



2021

Year in Review





**Farm &
Food Care**
Ontario

Our Vision

Earn public trust in Ontario food and farming.



Our Mission

Proactively work with Ontario farmers and food partners
to build public trust and consumer confidence in our
food and farming systems.





Chair's Message



Bonnie den Haan

2021 was another exceptional year. It was a year of challenges, but also one of renewed purpose and adaptation.

With the ongoing, and ever-changing realities of the COVID-19 pandemic in 2021, Farm & Food Care Ontario (FFCO) continued to reimagine many of its traditional outreach programs and create new opportunities to engage with consumers both online and through in person events with pandemic protocols in place.

As the world continued to be a challenging place in 2022, I remain inspired by what we can accomplish together. With large followings on social media and strong website platforms, FFCO continued to extend its outreach programming, making 2021 a remarkably successful year, despite the complicated circumstances.

Throughout this year, I have been overwhelmed by the energy in the agricultural industry especially when we pull in the same direction. Whether it was attending the three amazing Breakfast From the Farm events, or sitting my grandkids down to watch Farm-Food360° videos about sectors that are new to them, seeing the love we have for our industry translates into excitement when telling people about farming in this province. This excitement is a testament to how we make things better by looking beyond and working together.

FFCO and our partners can be proud of the innovative ways that we have engaged with the public about food and farming at a time when there is increased awareness of and concern for our food supply chain and the cost of food. Recognition of where our food comes from and the people behind making it remains an important collective goal for our industry.

As we look to the future, I am energized by the results of FFCO's new strategic plan. With a clarity of purpose, we have positioned ourselves well for the present, while demonstrating foresight that will strengthen the agriculture industry for years to come.

Bonnie den Haan, Chair,
Farm & Food Care Ontario





Executive Director's Message



Kelly Daynard

While the last two years have been incredibly complicated for FFCO and all of our members, it's also forced us to rethink everything we do – and that's never a bad thing. Countless staff hours have been spent brainstorming ways to do things differently – and that work has really paid off. Our programming is far more diverse and far reaching than ever, allowing us to reach more people using fewer resources.

FFCO has long had a strong digital presence. Our FarmFood360.ca Virtual Reality website is a good example of that – but COVID's forced us take this part of our business even further.

For example, prior to the pandemic, we were only offering in person training to members. After all, very few of us had used Zoom or other similar services prior to that time! Starting in 2020 and through 2021, we reshaped our programming so that we're now able to offer virtual Speak Up, media, and livestock emergency training. These are much more cost effective to run, can be done on short notice if requested by a member, and have reached far more participants than if we'd stuck solely to in-person sessions.

In 2020, we had to cancel plans for Breakfast on the Farm events but by 2021, we were back in business. Last year, three drive through Breakfast from the Farm events in 2021 were planned in partnership with member organizations and were great options for families looking for safe, fun activities. Seeing the huge support of our volunteer networks in the Carp, Lindsay and London communities also made me realize that it wasn't just FFCO's team that missed our in-person events. Our volunteers had missed them as much as we did.

Many of you also attended FFCO's re-imagined Gala-in-a-Box last November where, for the second year in a row, we hosted the biggest kitchen party in Ontario. Converting our

in-person event to a zoom party meant that we raised almost \$30,000 for our work and attracted a far bigger crowd than would normally attend the gala.

And, while a partnership with AgScape had us experimenting with livestreamed farm tours prior to COVID, last year we partnered on a record 26 real-time online farm and food processor tours, reaching a staggering audience of 269,000.

Yes – while it's made for complicated times, we're definitely better for the effort that's gone into reshaping this organization and the work we do.

I'm optimistic about the road ahead as we work towards a hybrid model for all of our programming. We'll continue with a lot of our on-line initiatives while slowly adding in person events back into our roster. After all, while we want to reach as many people as we can online, the one-on-one experience when someone meets a farmer or agribusiness employee or tours a farm or processing facility in real life will always continue to be a powerful opportunity to show Ontarians who makes their food and how.

I'm grateful for a dedicated, creative and passionate staff team, a strong and supportive Board of Directors and an ever-growing membership roster that solidly believes in the work we do.

Our success will always be your success. Thank you for being part of this movement.

Kelly Daynard, Executive Director
Farm & Food Care Ontario

Partnerships



Staff teams from FFCO and AgScape met for a third year of shared business planning. (From left), AgScape team members Jordan Sloggett, Sharon Bowes, Mercedes Unwin, Taylor Selig; FFCO team members Kelly Daynard, Amber Anderson, Alicia Becker, Rachel Coles, Alex Szczepanski

Through a couple of challenging years, FFCO has strengthened its relationship with collaborative organizations across the country.

Relationships with sister groups like Farm & Food Care offices in Saskatchewan (FFCSK) and Prince Edward Island (FFCPEI) play a key role in our success. We cooperate on a number of national initiatives including national webinars, training and virtual events.

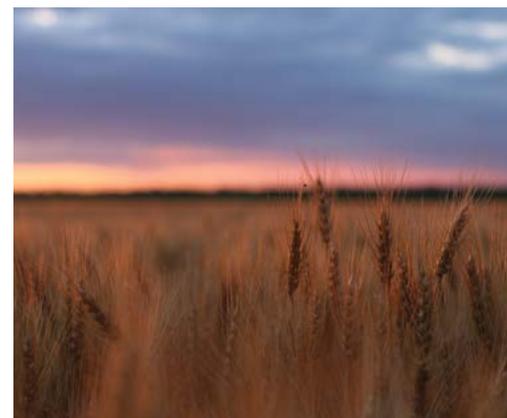
In November, FFCO signed a Memorandum of Understanding with AgScape. The MOU encourages collaboration wherever possible and recognizes each organization's areas of expertise – AgScape as the classroom experts; FFCO providing leadership in the area of agricultural outreach.

In the past two years, the groups have collaborated on dozens of virtual food and farm tours. AgScape and its national counterpart, Agriculture in the Classroom Canada (AITC-C), have also led the development of new classroom resources for both *The Real Dirt on Farming* and the FarmFood360 VR website project.

In May of 2021, FFCO hosted a virtual amplifier meeting for like-minded organizations across Canada and continues to engage regularly with the Canadian Centre for Food Integrity, 4-H Canada and Ontario, the BC Ag Council and others.

FFCO also hosts monthly calls for communications staff of voting level member commodity groups and general farm organizations. These meetings allow for a view across the whole sector between those who are communicating on behalf of their farmer members and helps promote collaboration.

This spirit of partnership is absolutely fundamental to the work FFCO does; never working in isolation on events or programming.





