



YEAR IN REVIEW 2019

Charitable Status

In late 2019, Farm & Food Care Ontario received word from the Canadian Revenue Agency that its year-long application for charitable status had been approved. Many members, supporters and friends have asked what this change means for the organization.

Three of the goals of Farm & Food Care Ontario around this change are to:

Build sustainability in our movement

by expanding our base of support to be able to apply for grants and receive donations not formerly available to us.

Honour our supporters

by providing taxable benefits for any donation over \$20 and opportunities to explore meaningful long term support options like bequests and estate gifts.

Leverage new opportunities

to build our network as we work alongside the agri-food industry with our members, partners and donors to build public trust in food and farming in everything we do.

We are grateful for the opportunity to strengthen this organization to better serve our many stakeholders for years to come and for the many partners and donors who have already stepped up to help celebrate this exciting milestone. Thank you for being part of this movement!

Support Farm & Food Care Ontario today with a gift of support. See pg. 19 to learn how.



Christine Schoonderwoerd

CHAIR'S MESSAGE

In the current climate, while we're in the midst of a world pandemic, the successes of 2019 may seem far in the past. But it's important to focus on them for what's been accomplished by our board and staff teams – and look ahead to what we'll be working on when the crisis has passed.

Much effort has been spent, over the last three years, to bring the organization to a state of fiscal stability and we're pleased to report a second year with revenue exceeding expenses at a modest level.

Staff work over a two-year period on a Charitable Status application to the Canadian Revenue Agency proved successful and we were pleased to announce that at last fall's Harvest Gala. This new status will enable us to recognize donations with charitable receipts and should open the doors to new funding opportunities that the organization wasn't eligible to apply to before.

2019 also brought with it a move to new office space in the north end of Guelph, into a quaint old renovated farmhouse owned by Lactanet

Canada. This is also a fiscally-responsible move for the organization and considers our current budget and space requirements. We've enjoyed a great relationship with the Ontario AgriCentre and the Hannam family for the last 14 years and look forward to an equally strong relationship with our new landlords.

FFCO's Governance Committee has put extensive work into reviewing the organization's bylaws and into developing a comprehensive policy manual, using the manuals of some of our member organizations as a guide. That manual was approved by the board in December and will provide strong guidelines moving forward.

Our three-year strategic plan will be ready to renew in 2020. In 2017, our board went through an extensive strategic planning process, coming out of it with a plan that was developed in consultation with our membership. It's worked well and for the last three years, every potential project or undertaking was examined through the lens of that plan's priorities. Work is now underway on a new strategic plan that will shape the organization's

direction from 2021 to 2024. The board will continue this process through 2020, bringing a draft back to our members before it is approved. If you have any comments on its direction, please reach out to myself or any of the members of the board.

Finally, I'd like to express my appreciation to my fellow board members whose passion for this organization plays a key factor in its success. Without exception, they believe in our organization's mandate whole heartedly. They're not only strong board members but most are members and active volunteers at many of our consumer outreach events. In particular, I would like to express my appreciation to outgoing board members Ed Scharringa, nominated by the Christian Farmers Federation of Ontario and Dave McEachren, nominated by Grain Farmers of Ontario. Dave has also served as FFCO's Vice Chair for the last three years and has chaired our Governance Committee. They have contributed a lot and will both be missed.



EXECUTIVE DIRECTOR'S MESSAGE



Kelly Daynard

As I write this, the world is in crisis due to the COVID-19 pandemic and Farm & Food Care's (FFCO) entire team is working from home offices, busy with on-line initiatives and plans for events that we hope will take place when these global issues are behind us.

Even in these uncertain times, FFCO's work is as relevant as ever – and maybe more so as people take a renewed interest in food security and in preparing meals at home with their families.

Our progressive shift to developing online resources over the last few years has proved to be invaluable as parents look for online tools to educate and entertain their children. In the month of March alone, our YouTube channel, featuring hundreds of videos filmed on Ontario farms and in food processing facilities, received a 417% increase in views – up almost 150,000 viewers (and 415 subscribers).

Our new Faces Behind Food online campaign, launched last year to replace the old (but still missed) Faces of Farming calendar, is gaining traction with almost 1,000 followers and 100 posts in its first year. In February, the campaign was promoted in advertisements along "The Path" in downtown Toronto and was featured in Restaurants Canada's magazine for Canada's Agriculture Day. If you've got stories that you think would make great profiles, let us know.

