



Year in Review 2020





Our Vision

Earn public trust in Ontario food and farming.

Our Mission

Proactively work with Ontario farmers and food partners to ensure public trust and confidence in our food system.



Bonnie den Haan

Chair's Message

What a year it has been. Our board last met in person in early March of 2020, never realizing that that would be the end of face to face meetings for a long time to come. At that time, most of us had never given COVID a thought, or heard of Zoom and now both are part of our every day reality.

While the pandemic certainly required us to shift much of our 2020 business plan – specifically in the area of events and public outreach activities, I'm pleased to have witnessed the creativity that the staff showed in creating new ways of engagement – both with our members and our urban audiences.

It is with an enormous amount of gratitude that I thank our staff team for their commitments to our organization and to working from home in some less than ideal settings. Early in the pandemic, the majority of the staff team volunteered to take a significant pay cut for four months to help with budget uncertainties. For that, we're grateful and appreciative. Their selfless gestures helped to ensure our viability through the challenging times.

2020 was also to be the year when we completed a new strategic plan. When COVID hit, our board decided to push that process

back six months, recognizing that until we had a sense of the timelines and scope of the pandemic's effects on our industry and country, it was going to be difficult to do any long term planning for the organization.

That process was restarted in November under the leadership of committee chair Jordan Fois and has so far included an online member survey; invitations to all voting members for phone interviews and a board strategic planning session. We will have a draft plan out to our members later this spring for review and input before it is approved. Through the interviews I did, it was great to speak with key members directly and get their feedback on the work we're doing. While no organization is perfect and there are areas to be improved upon, it's clear that member satisfaction has increased dramatically since our last strategic planning process in 2017.

I am pleased to be completing my first year as chair of Farm & Food Care and appreciate the confidence that the Board of Directors showed in electing me to this position. I'd like to express my sincere appreciation to my fellow board members whose passion for this organization is key to its success. Without exception,

they believe in our organization's mandate whole heartedly. They're not only strong directors but most are members and active volunteers. In particular, I'd like to express my appreciation to outgoing board members Christine Schoonderwoerd, nominated by Wallenstein Feed & Supply Ltd.; Jim Gowland, nominated by Ontario Bean Growers; Heather Hargrave, nominated by Trouw Nutrition Canada Inc. and Chris Cossitt, nominated by Ontario Pork. All have contributed an enormous amount to FFCO and will be missed.

As we finish the first quarter of 2021 and vaccination programs ramp up, there's lots of reasons to feel optimistic – for ourselves, for our families, for our member organizations and for the future of Farm & Food Care's return to more normal programming. Thank you for being part of our work – work that benefits all of Ontario agriculture.

**Thank you for being
part of our work**
– work that benefits all of Ontario
agriculture.



Kelly Daynard

Executive Director's Message

I think we'll all look back on 2020 for years to come and wonder if we really did live through that! It was on March 16, 2020, that our staff team left the office and told each other that we'd be back in a couple of weeks, when the threat was over. How little we realized then about the year ahead.

But despite the complications, there were so many things to be grateful for – and which have helped to contribute to the viability of FFCO during COVID and beyond:

1. The support of our members and partners. Not once did we have a call with the news that a membership or project partnership was being reduced due to COVID. One silver member actually called to say that Covid required them to make drastic reductions in their budgets for the year – but that maintaining their level of membership in FFCO was a board priority. Having large online and print initiatives already planned for the year – like three new Virtual Reality tours (with partners Beef Farmers of Ontario, Chicken Farmers of Ontario and Turkey Farmers of Ontario) and a new edition of *The Real Dirt on Farming* with industry support from across Canada were great projects in a complicated year.
2. A creative and committed staff team: Within days of staff moving to their homes, our

communications team was already working on a revised schedule that included virtual events for Local Food Week, Ontario Agriculture Week and a series of live farm tours hosted on social media throughout the season that drew audiences of tens of thousands – likely larger audiences than if we'd been able to proceed with our planned activations.

3. Government funding took two very different forms in 2020:
 - a. Federal funding from AAFC through the AgriCompetitive and AgriDiversity programs doubled our budgets for some public trust initiatives including *The Real Dirt on Farming*, FarmFood360, Faces Behind Food and our food influencer outreach program. When COVID required the cancellation of tours for influencer groups, AAFC staff was extremely accommodating in allowing us to shift funding to online conferences and webinars for our target audience.
 - b. The Canadian Emergency Wage Subsidy program and the Canadian Rent Subsidy program were also great supports in a time of need, enabling the organization to continue working with almost a full staff contingent.

4. Relationships: Strengthened relationships and alliances with like-minded organizations and sister groups are key. Regular communications and collaboration with the teams at Farm & Food Care Saskatchewan and Prince Edward Island, with the Canadian Centre for Food Integrity, with 4-H Ontario, AgScape and Agriculture in the Classroom Canada have benefitted us all. All of these organizations work with limited budgets and it's important to continually ensure that we're supporting – but not duplicating – each other's work.

