



Year in Review



2022





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.





Bonnie den Haan

Chair's Message

This has been a monumental year for Farm & Food Care Ontario and our growing number of members, partners and supporters. Throughout 2022, the organization celebrated its 10th anniversary, as well as a return to in-person events in a significant way. After two and a half years of successfully finding alternate ways to interact with our key target audiences and hosting many digital conferences and meetings, 2022 enabled the FFCO team to return to what we do best, meeting consumers face to face.

Supported by you, our members, we were able, last year, to bring the industry together with our urban neighbours in ways that were both informative and entertaining. We are so fortunate to have such a diverse and dynamic agricultural industry here in Ontario who want to share their stories and their passion for their work. We all recognize the importance of these messages, and it is impressive what Ontario's agriculture can accomplish when we join forces to reach common goals. Our consumers are curious and genuinely interested in what happens on our farms, in our food processing facilities and at every other point in the food chain. Through it all, we shared the love for our industry which translated into excitement while building public trust.



John Drummond (left) and Bonnie promoting Breakfast from the Farm on CTV News at Noon, Kitchener

It was so much fun celebrating our tenth anniversary with our members throughout the year. I chuckle as I remember the moment that the show-stealing ice cream truck rolled into our sold-out members' barbecue in August and all the diamonds and denim on display at the sold-out Harvest Gala in November.

We'll never lose sight of the importance of the support of our membership base. Together, over a decade, we know that we're having a long-term, positive impact on public trust in food and farming – and we've accomplished all of that together.

Looking to the future, I am energized by the enthusiasm for food and farming that will strengthen our industry for years to come. It's been an honour to serve as the chair of Farm & Food Care for the last three years.

Bonnie den Haan, Chair,
Farm & Food Care Ontario



Executive Director's Message



Kelly Daynard

Farm & Food Care's annual conference is always one of the final events in a busy winter farm meeting season and as I write this, the schedule is rapidly coming to a close and #plant23 is getting closer by the day.

Last fall and this winter has brought with it a busier meeting season than FFCO staff has seen in a decade. As we've crossed the province attending dozens of member annual conferences, trade shows, speaking engagements and training sessions, we've had hundreds (maybe thousands) of conversations with industry stakeholders about the work we do.

As we come out the other side of the pandemic, I want to thank two key groups for never losing sight of the importance of FFCO and its work. Those are our members and our staff and board.

Thank you, members, for your unwavering support and commitment to keeping our organization funded during three very complicated years.

A special appreciation goes out to the government staff managing Agriculture and Agri-Food Canada's federal AgriCompetitive and Agri-Diversity programs who were so helpful and willing to give us the flexibility to make changes to programming when the pandemic hit.

We're also so grateful to Ontario Minister of Agriculture, Food and Rural Affairs Lisa Thompson for her 2022 announcement of \$180,000 per year for three years, bringing FFCO in line with annual provincial funding received by our sister groups in Saskatchewan and Prince Edward Island. That announcement was a game changer in helping us expand 2022's activities – adding culinary student tours, virtual field trips, digital outreach, Breakfast from the Farm events and more to our business plan.

And then thanks goes out to to our staff and board team.

They're all smart, creative and committed to this cause. In March of 2020, while most groups were still trying to adjust to a new reality of working from home and cancelled events, our staff was already trying to figure out how to do things differently.

Without missing a beat, they suggested ways of reshaping our business plan to offer virtual training, programming (like on-line field trips) and even virtual events like on-line webinars and gala fundraisers – which were duplicated by other groups across Canada.

I'm optimistic about the road ahead as we continue towards a hybrid model for our work. 2023 will mark the return to Breakfast on the Farm activities, as examples, and our farmer hosts have set ambitious goals to beat pre-pandemic attendance levels. We've been back this winter offering in-person Speak Up, media and Ag 101 training sessions.

But, at the same time, we're more nimble as an organization and will continue with a lot of our on-line initiatives. They're easy, affordable and help us reach target audiences in communities in all points of this province, not just the urban centres that are easiest to access.

I'm honoured to work with 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. I wish you a productive spring season.

A handwritten signature in cursive script that reads "Kelly Daynard".