FARM FOOD 360°

The FarmFood360 landing page has also seen similar increases – user numbers increasing by almost 4000% and viewing sessions increasing in length. In 2019, the virtual reality farm/food tour website had 611,000 page views. As of the first week of April, we're close to reaching that already. Three more VR tours are in the works,

to be filmed later this year, and we'll look forward to adding them to this database.

Plans for some of our bigger consumer outreach events like Breakfast on the Farm and our roster of food influencer tours, are temporarily on hold as we await timelines for the return to some sense of normal but our work in many other areas continues.

If you've ever got ideas for programming we should consider, I'd be happy to hear from you.

One thing that will not change during these unprecedented times is our commitment to supporting our members and Ontario's farmers and our work to build confidence in Ontario food and farming. I'm grateful for our entire staff team and the work they continue to do on behalf of all of Ontario agriculture.



2019 saw the launch of FFCO's newest initiative – ***Faces Behind Food***. Inspired by social media campaigns like ***Humans of New York***, ***Faces Behind Food*** uses photos and captions to share the many stories of the people behind the food that we love. With the vast majority of Canadians well removed from farming and food production, putting faces to the industry brings agriculture closer to those making food choices every day. Available on Instagram, Facebook and FFCO's website, ***Faces Behind Food*** shows Ontario consumers the passion that goes into the local foods that they're buying, one person at a time.

Faces Behind Food shared 77 unique profiles in 2019. If you know someone who should be featured on Faces Behind Food, email info@farmfoodcare.org





COMMUNICATIONS & PUBLIC OUTREACH

Family enjoying wagon ride and apple picking at Breakfast on the Farm, Barrie.

FARM FOOD 360°

FFCO's virtual reality platform, FarmFood360°, gives Canadians the opportunity to tour real, working farms and food processing facilities from the comfort of their own computers. New tours of a feed mill, apple orchard, pig farm, free range and free run egg farms and an egg processing facility were released in 2019. The virtual tours were showcased at the Royal Agricultural Winter Fair, where FFCO's display is a popular stop for hundreds of families, students, and teachers that visit the fair. Each 360° tour is accompanied by traditional videos that feature interviews with farmers and company employees about specific topics like food safety, animal husbandry, environmental stewardship, seasonal workers and more.

All videos can be watched at www.FarmFood360.ca which received over **611,000** views in 2019.



Andrew, free run egg farmer



Wallenstein Feed & Supply Ltd. Mill 4



Pig farmer Tara holding a piglet from her family farm

Breakfast on the Farm

Since 2013, thousands of families have visited FFCO's 12 Breakfast on the Farm events across the province. In 2019, two farm families hosted 3500 guests and 215 volunteers. In June, the Jobin family's dairy farm in Tecumseh was the perfect backdrop for guests to enjoy an all-Ontario breakfast, wagon ride, farm tour and dozens of exhibits by commodity groups and agribusinesses. Barrie Hill Farms (a fruit and vegetable farm) hosted the second event in September.

Breakfast on the Farm enables urban visitors to visit a real working farm and have their questions answered by the farmers themselves – who make up a large portion of each event over 100 volunteers. These events showcase Ontario's diverse agriculture and food sector and provide lasting memories for children, parents and grandparents alike. FFCO counts on the support of dozens of commodity groups, agricultural organizations, local businesses, municipalities and agribusinesses to bring each event to life.



Volunteers and host Gervais family at Breakfast on the Farm, Barrie



Volunteers and host Jobin family at Breakfast on the Farm, Tecumseh



Morning volunteers at Union Station pop-up activation

Union Station

For a second year, FFCO brought dozens of farmers to Toronto's busiest transportation hub in celebration of Ontario Agriculture Week. Building on the success of the 2018 event, a pop-up activation was held in Union Station where volunteers and farmers greeted commuters, answered their questions and thanked them for supporting Ontario's farm families by buying local.

In addition, early morning commuters were offered breakfast sandwiches prepared with Ontario ingredients including eggs, bacon, mushrooms, cheese and grains. Later in the day, all-Ontario snacks, including beef pepperettes, greenhouse-grown tomatoes and strawberries, were given to afternoon commuters for their trip home. Resources and recipes were also distributed in addition to the thousands of food samples.

