




A Year in Review

2018 Annual Report





“Be the tent, you have said. Find opportunities for the industry to work together.”

FFCO chair Christine Schoonderwoerd serving at Breakfast on the Farm.



Christine Schoonderwoerd

Chair's Message

2018 was a pivotal year for Farm & Food Care Ontario- and one that we are very proud of.

We've regained focus. We are now at the halfway point of the strategic plan we created and implemented in 2017; this plan identified our central goals, how those goals can be realized, and how we can facilitate outreach, engagement and extension to better serve our members and partners. Halfway into this plan, I am proud to say that it has helped us gain renewed vision and momentum.

Our strategic plan told us that our membership believes FFCO should continue to deliver and facilitate a range of farm environmental and animal-related projects and resources – but that FFCO should listen to and engage our members in determining what projects to tackle. The councils are now the starting point for all potential projects. Members discuss the merits of each project proposal and make recommendations to the board on whether they should be approved or not.

In the 18 months since that plan was reviewed, our staff and board have put a renewed focus into strengthening our Farm Animal Care and Farm Environmental Councils, and that work is paying off. The last council meeting in January saw more than 50 representatives of FFCO member organizations and agribusinesses coming together to discuss some key issues of cross-sector relevance.

My appreciation goes out to Dave Cavanagh of Beef Farmers of Ontario and Brendan Byrne of Grain Farmers of Ontario for leading these councils over the last two years and helping them to become THE place for our members to discuss issues together.

We have also created several new working committees comprised of both board members and engaged FFCO members that have helped move our organization ahead in the areas of board governance, human resources and membership.

But the resounding theme of that member consultation in 2017 was that we need to focus on what we do best - public trust and outreach work.

Be the tent, you have said. Find opportunities for the industry to work together.

We have been working hard to bring together our members to aid in public trust and outreach activities. A shining example of this was the Union Station event in April. The FFCO team pulled together 40 people from more than a dozen commodity groups and agribusinesses to host this event in the heart of Toronto. This initiative was a win, both in the cohesive effort that it was- but also by putting us on the radar of a key consumer market. Breakfast on the Farm programming is another example where dozens of agribusinesses and commodity groups and literally hundreds of volunteers work together for the collective good. More such "tent-like" initiatives are in the works.

Farm & Food Care's work is only limited by its budget. Without government funding for our outreach work, we are completely reliant on the generosity of the industry we support to make our efforts possible.

We're grateful to all of the members and project partners who continue to fund us year after year and to the new members who joined – or increased their funding in 2018. Of special note, the Ontario Fruit and Vegetable Growers' Association increased from a Gold to a Platinum level membership last year. This type of support is invaluable and we're so grateful for it. You'll see a complete list of 2018 members and donors at the back of this report.

It is my distinct honour to serve as Chair of the FFCO Board, on behalf of the FFCO membership, and a privilege to work closely with such a dedicated, capable staff group and Board of Directors.





Kelly Daynard

Executive Director's Message

Public Trust. It's the reason Farm & Food Care was formed and has been the foundation of our work for more than 30 years. Today, though, it's a topic seemingly being discussed everywhere, and by everyone. It's nice to see the attention and we're excited to see where the discussions go.

Everyone who works in food and farming depends on consumer confidence, yet our public is increasingly exposed to strategic marketing by non-farming (even anti-farming) stakeholders that cater to fears, and ultimately compound the problem. Ceding control of our brand leaves it to be redefined by well-funded special interest/activist groups or food companies with strong anti-trust agendas.

We should never discount the many strong commodity-led campaigns and initiatives underway across Canada. However, without coordination between them, they can sometimes be seen as competing for audience attention.

Helping with cross-sector coordination is something that Farm & Food Care does well. Our Breakfast on the Farm events are prime

examples – with dozens of farm organizations and agribusinesses working alongside hundreds of farmer volunteers to share in hosting duties.

In 2018, our team also fulfilled a long-time goal of hosting an event in Union Station. Almost a dozen of our members came together to work on this project (details can be found in this report). Not only did sharing resources and staff make economic sense for all involved, but watching farmers and staff from commodity groups, agribusinesses and food processors engage Toronto commuters and thank them for buying local was truly inspiring for everyone involved.

In Ontario, the Presidents' Council advocacy committee, of which Farm & Food Care is a member, has been exploring what a provincial campaign, with a goal of building a better image for Ontario farmers, might look like in terms of both cost and structure. The cross-industry scope being explored has never been attempted here in Ontario and the potential is enormous.

Another grassroots initiative in 2018 saw Ontario groups partnering under the banner

“Ontario consumers need to **fall in love with their food** and their farmers all over again.”



of “ON Common Ground” to work together on projects including a shared advertisement in Food and Drink magazine. Continuing on that theme, early this winter, Farm & Food Care hosted a meeting for commodity partners to brainstorm joint activities for the year ahead, including activations for both Local Food Week and Ontario Agriculture Week.

Nationally, the Public Trust Steering Committee also has a goal of being a forum for industry, governments (provincial and federal) and other stakeholders to discuss issues related to public trust in agriculture and food.