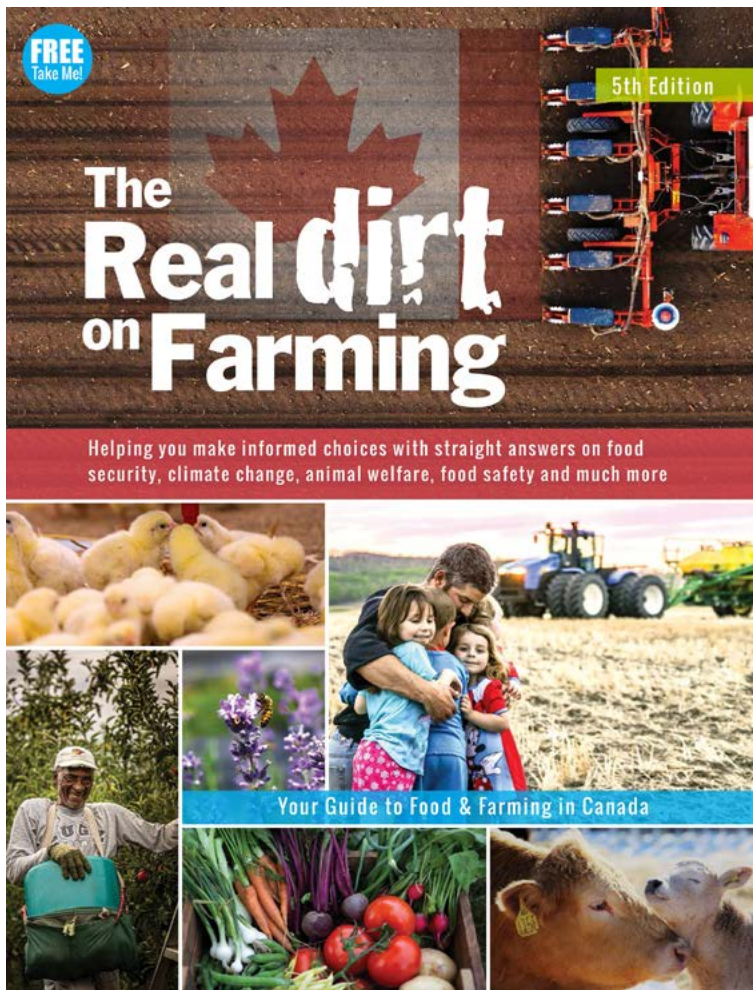
I'm optimistic about the road ahead. In the last four years since our last strategic plan was completed, we've become more financial stable, have successfully received our Canadian charitable status, have embarked on many new areas of programming and have added numerous new members to our list of supporters.

**Our success is
your success.**
Thank you for being part of this
movement.



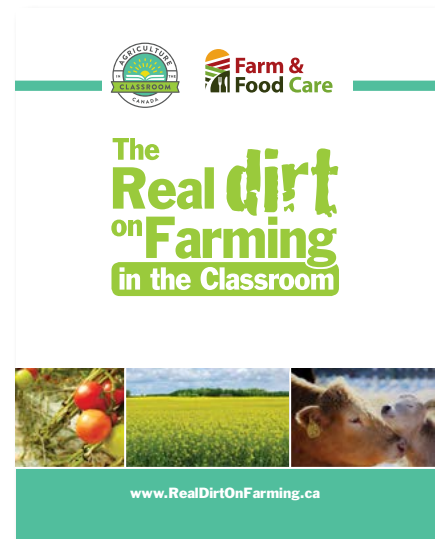
Communications & Public Outreach





2020 marked the launch of the fifth edition of *The Real Dirt on Farming*, which addresses common questions and misconceptions about Canadian food and farming in the areas of food security, animal welfare, food safety, the environment and much more. Information in the resource has been revised and updated using a wide variety of credible sources, and was reviewed by subject matter experts from across Canada.

The new edition includes new topics to reflect advances in science, global events and changing consumer preferences, as well as a significant focus on careers across Canada's agri-food system. A new, interactive website will provide opportunities for digital learning and content sharing, and can be updated to reflect advances in science, global events and changing consumer questions over time. A supplementary Educators' Guide entitled *The Real Dirt on Farming in the Classroom*,



Educators' guide developed with Agriculture in the Classroom Canada

created in partnership with Agriculture in the Classroom Canada and Farm Credit Canada, is being distributed in 2021 to classrooms across Canada.

In total, more than 25 companies and agri-businesses across Canada supported the development of the fifth edition. This project was also funded, in part, through the Agri-Competitiveness program of the Canadian Agricultural Partnership, a federal, provincial, territorial initiative.



The 60-page publication, educator resource, as well as a digest and French translation of the publication are available at

www.RealDirtOnFarming.ca



FARM FOOD 360°

FarmFood360° virtual reality farm tours allow Canadians to tour real, working farms and food processing facilities on tablets and desktop computers, as well as through mobile phones and VR (Virtual Reality) devices. These tours were a natural fit for the thousands of teachers and students transitioning to online learning and agricultural organizations seeking to connect with consumers virtually in 2020. As a result, FarmFood360° welcomed over **835,000 users** and **2.95 million page**

views in 2020, a **1222 per cent** and **470 per cent** increase over 2019 respectively.

New tours of beef, turkey and chicken farms were released in 2020 due to partnerships with Beef Farmers of Ontario, Turkey Farmers of Ontario and Chicken Farmers of Ontario. To supplement the 360° tours, 12 additional videos feature interviews with the farm families, veterinarians and nutritionists explaining their roles in caring for animals on these farms.