Governance

2021 was a year of significant work by the organization's governance and strategic planning committees. Voting members of the organization had several opportunities to provide input on the organization starting with an electronic survey, calls from board members and a member meeting in October, 2022.

One of the biggest changes to come out of that consultation is in how FFCO and its programming looks visually. The organization's old structure had separate pillars for animal care and farm environmental programming – which dates back to predecessor organizations AGCare and the Ontario Farm Animal Council. Over the last few years, however, that role has changed significantly with resources being reallocated primarily to our public trust work – the area that, in the 2021 survey, membership rated with a value of 9.4/10.

The new structure will amalgamate two smaller pillars into one titled Industry Support. This is where all of our member support will lie – training, intelligence work and any technical projects that are proposed and deemed to fit within FFCO's mandate.

The following annual report will outline activities within these key areas: Public Trust & Outreach and Industry Support.





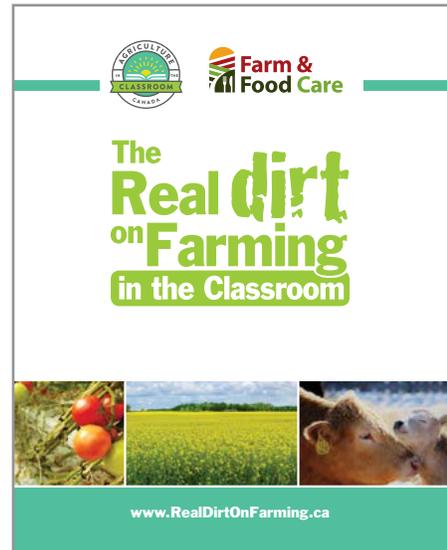
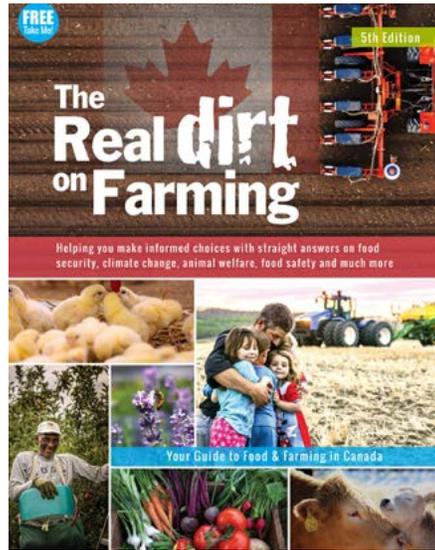
Public Trust and Outreach

All photos taken at one of the three Breakfast From the Farm events held in the summer and fall of 2021 in Carp, Lindsay and London.



CAMA award (top) and CFWF award given to the 5th edition of *The Real Dirt on Farming*.

The Real Dirt on Farming



The fifth edition of *The Real Dirt on Farming* received several industry communications awards in 2021. From the Canadian Agricultural Marketing Awards, the publication received a Best of CAMA in the category of Company or Industry-Funded Marketing Tactic Directed at the General Public. FFCO, along with the booklet’s author Lilian Schaeer and editor Madeline Rodrigue, were also recognized with two prestigious Gold awards presented by the Canadian Farm Writers’ Federation (CFWF).

From October 7 to 10, 2021, 211,000 copies of the booklet along with full page advertisements promoting the publication were put in the National Post and affiliate newspapers including the Vancouver Province, Calgary Sun, Edmonton Sun, Saskatoon Star Phoenix, Saskatoon Bridges, Regina

Leader Post, Winnipeg Sun, National Post and Ottawa Citizen.

Copies of *the Real Dirt on Farming*, along with letters of introduction from FFCO, have been mailed to all Canadian Members of Parliament and Senators, all MPPs in Ontario, and all municipal CAOs, Mayors, Wardens and Reeves in Ontario. Additionally, copies were mailed to all members of Dietitians of Canada.

A new website, launched at the time of the fifth edition’s publication, continues to receive steady traffic. The website has been created to be able to be updated in between editions. A search-ads program has been developed to increase exposure to the website based on searches being made on Google which will run through 2022.

A successful partnership between FFCO and Agriculture in the Classroom

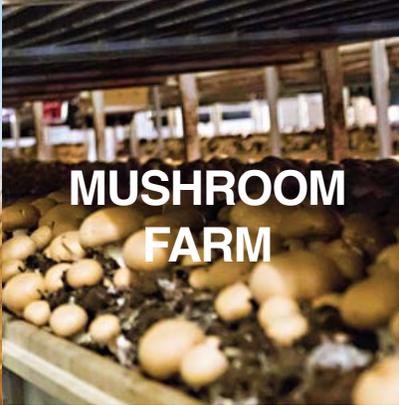
(AITC-C) led to the completion of a national classroom resource designed to give students and teachers across Canada the opportunity to dig deeper into the latest edition of *The Real Dirt on Farming* (RDOF).

Lesson plans will enable students to engage with the RDOF while examining its key topics – animal welfare, crops and plants, sustainability, agriculture policy, current issues in our food system and more.

The resource gives students and teachers the opportunity to dig deeper into the latest edition of the publication. Each AITC organization in Canada was offered complimentary copies to distribute and the booklet has been downloaded from the website 1,400 times. Educators can download this resource at www.RealDirtOnFarming.ca/educators.



GRAIN FARM



MUSHROOM FARM



GENOMICS IN AGRICULTURE



VEAL FARM

FARM FOOD 360°
Ontario **GRAIN FARM**

FARM FOOD 360°
GENOMICS IN AGRICULTURE

FARM FOOD 360°
Canadian **MUSHROOM FARM**

FARM FOOD 360°
Ontario **VEAL FARM**

www.FarmFood360.ca

With teachers and students continuing online learning in 2021 and agricultural organizations seeking to connect with consumers virtually, **www.FarmFood360.ca** welcomed a million visitors to 18 farms and food processing facilities in 2021.

Four new Virtual Reality tours, filmed throughout 2021 on mushroom, veal and grain farms – and research facilities operated by the University of Guelph – added to the popular website in January of 2022, joining the 18 farm and food processing tours already filmed and available for viewing. These tours were developed by Farm & Food Care Ontario (FFCO) in partnership with Grain Farmers of Ontario/Good in Every Grain, Mushrooms Canada, Ontario Genomics, Veal Farmers of Ontario and Agriculture and Agri-Food Canada.

In February of 2022, a new educator resource, developed through partnership with AITC-C, was made available on the website to accommodate requests from many teachers across Canada wondering how they can use the VR site in their classroom teachings.