My hope is that all of these initiatives will unfold into a bigger, better-funded food movement. Ontario consumers need to fall in love with their food and their farmers all over again. We need to tell our stories, introduce our farm families and remind consumers that farmers work hard to produce healthy, affordable, safe and ethical food in a sustainable manner 365 days per year. We need people who will defend the agricultural sector and claim farmers as their own; a public that will research dubious food claims and know where to go

for credible information. Work like this can't be done through a short-term public relations campaign. Trust takes time and will require a long-term, multi-year investment in our entire sector's success.

I truly believe that the work of FFCO, in partnership with our members, has never been more important than it is today. We look forward to continuing our role in helping the industry come together to collectively address these issues.

Consumer questions about food and farming aren't going away. But by working together as one united industry, sharing common messages and strategies (in addition to great commodity-specific efforts), we can all help to create something that is bigger and better together. And that will benefit everyone.



Afternoon volunteers at Union Station.





BOTF volunteer Peter Ruiter

Public Outreach & Farm Community Support



The Real Dirt on Farming



In 2018, 200,000 copies of *The Real Dirt on Farming* were distributed through the Globe and Mail in addition to 25,000 more ordered by companies and individuals across Canada. It was accompanied by a full page advertisement where readers were encouraged to share their questions and feedback with FFCO in an online survey.

Of the 1500 readers surveyed, respondents rated the publication a 4.15/5 for being informative and credible.

A milestone total of four million copies of *The Real Dirt on Farming* booklet have now been distributed to Canadians from coast to coast since the publication's launch in 2006.

FARM FOOD 360°



Visitors to the CNE enjoying a virtual reality farm tour at the FarmFood360 exhibit.

Farm & Food Care Ontario's popular FarmFood360° virtual reality technology gives Canadians access to immersive virtual tours of working farms and food processing plants, all without leaving their homes or classrooms. In 2018, a tour of an egg breaking facility was added to the FarmFood360.ca website to complement egg grading and processing tour videos added earlier in the year. A feed mill tour was added in early 2019. Several other tours are currently in development. The tours were featured at the FFCO/Ontario Federation of Agriculture shared exhibit space at the Royal Agricultural Winter Fair where hundreds of families, students, and teachers lined up for the chance to tour a farm in 360° technology. This national initiative features both 360° Virtual Reality tours and traditional videos showcasing various aspects of the farms and businesses.



**4000
guests**
& 220 volunteers

Breakfast on the Farm

Approximately 4000 guests and 220 volunteers participated in two Breakfast on the Farm events in 2018. 1600 people braved less than ideal weather on June 23 to visit Cranston Farms near Ancaster to learn more about all kinds of Ontario farms from dozens of commodity groups and agribusinesses exhibiting that day. Another 2200 others visited the Fosters' family beef feedlot and North Gower grain elevator on September 8, which was the biggest event that FFCO has ever hosted in Eastern Ontario.



Volunteers at Breakfast on the Farm, Ancaster.



Visitors at Breakfast on the Farm, Ancaster.



Volunteers and host Foster family at Breakfast on the Farm, North Gower.

Union Station

In celebration of the twentieth annual Ontario Agriculture Week, October 1-7, FFCO worked with a dozen Ontario commodity groups to bring the farm to Union Station. This Toronto transportation hub sees 300,000 visitors daily, and that's where over 40 volunteers and farmers held a pop-up event to talk food and farming, answer consumer questions, and most importantly thank them for buying local.

In the morning, breakfast sandwiches were passed out to early morning commuters, and in the afternoon a second group passed out all-Ontario snacks for the trip home. In total, more than 10,000 local food samples were handed out along with thousands of resources and recipe cards. Several commuters took to social media to share their gratitude for the early morning surprise and the opportunity to meet a real farmer.



Morning volunteers at the Union Station pop-up event.



Public Outreach & Farm Community Support



The Froese family, pickling cucumber farmers, after filming a Real Dirt Road Trip.



FFCO staff showcasing FarmFood360 tours at the Egg Farmers of Ontario AGM.



Exhibit at the 2018 Royal Agricultural Winter Fair in partnership with the Ontario Federation of Agriculture.



Guest speakers at a Real Dirt - live event hosted by the Dundas Rotary Club.

Farm & Food Care Ontario launched a new social media video series in 2018 – The Real Dirt Road Trip. This initiative will take viewers on a tour of Ontario farms that are less accessible or well-known to the average Canadian.

The series launched in July with a visit to a pickling cucumber farm, and was followed by a tour of a poinsettia greenhouse in December. FFCO has a goal of completing eight road trips in 2019.

Farm & Food Care on the road

In addition to events where staff and board members exhibit in person, FFCO also loans displays and provides resources for events across Ontario.

Sheldon Creek Dairy

- In June, Sheldon Creek Dairy held its annual Open Farm Day. FFCO greeted visitors, handed out resources and prizes, and answered questions about food and farming. Staff engaged with hundreds of guests throughout the event.

Canadian National Exhibition (CNE):

- FFCO appreciated the invitation of Dairy Farmers of Ontario to attend the Canadian National Exhibition and showcase the FarmFood360° virtual reality tour kiosk and The Real Dirt on Farming.

The Royal Agricultural Winter Fair.