Kelly Daynard, Executive Director
Farm & Food Care Ontario



Partnerships



Senior agricultural communicators meet in Guelph

FFCO is a collaboration of members from across Ontario's agriculture sector and throughout 2022, FFCO has strengthened its relationship with like-minded organizations across the country.

Strong partnerships with sister groups like the Farm & Food Care teams in Saskatchewan (FFCSK) and Prince Edward Island (FFCPEI) play a key role in our success. The three groups cooperate on a number of national initiatives including webinars, training and virtual events. In a historic day for the organizations, staff from FFCPEI and FFCSK joined the FFCO team for a day of farm tours and team building in the GTA when the others were in Ontario for a conference.

FFCO also continues to partner strategically with AgScape. The MOU signed by both organizations in 2021 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. The organizations worked together on many virtual field trips in 2022.

AgScape's national counterpart, Agriculture in the Classroom Canada (AITC-C), was also contracted by FFCO

to manage the development of new classroom resources for the FarmFood360° VR website project.

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 sector between those who are communicating on behalf of their farmer members and helps promote collaboration.

In May of 2022, FFCO also organized a meeting of senior agriculture communicators from commodity groups and general farm organizations to discuss the common communications challenges the sector faces related to farming and the environment.

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



Teams from FFCO, FFCSK and FFCPEI tour cucumber and mushroom farms in Ontario



STRONG
PARTNERSHIPS



Governance



2022 saw the organization implementing the strategic plan that was developed in 2021.

With the approval of the reorganization of FFCO's program structure, member support was combined into one pillar titled Industry Support, including any training, intelligence work and any technical projects that are proposed and deemed to fit within FFCO's mandate.

As such, FFCO's member consultation bodies were amalgamated into one Member Forum, which began meeting three times annually in 2022. These meetings are an opportunity for FFCO members to come together, exchange information about what their organizations are concerned about, and provide strategic advice on FFCO programming.





Public Trust and Outreach





Breakfast from the Farm

Partnering with members including the Paris, Grand River, and Milton Agriculture Societies, three walk-through Breakfast from the Farm events were held on fairgrounds, giving visitors the chance to see farm animals and equipment, talk to farmers and ask questions about where their food comes from. Each event had good weather and strong attendance from local communities including 50-70 volunteers at each event and around 2,500 visitors across all three days. In each case, visitors enjoyed breakfast and left with bags packed with pancake mix, maple syrup and other giveaways.



FARM FOOD 360°

FarmFood360.ca now hosts 25 Virtual Reality farm tours, including three new tours published in the fall of 2022. The new tours, featuring dry beans (from the field through processing), potatoes (from the field to potato chip), and a broiler-breeder farm and a broiler hatchery, offer new glimpses of agriculture behind the scenes, which Canadians can access from the comfort of their own homes.

The site had over 82,000 new users in 2022 and averaged 4,382 sessions on the site per month. The FF360 videos are also available on FFCO's YouTube site and gathered 18,697,557 impressions there in 2022. The most popular way to access the site was via mobile device - 71.5% of visitors experienced the farm tours from their phones. These tours are made possible through partnership with commodity groups and the farmers who generously host the video shoots. In 2022, the hosts were the Arand family bean farm, the Vander Zaag family's potato farm and the Sinnige broiler-breeder farm.



The Arand Family



The Vander Zaag Family





100%

of participants believe food grown in Ontario is safe
(Culinary student tours, 2022)

Farm Tours

2022 marked FFCO's return to on-farm tours. FFCO hosted media, food influencers, Registered Dietitians, dietetic interns, Professional Home Economists and culinary students on six farm tours across the province. Each tour was designed to take guests on an informative journey from the farm to fork.

In early September, media and food influencers met at the Ontario Food Terminal for a day-long bus tour of farms in Norfolk County. Modern farming practices were showcased at Strawberry Thyme Farms, to see strawberry and raspberry production, and Suncrest Orchards for a tour of apple production. The orchard provided a beautiful venue for guests to enjoy lunch with and hear first-hand from Seasonal Agricultural Workers who are instrumental in the day-to-day operations at the farm.