The growing library can be accessed at FarmFood360.ca



Virtual Food & Farm Field Trips

FFCO continued a successful format in 2021, offering a record 26 livestreamed real-time farm tours which reached a staggering audience of 304,396. Chicken, egg, canola, beef, maple syrup, dairy, flowers, goats, strawberries, cheese plant, bees, sheep, potato, wine, egg grading, crop, apples, pointsettias, Christmas trees and herbs. Over the course of the year, FFCO partnered with AgScape, as well as AITC-C and 4H Ontario to offer the tours.

These field trips gave viewers, including students and teachers, the opportunity to connect with farmers in real-time. FFCO and AgScape is continuing to offer these tours throughout 2022.



Breakfast from the Farm

For 2021, FFCO's reimagined one of its most popular in-person events, turning Breakfast on the Farm into Breakfast **from** the Farm. Moving to a COVID-restriction friendly, drive-through event, the transition enabled FFCO to work with agricultural societies in three communities across the province to showcase agriculture in their area.

Working with partners at the Ottawa Valley Seed Growers and Carp Fair, the Lindsay Exhibition and the Western Fair District in London, the three events gave 1,000 carloads the chance to meet Ontario farmers and see livestock, crop and equipment

displays up close. Volunteers from each community did wonderful work putting local on show - including 4H calves who were led from car to car, enthralling young visitors.

At the end of each event, guests received breakfast bags filled with local, Ontario products like pancake mix, maple syrup, beef jerky, eggs, milk, fruits and vegetables, cheese, bacon or sausage and more to make their own breakfasts at home.

After the events, FFCO also organized on-line virtual tours for participants to see a real local farm.



“ This was just what we needed. It was a fun day where the kids could ask ALL their questions about the farm animals and equipment and the volunteer/staff were more than excited and pleased to answer. Would totally do it again. ”

Breakfast from the Farm Attendee

This event wouldn't have been possible without the support of commodity boards and agribusinesses in each community. Sponsors are listed on page 23 of this publication.



Virtual Food Influencer Outreach

FFCO again used the virtual space to connect with its target audience of food influencers. Working with Farm & Food Care teams in Saskatchewan and Prince Edward Island, the groups hosted three winter webinars on topics related to food labelling, COVID-19's effect on food service and international food trends. These talks attracted 486 food influencer registrants and they continue to gain views on FFCO's YouTube channel.

WINTER SPEAKERS' SERIES

Farm & Food Care and Canadian Food Focus are pleased to invite leaders from across the food industry to share their insights and experience on how Canadian food producers are adapting to changing demographics, more mindful consumers and unprecedented global events. The three sessions are free to attend thanks to a partnership with Canada Eat Well.

 FEB 24	<p>PROFESSOR DAVID HUGHES THE WORLD OF FOOD POST-COVID: IMPLICATIONS FOR FOOD INDUSTRY BUSINESSES The world will be feeling the impact for years to come. What changes can we expect in our food systems in grocery stores, restaurants, food distribution channels? What trends should people expect to continue? Join Professor David Hughes, who's known as Dr. Food, an international speaker on global food and drink industry issues, to learn more about how food professionals can prepare for a post-Covid world.</p>
 MAR 29	<p>JO-ANN MCARTHUR FOOD LABELLING: THE GOOD, THE BAD AND THE UGLY Consumers are increasingly exposed to labels communicating specific processing aspects of food production. Food labels serve an important role. Ask who benefits the most from all of these different labels? Could they even be causing confusion and problems in the grocery aisle? Join Jo-Ann McArthur, Founding Partner and President of Aurora Food Marketing, for a deep dive into the marketing and misconceptions behind food labels.</p>
 APR 22	<p>SCOTT MCDEVITTE HOW HAS FOOD SERVICE ADAPTED DURING COVID: WHAT DOES THE FUTURE HOLD? Join food service industry specialist Scott McDevitte from Gordon's Food Services for a discussion of how Canada's food system is adapting to the COVID-19 pandemic. How are restaurants responding to changes and new markets? What trends will stay around for some time and which will fade? Learn more about the restaurant of the future and impacts to public trust in the food service industry.</p>

FOR FULL DETAILS, VISIT FARMFOODCAREON.ORG

OUR WINTER SPEAKERS' SERIES IS IN PARTNERSHIP WITH:



Hosted by **Farm & Food Care**

The Royal FOOD & NUTRITION FORUM

TUESDAY NOVEMBER 2ND, 2021 | 11:00AM

KEYNOTE SPEAKERS

11:00AM - Welcome by Farm & Food Care

11:35AM - Zero Food Waste (Keep calm and cook on!)
 Keynote Speaker: **Bob Blumer - Love Food Hate Waste Canada**
 Supported by Farm & Food Care and the Canadian Agricultural Partnership
 Bob Blumer is a professional gastronomer with an admirable addition. He has created and hosted three award-winning TV series that have aired in over 20 countries, written an occasional cookbook, and broken eight Food-related Guinness World Records. 60% of the food that Canadians throw out is available. With a modicum of creativity and resourcefulness, we can dramatically curb the amount of edible food that goes to waste. Saving dollars can be created from scraps, trimmings, and forgotten ingredients. Once you start reusing and repurposing ingredients, you will quickly discover that nothing is more comforting than making use of every last precious morsel.

12:05PM - The role of Seasonal Agricultural Workers in Canada
 Supported by Ontario Apple Growers (OAG) & Ontario Fruit & Vegetable Growers' Association (OFVGA)
 Felena Pereira, Seasonal Agriculture Worker from Trinidad & Tobago
 Amanda Dooney, Owner, Suncrest Orchards
 Stefan Larrass, Senior Policy Advisor, Ontario Fruit & Vegetable Growers' Association
 In Canada, most fruits and vegetables are grown and harvested with the help of thousands of seasonal workers that come annually from countries like Jamaica, Mexico and Trinidad and Tobago. But how much do you know about them, their rights and privileges and what they do? In this panel discussion, you'll hear from three experts on this topic including a Seasonal Agriculture Worker. They'll answer questions about the critical role these workers play and responsibilities that growers have when hiring them.

1:05PM - Exploring the Complexities of Sustainability From Farm to Fork - it's More than a Label or Word
 Marianne Smith Edge, M.S., R.D.N., L.D., FADA, FAND
 Founder and Principal, The AgriNutrition Edge
 Building upon the tenets of sustainability (environment, economics and social responsibility), this presentation will provide an overview of sustainability including its role in shaping food systems from farm to fork and ultimately, addressing nutrition and hunger. The role and responsibility of various food systems sectors and stakeholders, including the nutrition professional, in supporting a resilient food system will be discussed.