The Royal Agricultural Winter Fair

The Royal Agricultural Winter Fair attracts thousands of visitors annually. FFCO was pleased to partner with the Ontario Federation of Agriculture (OFA) for a third year. On display was the FarmFood360° virtual reality tours and resources like *The Real Dirt on Farming*. For ten days, staff, board members and volunteers from both FFCO and OFA engaged with thousands of students, teachers and families who enjoyed the opportunity to take a virtual reality tour. FFCO is grateful for OFA's support of the shared partnership that makes this interactive exhibit possible.



Visitor to the Royal Agricultural Winter Fair enjoying a virtual reality farm tour.



COMMUNICATIONS & PUBLIC OUTREACH

Toronto food influencer guests enjoying their visit to Sheldon Creek Dairy

Farm Tours

Farm & Food Care Ontario's long-running farm tour program continues to be a sought-after event for food writers, bloggers, chefs, Registered Dietitians, culinary instructors and students and professional home economists. Since 2004, FFCO has hosted 123 tours for over 3,800 guests to more than 190 Ontario farms, food processing facilities and research stations.

Farm & Food Care hosted **five tours** for key target audiences in 2019.

Details follow on the next pages.

“

“These farm tours are a reminder of exactly how much time, effort, care, research, and innovation goes into the food we eat.”

Farm Tour Participant

”



Toronto food influencers visit artisanal flour mill K2 Milling

These farm tours would not be possible without partnerships from many national and provincial agri-businesses and commodity groups.

Food influencer tours

FFCO's "Food Influencer" farm tour program brings together food writers, bloggers, chefs, instructors and professional home economists for a closer look at where their food comes from.

In June, 35 food influencers from the Toronto-area visited Sheldon Creek Dairy, and met the den Haan family, who explained everything from robotic milkers to A2 milk production. The second stop was K2 Milling, an artisanal flour mill run by Mark Hayhoe. The group also heard from an expert in canola oil nutrition and Canadian agricultural trade issues.

The 13th annual Ottawa food influencer tour was held in October where 40 attendees met turkey farmers Jean François Drouin and his daughter Marie-Pair. Later, they joined grain farmer Warren Schneckenburger and his family to discuss the importance of soil conservation.

In an evaluation, 96% identified these tours as very valuable and 100% would participate in future tours or recommend them to a colleague.



Ottawa food influencers in biosecurity gear before touring a turkey barn

Registered Dietitian farm tours

In October, 35 Registered Dietitians and dietetic interns from SickKids, Toronto Public Health, Sobeys, Loblaw Companies Ltd. and other organizations participated in FFCO's fourth Registered Dietitian farm tour. The group visited two stops in Niagara Region including the Devries family chicken farm and Vineland Growers Co-operative to discuss tender fruit packaging and processing and Cold Snap™ technology.

In an evaluation, over 88% of participants found the tour very valuable and all participants indicated they would participate in future tours or recommend them to a colleague. Registered Dietitians are frequently asked questions about topics like GMOs, antibiotics and hormones, animal welfare and pesticides – these farm tours help them to address their clients' concerns and explain food production in Ontario from first-hand experience.



Registered Dietitians learn about Cold Snap™ technology while touring Vineland Growers Co-op



Government staff visit Blackrapids dairy farm near Ottawa

Government staff farm tour

In September, FFCO hosted a first-ever farm tour for 45 federal government employees. The tour began at Blackrapids Farm, where Peter and Rosemary Ruiter walked the attendees through their recently rebuilt dairy barn which features a robotic milker and feeder. Next, the group met Adrian Schouten for a tour of his grain elevator. Carleton Mushroom Farm was the last stop of the day, where second generation mushroom farmer Mike Medeiros discussed mushroom varieties, quality compost and the shortage of labour.

In an evaluation, 98% of participants rated the tour as very valuable with 100% of participants expressing interest in participating in future farm tours.

Culinary student tour

Thirty culinary students and instructors from Ottawa's Algonquin College participated in a March tour. The group first visited Ferme Avicole Laviolette, an egg farm and independent egg grading and packing facility, where Marcel Laviolette explained hen care and the steps taken to get eggs from farm to store. The second stop introduced students to Alain and Erin Leduc at Wanna Make It Farms, a grain farm and elevator. The father/daughter team discussed soil health, GMOs and grain marketing.



