

YEAR IN

REVIEW

2016



Chair's Message



Brian Gilroy, Chair

"Bettering ourselves is also helping us connect with those outside agriculture."

Years ago "working for agriculture" generally meant playing a defensive game. It was a suitable strategy in many ways, and make no mistake, our predecessor organizations were good at it.

But times change. Now, proactivity is king. We still need to play defence, true, but being proactive – knowing where your team members are, their strengths, and how best to work with them – means we can make plays of our own.

Our outreach efforts are diverse and multi-faceted. Through the Advisory Councils, Farm & Food Care continues to play an active role in many environmental and animal welfare files, from water conservation, soil health, fire prevention, animal welfare training and more. One of our communication training initiatives – *The Real Dirt on Farming* Speaker Series – continues to be widely supported and replicated across the country. These and many other projects are all part of our commitment to continuous industry improvement.

Bettering ourselves is also helping us connect with those outside agriculture. Through events like Breakfast on the Farm and our annual Food Influencer farm tour series, we have the pleasure of showcasing just how advanced and passionate Ontario's farmers really are. Better communication skills for farmers and agribusiness staff means more productive dialogue wherever conversations occur. Our

continued efforts both online and in traditional media have been paying off, with an ever growing audience both in and outside of the agricultural community.

That growing audience could not come at a better time. The desire to know more about Ontario's farm and food story – and subsequently, our opportunities to connect – have never been higher.

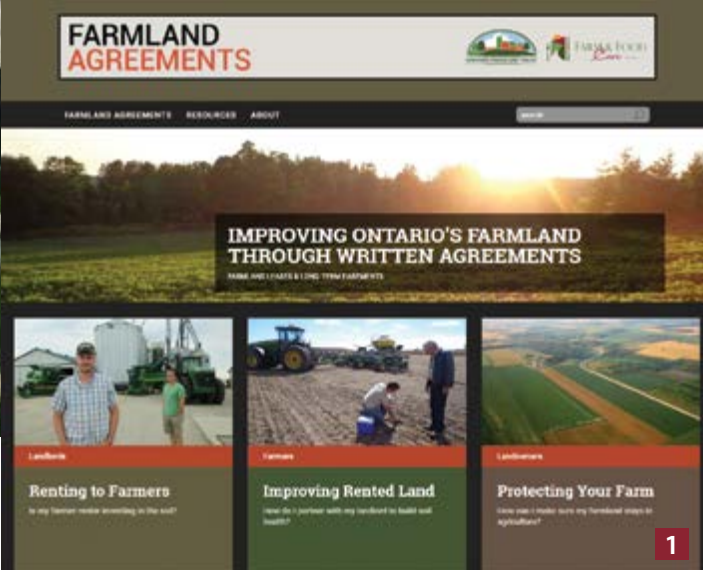
Farm & Food Care Ontario is part of a diverse, province-wide network of members, and a team that possesses immense experience and passion. Our mission is to help that team support Ontario agriculture in whatever way possible. With help and guidance from our members and others in the agriculture and food community, we can continually improve how we do business – while connecting with a curious and concerned public about the food we eat.

This organization continues to evolve, but the commitment to Ontario's farmers, farm businesses and farm organizations remains constant. Our success is your success, and the better we work together, the more effective we will be at earning trust in what we do, what we grow and who we are.

Sincerely,
Brian Gilroy, Chair

Farm & Food Care Ontario





PROJECTS FOR A GREEN WORLD

Best Practice Videos

Videos promoting best agricultural practices are being created for a wide range of agriculture sectors. Subjects covered include cover crop use, obsolete pesticide disposal, a multi-part series on pollinator promotion, and irrigation water efficiency assessments. These videos can be viewed by visiting the Farm & Food Care Ontario website and YouTube channel.

Farmland Rental Agreements

A series of resources promoting land stewardship through written farm-rental agreements has been developed. Through www.FarmlandAgreements.ca, renters and landlords can access videos, sample lease agreements, soil-health checklists, information on building soil health, and more. This resource was promoted at events and presentations throughout the second half of 2016.

Water Smart Farm Projects

30 water-use efficiency projects across a wide range of sectors were launched in 2016. From greenhouse growers and



vegetable washers to livestock farmers, Farm & Food Care staff work with producers and other agricultural partners to provide assessments on current farm water use, with the intention of finding practical reduction methods.