3:05PM - Nutrition for Healthy Aging
 Sue Mah, MEd, RD, PhD, FRC, Award-winning dietitian, President, Nutrition Solutions Inc. Co-Founder, Nutrition for NCI Nutritionists
 Lucia Weiler, EdD, PhD, FRC, Award-winning dietitian, President, Walker Nutrition Communications Inc., Co-Founder, Nutrition for NCI Nutritionists
 The WHO has declared 2020-2030 as the Decade of Healthy Aging. According to various data, Canada has a higher proportion of seniors than before and over the 20 years, the country's senior population is expected to grow by 58 percent. In this presentation, award-winning dietitian and Co-Founder of Nutrition for NCI Nutritionists, Sue Mah and Lucia Weiler will highlight the potential of food and beverages to address key health concerns experienced by our aging population. Join us to discover how you can support healthy aging for your clients and loved ones.

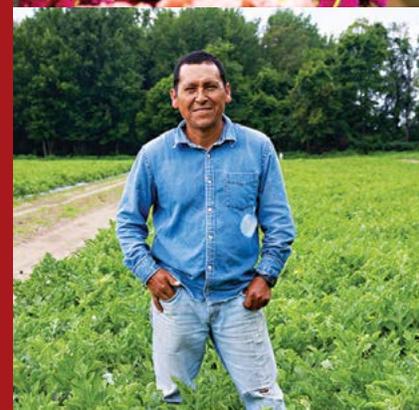
REGISTRATION IS NOW OPEN AT ROYALFAIR.ORG/EDUCATION

Food & Nutrition Forum

In November, FFCO again partnered with FFCSC and FFCPEI to help the Royal Agricultural Winter Fair to host a virtual version of the annual Food & Nutrition Forum which attracts Professional Home Economists, Registered Dietitians, dietetic instructors, nutritionists, chefs, culinary instructors, other health professionals, and more. This year's conference was designed to appeal to a national audience of attendees across all time zones and drew 215 attendees from coast to coast.

The four keynote presentations included:

- Bob Blumer of Love Food Hate Waste Canada on the topic: Zero Food Waste (Keep calm and cook on!)
- A panel on The role of Seasonal Agricultural Workers in Canada with Felena Pereira, Seasonal Agriculture Worker from Trinidad & Tobago; Amanda Dooney, Owner of Suncrest Orchards; Stefan Larrass, Senior Policy Advisor, Ontario Fruit & Vegetable Growers' Association.
- Marianne Smith Edge, a sixth-generation farmer, and Registered Dietitian from Kentucky, explored The Complexities of Sustainability From Farm to Fork—it's More than a Label or Word. .
- Award-winning dietitians Lucia Weiler and Sue Mah focused on Nutrition for Healthy Aging.



Faces Behind Food social media campaign continues to highlight the diversity of people and career opportunities within the Canadian agri-food system. A total of 104 people were profiled in 2021 including farmers, growers, seasonal workers, processing plant employees, butchers, livestock transporters and more.

Faces Behind Food has also generated new energy for FFCO's display offerings in the form of a new "Ask a Farmer" kiosk. The interactive display that will enable consumers to video record their questions and comments about their food in fun and interactive ways. Watch for it at the CNE and the RAWF later in 2022.

Photo shoots conducted through Faces Behind Food have added almost 10,000 new photos to FFCO's photo library – and significantly supplemented many members' photo libraries too.



More than a Migrant Worker

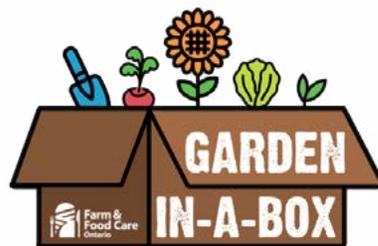
Work started through Faces Behind Food has also expanded into the More than a Migrant Worker initiative, led by the Ontario Fruit and Vegetable Growers' Association and an industry-wide committee of experts from horticultural sectors. Since the fall of 2020, staff from FFCO, as a partner on the project, have been out photographing and interviewing Seasonal Agricultural Workers on a variety of farms and greenhouses in the Leamington, Chatham, Niagara, Norfolk and Holland Marsh areas. Stories and videos have been turned into social media posts and stories in both the National Post and Toronto Star.

To date, more than 50 workers through the SAWP program have participated in the project. Numerous emails have come back from these workers, after they've been profiled, thanking us for finding their stories interesting and their work important.

FFCO was also able to help facilitate a full page feature story in Chatelaine magazine featuring SAWP employee Felena Pereira from Schuyler farms.



FFCO Community Engagement Manager Alicia Becker (right) presents \$5000 cheque raised through Garden in a Box to Feed Ontario Director, Network & Government Relations. Amanda King.



In 2021, FFCO conducted a pilot season of a new initiative called Garden in a Box. This program aims to build common ground between farmers and Ontario consumers through growing food together with farmers and food professionals across Ontario.

In the spring of 2021, 500 participants received a box of seeds, gardening gloves, a gardening journal and connection to an online community of individuals and families across Ontario gardening together, many for the first time. A total of 537 people joined the Facebook community online and received information and support for their gardening efforts.

FFCO was proud to feature content including a live event at Western Fair District's Wormery with over 650 views. A CropLife Canada-sponsored live event with garden expert Frankie Flowers received over 10,000 views. Throughout the growing season, videos, posts and content from agronomists, soil specialists, agri-food professionals and the peer-group of gardeners all were part of the Facebook Gardening Club.

The second season of this project launched in February of 2022 with continued and growing interest from gardeners and partners. FFCO looks forward to another year to #GrowTogether with consumers across Ontario.



Donation to Feed Ontario:
\$5,000

Trees planted:
500



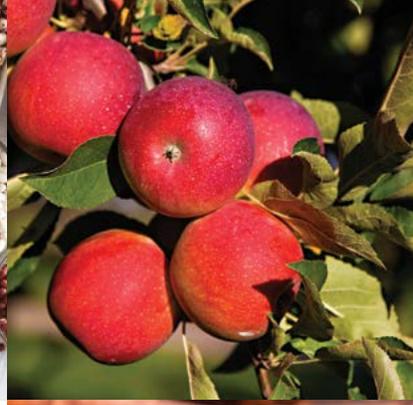
“ It was great! This was an amazing project for us to complete as a family, and the kids really enjoyed starting the seeds, planting the garden, and harvesting! Having everything all in one kit really helped to make it easy. Definitely something we will continue next year.

Garden-in-a-box participant



**Garden in a Box Facebook
Garden Club 2021
Members: 537
Engagement: 3 468**

Canada's Agriculture Day



FFCO partnered with AITC-C and its provincial member organizations including AgScape for a series of events to celebrate Canada's Agriculture Day on February 23 and the launch of *The Real Dirt on Farming* in the Classroom.

