

Breakfast on the Farm

Semi-annual event held at rebuilt Jobin Farms in Tecumseh

By Michael Seguin
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Jobin Farms welcomed about 2,400 people for breakfast last Saturday.

Breakfast on the Farm is a semi-annual event run by Farm & Food Care Ontario at locations all across Ontario.

“Not everybody has the opportunity to visit a farm,” communications coordinator Madeline Rodrigue explains. “Less than two per cent of people live or work on a farm now and not everybody has the means to get out to a farm or knows somebody that they can call to visit one.”



“But a lot of people are really curious about farms and want to know how they work and what they do,” adds Christine Wilkinson, also a communications coordinator with Farm & Food Care Ontario.

“So it’s important to provide them with the opportunity to go and see a real working farm.”

“More and more there’s questions about food and farming and how that happens,” Rodrigue says. “So it’s a good opportunity to answer those questions and give people a real glimpse at what goes on here.”

The farm was partly selected for its close proximity to Windsor, which allowed the urban city population to attend the event.

“They have a really unique story,” Rodrigue says. “A couple years ago, they had a really tragic barn fire. At that point, they were at a crossroads. Do they keep farming? Do they not keep farming? Do they pivot to something else?”



Brothers Dylan, Kyle and Travis Boughner sit down for a free breakfast at Jobin Farms last Saturday during the Breakfast on the Farm, the 11th event of its kind held across Ontario since 2013. Hosted by Farm & Food Care Ontario, 2,400 people attended the Tecumseh farm, established in 1935, for a tour and to enjoy a meal of scrambled eggs, pancakes, maple syrup, sausages, back bacon, baked beans, greenhouse vegetables, apple cider and milk. After a massive fire destroyed the dairy barn in 2016, the Jobins rebuilt with a state-of-the-art facility and were eager to show the public their strong commitment to the industry. With Essex County farmers on hand to answer questions, 130 volunteers, 100 exhibitors, 30 booths, tractors to climb aboard and sit on and even a fire truck, this was the biggest Breakfast on the Farm ever.

Photo courtesy of Dave Sobocan

“It was on April 18, 2016,” Rose Jobin, co-owner of Jobin Farms with her two sons, recalls. “My husband was on his way to (have surgery). We got the news on the way to the hospital that the barn was on fire.”

“The neighbours came to our help. People from Kingsville, all over the place. There was no water around. They had to go to the end of the road and then fill up with swimming pools and stuff like that. I think every fire department was on hand. It was such a big fire. You could see it from all over.”

The decision to keep farming, Rose explains, was made by her sons.

“I think if we wouldn’t have had the boys we’d be done,” she says. “But the boys wanted to continue. They like it.”

“They decided to build this brand new barn with all of these features,” Rodrigue reports.

“Also, both Jobin brothers are local firefighters. They have a story to share with people about resiliency and hard work. Not only are they here, but they’re helping people around the county too.”

‘Grateful’

“I’m very grateful to Farm & Food Care to use us as the host family,” says Rose. “And we thank God for the beautiful weather we had today.”

“We highly recommend anyone to consider this evocation, because it certainly opens up an awareness as to what else goes on and how food gets on the table.”

Farm & Food Care Ontario has another breakfast scheduled in Barrie for later this year. Please visit FarmFoodCareON.org for more information