Ding. Team Farm & Food Care also distributed copies of *The Real Dirt on Farming* at the Queen's Park Farmers' Market - an event giving provincial policy makers and government employees a chance to sample what products Ontario's farmers have to offer.

In October, the team celebrated Ontario Agriculture Week by attending the Collingwood Apple Festival and sponsoring the Holland Marsh Soup Fest. Displays were also at a Harvest Halton event, and all media in Ontario were sent a package encouraging them to highlight the week and the farmers behind it.



Picton Cheese Festival



Team Farm & Food Care at the Picton Cheese Festival



Cookstown Wing Ding event



#loveONTfood



Along with local food events, Farm & Food Care Ontario received over 500 entries and awarded 42 prizes as part of the *Show your love for #loveONTfood* photo contest. For the contest, Farm & Food Care looked for Twitter and Instagram posts of all-Ontario meals, backyard gardens and other Ontario-food-focused images that used #loveONTfood. Prizes included local food t-shirts, sunglasses, aprons and apple slicers, plus one pair of tickets to a Toronto Blue Jays game.



Entries in the #loveONTfood photo contest

Food influencer tours

In partnership with Foodland Ontario, Farm & Food Care Ontario hosted two food influencer tours for foodies in Toronto and Ottawa in 2015. In total, 125 journalists, bloggers, recipe developers and food writers left their desks to tour a dairy processing facility and organic vegetable farm east of Ottawa, and a sweet potato farm, sheep farm and fruit orchard in Norfolk County. On each tour, the VIP guests were treated to a gourmet Taste of Ontario lunch experience.



Travelin' Farmer exhibit in Ottawa

Ottawa attendees visit Roots and Shoots farm near Manotick.

Toronto attendees at Berlo's Best Sweet Potatoes in Simcoe.

On the road in eastern Ontario

Farm & Food Care Ontario continues to partner with Jeff Robinson and his team that coordinate the *Travelin' Farmer* program in eastern Ontario. Farm & Food Care materials and handouts were incorporated into 11 different events including an MPP breakfast, Ottawa's Food Aid Day event, eight fall fairs and the International Plowing Match and Farm Machinery Show.



Social Media Snapshot (December 31, 2015)

9,407	FarmFoodCareON Twitter followers.
345,759	YouTube video views.
1,727	loveONTfood Twitter followers.
2,615	Facebook likes.
984	FarmFoodCare Instagram followers.
717	LoveONTfood Instagram followers.
691	Pinterest followers.
534	YouTube subscribers.

SOCIAL MEDIA

Web presence

Site visits are strong and steady to farmfoodcare.org – the main website and ‘hub’ for reaching all other resources.

2015 Website Traffic

Site	Visitors	Page views
FarmFoodCare.org	38,357	167,484
loveONTfood.ca	12,576	28,902
FacesofFarming.ca	14,505	23,855
FarmIMPACT.ca	7,880	16,826
LivestockWelfare.com	4,092	6,759



YouTube channel

Since the Farm & Food Care YouTube channel was created in 2011, it has grown significantly. In 2015, site traffic increased 167 per cent to 345,759 all-time views (monthly average: 11,549 views).

The three most popular YouTube videos are: “How dairy cows are milked, Breakfast on the Farm edition” (121,043 all-time views), “How dairy goats are milked” (68,918 all-time views) and “How dairy cows are milked, freestall edition” (13,860 all-time views).

In 2015, 33 new videos were uploaded, bringing the total to 267 videos on the Farm & Food Care YouTube channel.

Social media in 2015

With the creation of Farm & Food Care Canada, a review was done of the structure of all current and potential social media accounts within the organization.

In September 2015, the Ontario Twitter account adopted the handle @FarmFoodCareON, and a new Farm & Food Care Canada Twitter account was created @FarmFoodCare.