A group of Registered Dietitians and dietetic interns toured Pristine Gourmet, Roanoke Farms and P & H Milling on the port of Hamilton at the end of September for a day of learning about Ontario's grain production.

FFCO invited culinary students from colleges across Ontario to join an educational journey from the process of farm to fork this fall.

Media and food influencers join special guest Seasonal Agricultural Workers for lunch at Suncrest Orchards.

Students from Niagara College, the Culinary Arts School of Ontario in Mississauga, Fleming College in Peterborough and Algonquin College in Ottawa participated in day-long tours in October that gave students a greater understanding of where their food comes from and how it is produced sustainably. Participants met farmers and producers, learning how each one is unique in their area of expertise. Stops included herb, cucumber and tomato greenhouses; orchards; beef, dairy, grain and sheep farms; egg processing facilities and vegetable farms in the Holland Marsh.

The culinary student tours were made possible by FFCO's new funding agreement with the Ontario Ministry of Agriculture, Food and Rural Affairs announced in April 2022.

Participants were surveyed on their knowledge about and perception of Ontario agriculture before and after each tour. The statistics (right) demonstrate the value of the tours to the participants.

FFCO's farm tour program would not be possible without the incredible trust and support shown by the farmers who welcome groups onto their farms.

100%

of participants would participate in future farm tours and would recommend attending to a colleague.
(Registered Dietitian Tour, 2022)

100%

of participants rated the tour to be excellent
(Media/Influencer Tour, 2022)

90%

of participants think the food system in Canada is moving in the right direction, while 10% are unsure.
(Registered Dietitian Tour, 2022)



Photos from each of the six farm tours (from top left to right): Registered Dietitians tour, Fleming College student tour, media and influencer tour, Culinary Arts School of Ontario student tour, Niagara College student tour (bottom left) and Algonquin College student tour.



The Real dirt on Farming

In 2022, FFCO began using paid search ads to amplify the reach of the RealDirtonFarming.com website. For example, when looking for information on GMOs, google visitors saw ads promoting www.RealDirtonFarming.ca, to help them access the information they were looking for. FFCO ran ads on many key words that are popular searches about food and farming in Canada including the humane treatment of livestock, food security and the cost of food, climate change, the environment and healthy and safe food.

As a result of this promotion, RealDirtonFarming.ca achieved 288,245 impressions in 2022. The click-through rate for these ads was 12.32% over the year - this is the percentage

of people who selected the ad and clicked into the website because of the ads. The site had a record number of new visitors in 2022: 45,720 new visitors came to the site in 2022, which represents 97% of the traffic on the site. The ads themselves cost an average of \$0.42 per click, which is well below industry standard for this type of campaign, in part because of the relevancy of the information on the site to the words being searched.

The sixth edition of The Real Dirt on Farming will be published in the fall of 2023.

Virtual Food Influencer Outreach



Francis Parisien



Ian Affleck

In the winter of 2022, FFC groups across Canada hosted webinars designed for food influencers to hear from industry experts who shared insights and experience on how Canadian food producers are adapting to changing demographics, more mindful consumers and unprecedented global events.

In February, Ian Affleck of CropLife Canada spoke about how GMOs, gene editing and pesticides are helping to make food more sustainable, and covered how science and innovation are driving major advances in the way we grow food. In March, Francis Parisien from NielsenIQ, a leading retail and consumer intelligence firm, explored the trends and forces in Canada driving consumer food consumption and retail food purchasing decisions.

These talks are available on FFCO's YouTube page and website.



Chef Tawnya Brant and the team from Mushrooms Canada.

Public events

Many public-facing events resumed in 2022. FFCO hosted its new 'Ask-a-Farmer' video booth at the Canadian National Exhibition, met with the industry at Canada's Outdoor Farm Show and spent the Royal Agricultural Winter Fair sharing FarmFood360 virtual tours with the public. FFCO also worked with the Royal to host the first in-person Food & Nutrition Forum since 2019.

Annually, the RAWF event attracts Professional Home Economists, Registered Dietitians, dietetic instructors, nutritionists, chefs, culinary instructors and other food and health professionals. New this year, the event included a tour of the Royal Agricultural Winter Fair, giving participants the opportunity to meet farmers and food producers working at the show.