New

Beef, Chicken and Turkey VR farm tours released.

FARM FOOD 360°



www.FarmFood360.ca

The growing library can be accessed at www.FarmFood360.ca



over 835,000
users



2.95 million
page views in 2020



1222 per cent
and 470 per cent
increase over 2019 respectively.



CHICKEN FARM



BEEF FARM



TURKEY FARM

The *Royal* FOOD & NUTRITION FORUM

Virtual Food and Nutrition Forum



Dr. Sara Place
Elanco Animal Health



Melissa Joy Dobbins
Registered Dietitian



John Jamieson
Canadian Centre for Food Integrity

FFCO's long-running farm tour program was suspended in 2020 to ensure the safety of the farmers and many food writers, bloggers, chefs, Registered Dietitians, culinary instructors and students and professional home economists that look forward to these events each year. Instead, FFCO partnered with the Royal Agricultural Winter Fair, Farm & Food Care Saskatchewan and PEI to host a virtual version of the annual Food & Nutrition Forum and connect with **250 attendees** from the same target

audience. The event featured speakers Dr. Sara Place of Elanco Animal Health on livestock and sustainability; American Registered Dietitian Melissa Joy Dobbins, a panel discussion with farmers from across Canada and the public launch of Canadian Centre for Food Integrity's 2020 research. The success of this event inspired an online national speakers' series that began in March 2021.

Farm to Facebook

A move to online learning sparked a partnership between FFCO and AgScape to offer a series of Facebook Live farm tours throughout 2020. Farm to Facebook allows viewers, including students and teachers, to connect with farmers in real-time. A total of **17 tours** were hosted by farmers and agri-businesses of all types from across the province and attracted upwards of **93,429 views**. FFCO and AgScape will continue to offer these tours throughout 2021.



93,429
views



facesbehindfood • Follow

facesbehindfood Hopeton: My son Denroy was three years old when I started coming from Jamaica to work on this farm. That was 33 years ago. It was a big decision for my wife, Angela, and I to take this job. But it's not really easy sometimes to get a job back home. She and I met when we were 16 years old so we've been together almost 50 years. She raised our children while I came here to work. Both of us had to work hard in different places.

Denroy: I've been coming here with my dad for 14 years. I had a pretty good idea of what it would be like from hearing his stories and now, my life is much like his was I was young. I

177 likes

MARCH 4

Log in to like or comment.



facesbehindfood • Follow

facesbehindfood "I grew up on a pig farm and always loved it when the trucks showed up to collect our livestock. I used to want to be a farmer like my dad but instead, I took a course to get my AZ licence and have been driving livestock trucks for about a year and a half. Having a background working with pigs has really helped in this career because I know how to move them safely. My coworkers and I are also all trained and certified in a program called Transport Quality Assurance which teaches drivers on how to handle, move and transport pigs. I think that specialized training is something that many people don't know we have. I've really enjoyed this career so far.

Liked by kadaynard and 365 others

SEPTEMBER 28, 2020

Add a comment...



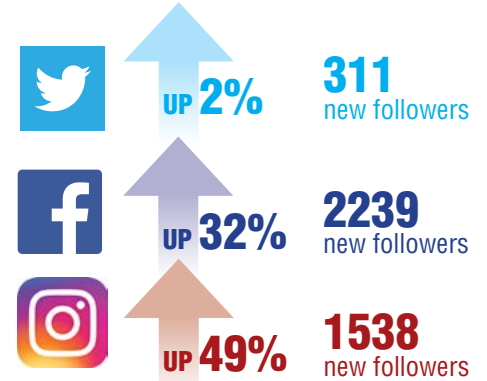
Faces Behind Food continues to highlight the diversity of people and career opportunities within the Canadian agri-food system. A total of **134 people** were profiled on Instagram, Facebook and at www.FarmFoodCareON.org in 2020, including many essential workers. Faces Behind Food also received recognition at the Best of CAMA awards with a **Certificate of Merit** in the category "Social Media Campaign Directed at the General Public".

The campaign's social media presence continues to grow, with a **2,600 per cent increase** in followers and **4,767 per cent increase** in engagement on Facebook, as well as **increases of 257 and 267 per cent** on Instagram.



Social Media

Followers increased significantly in 2020:



www.FarmFoodCareON.org

www.RealDirtOnFarming.ca

www.FarmFood360.ca



23,617
users



54,770
page views



9,114
users



19,659
page views



835,875
users



2,951,093
page views





Training and Workshops

FFCO supports member groups, farmers and the broader agricultural industry through a variety of speaker services, training and workshops that are designed to help participants effectively engage with the public (in-person and online), prepare for complicated conversations at events or on their own farms and speak with the media about issues affecting their industry. In 2020, this included **36 presentations** and **15 virtual Speak Up and media training courses** to farm audiences across the province and Canada. FFCO also established regular cross-commodity staff meetings in response to a need for greater communication around shared and individual COVID communication strategies.

Issue-Specific Communications Support

Members can depend on issue-specific communications support from FFCO. One of the most dominant issues in the horticulture sector in 2020 was the impact of COVID-19 on food security and labour. FFCO partnered with the OFVGA and other horticulture stakeholders on a proactive media campaign around the role of seasonal workers in our food system and why access to these skilled workers at critical times is imperative for food security. The work continued with safely-conducted interviews and photography sessions with both Seasonal Agricultural Workers and Temporary Foreign Workers to learn and share their stories with the broader public, highlighting the benefits of the program to both workers and Ontario farmers.