Existing platforms on Facebook, Instagram, Pinterest and YouTube in both Ontario and Saskatchewan were merged into a Farm & Food Care Canada account for each site. This process will continue into 2016. Pre-merger, Facebook account reached 2,615 followers in 2015 (almost 700 more than 2014). The most popular Facebook posts in 2015 were a “Did You Know” graphic about Canadian chicken (38,678 views at peak popularity), a guest blog post by Andrew Campbell on #farm365 ((13,680 views), and a blog post entitled “Would the real factory farm owner, please stand up” (11,214 views).

Based on the results of analytics and tracking, a major focus was put on developing graphics to accompany as many social media posts as possible. The effort has resulted in increased interaction with followers, and is something that will be expanded going forward.

In 2015, the Ontario-based Twitter account grew by nearly 2,000 followers to reach 9,407 in total.

2015-2016 board of directors



Bruce Christie, Nutreco Canada
 Beth Clark, Ontario Pork (Executive Member)
 Heather Copland, Grober Nutrition Inc.
 Brian Gilroy, Ontario Fruit and Vegetable Growers' Association (Vice Chairman)
 Jim Gowland, Ontario Bean Growers
 Joe Hickson, Ontario Seed Growers' Association (Treasurer)
 Leo Guilbeault, Grain Farmers of Ontario
 John Maaskant, Chicken Farmers of Ontario (Chairman)
 Les Nichols, Ontario Soil and Crop Improvement Association
 Gerald Rollins, Beef Farmers of Ontario
 Christine Schoonderwoerd, Wallenstein Feed & Supply Ltd.
 Peter Van Sleeuwen, Dairy Farmers of Ontario

Farm animal care advisory council

Arno Schober, Ontario Pork
 Brent Royce, Ontario Federation of Agriculture
 Brian Ricker, Turkey Farmers of Ontario
 Bruce Christie, Farm & Food Care Canada
 Chris Johnson, Gay Lea Foods Co-Operative Ltd.
 David Trott, Wallenstein Feed & Supply Ltd.
 Dianne McComb, Egg Farmers of Ontario
 Gerald Rollins, Beef Farmers of Ontario
 Jillian Craig, Ontario Sheep Marketing Agency
 John Maaskant, Chicken Farmers of Ontario
 Kathleen Becher, Maple Leaf Foods
 Kendra Keels, Ontario Livestock Alliance (Chair)
 Pascal Bouilly, Grober Nutrition Inc.
 Penny Lawlis, Ontario Ministry of Agriculture Food and Rural Affairs
 Peter Van Sleeuwen, Dairy Farmers of Ontario
 Richard Kaptein, Chicken Farmers of Ontario
 Scott Houghton, Burnbrae Farms
 Walt Taylor, Masterfeeds Inc.

Environment advisory council

Chris Attema, Beef Farmers of Ontario
 Richard Blyleven, Christian Farmers Federation of Ontario
 Kevin Brubacher, Ontario Potato Board
 Michael Buttenham, Grain Farmers of Ontario
 Brendan Byrne, Grain Farmers of Ontario
 Bruce Christie, Farm & Food Care Canada
 Katherine Fox, Beef Farmers of Ontario
 Cary Gates, Flowers Canada (Ontario) Inc.
 Brian Gilroy, Ontario Fruit and Vegetable Growers' Association
 Jim Gowland, Ontario Bean Growers
 Joe Hickson, Ontario Seed Growers Association
 Richard Kaptein, Chicken Farmers of Ontario
 John Kidd, Ontario Canola Growers Association
 Dianne McComb, Egg Farmers of Ontario
 Ron Meulemeester, Seed Corn Growers of Ontario
 Les Nichols, Ontario Soil and Crop Improvement Association (Chair)
 Jim Patton, Ontario Broiler Chicken Hatching Egg Producers' Association
 Gerald Rollins, Beef Farmers of Ontario
 Arno Schober, Ontario Pork
 Frank Schonberger, Ontario Processing Vegetable Growers
 Drew Spoelstra, Ontario Federation of Agriculture
 Justine Taylor, Ontario Greenhouse Vegetable Growers
 Paul Wettlaufer, Ontario Federation of Agriculture