The two keynote speakers were:

Doug Cook,
Registered Dietitian, speaking about nutrition and mental wellbeing.

Chef Tawnya Brant,
speaking on reviving Indigenous North American and Haudenosaunee food culture.

Canada's Agriculture Day 2022

Farm & Food Care in Ontario, Saskatchewan and PEI teamed up for Canada's Agriculture Day 2022. The day featured three live field trips to showcase Canadian farmers and the food they produce.

Tours included:



Farm & Food Care
Prince Edward Island
Vegetable Farm



Farm & Food Care
Ontario
Beef Farm



Farm & Food Care
Saskatchewan
Pig Farm



Canada's Agriculture Day is an opportunity to showcase all the amazing things happening in the industry and help everyone learn about where their food comes from.

Virtual Food & Farm Field Trips

FFCO in partnership with AgScape and the other Farm & Food Care offices offered 12 livestreamed farm tours reaching an audience of 72,944. These field trips gave viewers, including students and teachers, the chance to connect with farmers in real time. Tours went to a vegetable farm, a dairy farm, two beef farms, a pig farm, a sugar bush, a grain farm, a strawberry farm, an apple orchard, a pumpkin farm, and a turkey farm. FFCO and AgScape will continue to offer tours throughout 2023 and are looking for farmers interested in hosting them.





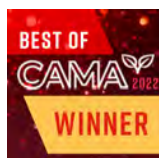
@FacesBehindFood

Faces Behind Food continues to highlight the diversity of people and career opportunities within the Canadian agri-food system on Facebook and Instagram. 99 profiles were posted over the year, with 56,000+ likes, share and comments across accounts, and included farmers, food processors and others working in the industry.

Faces Behind Food has also generated new energy for FFCO's display offerings in the form of a new "Ask a Farmer" kiosk unveiled at the CNE. This display encourages consumers to

video record questions and comments about their food in fun and interactive ways. With its appearance at the CNE and Royal Agricultural Winter Fair in 2022, FFCO has been working with farmers on answers, and will be rolling out videos on social media throughout 2023.

Photo shoots conducted through Faces Behind Food have added almost 20,000 new photos to FFCO's photo library – and significantly supplemented many members' photo libraries too.



The *More than a Migrant Worker* project, launched in 2021 as a spin-off of Faces Behind Food, is designed to help the public to learn more about the women and men who help Ontario farmers grow our food and find answers to their questions about seasonal workers on Ontario farms. It is a project of the Ontario Fruit & Vegetable Growers Association (OFVGA), in partnership with FFCO and several OFVGA members. In 2022, photo/video shoots were held in greenhouses and on berry, apple, potato, asparagus and grape operations, interviewing 50 workers and six growers. These stories are shared through Instagram, Facebook and Twitter, as well as

the MTAMW website. The project has had a reach of over 370k people on Facebook last year. YouTube now has 41 videos on the More than a Migrant Worker channel – with 2300+ views.

In 2022, MTAMW won best social media campaign directed at the general public at the Canadian Agri-Food Marketers Alliance (CAMA) annual awards dinner. Sharing the award was FFCO and the Ontario Fruit and Vegetable Growers' Association. The two groups also shared the certificate of merit for website directed at the general public.



Garden in a Box

In 2022, FFCO rolled out the second season of Garden in a Box. This program aimed to build common ground between farmers and Ontario consumers through growing food together with farmers and food professionals across Ontario.

500 boxes were sold in the spring to would-be gardeners. Throughout the growing season, FFCO featured content on a Facebook Garden Club of over 590 members, including a live events with Frankie Flowers and Mark & Ben Cullen, videos, posts and content from agronomists, soil specialists, agri-food professionals and the peer-group of gardeners. Members were shown how to start seeds in egg cartons, all about pollination and pollinators, and how to participate in horticultural competitions at local fairs.

This program was a successful effort to provide connection and support through growing food during the pandemic.