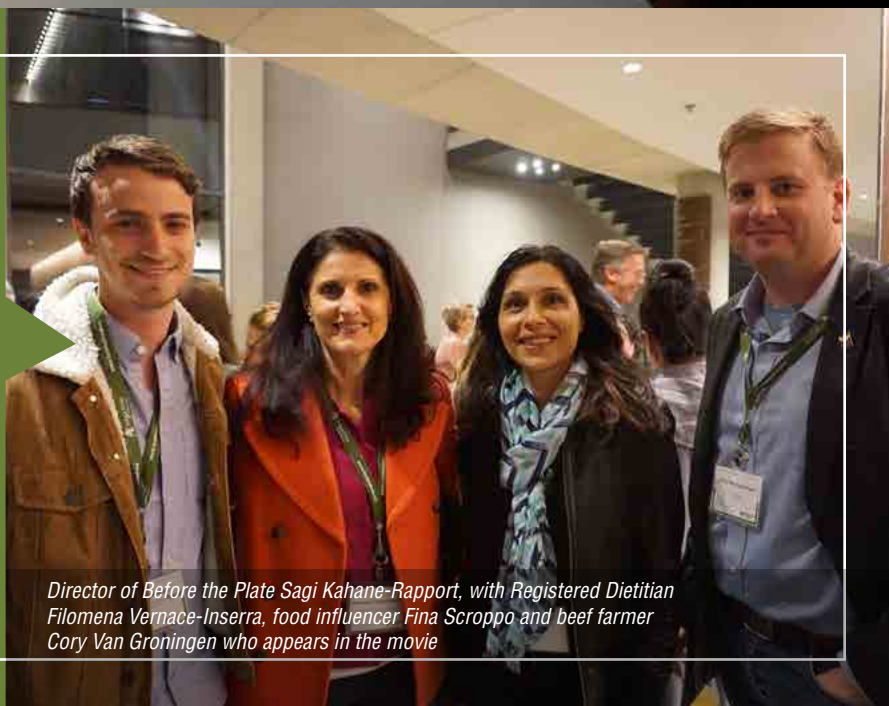
Ferme Avicole Laviolette hosts Algonquin College culinary students

COMMUNICATIONS & PUBLIC OUTREACH

FFCO Executive Director, Kelly Daynard, at *Before the Plate* screening in Toronto

Before the Plate Screening

In April, FFCO welcomed over 150 guests including food influencers, bloggers, writers, chefs and Registered Dietitians to Isabel Bader Theatre in Toronto for a screening of *Before the Plate*. The film follows the ingredients used at one of Toronto's most prestigious restaurants, all the way back to the farm and processing operations where they are grown and produced. Following the screening, guests were treated to a Taste of Ontario Reception, where they were joined by dozens of Ontario farmers, as well as several of the farmers who starred in the film. The event was made possible by a partnership between FFCO and seven commodity groups under the ON Common Ground banner.



Director of *Before the Plate* Sagi Kahane-Rapport, with Registered Dietitian Filomena Vernace-Inserra, food influencer Fina Scroppo and beef farmer Cory Van Groningen who appears in the movie



Masters of Ceremony for the evening, beef farmer Paul Brown and FFCO's Kelly Daynard, are shown with the five panelists: Bob McLean, Carrie Woolley, Paul Thoroughgood, Jennifer Lambert and Cory Van Groningen.

Feeding a Sustainable Toronto

In November, beef and sheep farmers from across the province joined over one hundred Toronto area food influencers for an event entitled "Feeding a Sustainable Toronto" at the Royal Ontario Museum.

FFCO kicked off the event with a screening of the newly-released short documentary, *Guardians of the Grasslands*. The film, produced by Ducks Unlimited Canada and the Nature Conservancy of Canada, explores the relationship between the survival of one of the world's most endangered ecosystems, the Great Plains grasslands, and grazing livestock. The screening was followed by a panel discussion between experts including a sheep farmer and beef farmer.

Following the event, there was a reception where Toronto food influencers had the chance to meet and ask questions of the many Ontario beef and sheep farmers who were in attendance. The evening was organized in partnership with Beef Farmers of Ontario, Canadian Cattlemen's Association, Canada Beef and Ontario Sheep Farmers.