The day included four virtual farm tours and LIVE Q&A sessions. 195 teachers registered their classes to tune-in to the tours, which included a Nova Scotia chicken farm and Ontario egg farm. They were also introduced to a canola researcher in Alberta and a beef ranching family in British Columbia. The tours were viewed 13,500 times.



sOURce Local

In November of 2021, the Ontario Federation of Agriculture (OFA) launched a new public trust / consumer outreach program, in partnership with FFCO.

Titled sOURce Local, the year-long pilot project aims to inspire support for food and farming, beginning with local community activations, followed by larger events in urban and suburban centres. The program will also focus on strong communications through both traditional and digital media opportunities.

The project's goal is to connect Ontarians to farmers, families and those directly involved in Ontario's food value chain. Everyone has a reason for the businesses they support, the

products they purchase and the food they eat. Ontarians make decisions every day that are based on their own values and principles, and it is our intention to connect with consumers over these shared values. Through connection, we hope to create a better understanding and appreciation for Ontario's farmers and the agri-food value chain.

The partnership between the OFA and FFCO builds on the work that the two organizations have done together for decades.

Visit www.SourceLocalOntario.ca.

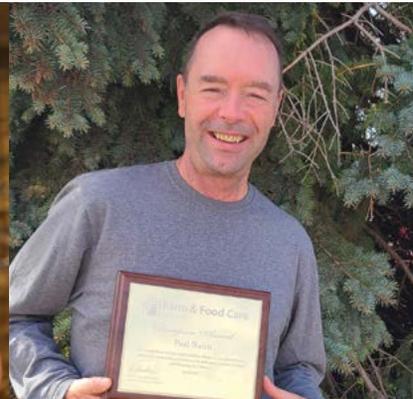


2021 Champion Award Winners

Farm & Food Care Ontario presented two Food & Farming Champion Awards at its 2021 annual conference. Receiving the awards were sheep farmer and social media advocate Sandi Brock and Ontario Federation of Agriculture Western Region Member Services Manager Paul Nairn. Both Brock and Nairn are Perth County residents..



Sandi Brock



Paul Nairn



Social Media

Overall Followers in 2021:
31,004

Increase: 1,049
 Percentage increase: 3%



Farm & Food Care Ontario
 @FarmFoodCareON

UP 3% **14,409** followers

UP 10% **8,915** followers

UP 15% **3,595** followers

FACES BEHIND FOOD
 @FacesBehindFood

567,088
 Total impressions

356,056 reach in 2021

up 22% impressions in 2021

up 87% reach in 2021

161,785 reach in 2021

179,696 impressions in 2021

Virtual Food and Farm Field Trips:

26 Total tours	 Total Reach 260,536	 Total Views 304,396	 Teachers 9,001	 Students 179,769
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Industry Support

Environmental and Farm Animal Councils

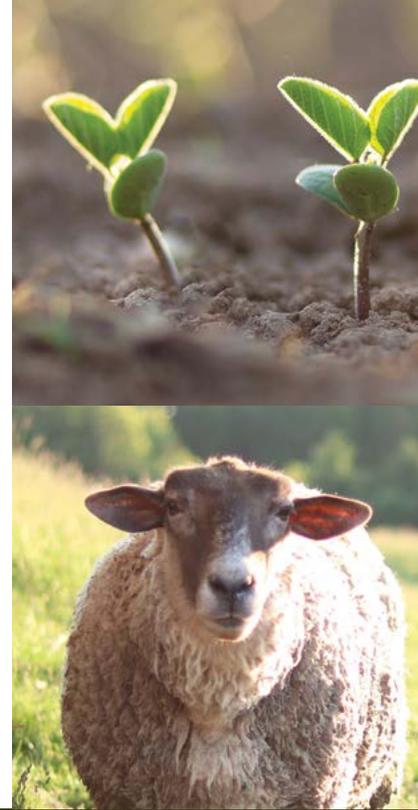
In 2021, three Farm Animal Care and Farm Environment Advisory Council meetings provided a helpful space for cross-commodity dialogue on topics related to public trust, especially as COVID-19 continued to have such an impact on our sector. Labour concerns continue to be the number one issue impacting our members, be it local labour or access to essential Seasonal Agricultural Workers/Temporary Foreign Workers.

These meetings 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.

Following the strategic planning process, the councils will be evolved to a new Member Forum, which will continue to be comprised of representatives from voting member commodity groups and agribusinesses.

The new format would feature topics and speakers across all three pillars of work (animal care, environment and public trust). This new Member Forum will better align the two pillars that describe the scope of work at FFCO in our new Strategic Plan. Changes will be brought forward for ratification at the 2022 annual meeting.



Farm Animal Care Helpline

The Farm Animal Care Helpline is a confidential service that allows concerned farmers and community members to report situations where they feel farm animals require better care, or where farmers themselves can call should they require help. FFCO received 13 calls in 2021, and worked with farmers, experienced staff and commodity groups to investigate reports. The helpline is operated in partnership with all major commodity groups and serves as an early alternative for addressing potential animal care concerns before they become serious.

Livestock Emergency Training

In 2021 FFCO hosted five virtual training courses for 108 responders, focusing on responses to livestock emergencies. Attendees were from departments in Northern Ontario and across Southwestern Ontario. Trillium Mutual and Heartland Mutual Insurance companies partnered with FFCO to support many of the sessions.

This course is delivered by FFCO and large animal rescue expert Victor MacPherson. The course is designed for first responders and emergency personnel and covers factors that are important to the decision-making processes for accidents involving livestock trailers, including trailer design and the implications for extrication points, animal behavior, laws and regulations, euthanasia protocols, and how to develop response teams.

The partnership with Trillium Mutual and Heartland Farm Mutual Insurance is continuing into 2022 with 10 sessions already completed for 260 responders.

“ The course was excellent, I received a lot of positive feedback from many of the participants. Thank you for making it available!

Fire Chief

It was very informative with lots of information and we were surprised by how many compartments and removable parts there are in trucks and trailer. Great job.

Assistant Chief ”



Soil Health Project 2021:

Building off the success of the Soil Health in Ontario video series produced for OMAFRA in 2020 FFCO further developed the library with an extended cut version of six Strip Till Series.

The library on soil health now has more than 30 videos in all on aspects of soil management and strip till. Each of the strip till videos takes an in-depth look at different aspects of strip tillage as a farming system. The topics include: Strip till: How does it work; Equipment and technology; part of a cropping system; Overcoming management challenges; Costs, economics and the environmental benefits of strip tillage.