- For the second time, the Ontario Federation of Agriculture was generous in sharing its booth space with FFCO at the 2018 Royal Agricultural Winter Fair. Staff and volunteers from both FFCO and OFA engaged with tens of thousands of visitors to the fair, including families and students of all ages attending with school field trips.

Training and Workshops

In 2018, FFCO delivered two webinars, seven Speak Up and Media training sessions, and 39 specialized presentations and workshops to member groups, farmers, commodity organizations, agribusinesses, and agricultural organizations throughout the province. The topics and skills covered ranged from how to effectively engage with the general public about food and farming, how urban audiences think about food, presentation skills to better tell your farm story, utilizing social media, strategies to manage difficult people or situations and hands on media training sessions.



Mariposa Dairy hosts Fleming College culinary students.



Culinary student tours

Farm & Food Care Ontario brought 30 students from Fleming College's culinary program to three Peterborough-area farms in March including Midnight Acres, a seed and grain farm; Mariposa Dairy to learn about dairy goat production and Three Roads Farm Ltd. to learn about raising chickens.

Registered Dietitian farm tours

As part of FFCO's farm tour programs, 61 Registered Dietitians visited four farms during two tours in the autumn of 2018. This is the third year for the program focusing on Registered Dietitians.

In September, Registered Dietitians from SickKids, Toronto Public Health and other Toronto locations visited Tupling Farms Produce near Shelburne and the beef feedlot of the Schaus Land & Cattle Company near Alliston.

On October 24, FFCO hosted a tour for 35 Registered Dietitians working in Loblaws stores across Ontario. The tour first visited the cow/calf seed stock Gilbrea Farms near Hillsburgh. The second stop was the Ippolito Group in Burlington, a Canadian company that ships millions of pounds of produce each year across North America.

In an evaluation, over 95% of participants found the tour very valuable and nearly all would participate in future tours or recommend them to a colleague. Participants also expressed that opportunities like the farm tour program assists them in their career as a Registered Dietitian by better preparing them to answer questions from clients about food or farming.



Registered Dietitians visit Schaus Land & Cattle near Alliston.



Loblaws Registered Dietitians enjoying a wagon ride at Bob Wilson's cow/calf farm.

“ I was very impressed with the information I read in *The Real Dirt on Farming*. I had no idea that there was so much to know about the food on my table. It made me stop and think about how much we owe to our local farmers for the hard work and time it takes to produce the food that we enjoy. ”

Globe and Mail reader



Dietitians and dietetic interns from SickKids Hospital.



Toronto food influencers visit the Elgersma family egg farm near Elora.

Public Outreach & Farm Community Support



Ottawa food influencers enjoying visit to Avonmore Berry Farm in October.



Karina Flores, Toronto food blogger, helping pack eggs.

Food influencer tours

Food writers, chefs, bloggers and home economists from Toronto and Ottawa also participated in food influencer farm tours.

In June, 45 food influencers from Toronto visited the Elgersmas' family egg farm and the Elora Research Station where they learned about the edible bean industry in Ontario.

In Ottawa, 40 chefs, culinary instructors, cookbook authors, Professional Home Economists and Registered Dietitians visited the broiler chicken barn of the Grenier/Bourdon family near St. Isidore. Stop two was Avonmore Berry Farm, a diversified fruit and vegetable farm and market owned by David and Pamela Philips and their family.

In an evaluation, over 90% of participants found these tours very valuable and nearly all would participate in future tours or recommend them to a colleague.

FFCO couldn't do these tours without partnerships from many national and provincial agribusinesses and commodity groups.



Food influencers from the Ottawa area learning about the importance of biosecurity before entering the Bourdon Grenier chicken barn.

2018 Engagement

6
farm tours with
250 guests

10,000
local food samples
to commuters

4 million
copies of the
Real Dirt on Farming
distributed since 2006

4,000
All Ontario breakfasts
served

39,376
engagements on
social media



Twitter

up 7% to 13.3K followers
Engagement up 96%



Facebook

up 13% to 7170 followers
Engagement up 70%



Instagram

up 16% to 2409 followers
Engagement up 413%

www.FarmFood360.ca



76,517 visitors (+36%)
661,816 page views

www.FarmFoodCareON.org

18,556 visitors
51,641 page views (+26%)

www.RealDirtOnFarming.ca

8,226 visitors
17,391 page views



Environmental Projects & Initiatives



Soil Best Management Practices Project

The Soil BMP Project, funded by the Ontario Ministry of Agriculture, Food, and Rural Affairs (OMAFRA) was designed to develop and assess messaging strategies related to soil BMPs. The project involved farmer focus groups that explored attitudes and economic and environmental values of farmers which impact their decisions related to soil BMPs. Through a better understanding of a farmer's decision making process, recommendations on how to better align messaging to those core values can be made.



Timing Matters Working Group

FFCO provides administrative support to the Timing Matters Working Group, a coalition of farm groups working to promote better manure application stewardship. The Peer to Peer Network is a subgroup that focuses on responsible manure management in the winter months. The team's mandate is to consult farmers and help identify practical alternatives to spreading manure on frozen or snow covered ground in an effort to use nutrients more effectively and reduce the environmental risks to local creeks, rivers and lakes. FFCO was instrumental in the Peer to Peer Group securing funding from the Environment Canada Lake Erie Fund to support the project for the next two years.