WEBSITE & SOCIAL MEDIA

FFCO continues to engage on multiple social media platforms to reach Canadians.

Followers increased significantly in 2019:

f ↑ 9%

↑ 4%

↑ 12%



How do you
like your
eggs?

www.FarmFoodCareON.org

15,074 visitors
45,564 page views



CANADIAN HONEY BEES PRODUCE

75 MILLION

POUNDS OF HONEY



FEBRUARY 9, 2019

FOOD FREEDOM DAY

THE DAY WHEN MOST CANADIANS HAVE MADE ENOUGH
MONEY TO PAY FOR THEIR YEARLY FOOD BILL



Instagram
engagements increased
166% in 2019.



We ♥ Farm-Hers

www.FarmFood360.ca

66,898 visitors
611,707 page views



ASK US ABOUT
SHEEP AND
WOOL FARMING

Hardships often prepare
ordinary people for an
extraordinary destiny.

- C.S. LEWIS

**EAT.
YOUR.
VEGETABLES.**

NATIONAL EAT YOUR VEGETABLES DAY

**WE THE
FARMERS**



Training AND WORKSHOPS

In 2019, FFCO continued to offer speaker services, training and workshops to dozens of member groups, farmers, students, commodity organizations, agribusinesses and agricultural organizations throughout the province. FFCO's workshops are designed to help participants effectively engage with the public about food and farming, prepare for complicated conversations at community events or on their own farms and speak with the media about issues affecting their industry.

Speak Up training with Elgin County 4-H members, parents and leaders



Farm Environmental AND FARM ANIMAL CARE COUNCILS

In 2019, three Farm Animal Care and Farm Environment Advisory Council meetings were held for FFCO's Platinum, Gold and Silver level voting members. The council meetings provide an open forum for input, ideas, dialogue and proactive thinking on farm animal welfare and on-farm environmental issues. DON issues in corn, abdication of the OSPCA, trade issues, the Seasonal Agricultural Worker Program, and growing concerns about farm trespassing were among the topics discussed. The meetings bring together stakeholders from across Ontario's agricultural industry to discuss issues of relevance across the board and help shape issue-specific work that FFCO is doing in those areas.



ANIMAL CARE PROJECTS & INITIATIVES



Victor MacPherson, FFCO's Livestock Emergency Instructor, instructing first responders at Livestock Emergency training in Brussels

Livestock Emergency and Farm Fire Awareness Projects

In 2019, FFCO received Canadian Agricultural Partnership funding through the Agricultural Adaptation Council to extend work focused on farm fire awareness and prevention. FFCO exhibited at eight industry events, delivered seven keynote presentations on the topic and produced seventeen articles for the farm press.

Additionally, an Ontario-specific course was developed for first responders to better prepare them for responding to unique challenges of livestock truck rollovers. Over one hundred firefighters and first responders were trained throughout five one-day courses held across the province.

FFCO continues to offer a FLIR (heat sensing) equipment lending program, where farmers can use the module to check for potential fire risks like heat corrosion in receptacles, plugs and panels in livestock barns. FLIR modules can be borrowed from the FFCO office.

Special Interest Groups

FFCO continues to provide specialized and individualized support to its members on issues related to the activities of Special Interest Groups at work in Ontario. In 2019, FFCO conducted a number of speaking engagements and coordinated several industry workshops offering advice on how to protect farms and businesses from potential threats.

Animal Care Helpline

FFCO received 11 calls to the Farm Animal Care Helpline in 2019. This confidential service allows concerned farmers and community members to report situations where they feel another farmer could use help, resources or advice in better caring for their animals. The intention is for a "farmer helping farmer" approach to intervening in sensitive situations before they reach a critical point or need the attention of the provincial authority. FFCO works with farmers, experienced staff and commodity groups to investigate reports and resolve these situations accordingly.