Farm Environmental and Farm Animal Care Councils

In 2020, three Farm Animal Care and Farm Environment Advisory Council meetings provided a helpful space for cross-commodity dialogue, especially as COVID realities landed across the industry and impacted food processing and access to essential Seasonal Agricultural Workers/Temporary Foreign Workers. These meetings, currently virtual, provide FFCO's Platinum, Gold and Silver level members an open forum for dialogue, ideas and proactive thinking on farm animal welfare and on-farm environmental issues. Input from both councils gives direction to the issue-specific work that FFCO is doing in those areas.



Animal Care Projects & Initiatives



Livestock Emergency and Farm Fire Awareness Projects



In 2019, FFCO developed and launched a Livestock Emergency Training course designed to give first responders a better understanding of animal behavior and management during livestock emergencies – such as truck rollovers and barn fires. FFCO moved to continue offering this service to first responders in 2020, online. The workshops are facilitated by Victor MacPherson, an expert in Technical Large Animal Emergency Rescue with over 25 years experience as an emergency responder.

60 first responders from different regions, plus veterinarians and other livestock stakeholders

were trained throughout four online workshops in the fall of 2020. In addition, FFCO worked with a videographer to film two instructional videos detailing the mechanics of livestock trailers and proper extrication techniques to be used in future training sessions.

FFCO also continues the FLIR (heat sensing) equipment lending program, where farmers can inspect their farms for potential risks, including corrosion in receptacles, plugs and panels in livestock barns which can lead to barn fires. Contact FFCO for details.

Special Interest Groups

In 2020, FFCO participated in numerous meetings, consultations and discussions related to the activities of Special Interest Groups at work in Ontario. FFCO conducted a number of speaking engagements and coordinated several industry workshops offering advice on how to protect farms and businesses from potential threats. FFCO will continue to provide specialized and individualized support to its members on related issues.

Bill 156

Bill 156, Security from Trespass and Protecting Food Safety Act, 2020, was a key area of interest for the agricultural community in 2020. FFCO worked alongside livestock commodity groups and general farm organizations to review the regulations. In 2021, FFCO will support the development of “Animal Protection Zone” signage for distribution to select livestock farms across the province.



Farm Animal Care Helpline

The Farm Animal Care Helpline is a confidential “farmer helping farmer” approach of advice and referral on animal care; concerned farmers and community members can report situations where they feel farm animals require better care, or where farmers themselves can call should they require help. FFCO received **11 calls** in 2020, and worked with farmers, experienced staff and commodity groups to investigate reports. The service allows intervention before situations reach a critical point or need the attention of the provincial authority. The helpline is operated in partnership with all major commodity organizations, and in conjunction with the Ontario Animal Protection Call Centre.





Environment Projects & Initiatives



Soil Health Project

During 2020, with funding from the Canadian Agricultural Partnership program, FFCO has been working on an ambitious project to develop a 12-part video series on attributes of soil health, how it is measured, and practices that are important, such as erosion management and compaction reduction. Six case studies were written to examine how farmers in different areas of the province approach soil health on their farms. The project also featured an additional six-part video series on the economics, logistics, technology and environmental benefits of strip-tillage systems. The videos were released in early 2021 alongside eight additional case studies.



TIMING MATTERS and Peer to Peer

Timing Matters, funded by the Canadian Agricultural Partnership program, is an FFCO-administered initiative between farm organizations and the Ontario Ministry of Agriculture, Food and Rural Affairs. It works to promote a better understanding of manure's value, manure storage options, application equipment and timing. A multimedia communications strategy was launched in 2020, which included the development of seven infographics and a video animation, nine published articles and a growing social media presence.

A subgroup, the Peer to Peer Network, focuses on raising awareness about the potential for nutrient run-off when manure application is made to frozen

or snow covered fields. In 2020, 29 incidents were reported in the Lake Erie Basin. Interviews suggested that a wet fall in 2019 left farmers unable to spread nutrients before the winter. The Peer to Peer 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 water bodies.

Work continues in 2021 supported by the Canada-Ontario Great Lakes Agreement and will include a farmer survey that measures the frequency of winter manure spreading, as well as attitudes and contributing factors to the practice.

TIMING MATTERS:

BENEFITS OF MANURE TO THE ENVIRONMENT

BUILDS SOIL ORGANIC MATTER

Soil organic matter maintains a healthy soil by encouraging microbial growth and protects our soils from soil loss by erosion. It is important to implement practices that build and maintain soil organic matter.

REDUCES SOIL EROSION

Raindrops can break soil particles and encourages them to move offsite with runoff. Surface applying of solid manure can coat the soil surface and reduce raindrop impact in the same way as crop residue, keeping the soil in place.

ORGANIC NITROGEN STABILITY

Organic Nitrogen is more stable than Nitrogen applied as commercial fertilizer. A significant fraction of manure Nitrogen is stored in a slowly released organic form. Commercial Nitrogen is applied as either nitrate or ammonium. Nitrate-N is water soluble and very mobile which can contribute to leaching.