2021 Champion Award Winner



L-r: George MacNaughton, Floradale Feeds, FFCO Vice-Chair Crispin Colvin, John Drummond, Anne and Kevin Snyder of Snyder Heritage Farms, Christine Oldfield, Executive Director of 4-H Ontario

Farm & Food Care Ontario presented the Food & Farming Champion Award at its 2022 annual conference to long-time 4-H volunteer and agricultural advocate John Drummond. Drummond is a Waterloo Region resident.

The Champion Award has been presented annually, since 1999, in recognition of an individual or group's significant commitment to public outreach and support for Ontario's farming community.



In 2022, in partnership with the Ontario Federation of Agriculture, FFCO undertook an initiative called Source Local to highlight the importance of buying local food, flowers and fibre. Fourteen county-level federations took part with projects ranging from 'Source Local' nights at drive-in theatres, to producing a colouring book, 'meet-a-farmer' events, trail signs and video production.

For Ontario Agriculture Week, Source Local hosted a series of food-focused events across the province. Four provincial activations were organized in Thunder Bay, London, Ottawa and Halton. Overall, approximately 1,500+ people attended the four events, where they enjoyed free meals. They also had the opportunity to sample from commodity groups and talk to local farmers.



Source Local provincial activations from top left: Ottawa, Thunder Bay, Halton, Ottawa, Halton, London





Overall followers in 2022:

33,619

Increase: 2,418

Percentage increase: 7%



@FarmFoodCareON



UP 7%



UP 3%



UP 7%



UP 39%



**FACES
BEHIND
FOOD**

@FacesBehindFood

752,502

Total impressions

up 83%

impressions increase



56,992

engagement



up 69%

reach in 2022



Industry Support





Manure Innovation Project

With CAP funding through OMAFRA, FFCO hosted several industry meetings and developed a new manure stewardship video series. The series highlights best practices and new technology in manure storage and application systems to improve efficiency and reduce greenhouse gas production. The three videos, titled Storage & Handling, Application, and Moving Manure off the Farm, are available at the website below for farmers and manure applicators to view. They will also be used by the University of Guelph in the training program for custom manure applicator licensing.



Manure Innovation Series YouTube:
<https://www.farmfoodcareon.org/timing-matters/>



Members' Forum

Voting level Farm & Food Care members participated in three Member Forum meetings that engage them on cross industry issues. While COVID and its impacts were key topics in 2021, 2022 was dominated by ongoing issues of farm and processor labour concerns, and the impact of geopolitical events on agriculture.

These meetings provide FFCO's Platinum, Gold and Silver level members an open forum for dialogue. Input from the forum also helps shape public trust work that FFCO.

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 nine Animal Care Helpline calls in 2022. The helpline is operated in partnership with major commodity groups and, in some cases, can serve as an early alternative for addressing potential animal care concerns before they become serious.





Livestock Emergency Training:

In 2021, FFCO expanded its courses to offer virtual training for first responders being called to livestock transportation emergencies including truck rollovers. These sessions were well received as important information for first responders to have before they arrive at the site of an accident involving livestock.

The course covers factors critical 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.

In 2022, 21 sessions were hosted for 665 first responders across Ontario. With financial support from many partners helping make this possible, the project has had great success.



FFCO's Bruce Kelly presenting



Media and Speak Up training

FFCO continues to offer media, Speak Up and other and commodity-specific training sessions, with 62 presentations given by staff in 2022. 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 makes available Animal Protection Zone signage (pictured above) to its livestock members.



A capacity crowd of 240 farmers and agribusiness leaders came together to enjoy an evening of fellowship and celebration at FFCO's Harvest Gala.

As part of the agenda, Feed Ontario presented the recipient of the 2022 Paul Mistele Award to Beef Farmers of Ontario (BFO). BFO was chosen for its steadfast and longstanding commitment to Feed Ontario.

In celebration of its 10th anniversary year, Farm & Food Care Ontario invited its top level (Platinum) members to nominate Agri-Food Champions that represented excellence in their industry and in building consumer connections on behalf of food and farming. Those recognized as Agri-Food Champions included:

Ashley Brown of Browndale Farm & Market in Paris, nominated by the Dairy Farmers of Ontario.

Gary West of Shakespeare was nominated by the Egg Farmers of Ontario.