ENVIRONMENT

PROJECTS & INITIATIVES

TIMING MATTERS

RESPONSIBLE MANURE APPLICATION

Improve manure application timing



Understand the risks to the
environment



Know the alternative options
and resources available

For more information visit
FarmFoodCareON.org/timing-matters



@TimingMattersON



CANADIAN
AGRICULTURAL
PARTNERSHIP



Ontario



Canada

Timing Matters

The Timing Matters Working Group is a FFCO-led coalition of farm organizations which strives to promote sound manure management and application practices throughout the year. The project is funded by the Canadian Agricultural Partnership program and spans 2019 through 2021. In 2019, a focus group of farmers, custom manure applicators, nutrient consultants and equipment manufacturers was conducted to better understand attitudes towards manure application and to identify a communications strategy going forward.

Peer to Peer Network

The Peer to Peer Network is a subgroup focused on raising awareness about the potential for run-off when nutrient application is made to frozen fields. This project is supported by Environment Canada through the Great Lakes Protection Initiative. The Peer to Peer Network will continue 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 rivers, creeks and lakes.



A FULL TANK OF GAS IS A
GOOD THING, A FULL
TANK OF MANURE
IS **NOT**.

PLAN AHEAD.

DEALING WITH
MANURE CAN BE
TRICKY.

IF YOU NEED HELP IT'S AVAILABLE.



2019 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 2019/2020 Board of Directors included:



Janelle Caldwell, Egg Farmers of Ontario (Second Vice Chair)
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)
Heather Hargrave, Shur-gain/Trouw Nutrition Canada Inc.
Joe Hickson, Ontario Seed Growers' Association
Dave McEachren, Grain Farmers of Ontario (Vice Chair)
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



Kelly Daynard
Executive Director



Bruce Kelly
Program Manager



Elaine McDougall
Finance Manager



Alicia Becker
Community Engagement
Manager



Madeline Rodrigue
Communications
Manager



Lucia Lilbourne
Event Coordinator



Rachel Coles
Marketing Coordinator



Jessica Sills
Communications
Coordinator



Jean Tucker
Administrative Assistant



2019 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 the attendees in 2019:

Dave Cavanagh, Beef Farmers of Ontario (2019 Council Chair)

Alltech Canada Inc., Arin Douglas

Archer's Poultry Farm Ltd., Greg Brown
Association of Ontario Chicken Processors, Mike Terpstra

Beef Farmers of Ontario, Katherine Fox
Burnbrae Farms Ltd., Laura Bowers and Scott Houghton

Canada Mink Breeders Association, Kirk Rankin

Cargill (Animal Nutrition), Heather Ferguson

Chicken Farmers of Ontario, Jordan Fois
Christian Farmers Federation of Ontario, John Bos

Conestoga Meat Packers Ltd., Lisa Wormsbecher

Dairy Farmers of Ontario, Bonnie den Haan, Sharon Laidlaw and Heather MacGregor

EastGen, Tim Henshaw and Christa Ormiston

Gay Lea Foods Co-operative Ltd., Roger Boersen and Don Dietrich

Grand Valley Fortifiers, Ashley Delarge

Heartland Farm Mutual, Jim Zyta

L.H. Gray & Son Ltd., /Gray Ridge Egg Farms, Scott Brookshaw and Janelle Caldwell

Libro Credit Union, Cory Wozniak

Meat & Poultry Ontario, Daphne Nuys-Hall

New-Life Mills Ltd., Caitlin Woolcott

Ontario Broiler Chicken Hatching Egg Producers Association, Keith Veenhof

Ontario Broiler Hatching Egg and Chick Commission, Bill Van Heeswyk

Ontario Federation of Agriculture, Crispin Colvin and Cathy Lennon

Ontario Goat, Dirk Boogerd

Ontario Hatcheries Association, Susan Fitzgerald

Ontario Mutual Insurance Association, John Taylor

Ontario Pork Producers' Marketing Board, Stacey Ash, Chris Cossitt, Eric Hartemink and Mike Mitchell

Ontario Pride Eggs Inc. / Nutrigroupe, Stephen Woodthorpe

Ottawa Valley Seed Growers Association, Steve Holmes

Oxford County Federation of Agriculture, Laura Fraser

Ontario Sheep Farmers, Tom Lewis and Jennifer MacTavish

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

Trillium Mutual Insurance Company, Larry Holmes and Mike Virley

Turkey Farmers of Ontario, Steven Vanderzanden

Veal Farmers of Ontario, Kendra Keels

Wallenstein Feed & Supply Ltd., Christine Schoonderwoerd, David Trott and Melissa Wiseman