TIMING MATTERS
RESPONSIBLE MANURE APPLICATION



Farm Environmental and Farm Animal Care Councils

In 2018, three council meetings, comprised of FFCO's Platinum, Gold and Silver members were held utilizing a new hybrid meeting template. Councils meet collectively for speakers of common interest and then divide to take a closer look into more special interest topics for each council. Topics covered during the three meetings included speakers on glyphosate, pending impacts of changes to anti-microbial legislation, the challenges of crop protection products re-registration at PMRA, the new cannabis industry, the DON crisis and farm fires.

These meetings are becoming a key venue in Ontario agriculture to bring together stakeholders from across our diverse industry to discuss issues of relevance to everyone and help shape the work that FFCO is doing in the areas of farm environmental sustainability and farm animal care.

Communications around corn detasseling

FFCO was asked to facilitate a meeting with seed corn, vegetable growers and crop protection applicators in the Chatham area to help address concerns about pesticide use in proximity to seed corn detassling crews. A stakeholder meeting was held in March to address the concern of summer detassling crews that their workers might be exposed to pesticides being used on neighbouring fields. The meeting resulted in a better understanding of the issue, what steps could be taken to reduce both actual and perceived risks to workers. The seed corn companies took over the lead in producing educational materials and working with detassling crews and growers to establish and adopt protocols to reduce the risk to in-field workers.





Farm Animal Care Projects & Programs

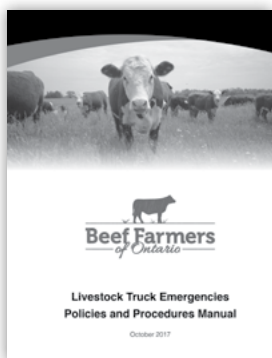
“Thank you for the Livestock Truck Emergencies Policies and Procedures Manual that we received in the mail. This manual is very informative and way overdue, and I would like to thank you for the work it took to produce it.”

District Fire Chief

Animal Care Helpline



FFCO's Animal Care Helpline fielded a lower volume of calls in 2018 (26) that warranted investigation by the appropriate commodity group or referral directly to the Ontario Society for the Prevention of Cruelty to Animals (OSPCA). In cases where the caller was less familiar with animal agriculture, they often felt reassured about the situation in question once they were informed about normal farm practices. Many of the calls originate from within the farm community, including farmers and family members who are concerned about potential situations they see. In March, FFCO assisted Beef Farmers of Ontario with a training session for its Animal Care Volunteer Team which is tasked with following up on animal care concerns.



Livestock Emergency Projects

FFCO continued to be active on livestock emergency projects in 2018. In January, a Truck Rollover Guide, developed alongside Beef Farmers of Ontario, was distributed to 450 fire departments across Ontario. FFCO is the industry co-chair of the OMAFRA-led barn fire working group which has developed new planning and risk assessment tools for farmers to better plan for farm emergencies. FFCO staff delivered numerous presentations about farm fire awareness to livestock commodity groups, municipal councils and first responders throughout the year.

Barn fires are devastating for Ontario's farming families. The financial and emotional impacts are felt for many years, in addition to representing a growing public concern in animal welfare. In September, FFCO received notice that the Ontario Livestock Emergency Preparedness project had received funding for 2019 from the Canadian Agricultural Partnership through the Agricultural Adaptation Council.

As part of the Barn Fire Awareness Project, FFCO continues the FLIR (heat sensing) equipment lending program. The FLIR sensor can often detect heat corrosion in receptacles, plugs, and panels in livestock barns which are some of the major causes of barn fires. By using the FLIR modules, farmers can check for potential risks on their own farms. FLIR modules can be borrowed from the Farm & Food Care Ontario office.





“I have a renewed appreciation for the safety of our food supply and I’m impressed with how modern and technological farming has become. Food Influencer”



2018 Governance

Councils

FFCO staff work under the direction of the Farm Environmental Care Council and the Farm Animal Care Council. Comprised of representatives from Farm & Food Care Ontario's platinum, gold and silver members, the councils prove an open forum for input, ideas and dialogue on farm environmental and animal care issues.

Farm Animal Care Advisory Council

All Platinum, Gold and Silver members are invited to attend. This list includes attendees in 2018.

Dave Cavanagh, Beef Farmers of Ontario (2019 Council chair)
Andi McKillop, Argyle Farms
Mike Hargrave, Avonbank Ag Solutions
Katherine Fox, Beef Farmers of Ontario
Margaret Pritchard, Brian's Poultry Service Ltd.
Scott Houghton, Laura Bowers, Burnbrae Farms
Kirk Rankin, Canada Mink Breeders
Heather Ferguson, Cargill (Animal Nutrition)
Jordan Fois, Chicken Farmers of Ontario
John Bos and Paul Bootsma, Christian Farmers Federation of Ontario
Brad Mandryk, Clark Poultry Farms Limited
Lisa Wormsbecher, Conestoga Meat Packers
Bonnie den Haan, Dairy Farmers of Ontario
Stephanie Williams, DCL Animal Nutrition
Dianne McComb and Dan Veldman, Egg Farmers of Ontario
Steve Thomas, Elanco Animal Health
Craig Shaw, Exceldor Foods Ltd
John Drummond, Floradale Feed Mill
Don Dietrich, Gay Lea Foods Cooperative Ltd.
Ashley Delarge, Grand Valley Fortifiers
Leanne Cooley and Janelle Caldwell, Gray Ridge Eggs
Jim Zyta, Heartland Farm Mutual