The entire Soil Health and Strip till series can be found at: <https://www.farmfoodcareon.org/farming-and-the-environment/soil-health/>



Filming the Soil Health in Ontario video series

TIMING MATTERS

Timing Matters/ Peer to Peer Project

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 through farm and rural media works to raise awareness of manure stewardship issues.

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. 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.

Timing Matters has funded a workshop series each February focusing on how best to store and handle manure. This 5 workshop series, across 3 days, had sessions focused on poultry, hog, dairy, beef and sheep and municipal digestate materials and were attended by more than 170 participants.

In February of 2021 and again in 2022, the group launched the first Ontario farmer manure use survey to measure the scope and frequency of winter manure spreading, as well as attitudes and contributing factors to the practice. This survey results will help measure the impact of the education project and farmers' opinions on the topic.

Media and Speak Up training

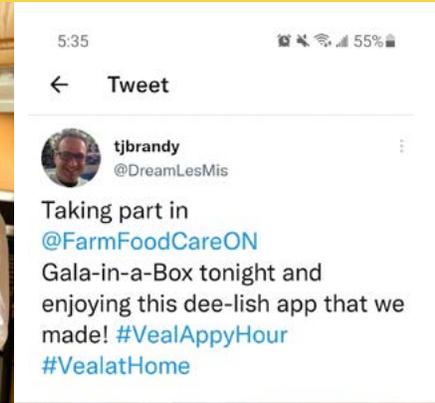
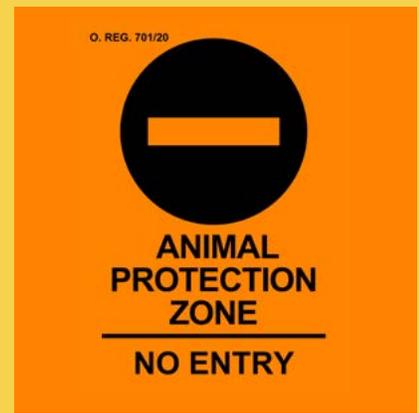
FFCO supports member groups, farmers and the broader agricultural industry through a variety of speaker services and training. In 2021, this included 36 presentations and 12 virtual Speak Up and media training courses designed to help participants effectively engage with the public or media. Courses are available at no charge to Platinum and Gold level members with discounted rates for other members.



Dealing with Special Interest Groups

FFCO continues to support its members on issues related to animal activism and, in 2021, created Animal Protection Zone signage on behalf of its livestock members for distribution across the province.

Other virtual training sessions focused on activist-related issues and providing advice on how to protect farm properties from unwanted visitors.



In November, Farm & Food Care Ontario (FFCO) welcomed 400 of our closest friends, members and partners for the second virtual Gala, raising \$29,000 to support public outreach initiatives.

Participants received an "Ontario Flavours" box filled with locally sourced snacks and ingredients like cheese, artisanal crackers, corn chips, salsa, chutney, candied nuts, sparking cider and ingredients, and resources to create their Gala meal.

On the menu for the evening were turkey breast medallions and pan-roasted fall vegetables crafted with the help of LIVE cook-along Chef Nick Benninger of Fat Sparrow Group. Appreciation goes to partner Turkey Farmers of Ontario. Guests were also invited to cook up veal escalopes alla pizzaiola as an appetizer and apple clafoutis for dessert for chances to win prize packages from partners Veal Farmers of Ontario and Ontario Apple Growers.

The Gala-in-a-Box experience also included a live drink mixology session with staff from The Porchlight in Elora featuring Ontario-made grain alcohol, with thanks to sponsors Grain Farmers of Ontario. Other highlights included a live Ontario tourism auction and the presentation of the Feed Ontario Paul Mistele Memorial Award.

Guests took to social media to share their enthusiasm for this celebration of Ontario agriculture that brought farm families and FFCO supporters together from all corners of Ontario. Over 800K impressions were generated through the social media activity surrounding this event.





The 2021 Board and staff gathered in Guelph for the only in-person meeting of the year in December.

Seated (l-r): Janelle Cardiff, John Taylor, Bonnie den Haan, Crispin Colvin. Standing (l-r): Alex Szczepanski, Rachel Coles, Tammy Oswick, Holly McGill, Quintin McEwan, Jennifer Mitchell, Amber Anderson, Elaine McDougall, Jean Tucker, Brian Gilroy, Alicia Becker, Kelly Daynard

2021/2022 Board of Directors



Richard Blyleven
Christian Farmers
Federation of Ontario



Josh Boersen
Grain Farmers of Ontario



Janelle Cardiff
Egg Farmers of Ontario
(Second Vice Chair)



Crispin Colvin
Ontario Federation of
Agriculture (Vice Chair)



Bonnie den Haan
Dairy Farmers of Ontario
(Chair)



Jordan Fois
Chicken Farmers of
Ontario



Brian Gilroy
Ontario Fruit & Vegetable
Growers' Association



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Care Council



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



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

Ex Officio:

Executive Committee – Bonnie den Haan, Crispin Colvin, Janelle Cardiff, John Taylor (Also serves as Finance Committee and Human Resources Committee)

Governance – Crispin Colvin (chair), Richard Blyleven, Jennifer Mitchell, Jason Leblond, Joe Hickson

Strategic Planning – Brian Gilroy, Jordan Fois (chair), Holly McGill, Janelle Cardiff

Tenth Anniversary Committee – Richard Blyleven (chair), Joe Hickson, Brian Gilroy plus staff

Membership, Sponsorship and Marketing – Andrew Campbell, Janelle Cardiff (chair), Bonnie den Haan, Arin Douglas, Corrie Grozelle, John Maaskant, Quintin McEwen, Jennifer Mitchell, Nadine Schwandt, Christine Schoonderwoerd, Gordon Stock, Christine Wilkinson

Staff



Amber Anderson
Communications Manager



Alicia Becker
Community Engagement
Manager



Rachel Coles
Marketing Coordinator



Kelly Daynard
Executive Director



Bruce Kelly
Program Manager



Elaine McDougall
Finance Manager



Lauren Miller
Communications
Coordinator



Tammy Oswick
Events Manager



Jean Tucker
Administrative Assistant



2021 FFCO 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 2021.

★ PLATINUM MEMBERS ★



■ Recognizes a member since FFCO's inception in 2012.