ENERGY CONSERVATION

Recycling of nutrients from manure in a cropping system as opposed to manufacturing of new nutrient resources also provides energy benefits. Creation of commercial Nitrogen fertilizers consumes a significant amount of energy.

Visit our website:
<https://www.FarmFoodCareON.org/timing-matters/>
 @TimingMattersON

TIMING MATTERS

This project was funded by the Canadian Agricultural Partnership, a five-year federal-provincial-territorial initiative.

Timing Matters @TimingMattersON - Jan 20, 2020

AgriSuite is moving! The nutrient management software has undergone a modernization to make it more user friendly. Finally, an effective program to seamlessly integrate manure & fertilizer values into one tool. Check it out: bit.ly/30F722b #4R



Timing Matters @TimingMattersON - Apr 8, 2020

Efficient record keeping helps you build a plan, and save time and money. #TimingMatters #Manure



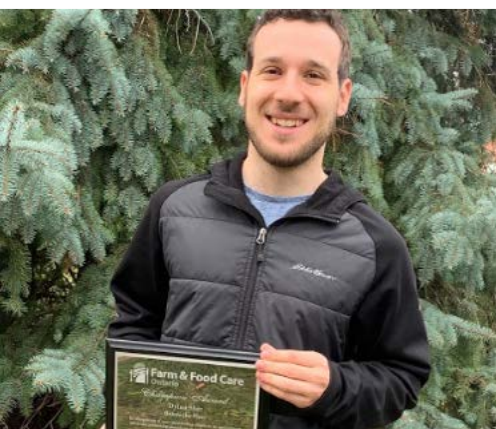


Harvest Gala

Since 2008, FFCO has gathered farmers, agribusiness professionals and other supporters for the annual Harvest Gala – an evening to celebrate Ontario food and farming and all of those who work hard to make it possible. The event also raises funds for FFCO's public outreach initiatives. With in-person events not possible in 2020, FFCO, along with the help of generous partners, used creative thinking to welcome 230 of agriculture's finest for the first-ever virtual Harvest Gala in November.

The evening kicked off with an interactive cook-along hosted by Professional Home Economist and cook book author Jennifer Mackenzie and professional chef Jay Nutt. Later, Cowbell Brewing's Phil Main and Dan McLaughlin walked guests through a tasting of their signature craft beers.

The sold-out Gala-in-a-Box experience included all-Ontario snack items and gift items, a secret recipe for a delicious phyllo-wrapped herbed pork tenderloin, a lineup of craft beverages from Cowbell Brewing and Ardiel Cider, as well as a copy of the newest edition of The Real Dirt on Farming which was unveiled that evening. Other highlights from the gala included the Live Ontario Tourism Auction and the presentation of the Paul Mistele Memorial Award and Food & Farming Champion Award to Dylan Sher.



Champion Award recipient Dylan Sher



2020/2021 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 2020/2021 Board of Directors included:



Richard Blyleven
Christian Farmers
Federation of Ontario



Josh Boersen
Grain Farmers of Ontario



Janelle Caldwell
Egg Farmers of Ontario
(Second Vice Chair)



Crispin Colvin
Ontario Federation of
Agriculture (Vice Chair)



Chris Cossitt
Ontario Pork



Bonnie den Haan
Dairy Farmers of Ontario
(Chair)



Jordan Fois
Chicken Farmers of
Ontario



Brian Gilroy
Ontario Fruit & Vegetable
Growers' Association



Jim Gowland
Ontario Bean Growers



Heather Hargrave
Shur-gain/Trouw Nutrition
Canada Inc.



Joe Hickson
Ontario Seed Growers'
Association (Treasurer)



Christine Schoonderwoerd
Wallenstein Feed & Supply Ltd.

Ex Officio:



Jason Leblond
Beef Farmers of Ontario



Gordon Stock
Ontario Fruit and Vegetable
Growers' Association
Chair, Farm Environment
Advisory Council



Steven Vanderzanden
Turkey Farmers of Ontario
Chair, Farm Animal Care Council

Staff



Alicia Becker
Community Engagement
Manager



Rachel Coles
Marketing Coordinator



Kelly Daynard
Executive Director



Tamara Hamilton
Communications
Coordinator



Bruce Kelly
Program Manager



Elaine McDougall
Finance Manager



Madeline Rodrigue
Communications
Manager



Jean Tucker
Administrative Assistant



2020 Governance

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 provide an open forum for input, ideas and dialogue on farm environmental and animal care issues.

2020 Farm Animal Care and Farm Environmental Care Advisory Council attendees

All Platinum, Gold and Silver members are invited to attend. This list includes the attendees in 2020:

Farm Animal Care Council Chair - Steven Vanderzanden, Turkey Farmers of Ontario

Farm Environment Advisory Council Chair - Gordon Stock, Ontario Fruit and Vegetable Growers' Association