York Region Federation of Agriculture, Kim Empringham

Farm Environmental Care Advisory Council

All Platinum, Gold and Silver members are invited to attend. This list includes the attendees in 2019:

Brendan Byrne, Grain Farmers of Ontario (2019 Council Chair)

Beef Farmers of Ontario, Dave Cavanagh, Katherine Fox and Angela Roullard

Burnbrae Farms Ltd., Helen Anne Hudson

Chicken Farmers of Ontario, Jordan Fois

Christian Farmers Federation of Ontario, Richard Blyleven and Paul Bootsma

Dairy Farmers of Ontario, Chantel Crockett and Bonnie den Haan

Egg Farmers of Ontario, Dan Veldman

Flowers Canada (Ontario) Inc., Cary Gates

Gay Lea Foods Co-operative Ltd., Roger Boersen

Grain Farmers of Ontario, Mike Battenham and Dave McEachren

L.H. Gray & Son Ltd., /Gray Ridge Egg Farms, Scott Brookshaw and Janelle Caldwell

Lucknow District Co-op, Allan Scott

Ontario Apple Growers, Kelly Ciceran

Ontario Bean Growers, Jim Gowland and Jennifer Mitchell



Registration team at Breakfast on the Farm, Barrie



FFCO's Lucia Lilbourne with Directors Crispin Colvin and Christine Schoonderwoerd at Ontario's Harvest Gala

Ontario Canola Growers Association,
John Kidd

Ontario Federation of Agriculture,
Crispin Colvin and Pat Jilesen

Ontario Fruit & Vegetable Growers'
Association, Brian Gilroy and Gordon
Stock

Ontario Greenhouse Vegetable Growers,
Justine Taylor and Nathan Warkentin

Ontario Pork Producers' Marketing
Board, Mike Mitchell

Ontario Processing Vegetable Growers,
Keith Robbins

Ontario Seed Growers Association,
Joe Hickson

Ontario Soil & Crop Improvement
Association, Les Nichols and Eleanor
Renaud

Ottawa Valley Seed Growers Association,
Steve Holmes

Shur-gain/Trouw Nutrition Canada Inc.,
Heather Hargrave

Kim Empringham, York Region Federation
of Agriculture

Executive Committee

Janelle Caldwell, Egg Farmers of Ontario
(Second Vice Chair)

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

Jim Gowland, Ontario Bean Growers
(Treasurer)

Dave McEachren, Grain Farmers of
Ontario (Vice Chair)

Christine Schoonderwoerd, Wallenstein
Feed & Supply Ltd. (Chair)

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

Heather Copland

Bonnie den Haan, Dairy Farmers of
Ontario

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

Steve McCabe

John Maaskant, Maaskant Farms

Christine Schoonderwoerd,
Wallenstein Feed & Supply Ltd.,

Nadine Schwandt, New-Life Mills

Gordon Stock and Deanna Hutton,
Ontario Fruit & Vegetable Growers'
Association

Governance Committee

Dave Cavanagh, Beef Farmers of Ontario

Crispin Colvin, Ontario Federation of
Agriculture

Chris Cossitt, Ontario Pork

Jim Gowland, Ontario Bean Growers

Dave McEachren, Grain Farmers of
Ontario (Chair)

Christine Schoonderwoerd, Wallenstein
Feed & Supply Ltd.

Human Resources Committee

Janelle Caldwell, Egg Farmers of Ontario

Brian Gilroy, Ontario Fruit & Vegetable
Growers' Association

Jim Gowland, Ontario Bean Growers

Dave McEachren, Grain Farmers of
Ontario

Christine Schoonderwoerd, Wallenstein
Feed & Supply Ltd. (Chair)

Finance Committee

Janelle Caldwell, L.H. Gray & Son Ltd.,
Gray Ridge Egg Farms

Chris Cossitt, Ontario Pork

Jim Gowland, Ontario Bean Growers
(Chair)

Joe Hickson, Ontario Seed Growers'
Association

Dave McEachren, Grain Farmers of
Ontario

Christine Schoonderwoerd,
Wallenstein Feed & Supply Ltd.