Gold

- Burnbrae Farms Ltd. ■
- Cargill Animal Nutrition ■
- Christian Farmers' Federation of Ontario ■
- Conestoga Meat Packers ■
- F.A.R.M.S.
- Gay Lea Foods Co-operative Ltd. ■
- Grain Farmers of Ontario ■
- Grand River Agricultural Society
- Growmark, Inc
- L.H. Gray & Son Limited / Gray Ridge Egg Farms ■
- New Life Mills ■
- Nutrigroupe
- Ontario Pork ■
- Sargent Farms Ltd.
- Semex
- The Clark Companies ■
- Turkey Farmers of Ontario ■
- Zantingh Direct Inc

Silver

- AGRIS Co-operative Ltd.
- Alltech Canada Inc ■
- Archer's Poultry Farm Limited
- Association of Ontario Chicken Processors ■
- B-W Feed & Seed Ltd. ■
- Canada Mink Breeders' Association ■

- Dumfries Mutual Insurance
- EastGen
- Exceldor Foods Ltd.
- Floradale Feed Mill Ltd. ■
- Flowers Canada (Ontario) Inc. ■
- Grand Valley Fortifiers Limited ■
- Grape Growers of Ontario
- Grober Nutrition Inc. ■
- Heartland Farm Mutual Insurance
- Hendrix Genetics ■
- Libro Credit Union
- London Agricultural Commodities Inc
- Lucknow District Co-op
- Masterfeeds Inc ■
- McKinley Hatchery
- Meat & Poultry Ontario ■
- Moonfleet Group of Companies
- Mushrooms Canada
- NatureFresh Farms
- OBCHEPA ■
- Ontario Apple Growers ■
- Ontario Broiler Hatching Egg & Chick Commission ■
- 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,
- South West Ontario Veterinary Services
- The Agromart Group
- The Commonwell Mutual Insurance Group
- The Ontario Produce Marketing Association
- Trillium Mutual Insurance Company
- Trouw Nutrition Canada Inc ■
- Valent Canada Inc.
- Veal Farmers of Ontario ■
- Veldale Farms Ltd.
- Wallenstein Feed & Supply Ltd. ■
- Western Fair Association
- York Region Federation of Agriculture ■

Supporter Members & Donors

- Anonymous
- A W Topp & Sons Ltd. ■
- Art Griffith Farms Inc.
- Bearss, William
- Bellson Farms
- Berry Growers of Ontario
- Brant Agricultural Awareness Committee
- Brant County Federation of Agriculture
- Brian's Poultry Services Ltd. ■
- Bruce County Federation of Agriculture
- Canadian National Exhibition ■



Chudleighs Apple Farm
 Coke, Debbie and Clarence
 Collins Farm Produce Inc.
 Conlee Farms Inc ■
 Daynard, Kelly
 den Haan, Bonnie & John
 Donald Frew & Sons Ltd. ■
 Durham Region Federation of Agriculture ■
 Elgin Beef Farmers
 Essex County Federation of Agriculture ■
 Eyre Farms Limited
 Flew The Coop Ltd.
 Fois Poultry Farm
 Georgian Bay Fruit Growers
 Glacier FarmMedia Inc - Canada's Outdoor Farm
 Show ■
 Gowland, Jim & Judy
 Grey County Federation of Agriculture ■
 Halton Dairy Producer Committee
 Hastings Federation of Agriculture
 Huron County Federation of Agriculture ■
 IGPC Ethanol
 JJ Maaskant Farms Ltd. ■
 JSE Farms
 Kahntact
 Kai Wiens Family Farm
 Kelly, Bruce
 Kenpal Farm Products Inc.
 Kent & Essex Mutual Insurance Company
 Koetsier, Jack & Liz ■
 Lactanet
 Lambton Cattlemen's Association
 Lambton Federation of Agriculture
 Lambton Mutual Insurance Company
 Leeming Farms
 Lindsay Agricultural Society
 Manitoulin Northshore Federation of Agriculture ■
 Maw, Jim
 McIntosh Family Farm Inc ■
 McLean Berry Farm
 Middlesex Cattlemen's Association ■
 Middlesex Federation of Agriculture
 Midnight Acres Inc
 Mitchell Veterinary Services/Pauly Veterinary Clinic

Nighthawk Orchards
 Northumberland Cattlemen's Association ■
 Northumberland Federation of Agriculture
 Oegema Turkey Farms Inc. ■
 Ontario Association of Agricultural Societies
 Ontario Bison Association
 Ontario Ginseng Growers Association
 Ontario Maple Syrup Producers' Association
 Ontario Tender Fruit Growers
 Oxford County Junior Farmers
 Paris Agricultural Society
 Perth County Beef Farmers Association
 Perth County Federation of Agriculture ■
 Perth County Pork Producers' Assoc. ■
 Peterborough County Cattlemen's Assoc.
 Prince Edward County Federation of Agriculture
 R & B McIntosh Egg Farms Ltd
 R.B.R. Fur Farms Limited ■
 Reid Drainage Inc
 Renfrew County Cattlemen's Association ■
 RFW Farms
 Rosendale Farms Limited
 Samis Farms
 Schoonderwoerd Bros. Concrete Ltd.
 Schoonderwoerd, Christine
 Schwandt, Nadine
 Sheldon Creek Dairy Inc
 Sherk, Murray & Sandra
 Simcoe County Cattlemen's Association
 Simcoe County Federation of Agriculture ■
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 St. George Apple Fest
 Stock, Gordon
 Stormont Federation of Agriculture ■
 Vanderzanden, Steven
 Vanmar Farms Limited
 VanStraaten, Sally & Mike
 Veldman Poultry Farm Ltd
 Vickhaven Farms
 Whyte, Nick & Joan ■
 Wilmot Orchards
 Woodrill Farms
 Woodstar Farm

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 Caldwell, Corinne
 Cardiff, Janelle
 Cayley, Julie
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 den Haan, Bonnie
 Doleman, Michael & Jennifer
 Drummond, John
 Follings, Nicole
 Gracey, Charlie
 Haldankar, Karuna
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 Jilesen, Pat
 Knight, Patricia
 Mackie Homes
 McCabe, Steve
 Morrison, Gregory
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 Nichols, Les
 Ontario Goat
 Phillips, Tom
 Puterbough, Carolyn
 Quirt, Sue
 Simonson, Laurel
 Tucker, Jean
 Turk, Lois
 Vogel, Linda



Council Members

The Farm Environmental Care Council and the Farm Animal Care Council are comprised of representatives from Farm & Food Care Ontario's platinum, gold and silver members. They provide an open forum for input, ideas and dialogue on farm environmental and animal care issues.