Alltech Canada Inc., Arin Douglas

Beef Farmers of Ontario, Jason Leblond

Beef Farmers of Ontario, Katherine Fox

Burnbrae Farms Ltd., Helen Anne Hudson

Burnbrae Farms Ltd., Laura Bowers

B-W Feed & Seed Ltd., Dave Bender

Canada Mink Breeders Association,
Tom McLellan and Rob Bollert

Chicken Farmers of Ontario, Jordan Fois

Chicken Farmers of Ontario, Kathryn Goodish

Christian Farmers Federation of Ontario,
John Bos

Christian Farmers Federation of Ontario,
Paul Bootsma

Christian Farmers Federation of Ontario,
Richard Blyleven

Commonwell Mutual Insurance,
Alice VanVught

Conestoga Meat Packers Ltd., Colleen Roehrig

Conestoga Meat Packers Ltd.,
Lisa Wormsbecher

Dairy Farmers of Ontario, Bonnie den Haan

Dairy Farmers of Ontario, Chantel Crockett

Dairy Farmers of Ontario, Heather MacGregor

Dairy Farmers of Ontario, Sharon Laidlaw

EastGen, Christa Ormiston

EastGen, Tim Henshaw

Egg Farmers of Ontario, Tonya Haverkamp

Flowers Canada (Ontario) Inc., Cary Gates

Gay Lea Foods Co-operative Ltd., Ove Hansen

Gay Lea Foods Co-operative, Roger Boersen

Grain Farmers of Ontario, Brendon Byrne

Grain Farmers of Ontario, Dave McEachren

Grain Farmers of Ontario, Mike Battenham

Grand Valley Fortifiers Limited, Ashley Delarge

Grand Valley Fortifiers Limited, Rick Fernandes

Greenbelt Fund, Kathy Macpherson

Kirkton Veterinary Clinic, Reg Clinton

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

L.H. Gray & Son Limited / Gray Ridge Egg
Farms, Scott Brookshaw

Libro Credit Union, Cory Wozniak

Libro Credit Union, Dave Vanos

Meat & Poultry Ontario, Daphne Nuys-Hall

Meat & Poultry Ontario, Franco Naccarato

New-Life Mills Ltd., Caitlin Woolcott

Ontario Apple Growers' Association,
Kelly Ciceran

Ontario Bean Growers, Jennifer Mitchell

Ontario Bean Growers, Jim Gowland

Ontario Broiler Hatching Egg and Chick
Commission, Bill Van Heeswyk

Ontario Federation of Agriculture,
Cathy Lennon

Ontario Federation of Agriculture,
Crispin Colvin

Ontario Federation of Agriculture,
Drew Spoelstra

Ontario Fruit & Vegetable Growers'
Association, Brian Gilroy

Ontario Greenhouse Vegetable Growers,
Justine Taylor



Ontario Hatcheries Association,
Susan Fitzgerald

Ontario Mutual Insurance Association,
John Taylor

Ontario Pork, Chris Cossit

Ontario Pork, Mike Mitchell

Ontario Pork, Stacey Ash

Ontario Pork, Tara Terpstra

Ontario Pork, Eric Hartemink

Ontario Pride Eggs Inc. / Nutrigroupe,
Stephen Woodthorpe

Ontario Sheep Farmers, Tom Lewis

Ontario Soil & Crop Improvement Association,
Eleanor Renaud

Ontario Soil & Crop Improvement Association,
Les Nichols

Ottawa Valley Seed Growers Association,
Steve Holmes

RBC Royal Bank, Jackie Hedges

RBC Royal Bank, Lorna McKercher

South West Ontario Veterinary Services,
Christine Pelland

The Clark Companies, Brad Mandryk

Trillium Mutual, Mike Brine

Trouw Nutrition Canada Inc., Chelsea Gordon

Trouw Nutrition Canada Inc., Heather Hargrave

Trouw Nutrition Canada Inc., Kevin Wepler

Veal Farmers of Ontario, Kendra Keels

Wallenstein Feed & Supply Ltd., Christine
Schoonderwoerd

York Region Federation of Agriculture,
Kim Empringham

Membership/Sponsorship/ Marketing Committee

Laura Bowers, Burnbrae Farms

Janelle Caldwell, L.H. Gray & Son Ltd.,

Gray Ridge Egg Farms

Andrew Campbell, Fresh Air Media,
Bellson Farms

Bonnie den Haan, Dairy Farmers of Ontario

Arin Douglas, Alltech

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

John Maaskant, Chicken Farmers of Ontario

Steve McCabe

Christine Schoonderwoerd, Wallenstein Feed
& Supply

Nadine Schwandt, New-Life Mills Ltd.

Christine Wilkinson, Ontario Agricultural
College

Executive Committee

Janelle Caldwell, L.H. Gray & Son Ltd.,
Gray Ridge Egg Farms (Second vice)

Crispin Colvin, Ontario Federation of
Agriculture (First vice)

Bonnie den Haan, Dairy Farmers of Ontario
(Chair)

Joe Hickson, Ontario Seed Growers'
Association (Treasurer)

Christine Schoonderwoerd, Wallenstein Feed
& Supply (Past chair)

Governance Committee

Richard Blyleven, Christian Farmers Federation
of Ontario

Crispin Colvin, Ontario Federation of
Agriculture (Chair),

Chris Cossitt, Ontario Pork

Bonnie den Haan, Dairy Farmers of Ontario
(Ex Officio)

Jum Gowland, Ontario Bean Growers

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

Jason Leblond, Beef Farmers of Ontario

Human Resources Committee

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

Crispin Colvin, Ontario Federation of
Agriculture

Bonnie den Haan, Dairy Farmers of Ontario
(Chair)

Joe Hickson, Ontario Seed Growers'
Association

Christine Schoonderwoerd, Wallenstein Feed
& Supply

Finance Committee

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

Crispin Colvin, Ontario Federation of
Agriculture

Bonnie den Haan, Dairy Farmers of Ontario

Joe Hickson, Ontario Seed Growers'
Association (Chair)

Christine Schoonderwoerd, Wallenstein Feed
& Supply

Strategic Planning Committee

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

Bonnie den Haan, Dairy Farmers of Ontario
(Ex Officio)

Christine Schoonderwoerd, Wallenstein Feed
& Supply

Jordan Fois, Chicken Farmers of Ontario
(Chair)

Brian Gilroy, Ontario Fruit & Vegetable
Growers' Association

2020 Members and 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 the 182 member commodity groups, businesses and individuals for their support in 2020.