"It takes a lot of equipment to process carrots, so we need to be as efficient as possible. Through the Water Smart program we've been able to drastically reduce our water use,"

John Hambly, Gwillimdale Farms Ltd.

Environmental Working Groups and Lake Erie

Farm & Food Care Ontario plays an active role on several environmental committees, including the Great Lakes Guardians Council, OMAFRA Agricultural Phosphorous Working Group, Soils Working Group and University of Guelph Research Committees. The groups work with all commodity stakeholders to provide direction and input to the provincial agriculture ministry – as well as the Ministry

of Environment and Climate Change and Environment Canada – as the government works toward a Domestic Action Plan on Lake Erie phosphorus reduction.

Farm & Food Care also partnered with the Ontario Federation of Agriculture and Christian Farmers Federation of Ontario to take 50 senior government staff – from the Ontario Ministry of Agriculture, Food and Rural Affairs, as well as the Ministry of Environment and Climate Change – on a bus tour in the Chatham area. The tour highlighted what farmers are doing to address Lake Erie phosphorus concerns.

Soil Leadership

A Soil Health Roadshow ran across southwestern Ontario in 2016, featuring six stops and attracting 280 farmers. Topics covered in the sessions ranged from the use of minimum tillage and cover crops to an introduction of the Great Lakes Agricultural Stewardship Initiative cost-share program. The Roadshow was made possible in part through partnerships with the Ontario Ministry of Agriculture, Food and Rural Affairs, as well as local Conservation Authorities.

- 1 *FarmlandAgreements.ca (part of the Environmental Land Lease project)*
- 2 *Water Smart Rotator Flow Meter, used in monitoring on-farm water use efficiency*
- 3 *Government staff visit Truly Green Farms in Chatham as part of Farm & Food Care's Lake Erie-area farm tour*
- 4 *Snapshot of the Soil Health Workshop series*
- 5 *Bruce Kelly, Program Manager for Farm & Food Care Ontario, with the Great Lakes Guardians Council*



Barn Fire Prevention

In an effort to improve barn fire awareness and prevention, Farm & Food Care Ontario has collaborated with OMAFRA to start a free lending program for FLIR cameras – devices that use thermal imaging to show differences and range in temperature. By directing them at walls, outlets, and other apertures within a structure, the cameras can help producers detect electrical components that are overloaded or corroded. These tools come as either a separate hand-held unit, or as a smartphone plugin available in Apple and Android modules; 29 individuals already signed up by the end of 2016, and the list continues to grow.

This project was funded in part through Growing Forward 2 (GF2), a federal-provincial-territorial initiative. The Agriculture Adaptation Council assists in the delivery of GF2 in Ontario.



IMPACT Program

The IMPACT (Innovative Management and Practical Animal Care Training) program was completed in the spring of 2016, with a 50 piece multi-media suite of resources. Near the end of the year, Farm & Food Care staff also began discussions with other commodity groups to pursue an official IMPACT-based animal care certification program.

Highlights from the IMPACT program, 2014-2016:

- 2050 farmers trained directly
- 27 cattle handling workshops
- 35 workshops for other species
- 3500 resource packages distributed
- Attended, exhibited & presented at over 150 events
- 30 published articles
- 26,501 views to www.FarmIMPACT.ca
- 307,381 Facebook impressions
- 1000+ views to YouTube channel

Farm Animal Helpline

The Farm Animal Care Helpline continues to be a widely-used service, with staff taking 25 individual calls in 2016. The Helpline is a confidential “farmer helping farmer” approach of advice and referral on animal care; it provides a service for people to report situations where they feel farm animals require better care, or where farmers themselves can call should they require help. The service is operated in partnership with all major commodity organizations, and in conjunction with the Ontario Society for the Prevention of Cruelty to Animals.

Livestock Emergency Preparedness

A truck rollover training day was attended in November, along with 30 fire fighters, OPP and OSPCA officers, as well as members of the livestock community. Facilitated by Jennifer Woods – a livestock handling

expert with over 25 years of experience in the industry – the session provided attendees with a better understanding of livestock management in emergency situations, plus a chance to network and amalgamate resources.

Farm & Food Care Ontario has also been working with trucking companies, commodity organizations and insurance companies to compile truck rollover emergency resources and equipment in both Northern and Southern Ontario. Discussions on the development of a joint Farm & Food Care and commodity organization livestock emergency training partnership were also initiated in 2016.