The Dibble Family of Dibhurst Farms in Ingersoll was nominated by Beef Farmers of Ontario.

Amanda Dooney of Suncrest Orchards near Simcoe was nominated by the Ontario Fruit and Vegetable Growers' Association.

Donna Rogers of Waterloo Region was nominated by Farm & Food Care Ontario.

Joining the sold out crowd was Ontario Minister of Agriculture, Food & Rural Affairs, Lisa Thompson and Parliamentary Assistant Trevor Jones, Member of Provincial Parliament for Chatham-Kent-Leamington. In addressing the crowd, Minister Thompson spoke about the important work Farm & Food Care does on behalf of Ontario's entire agri-food industry.



Top left: Gary West, Donna Rogers, Melanie and Gordon Dibble and Ashley Brown.

Bottom left: Beef Farmers of Ontario receiving its award from Feed Ontario and Minister Thompson.

Bottom right: FFCO's Chairs, past and present; Christine Schoonderwoerd, John Maaskant, ED Kelly Daynard, Brian Gilroy and Bonnie den Haan.



DENIM & DIAMONDS

FFCO's 10th Anniversary Barbecue

On August 11th, 2022, a sold out crowd of 150 members, friends, present and former staff, present and former board members, and other supporters celebrated FFCO's 10th anniversary with a barbecue lunch and ice cream dessert.



2022/2023 Board of Directors



Janelle Cardiff
Egg Farmers of Ontario
(Second Vice Chair)



Crispin Colvin
Ontario Federation of
Agriculture (Vice Chair)



Bonnie den Haan
Sheldon Creek Dairy
(Chair)



Brian Gilroy
Ontario Fruit & Vegetable
Growers' Association



Joe Hickson
Ontario Seed Growers'
Association



Mark Hamel
Dairy Farmers of Ontario



Steve Lake
Grain Farmers of Ontario



Jason Leblond
Beef Farmers of Ontario
(Ex Officio)



Quintin McEwen
Ontario Sheep Farmers



Holly McGill
Wallenstein Feed &
Supply Ltd.



Jennifer Mitchell
Mushrooms Canada



John Taylor
Ontario Mutual Insurance
Association (Treasurer)



Andrea Veldhuizen
Chicken Farmers of Ontario

Member Forum: Co-Chairs:



Frank Hoftzyer
Christian Farmers
Federation of Ontario



Alice Van Vught
The Commonwell
Mutual Insurance
Company



Staff



Amber Anderson
Communications Manager



Alicia Becker
Community Engagement
Manager



Rachel Coles
Digital Marketing
Coordinator



Kelly Daynard
Executive Director



Bruce Kelly
Program Consultant



Elaine McDougall
Finance Manager



Lauren Miller
Communications
Coordinator



Christa Ormiston
Program Manager



Jean Tucker
Administrative Assistant

2022 FFCO Members



Farm & Food Care Ontario's success is a direct result of the breadth, diversity and collective support of its members. As membership increases, so does the effectiveness of our collective outreach initiatives. Farm & Food Care Ontario would like to thank the 182 member commodity groups, businesses and individuals for their support in 2022.

★ PLATINUM MEMBERS ★



Gold

Burnbrae Farms Ltd.
Cargill Animal Nutrition - Division of Cargill Ltd.
The Clark Companies
Christian Farmers' Federation of Ontario
Conestoga Meat Packers Ltd.
Foreign Agricultural Research Management Services (F.A.R.M.S.)
Gay Lea Foods Co-operative Ltd.
Grand River Agricultural Society
Growmark
L.H. Gray & Son Ltd / Gray Ridge Egg Farms
New-Life Mills- a division of Parrish & Heimbecker Ltd.
Ontario Pride Eggs Inc. / Nutrigroupe
Sargent Farms
Semex Alliance
Turkey Farmers of Ontario
Zantingh Direct Inc.