Kendra Keels, Livestock Alliance
Caitlin Woolcott, New Life Mills
Kerry Reibeling, Norwell Dairy Systems
Kevin Weppeler, Nutreco/Trouw Nutrition
Keith Veenhof, Ontario Broiler Chicken Hatching Egg Producers Association (OBHEPA)
Pat Jilesen, Ontario Federation of Agriculture
Susan Fitzgerald, Ontario Hatcheries Association
Daphne Nuys-Hall, Ontario Independent Meat Processors
John Taylor, Ontario Mutual Insurance Association
Eric Hartemink and Chris Cossitt, Ontario Pork
Tom Lewis and Jennifer MacTavish, Sheep Farmers of Ontario
Larry Holmes and Mike Virley, Trillium Mutual Insurance Company
Steve Vanderzanden, Turkey Farmers of Ontario
David Trott and Christine Schoonderwoerd, Wallenstein Feed & Supply Ltd.

Farm Environmental Care Advisory Council

All Platinum, Gold and Silver members are invited to attend. This list includes attendees in 2018.

Brendan Byrne, Grain Farmers of Ontario (2019 Council chair)
Dave Cavanagh and Katherine Fox, Beef Farmers of Ontario
Helen Anne Hudson, Burnbrae Farms Ltd.

Jeff Mitchell, Tom McLellan, Canada Mink Breeders
Jordan Fois, Chicken Farmers of Ontario
Richard Blyleven, Christian Farmers Federation of Ontario
Bonnie den Haan, Dairy Farmers of Ontario
Dianne McComb, Dan Veldman, Egg Farmers of Ontario
Cary Gates, Flowers Canada (Ontario) Inc
Mike Bottenham, Grain Farmers of Ontario
Debbie Zimmerman, Grape Growers of Ontario
Kathy Macpherson and Tom Bowers, Greenbelt
Allan Scott, Lucknow District Co-op
Scott McGeachy, McGeachy Farms
Chelsea Gordon, Nutreco/Trouw Nutrition
Kelly Ciceran, Ontario Apple Growers
Jim Gowland and Jennifer Mitchell, Ontario Bean Growers
John Kidd and Steve Lake, Ontario Canola Growers Association
Drew Spoelstra, Pat Jilesen and Crispin Colvin, Ontario Federation of Agriculture
Brian Gilroy, Ontario Fruit & Vegetable Growers' Association
Nathan Warkentin and Justine Taylor, Ontario Greenhouse Vegetable Growers
Mike Mitchell, Chris Cossitt and Stacey Ash, Ontario Pork
Kate VanderZaag and Kevin Brubacher, Ontario Potato Board
Christine Schoonderwoerd, Wallenstein Feed & Supply Ltd.

“Being able to tell patients and colleagues I have seen first-hand how food is cared for and grown on a local farm to counter their hyperbole about our food system and farms. Registered Dietitian”

Cathy Lennon, Ontario Processing Vegetable Growers

Joe Hickson, Ontario Seed Growers Association

Les Nichols, Ontario Soil & Crop Improvement Association

Laura Fraser, Oxford County Federation of Agriculture

Karen McMullin, Lorna McKercher, RBC Royal Bank

Ron Meulemeester, Scott McGeachy, Seed Corn Growers of Ontario

Kim Empringham, York Region Federation of Agriculture

Membership/Sponsorship/Marketing Committee

Laura Bowers, Burnbrae Farms Ltd.,
Janelle Caldwell, L.H. Gray & Son Ltd., /
Gray Ridge Egg Farms (Chair)

Andrew Campbell, Belson Farms

Bonnie den Haan, Dairy Farmers of Ontario

Heather Copland, Grober Nutrition

Steve McCabe, Agricultural Manufacturers of Canada

John Maaskant, Maaskant Farms

Christine Schoonderwoerd, Wallenstein Feed & Supply Ltd.,

Nadine Schwandt, New-Life Mills

Chelsea Gordon, Shur-gain/Trouw Nutrition Canada Inc.

Governance Committee

Dave Cavanagh, Beef Farmers of Ontario

Crispin Colvin, Ontario Federation of Agriculture

Chris Cossitt, Ontario Pork

Jim Gowland, Ontario Bean Growers

Joe Hickson, Ontario Seed Growers' Association

Dave McEachren, Grain Farmers of Ontario (Chair)

Christine Schoonderwoerd, Wallenstein Feed & Supply Ltd.

Human Resources Committee

Brian Gilroy, Ontario Fruit & Vegetable Growers' Association (Chair)

Les Nichols, Ontario Soil & Crop Improvement Association

Christine Schoonderwoerd, Wallenstein Feed & Supply Ltd.

Finance Committee

Chris Cossitt, Ontario Pork

Jim Gowland, Ontario Bean Growers (Chair)

Joe Hickson, Ontario Seed Growers' Association





Past Chair Brian Gilroy with Kelly Ciceran of the Ontario Apple Growers, handing out apples to guests.