Ground Current and Stray Voltage

Farm & Food Care continues to work with electricity providers to manage the issue of ground current and stray-voltage on farms. Stray voltage from underground electrical systems can have a detrimental effect on farm animals – particularly cattle – and has been an ongoing issue in some areas of the province. In response – and after consultation with Farm & Food Care Ontario, the Ontario Federation of Agriculture and Christian Farmers Federation of Ontario – Hydro One launched a Rapid Response Team in September of 2016 to more effectively deal with these issues.



1a IMPACT program online resources

1b IMPACT mobile app

1c IMPACT online animal handling modules

2 Hand-held FLIR camera, on loan as part of Farm & Food Care's free fire awareness and prevention lending program

3 Farm Animal Care Helpline poster

4 Farm & Food Care staff attend a truck rollover training day with emergency responders



PUBLIC OUTREACH

Speaker Training

Proactive communication is critical to the continued success of Canadian agriculture. With this in mind, Farm & Food Care Ontario ran 10 speaker training sessions for farmers, agribusiness professionals, veterinarians and students in 2016. Two media training sessions were also held to help agriculture and food stakeholders more effectively manage crisis situations, as well as a speak-up training webinar for 4-H Ontario members prior to the Royal Agricultural Winter Fair.

Breakfast on the Farm

Breakfast on the Farm – one of Farm & Food Care Ontario's largest and most successful events – was held twice in 2016. The first event took place in June at Veldale Farms, a dairy and grain farm in Woodstock, while the second event – aptly renamed "Breakfast from the Farm" – brought the farm to Kitchener-Waterloo Oktoberfest. Each event featured a free breakfast for the first 2000 attendees, attracted well over that number in

visitors, and provided a unique chance for members of Ontario's agriculture community to communicate directly with the Canadian public.

Local Food & Ontario Agriculture Week

With over 38 events, 1.3 million impressions on Twitter and a ton of media coverage, Farm & Food Care and Foodland Ontario were proud to support another year of Local Food Week celebrations.

The #loveONTfood contest was held from June 6th to 12th. Participants could enter by sharing a photo on Instagram or Twitter showcasing their love for local food and adding the hashtag #loveONTfood. The advertising campaign for the contests generated 20,000 impressions, with 519 entries being received. Farm & Food Care and many other representatives of Ontario's food and agriculture industry also visited downtown Toronto for the Queen's Park Farmers' Market, showcasing the province's bounty to decision makers and government employees. Staff engaged

visitors about food and farming, and distributed The Real Dirt on Farming booklet.

Ontario Agriculture Week was a big social media success. Farm & Food Care events included a Twitter Party – where 190 people joined the conversation and generated nearly 6.2 million social media impressions – and a photo contest highlighting Ontario food and agriculture; the contest received 390 entries from across the province.

Farm Tours

Farm & Food Care Ontario expanded the farm tours program in 2016. Overall, four tours were organized: two for food influencers, one for Food Bloggers and, for the first time, one for Canada's Registered Dietitians.

- During Local Food and Ontario Agriculture Week, 115 Ottawa and Toronto-area food bloggers, writers, recipe developers and foodies visited vegetable farms in the Holland Marsh, as well as grain, pulse and egg farms

Continued on page 10



1 The Breakfast on the Farm team at Veldale Farms, Woodstock

2 Volunteers working at Breakfast from the Farm at Kitchener-Waterloo Oktoberfest

3 Food influencers hear from John Roosendaal on a field tour at his family farm near Mountain

4 Registered Dietitians at the Cranston family's dairy farm, Ancaster

5 Registered Dietitians tour Pelissero Family Egg Farm, Niagara



PUBLIC OUTREACH CONTINUED

Continued from page 8



Food influencers tour en-route to Smith Gardens vegetable farm, Bradford

in Eastern Ontario. While on tour, attendees, were treated to an all-Ontario lunch and speakers discussing all things farming – from pollinator health to what it takes for produce to reach the store. Tours were run in partnership with Foodland Ontario, Egg Farmers of Ontario, Burnbrae Farms, CropLife Canada, Ontario Bean Growers, Hensall District Co-operative Ltd. and the Holland Marsh Growers Association.

- 29 Toronto and Hamilton-area Registered Dietitians had the chance to visit a Niagara-region egg and pullet farm, as well as a free-stall dairy farm near Ancaster. The opportunity was very well received, and feedback has been immensely positive. Dairy Farmers of

Canada, Croplife Canada, Egg Farmers of Ontario and the Greenbelt Foundation supported the event.