Strategic Planning Committee

Jordan Fois, Chicken Farmers of Ontario
(Chair)

Brian Gilroy, Ontario Fruit & Vegetable
Growers' Association

Ed Scharringa, Christian Farmers
Federation of Ontario

Christine Schoonderwoerd, Wallenstein
Feed & Supply Ltd. (Chair)



FFCO staff celebrate Local Food Week with Moo-Lawn the cow

Join us at the table

Farm & Food Care Ontario
Together, building public trust in food and farming

Join the movement in one of the following ways:

Become a **Member**

Support Farm & Food Care Ontario with a membership for your farm, family, organization or business and receive valuable benefits like:



Discounted workshops and training, access to communications support, involvement in cross commodity work with our Farm Animal Care and Environmental Care council and resources to support your own public trust building work

Help guide the efforts of Farm & Food Care Ontario. Shape our outcomes by lending your experience and expertise to provide leadership and governance support and be recognized as a key stakeholder in the work.

Become a **Donor**

Donate to support the mission of Farm & Food Care and help build meaningful connections with Ontario consumers on behalf of Ontario Agriculture



Receive charitable tax receipts for any donation of \$20 or more

Demonstrate the importance of public trust by investing in proven consumer outreach and stand alongside partners and leaders from across the agri-food industry

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

Help shape the path forward.
To apply for membership or make a donation today, go to:

www.FarmFoodCareON.org



2019

MEMBERS, PARTNERS & DONORS

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 49 new businesses and individuals for adding their support to the organization in 2019.

PLATINUM LEVEL MEMBERS



GOLD LEVEL MEMBERS

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

SILVER LEVEL MEMBERS

AGRIS Co-operative Ltd.
Archer's Poultry Farm Ltd.
Argyle Farms
Association of Ontario Chicken
Processors
Avonbank Ag Solutions
Brian's Poultry Services Ltd.
B-W Feed & Seed
Canada Mink Breeders Association
Canadian Mushroom Growers
Association

Clark Poultry Farms Ltd.
Cowbell Brewing
DCL Nutrition
EastGen
Elanco Animal Health
Exceldor Foods Ltd.
Floradale Feed Mill Ltd.
Flowers Canada (Ontario) Inc.
Furst McNess
Grand Valley Fortifiers
Grape Growers of Ontario
Greenbelt Fund
Grober Nutrition Inc.
Heartland Farm Mutual Insurance
Hendrix Genetics
Kirkton Veterinary Services
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Ontario Broiler Hatching Egg and Chick
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Ontario Bean Growers
Ontario Canola Growers Association
Ontario Goat

Ontario Greenhouse Vegetable Growers
Ontario Hatcheries Association
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Bellson Farms
Berry Growers of Ontario
Brant County Federation of Agriculture

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 Bruce County Federation of Agriculture
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2019

PROJECT PARTNERS

Annual Meeting & Speakers' Program

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New Life Mills
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Breakfast on the Farm Guardian:

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Dairy Farmers of Ontario
Canola Eat Well / SaskCanola
Egg Farmers of Ontario
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Chicken Farmers of Canada
Egg Farmers of Ontario
CropLife Canada
Turkey Farmers of Ontario
SaskCanola/Canola Eat Well
Dairy Farmers of Ontario

Faces Behind Food

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Ontario Apple Growers
Ontario Pork
Wallenstein Feed & Supply Ltd.

Harvest Gala

Conestoga Meats
Ontario Bean Growers
Better Farming
Cowbell Brewing
Dairy Distillery/Vodkow
Sportswood Printing

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
Berry Growers of Ontario
Christian Farmers Federation of Ontario

Before the Plate Screening (Reception)

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

Feeding a Sustainable Toronto

Beef Farmers of Ontario
Canadian Cattlemen's Association
Canada Beef
Ontario Sheep Farmers

Livestock Emergency Project

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



Volunteers with event partner Valent at Breakfast on the Farm in September.



A group of attendees to the Ontario Harvest Gala.



Better Farming magazine provides keepsake magazine covers for all gala attendees.



Ontario Apple Growers display at Breakfast on the Farm, Barrie



Kaylee Coverdale with the Ontario Federation of Agriculture at Breakfast on the Farm, Barrie.



Megan Wright of Grain Farmers of Ontario volunteering at the Ontario Agriculture Week pop-up event in Union Station



Volunteers with event partner SaskCanola at Breakfast on the Farm in June.




Volunteers from Egg Farmers of Ontario and Burnbrae Farms at Local Food Week event



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