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 Kelly Daynard, Communications Manager
 Craig Steven, Business Manager
 Bruce Kelly, Environmental Program Manager
 Heather Hargrave, Industry & Member Relations Coordinator
 Sue McLarty, Special Events Manager
 Bonnie Marson, Administrative Assistant
 Pat Dares, Administrative Assistant

Kristen Kelderman, Farm Animal Care Coordinator
 Dr. Mike Petrik, IMPACT Program Lead
 Dr. Laura Beveridge, IMPACT Program Manager
 Sarah Brien, IMPACT Program Coordinator
 Sam Bradshaw, Environment Specialist
 Matt McIntosh, Communications Coordinator
 Kim Waalderbos, Communications Coordinator
 Melisa Luymes, Environmental Coordinator

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



FARM & FOOD
Care ONTARIO

Membership/Donor Form

Name _____ Organization _____

Address _____

City _____ Province _____

Postal Code _____ Tel: _____

Email: _____

Email addresses will be added to newsletter list.
Additional email addresses that wish to receive the monthly Farm & Food Care Ontario's e-newsletter can be sent to info@farmfoodcare.org with the subject line "Subscribe".

WE WOULD LIKE TO SUPPORT FARM & FOOD CARE ONTARIO'S EFFORTS

Option A Membership

- ☐ \$250 Supporter level membership in Farm & Food Care Ontario
- ☐ \$1,500 Silver level membership in Farm & Food Care Ontario
- ☐ \$5,000 Gold level membership in Farm & Food Care Ontario

Option B Donation

- ☐ \$_____ donation to Farm & Food Care Canada to be used for programming in Ontario.
(charitable receipts will be issued.)

Payment Options

- ☐ Cheque enclosed
- ☐ Invoice requested
- ☐ Charge my credit card

Card number: _____ Expiry Date: _____

Name on Card: _____

Signature: _____

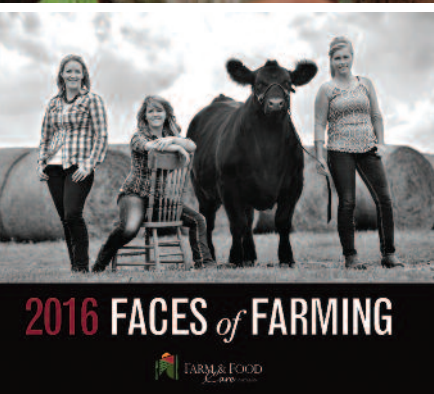
Get Involved!

- ☐ Become a member
- ☐ Sign up for our e-newsletter
- ☐ Attend a workshop
- ☐ Host a public outreach program
- ☐ Sponsor a training event in your area
- ☐ Champion our programming to your members, customers, friends and neighbours
- ☐ Donate to Farm & Food Care Canada to be used for programming in Ontario.

Member Acknowledgement

We are pleased with the support shown to Farm & Food Care Ontario from all sectors of agriculture but know that some groups are sensitive about public recognition. As such, we'd ask you to choose one the following:

- ☐ We would be pleased to be acknowledged on Farm & Food Care Ontario's website as a member/supporter.
- ☐ We do NOT want to be acknowledged on Farm & Food Care Ontario's website as a member/supporter.



Faces of Farming calendar

Since its inception in 2006, the Faces of Farming calendar has showcased 150 different farmers and farm families from across the province. The farmers featured in the 2015 calendar come from a wide range of backgrounds and commodities – from poultry and dairy to corn and greenhouse vegetables. A total of 8,000 calendars were distributed across Ontario to media, politicians, food influencers, grocery stores and butcher shops in 2015.



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519-837-1326
info@farmfoodcare.org

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, and support your industry's efforts today.

Find us online:

www.FarmFoodCare.org
www.LivestockWelfare.com
 Our blog: www.RealDirtBlog.ca
 On Twitter: @FarmFoodCareON
 On Facebook: www.facebook.com/FarmFoodCare
 On Pinterest: @FarmFoodCare
 On Instagram: @FarmFoodCare