- 22 Food Bloggers across Canada took a Farm & Food Care farm tour when they were in Toronto in October for the annual conference of The Food Bloggers of Canada. They visited an English cucumber greenhouse and a dairy farm.
- Thanks to all of the farmers who opened their doors to these tours in 2016: Smith Gardens, Gwillimdale Farms, Burnbrae Farms, Roosendaal Farms, Beverly Greenhouses as well as the Pelissero, Cranston and Loewith families.



Tour attendees display white beans from Roosendaal Farms



- 1 A volunteer engages visitors during Breakfast from the Farm
- 2 Jan VanderHout of Beverly Greenhouses addresses tour attendees
- 3 Food influencers enjoy an all-Ontario lunch in a rustic setting at Gwillimdale Farms, Bradford
- 4 Food influencers outside Burnbrae Farms, Lyn



Farm & Food Care Ontario's web presence grew steadily – and in some cases drastically – throughout 2016.

2016 saw the launch of a new Farm & Food Care Ontario corporate website. The site is designed to be more user-friendly, and showed consistent viewership throughout the year. The Real Dirt on Farming and Real Dirt Blog websites also attracted consistent numbers throughout the year, with spikes in viewership around specific agricultural events.

The Virtual Farm Tours website and the Real Dirt Blog were the most dominant sites for visitor traffic. Virtual Farm Tours (now FarmFood360.ca) showed particularly significant viewer retention – an average session was nearly seven minutes long, with over 15 pages explored.

Website stats:

| Site | Visitors | Page views |
|----------------------|----------|------------|
| VirtualFarmTours.ca | 56,696 | 882,278 |
| RealDirtBlog.ca | 49,452 | 63,578 |
| FarmFoodCareON.ca | 23,892 | 88,680 |
| FacesofFarming.ca | 16,506 | 25,507 |
| RealDirtOnFarming.ca | 12,416 | 23,610 |
| LoveONTFood.ca | 12,310 | 27,080 |
| FarmImpact.ca | 8,312 | 15,496 |



| FFC Ontario Twitter | LoveONTFood Twitter | Facebook likes | FFC Instagram | LoveONTFood Instagram | Pintrest |
|---------------------|---------------------|-----------------|-----------------|-----------------------|---------------|
| 11,300 FOLLOWERS | 2,324 FOLLOWERS | 4,760 FOLLOWERS | 1,740 FOLLOWERS | 1,298 FOLLOWERS | 740 FOLLOWERS |



YouTube:

The Farm & Food Care YouTube channel continues to grow. Content added to the channel in 2016 covered all three branches of the organization – public outreach, environment and animal welfare – including Breakfast on the Farm, pollinator health and animal handling videos. In total, the channel has garnered 528,231 views since its debut in 2011. To date, the most popular videos remain “How dairy cows are milked, Breakfast on the Farm edition” (with over 202,000 total views), “How dairy goats are milked” (103,788 total views) and “How dairy cows are milked, free-stall edition” (15,076 views).

The Real Dirt Blog

The Real Dirt Blog was populated with 66 posts in 2016, many of which were released in conjunction with currently trending events and media stories. The blog received 63,578 views overall. Visitors also spent an average of 2:30 minutes in each session, suggesting good

reader retention. The top posts in 2016 were:

- 1) An open letter and invitation to Rachel Parent (8,549 views)
- 2) Family of Nine featured as June's Faces of Farming (4,288)
- 3) Activists bring devastation and death to Ontario mink farm (4,053)

Twitter, Facebook & More

2016 was a very successful year for Farm & Food Care's social media presence. The main goal for 2016 was to increase viewer interaction through a higher frequency and diversity of posts. With this goal in mind, unique graphics were created and shared on a daily basis; significant effort was made to maximize the impact of posts by aligning them with current news trends and celebrations, while maintaining regular content unique to Farm & Food Care – such as “Did You Know,” “Trivia Tuesday,” “Wisdom Wednesday” and “Fun Fact Friday” infographics.

Followers of Farm & Food Care's Facebook page increased to 4,831 – a near 100 per cent increase from 2015. The most popular Facebook posts in 2016 were a “Did You Know” graphic about Canadian milk standards – which garnered a total of 198,734 impressions – and two “Did You Know” graphics about hormone use in Canadian chickens – with a total of 194,733 in February and 88,028 in November.