2021 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 2021:

Farm Animal Care Council Chair s-Steven Vanderzanden, Turkey Farmers of Ontario and Mike Mitchell, Ontario Pork

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

Beef Farmers of Ontario: Kim Jo Bliss, Jason Leblond, Darby Wheeler, Richard Horne, Dan Ferguson, Chris Millar, Thomas Brandstetter

Chicken Farmers of Ontario: Jordan Fois

Dairy Farmers of Ontario: Bonnie den Haan, Marissa Gareau

Egg Farmers of Ontario: Janelle Cardiff, Alvin Brunsveld, Donna Lange, Tonya Haverkamp

Ontario Federation of Agriculture: Crispin Colvin, Dani Gianc, Drew Spoelstra, Larry Davis

Ontario Fruit & Vegetable Growers' Association: Gordon Stock, Brian Gilroy, Alison Robertson, Deanna Hutton, Stefan Larrass

Burnbrae Farms Ltd.: Will McFall, Helen Anne Hudson

Cargill Animal Nutrition – Division of Cargill Ltd.: Heather Ferguson

Christian Farmers Federation of Ontario: John Bos, Paul Bootsma, Richard Blyleven, Frank Hoftyzer

Conestoga Meat Packers Ltd.: David Thompson

Gay Lea Foods Co-operative Ltd.: Lisa Wormsbecher, Steve Veldman, Ben Loewith

Grain Farmers of Ontario: Josh Boersen, Mike Buttenham

Grand River Agricultural Society: Tony Morris

Growmark: Jackie Littlejohn

L.H. Gray & Son Limited / Gray Ridge Egg Farms: Janelle Cardiff

New Life Mills: Caitlin Woolcott

Ontario Pride Eggs Inc. / Nutrigroupe: Stephen Woodthorpe

Semex Alliance: John McDougall

Turkey Farmers of Ontario: Steven Vanderzanden, Jon-Michael Falconer, Emily Haramule

Alltech Canada Inc.: Colin MacNeil

Canada Mink Breeders Association: Marianne Patten, Rob Bollert

East Gen: Paul Stewart

Flowers Canada (Ontario) Inc.: Cary Gates

Grape Growers of Ontario: Gillian Williams

Hendrix Genetics: Blair McCorrison

Libro Credit Group: Cory Wozniak, Dave Vanos

Meat & Poultry Canada: Daphne Nuys-Hall

Mushrooms Canada: Jennifer Mitchell

Ontario Apple Growers' Association: Kelly Ciceran

Ontario Broiler Chicken Hatching Egg Producers Association: Keith Veenhof

Ontario Hatcheries Association: Susan Fitzgerald

Ontario Mutual Insurance Association: John Taylor

Ontario Pork Producers' Marketing Board: Chris Cossitt, Mike Mitchell, Stacey Ash, Jen Davidson

Ontario Processing Vegetable Growers' Association: Keith Robbins

Ontario Seed Growers Association: Joe Hickson

Ontario Sheep Farmers: Tom Lewis, Quintin McEwen, Jennifer MacTavish

Ontario Soil & Crop Improvement Association: Eleanor Renaud

Ottawa Valley Seed Growers Association: Steve Holmes

South West Ontario Veterinary Services: Christine Pelland, Guy Moser

The Commonwell Mutual Insurance Group: Alice Van Vught

The Ontario Produce Marketing Association: Michelle Broom

Trillium Mutual Insurance Company: Mike Brine

Valent Canada Inc.: Julie Schipper

Veal Farmers of Ontario: Patrick MacCarthy, Jennifer Bullock

Wallenstein Feed & Supply Ltd.: Christine Schoonderwoerd, Holly McGill

York Region Federation of Agriculture: Kim Empringham



2021 Project Partners

2021 Annual Conference

Canola Eat Well
Grain Farmers of Ontario
JWA Group
Ontario Mutual Insurance Association
Royal Bank

2021 Breakfast from the Farm Events

Arnprior Region Federation of Agriculture
BDO Canada LLP
Burnbrae Farms Ltd.
City of Kawartha Lakes
City of Ottawa
County of Oxford
Dairy Farmers of Ontario
Delta Power Equipment
East Central District Soil & Crop Improvement
Egg Farmers of Ontario
Farm Credit Canada
Glengarry Federation of Agriculture
Grain Farmers of Ontario
Grenville Federation of Agriculture
Hastings Federation of Agriculture
Hensall District Co-operative Inc.
Hub International Equipment Ltd.
Kawartha Lakes Haliburton Federation of Agriculture
L.H. Gray & Son Limited / Gray Ridge Egg Farms
Lambton Federation of Agriculture
Lanark Federation of Agriculture
Leeds Federation of Agriculture
Lennox & Addington Fed. of Ag.
Middlesex Federation of Agriculture
Middlesex London Food Policy Council
Northumberland Federation of Agriculture
Nutrigroupe
Ontario Apple Growers
Ontario Pork
Ottawa Federation of Agriculture
Ottawa Valley Grain Products

Ottawa Valley Pork Producers
Peavey Industries LP
Peterborough County Cattlemen's Association
Pioneer Hi-Bred Canada Company
Prince Edward County Federation of Agriculture
Renfrew County Federation of Agriculture
Russell Federation of Agriculture
Six by Sixteen
Stormont Federation of Agriculture
The Commonwell Mutual Insurance Group
Victoria Beef Farmers

* In kind donations

Bonduelle*
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GayLea Food Co-operative Ltd.*
Great Canadian Meat Co.*
Gwillimdale Farms*
Heemans*
Kawartha Dairy*
Mariposa Dairy*
New Life Mills*
Ottawa Valley Grain*
Suntech Greenhouses*
Sweet Ontario*
Windmill Farms*

Faces Behind Food

Canadian Agricultural Partnership
Christian Farmers' Federation of Ontario
Ontario Sheep Farmers

Farm Food 360

Agricultural Adaptation Council
Canadian Agricultural Partnership
Genome Canada
Grain Farmers of Ontario/Good in Every Grain
Mushrooms Canada
Ontario Genomics
Veal Farmers of Ontario

Garden in a Box

Croplife Canada,
John Deere Canada
Ontario Bean Growers
Six by Sixteen
Stevanus Family Farm

Gala in a Box

Alzheimers Society of Toronto
Christian Farmers' Federation of Ontario
Conestoga Meat Packers
Dairy Farmers of Ontario
Dumfries Mutual
Grain Farmers of Ontario
Ontario Apple Growers
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Turkey Farmers of Ontario
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Wildly Delicious*

Livestock Emergency Training

Heartland Farm Mutual
Trillium Mutual Insurance Company

The Real Dirt on Farming

Canadian Agricultural Partnership
Canola Eat Well/Sask Canola
Secan
Wallenstein Feed and Supply Ltd.



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



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