PLATINUM MEMBERS



Gold

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

Silver

AGRIS Co-operative Ltd.
Alltech Canada
Archer's Poultry Farm Limited
Argyle Farms
Association of Ontario Chicken Processors
Avonbank Ag Solutions
Brian's Poultry Services Ltd.
B-W Feed & Seed Ltd.
Canada Mink Breeders' Association
Cargill Animal Nutrition

DCL Nutrition
EastGen
Exceldor
Floradale Feed Mill Ltd.
Flowers Canada (Ontario) Inc.
Furst McNess Company of Canada
Grand Valley Fortifiers Limited
Grape Growers of Ontario
Grober Nutrition Inc.
Heartland Farm Mutual Insurance
Hendrix Genetics
Kirkton Veterinary Clinic
Libro Credit Union
London Ag Commodities
Lucknow District Co-op
Masterfeeds Inc
McKinley Hatchery
Meat & Poultry Ontario
Moonfleet Poultry
Mushrooms Canada
NatureFresh Farms
Ontario Apple Growers
Ontario Bean Growers
Ontario Broiler Chicken Hatching Egg Producers Association
Ontario Broiler Hatching Egg & Chick Commission
Ontario Canola Growers Association
Ontario Goat

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
Simcoe County Federation of Agriculture
South West Ontario Veterinary Services
The Agromart Group
The Commonwell Mutual Insurance Group
Trillium Mutual
Trouw Nutrition Canada Inc
Valent Canada Inc.
Veal Farmers of Ontario
Veldale Farms
Wallenstein Feed & Supply Ltd.
Western Fair District
York Region Federation of Agriculture

Supporter

A W Topp & Sons Ltd.
Anonymous
Art Griffith Farms Inc.



Bellson Farms
Berry Growers of Ontario
Brant Agricultural Awareness Committee
Brant County Federation of Agriculture
Peggy Brekveld
Bruce County Federation of Agriculture
Canadian National Exhibition Association
Clarence & Debbie Coke
Collins Farm Produce Inc.
Conlee Farms Inc
Cronin Farms Ltd
Donald Frew & Sons Ltd.
Donkers Family Goat Farm
Durham Region Federation of Agriculture
Eberts Fur Farm Incorporated
Elgin Beef Farmers
Essex County Federation of Agriculture
Flew The Coop Ltd.
Georgian Bay Fruit Growers Inc
Glacier FarmMedia Inc - Canada's Outdoor Farm
Show
Jim & Judy Gowland
Grey County Federation of Agriculture
Huron County Federation of Agriculture
JJ Maaskant Farms Ltd.
JSE Farms
Kahntact
Bruce Kelly
Kenpal Farm Products Inc.
Kent & Essex Mutual Insurance Company
Kidd Farms
Jack & Liz Koetsier
Lactanet
Lambton Cattlemen's Association
Lambton Mutual Insurance
Lindsay Agricultural Society
Manitoulin Northshore Federation of Agriculture
Dr. June Matthews
Jim Maw
McIntosh Family Farm Inc
McLean Berry Farm
Middlesex Cattlemen's Association
Middlesex Egg Farmers

Middlesex Federation of Agriculture
Midnight Acres Inc.
Mitchell Veterinary Services
Anonymous
Nighthawk Orchards
Northumberland Cattlemen's Association
Northumberland Federation of Agriculture
Norwell Dairy Systems Limited
Oegema Turkey Farms Inc.
Ontario Ginseng Growers Association
Ontario Tender Fruit Growers
Oxford County Junior Farmers
Persall Fine Foods Co.
Perth County Federation of Agriculture
Perth County Pork Producers Association
Peterborough County Cattlemen's Association
Prince Edward County Federation of Agriculture
R & B McIntosh Egg Farms Ltd.
R.B.R. Fur Farms Limited
Reid Drainage Inc
RFW Farms Ltd
Rosendale Farms Limited
Samis Farms
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2020 Project Partners

The Real Dirt on Farming

Champion

Canada Beef
Canola Eat Well
Cargill Canada
Croplife Canada
Farm Credit Canada
Wallenstein Feed & Supply Ltd.

Partner

Burnbrae Farms Ltd.
Dairy Farmers of Ontario
Egg Farmers of Ontario
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Certified Crop Advisors
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Advocate

Durham Region Federation of Agriculture
Farm & Food Care Prince Edward Island
Furst McNess
Ontario Apple Growers
Niagara North Federation of Agriculture
Prince Edward Island Federation of Agriculture

General

Alberta Farm Animal Care
JWA Group
RBC Royal Bank

Education

Agriculture in the Classroom Canada
AgScape

FarmFood360°

Beef Farmers of Ontario
Chicken Farmers of Ontario
Turkey Farmers of Ontario

Faces Behind Food

Canola Eat Well
New Life Mills Ltd.