Farm & Food Care Ontario's Twitter presence grew by just over 1,500 followers, reaching a grand total of 11,149. Our Instagram and Pinterest profiles continue to have strong followings and interactions each month. 2016 saw continued involvement with Local Food Week (June) and Ontario Agriculture Week (October) using the @LoveONTfood Twitter and Instagram account.

Farm & Food Care also delved into the world of Snapchat during Breakfast on the Farm, garnering over 4,000 views during the summer event.

Farm Creativity Contest winning enteries:



Grade 2



Grade 3 - 5



Grade 6 - 8



GOVERNANCE

ENVIRONMENT & FARM ANIMAL CARE ADVISORY COUNCILS

Farm & Food Care Ontario staff work under the direction of the Environment and Farm Animal Care Advisory Councils. Comprised of representatives from Farm & Food Care Ontario's platinum, gold and silver members, the councils provides an open forum for input, ideas and dialogue on farm environmental and animal care issues. Each council held three meetings in 2016. Topics covered included Great Lakes phosphorus, bee health, water use, barn fire prevention, livestock emergency response, animal care training and more.

ENVIRONMENT ADVISORY COUNCIL

Gerald Rollins, Beef Farmers of Ontario
Katherine Fox, Beef Farmers of Ontario
Helen Anne Hudson, Burnbrae Farms
Henk Lise, Chicken Farmers of Ontario
Richard Blyleven, Christian Farmers Federation of Ontario
Dianne McComb, Egg Farmers of Ontario
Dan Veldman, Egg Farmers of Ontario
Cary Gates, Flowers Canada (Ontario) Inc.
Mike Bутtenham, Grain Farmers of Ontario
Brendan Byrne, Grain Farmers of Ontario
Chelsea Gordon, Nutreco
Jim Gowland, Ontario Bean Growers
Jim Patton, Ontario Broiler Chicken Hatching Egg Producers Association
John Kidd, Ontario Canola Growers Association
Drew Spoelstra, Ontario Federation of Agriculture
Brian Gilroy, Ontario Fruit and Vegetable Growers Association
Justine Taylor, Ontario Greenhouse Vegetable Growers
Stefan Larrass, Ontario Pork
John DeBruyn, Ontario Pork
Don Brubacher, Ontario Potato Board

Kevin Brubacher, Ontario Potato Board
Frank Schonberger, Ontario Processing Vegetable Growers
Joe Hickson, Ontario Seed Growers Association
Les Nichols, Ontario Soil and Crop Improvement Association
Ron Meulemeester, Seed Corn Growers of Ontario
Carol Patterson, Tim Hortons
Bruce Christie, Farm & Food Care Canada
Chris Attema, Beef Farmers of Ontario / Ontario Sheep Marketing Agency / Ontario Pork

FARM ANIMAL ADVISORY COUNCIL

Gerald Rollins, Beef Farmers of Ontario
Katherine Fox, Beef Farmers of Ontario
Margaret Pritchard, Brian's Poultry Service Ltd.
Scott Houghton, Burnbrae Farms
Henk Lise, Chicken Farmers of Ontario
Gwen Zellen, Chicken Farmers of Ontario
Paul Bootsma, Christian Farmers Federation of Ontario
Peter Van Sleuwen, Dairy Farmers of Ontario
Dianne McComb, Egg Farmers of Ontario

Dan Veldman, Egg Farmers of Ontario
Don Dietrich, GayLea Foods
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Leanne Cooley, Gray Ridge Egg Farms
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FARM & FOOD CARE ONTARIO IS PROUD OF ITS STAFF TEAM COMPRISED OF BOTH FULL TIME AND CONTRACT POSITIONS

Back row - Jim Gowland, Ontario Bean Growers (Treasurer), Gerald Rollins, Beef Farmers of Ontario, Peter Van Sleuwen, Dairy Farmers of Ontario, Les Nichols, Ontario Soil and Crop Improvement Association, Sandi Brock, Ontario Sheep Marketing Agency (Secretary At Large), John Maaskant, Chicken Farmers of Ontario (Past Chairman), Dave McEachren, Grain Farmers of Ontario, Heather Copland, Grober Nutrition Inc.
Front Row - Joe Hickson, Ontario Seed Growers' Association, Brian Gilroy, Ontario Fruit & Vegetable Growers' Association (Chair), Christine Schoonderwoerd, Wallenstein Feed & Supply Ltd. (Vice Chair).
Absent – Bruce Christie, Nutreco Canada



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On Twitter: @FarmFoodCareON
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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, and support your industry's efforts today.