2018 Board of Directors

Farm & Food Care is governed by a dedicated group of volunteers with a passion for helping to build trust in food and farming in Ontario. The 2018/2019 Board of Directors included:

Janelle Caldwell, Egg Farmers of Ontario
Crispin Colvin, Ontario Federation of Agriculture
Chris Cossitt, Ontario Pork
Bonnie den Haan, Dairy Farmers of Ontario
Jordan Fois, Chicken Farmers of Ontario
Brian Gilroy, Ontario Fruit & Vegetable Growers' Association (Past Chair)
Jim Gowland, Ontario Bean Growers (Treasurer)
Joe Hickson, Ontario Seed Growers' Association
Dave McEachren, Grain Farmers of Ontario (Vice Chair)
Les Nichols, Ontario Soil & Crop Improvement Association
Ed Scharringa, Christian Farmers Federation of Ontario
Christine Schoonderwoerd, Wallenstein Feed & Supply Ltd., (Chair)

Ex Officio:

Dave Cavanagh, Beef Farmers of Ontario (Chair of the Farm Animal Care Advisory Council)
Brendan Byrne, Grain Farmers of Ontario (Chair of the Farm Environmental Advisory Council)



Staff



Alicia Becker
Membership & Fund Development Manager



Rachel Coles
Marketing Coordinator



Kelly Daynard
Executive Director



Bruce Kelly
Program Manager



Mary Ann Kenny
Administrative Assistant



Lucia Lilbourne
Event Coordinator



Elaine McDougall
Finance Manager



Madeline Rodrigue
Communications Coordinator



Christine Wilkinson
Communications Coordinator



FFCO Staff and Directors with OFA at the 2018 Royal Agricultural Winter Fair.

The future of food and farming in Ontario depends on all of us.

Help shape this organization with your experience and expertise.
Invest in consumer outreach and build public trust.

Join us today!

Farm & Food Care
Ontario would like to thank
the **73** new businesses
and individuals for
adding their support
in 2018!

Platinum
\$30,000+

Gold \$5000+

Silver \$1500+

Supporter \$250+

Individual \$60+

**To apply for
membership today:**

**www.FarmFoodCareON.org
Or contact us for more details!**



2018 Members

Farm & Food Care Ontario's success is a direct result of the breadth, diversity and collective support of its members. As membership increases, so does the effectiveness of our collective outreach initiatives.

Farm & Food Care Ontario would like to thank 73 new businesses and individuals for adding their support to the organization in 2018.

PLATINUM MEMBERS

Beef Farmers of Ontario
Chicken Farmers of Ontario
Dairy Farmers of Ontario
Egg Farmers of Ontario
Ontario Federation of Agriculture
Ontario Fruit & Vegetable Growers Assoc.
Ontario Pork

GOLD MEMBERS

Alltech Canada Inc.
Burnbrae Farms Ltd.
Christian Farmers Federation of Ontario
Conestoga Meat Packers
Gay Lea Foods Co-operative Ltd.
Grain Farmers of Ontario
Hensall District Co-operative Inc.
L.H. Gray & Son Limited / Gray Ridge Egg Farms
New Life Mills
Rothsay
Sargent Farms Ltd.
Semex
Shur-gain / Trouw Nutrition Canada Inc.
Turkey Farmers of Ontario
Zantingh Direct Inc.

SILVER MEMBERS

AGRI Co-operative Ltd.
Argyle Farms
Association of Ontario Chicken Processors
Avonbank Ag Solutions
Brian's Poultry Services Ltd.
Canada Mink Breeders' Association
Canadian Mushroom Growers Assoc
Cargill Animal Nutrition
Clark Poultry Farms Ltd.
Elanco Canada Limited
Elmira Pet Products

Exceldor Foods Ltd.
Floradale Feed Mill Ltd.
Flowers Canada (Ontario) Inc.
Grand Valley Fortifiers Limited
Grape Growers of Ontario
Greenbelt Fund
Grober Nutrition Inc.
Heartland Farm Mutual Insurance
Hendrix Genetics
Lambton Mutual Insurance Company
London Agricultural Commodities Inc.
Lucknow District Co-op
Masterfeeds Inc.
McGeachy Farms (1997) Limited
McKinley Hatchery
Norwell Dairy Systems Limited
OBCHEPA
Ont. Broiler Hatching Egg & Chick Commission
Ontario Apple Growers
Ontario Bean Growers
Ontario Canola Growers Association
Ontario Greenhouse Vegetable Growers
Ontario Hatcheries Association
Ontario Mutual Insurance Association
Ontario Plowmen's Association
Ontario Potato Board
Ontario Processing Vegetable Growers
Ontario Seed Growers' Association
Ontario Sheep Farmers
Ontario Soil & Crop Improvement Association
Ottawa Valley Seed Growers Association
Oxford County Federation of Agriculture
RBC Royal Bank,
Seed Corn Growers of Ontario
The Commonwell Mutual Insurance Group
Trillium Mutual Insurance Company
U-Pak Disposal Limited

Valent Canada Inc.
Veal Farmers of Ontario
Veldale Farms Ltd.
Wallenstein Feed & Supply Ltd.
York Region Federation of Agriculture