Gala-in-a-Box

Burnbrae Farms Ltd.
Conestoga Meat Packers
Grain Farmers of Ontario
Haldimand Hazelnuts
Kent & Essex Mutual Insurance Company
L.H. Gray & Son Limited / Gray Ridge Egg Farms
Libro Credit Union
New Life Mills
Ontario Apple Growers
Ontario Bean Growers
Ontario Federation of Agriculture
Ontario Hazelnut Growers
Ontario Mutual Insurance Association

RBC Royal Bank
Semex

Livestock Emergency Project

Niagara Federation of Agriculture

Farm to Facebook

(Local Food Week and Ontario Agriculture Week)
Ontario Federation of Agriculture
Ontario Apple Growers
Ontario Federation of Agriculture
Turkey Farmers of Ontario

Virtual Food & Nutrition Forum

Canada Beef
Canola Eat Well
Egg Farmers of Ontario
Mushrooms Canada



Farm & Food Care appreciates the support of the AgriCompetitiveness program of the Canadian Agricultural Partnership, a federal, provincial, territorial initiative, for the following projects and initiatives:

The Real Dirt on Farming
FarmFood360°
Faces Behind Food
Food Influencer outreach
Speak Up training



Together

Building public trust in food and farming in Ontario



Join us at the table

Now, more than ever, it is critical that we work together with one voice to respond to consumer need for information about food and farming. This work belongs to all of us and there is a seat at the table that is right for you. Come together with FFCO partners across commodities and shape the path forward in one of the following ways:

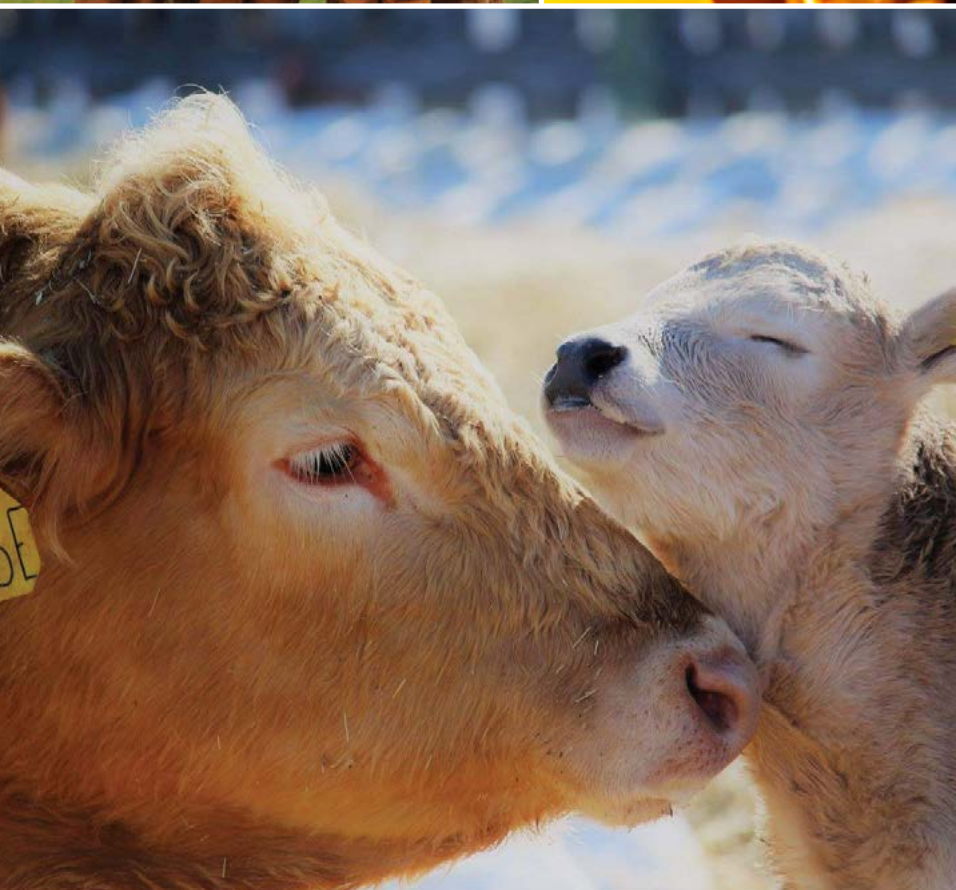
Become a Member – Leverage key benefits like employee training opportunities, provide key support for cross-commodity initiatives and build the strength of your team through networking and volunteer support of Farm & Food Care's events and committees.

Donate – Help get *The Real Dirt on Farming* into the hands of more Canadians this year and build capacity for more consumer outreach through a donation of \$20 or more to receive a charitable tax receipt.

Share our resources – Follow us on social media sign up for our monthly newsletter to share opportunities for your non-farming friends to connect to learning and experiences that connect farm gate and dinner plate for Ontario food and farming.

Invite your network – Help connect us with the experts and champions in your community.

Apply for your membership,
or make a donation
today at:
www.FarmFoodCareON.org




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