SUPPORTER MEMBERS

571419 Ontario Limited/ Miller Family Farms
A W Topp & Sons Ltd.
Art Griffith Farms Inc.
Bellson Farms
Brant County Federation of Agriculture
Brekveld, Peggy
Bruce County Federation of Agriculture
B-W Feed & Seed Ltd.
Canadian National Exhibition Association
CanWest DHI
Chudleighs Apple Farm
Coke Family Farm
Collins Farm Produce
Conlee Farms Inc.
Cronin Farms Ltd.
Daynard, Kelly
Daynard, Terry & Dot
Donald Frew & Sons Ltd.
Donkers Farm
Durham Region Federation of Agriculture
Eberts Fur Farm Incorporated
Elgin Beef Farmers
Engage Animal Health Corp
Essex County Federation of Agriculture
Eyre Farms Limited
Flew The Coop Ltd.
Fois Poultry Farm
Glacier FarmMedia Inc - Canada's
Outdoor Farm Show
Gowland, Jim & Judy
Grey County Federation of Agriculture



Hackett, Greg & Chris
 Halton Dairy Producer Committee
 Halton Peel Pork Producers
 Huron County Federation of Agriculture
 IGPC Ethanol
 Jamink Farm
 JJ Maaskant Farms Ltd.
 JSE Farms
 Kahntact
 Kenpal Farm Products Inc.
 Kent & Essex Mutual Insurance
 Company
 Koetsier, Jack & Liz
 Lambton Cattlemen's Association
 Lambton Federation of Agriculture
 Leeming Farms
 Lindsay Agricultural Society
 Livestock Research Corp
 Manitoulin Northshore Federation of
 Agriculture
 Matthews, Dr. June
 Maw Jim
 McIntosh Family Farm Inc
 McLean Berry Farm
 Middlesex Cattlemen's Association
 Middlesex Federation of Agriculture
 Nighthawk Orchards
 Northumberland Cattlemen's
 Association
 Northumberland Federation of
 Agriculture
 Oegema Turkey Farms Inc.
 Ontario Ginseng Growers Association
 Ontario Holstein Branch
 Ontario Maple Syrup Producer's
 Association
 Ontario Tender Fruit Growers
 Oxford County Junior Farmers
 Persall Fine Foods Co.
 Perth County Beef Farmers Association
 Perth County Federation of Agriculture

Perth County Pork Producers Assoc.
 Peterborough County Cattlemens
 R & B McIntosh Egg Farms Ltd.
 R.B.R. Fur Farms Limited
 Reid Drainage Inc
 RFW Farms Ltd
 Rollins, Gerald & Louise
 Rosendale Farms Limited
 Samis Farms
 Schoonderwoerd Bros. Concrete Ltd.
 Schoonderwoerd Christine
 Sheldon Creek Dairy Inc
 Shepherd Creek Farms
 Sherk, Murray & Sandra
 Simcoe County Beef Farmers
 Simcoe County Dairy Producer
 Committee
 Simcoe County Federation of
 Agriculture
 Snyder Heritage Farms
 Stormont Federation of Agriculture
 Vanmar Farms Limited
 VanStraaten, Sally & Mike
 Veldman Poultry Farm Ltd
 Vickhaven Farms
 Whyte Farm
 Woodrill Farms
 Yantzi's Feed & Seed Ltd.

INDIVIDUAL MEMBERS

Anonymous
 Alicia Becker
 Laura Bowers
 Dianne Brekelmans
 Brendan Byrne
 Janelle Caldwell
 Laura Callaghan
 Dave Cavanagh
 Charmian Christie
 Tom Chudleigh
 Crispin Colvin

Heather Copland
 Karen Dallimore
 Don Dietrich
 Jennifer Doelman
 Mary Ann Found
 Chelsea Gordon
 Carolynne Griffith
 Bonnie den Haan
 Simon Haley
 Sara Harper
 Joe Hickson
 Deanna Hutton
 Bruce Kelly
 Jennifer Kyle
 Amy Matheson
 Steve McCabe
 Elaine McDougall
 Dave McEachren
 Colleen McElwain
 Troy McElwain
 Jennifer Mitchell
 Paul Nairn
 Les Nichols
 Regina E Oakland
 Joe Oosterhof
 Joel Porter
 Nadine Schwandt
 Allan Scott
 Natalie Walt
 Sandra Wolfe





2018 Project Partners & Supporters

2018 ANNUAL MEETING

- Burnbrae Farms Ltd.,
- Farm Credit Canada
- Glacier FarmMedia – Canada's Outdoor Farm Show
- Grain Farmers of Ontario
- Green Energy Ontario
- JWA Group
- L.H. Gray & Son Ltd., /Gray Ridge Egg Farms
- Ontario Fruit & Vegetable Growers Association
- RBC Royal Bank
- Sportswood Printing
- Valent Canada Inc.,

BREAKFAST ON THE FARM

Guardian:

- Burnbrae Farms Ltd.,
- City of Ottawa
- City of Hamilton
- L.H. Gray & Son Ltd., /Gray Ridge Egg Farms
- Dairy Farmers of Ontario
- Canola Eat Well / SaskCanola
- Egg Farmers of Ontario

Advocate:

- Kubota Canada Ltd.
- Gourmet Cuisine
- Hayter's Farm
- Ontario Corn Fed Beef/Ontario Cattle Feeders' Association
- Ottawa Federation of Agriculture
- Ontario Turkey
- Ottawa Valley Seed Growers Association
- Pioneer Hi-Bred Canada Company
- Premier Equipment Ltd., John Deere
- RBC Royal Bank

Leader:

- Ayr Farmers Mutual Insurance Company
- Gayler Equipment
- Farm Credit Canada Kanata
- Gay Lea Foods Co-operative Ltd.,
- Good in Every Grain/Grain Farmers of Ontario
- Maple Lodge Farms Ltd.,
- MacEwen Petroleum Inc.,
- New Life Mills Ltd.,
- Ontario Apple Growers
- SILOKING Canada
- Reis Equipment
- The Commonwell Mutual Insurance Group
- Veal Farmers of Ontario
- WeCover Structures Inc.

Collaborator:

- Arnprior Federation of Agriculture
- Brant County Federation of Agriculture
- Bunge Canada
- Carleton Farm Seed Ltd., / Pioneer Hi-Bred
- Carp Agricultural Society
- CRH Group/Dufferin Aggregates
- Collins Barrow
- Daniel Smith Insurance Group Inc.,
- Frew Energy
- Greenfield Global
- Grain Farmers of Ontario – District Committee
- Haldimand Federation of Agriculture
- Hamilton Wentworth Federation of Agriculture
- Lanark Federation of Agriculture
- Libro Credit Union
- Niagara North Federation of Agriculture
- Norfolk Federation of Agriculture
- O'Farrell Financial Services Inc.,
- Ontario Bean Growers
- Ontario Maple Syrup Producers Association
- Renfrew Federation of Agriculture
- Tallman Truck Centre

Contributor:

- Carleton Dairy Producer Committee
- Dortman Bros. Barn Equipment Inc.,
- Dumfries Mutual Insurance Company
- Dundas County Cattlemen's Association
- EastGen
- Farm Credit Canada
- Grenville Dairy Producer Committee
- Grenville Federation of Agriculture
- Grenville Mutual Insurance
- Jansen Law
- Jockbrae Farms Ltd.,
- Lanark Milk Producers
- Leeds County Dairy Producer Committee
- Leeds Federation of Agriculture
- Lennox & Addington Federation of Agriculture
- L'Union des Cultivateurs Franco Ontariens
- Oxford Bovine Veterinary Professional Corporation
- P.T. Sullivan Agro Inc.,
- Vanden Bosch Elevators Inc.,

FARM TOUR PROGRAM

- Burnbrae Farms Ltd.,
- Chicken Farmers of Canada
- Egg Farmers of Ontario
- CropLife Canada
- Canada Beef Inc.,
- SaskCanola/Canola Eat Well
- Ontario Bean Growers

FACES BEHIND FOOD

- AdFarm
- Burnbrae Farms Ltd.,
- Fresh Air Media
- Gay Lea Foods Co-operative Ltd.,
- New Life Mills

“I am so grateful to you for providing such a positive experience for my family. I am also so grateful to all Ontario farmers who provide healthy and fresh food for us.”

Breakfast on the Farm attendee



Volunteers with event partners SaskCanola enjoying the dairy Barn at Breakfast on the Farm in June

FARMFOOD360.CA

- Burnbrae Farms Ltd.
- CropLife Canada
- Egg Farmers of Ontario
- L.H. Gray & Son Ltd., /Gray Ridge Egg Farms
- Wallenstein Feed & Supply Ltd.,

HARVEST GALA

- Greenbelt Fund
- Ontario Fruit & Vegetable Growers' Association
- Conestoga Meats

THE REAL DIRT ON FARMING

- Bruce County Federation of Agriculture
- CropLife Canada
- Cargill
- Durham Region Federation of Agriculture
- Essex Federation of Agriculture
- Farm & Food Care Saskatchewan
- Federation D'agriculture Compté de Russell
- Floradale Feed Mill
- Huron Federation of Agriculture
- Leeds Federation of Agriculture
- McKinley Hatchery
- Middlesex Federation of Agriculture
- Niagara South Federation of Agriculture
- Norfolk Federation of Agriculture
- Northumberland Federation of Agriculture
- Perth Federation of Agriculture
- Prince Edward Federation of Agriculture
- Simcoe Federation of Agriculture
- Thunder Bay Federation of Agriculture

UNION STATION

- Beef Farmers of Ontario
- Dairy Farmers of Ontario
- Egg Farmers of Ontario
- Grain Farmers of Ontario
- Ontario Greenhouse Vegetable Growers' Association
- Ontario Pork

LIVESTOCK EMERGENCY PROJECT

- Trillium Mutual Insurance Company
- Ontario Mutual Insurance Association
- Heartland Farm Mutual Insurance
- Dairy Farmers of Ontario
- Ontario Pork



(Left to Right): Paul Mistele Memorial Award recipients from Gay Lea Foods Co-operative Ltd. and Dairy Farmers of Ontario with Ontario Minister of Agriculture, Food and Rural Affairs Ernie Hardeman and Executive Director Carolyn Stewart of the Ontario Association of Food Banks at the 2018 Harvest Gala.



Guests from SeCan at the 2018 Harvest Gala



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