Silver

AGRIS Co-operative Ltd.
The Agromart Group
Archer's Poultry Farm Ltd.
Association of Ontario Chicken Processors
B-W Feed & Seed Ltd.
Canada Mink Breeders Association
The Commonwell Mutual Insurance Group
Dumfries Mutual Insurance Company
EastGen
Exceldor Cooperative
Floradale Feed Mill Ltd.
Flowers Canada (Ontario) Inc.
Georgian Bay Fruit Growers Inc.
Grand Valley Fortifiers Ltd.
Grape Growers of Ontario
Grober Nutrition Inc.

Heartland Farm Mutual
Hendrix Genetics
Libro Credit Union
London Agricultural Commodities Inc.
Lucknow District Co-op
Masterfeeds Inc.
McKinley Hatchery Ltd.
Meat & Poultry Ontario
Moonfleet Poultry Inc.
Mushrooms Canada
Ontario Apple Growers
Ontario Broiler Chicken Hatching Egg Producers' Association
Ontario Broiler Hatching Egg and Chick Commission
Ontario Canola Growers Association
Ontario Greenhouse Vegetable Growers
Ontario Hatcheries Association
Ontario Mutual Insurance Association
Ontario Plowmen's Association
Ontario Pork Producers' Marketing Board
Ontario Potato Board
The Ontario Produce Marketing Association
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
Sheldon Creek Dairy
South West Ontario Veterinary Services
Trillium Mutual Insurance Company
Trouw Nutrition Canada Inc.
Veal Farmers of Ontario
Veldale Farms Ltd.
Wallacetown Agricultural Society

Wallenstein Feed & Supply Ltd.
Western Fair District
York Region Federation of Agriculture

Supporter

A.W. Topp & Sons Ltd.
Agri-Nutrient Solutions
Argyle Farms
Art Griffith Farms Inc.
Bellson Farms
Berry Growers of Ontario
Brant Agricultural Awareness Committee/Bite of Brant
Brant County Federation of Agriculture
Brian's Poultry Services Ltd.
Bruce County Federation of Agriculture
Brussels Agricultural Society
Buis Beef/Vanmar Farms Ltd.
Campbellford-Seymour Agricultural Society
Canadian National Exhibition Association
Carp Agricultural Society
Chudleigh's Apple Farm
Coke, Clarence & Debbie
Collins Farm Produce Inc.
Conlee Farms Inc.
Davenport, David and Julie
Daynard, Kelly
Bonnie & John den Haan
Donald Frew & Sons Ltd.
Durham Region Federation of Agriculture
Elgin Beef Farmers
Essex County Federation of Agriculture
Eyre Farms Ltd.
Discovery Farm Woodstock, Home of Canada's Outdoor Farm Show
Judy & Jim Gowland
Grey County Federation of Agriculture



Halton Agricultural Society
 Halton Dairy Producer Committee
 Howick Mutual Insurance Company
 Huron County Federation of Agriculture
 IGPC Ethanol Inc.
 J.J. Maaskant Farms Ltd.
 Joe Loewith & Sons Ltd.
 JSE Farms
 Kahnsult
 Kai Wiens Family Farm Ltd.
 Kelly, Bruce
 Kenpal Farm Products Inc.
 Kent & Essex Mutual Insurance
 Lactanet Canada
 Lambton Cattlemen's Association
 Lambton Federation of Agriculture
 Leeming Farms
 Lindsay Agricultural Society
 Manitoulin Northshore Federation of Agriculture
 Maplecrest Farms
 Matthews, Dr. June
 Maw, Jim
 Mayhaven Farm
 McIntosh Family Farm Inc.
 McLean Berry Farm
 Middlesex Cattlemen's Association
 Middlesex Egg Farmers
 Middlesex Federation of Agriculture
 Midnight Acres
 Mitchell Veterinary Services
 Niagara Federation of Agriculture
 Nairn, Paul
 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 Producer's Association
 Ontario Milk Transport Association
 Ontario Tender Fruit Growers
 Paisley Agricultural Society
 Paris Agricultural Society
 Perth & District Agricultural Society

Perth County Federation of Agriculture
 Perth County Pork Producers Association
 Peterborough County Cattlemens Association
 Porquis Agricultural Society
 Prince Edward Federation of Agriculture
 R & B McIntosh Egg Farms Ltd.
 R.B.R. Fur Farms Ltd.
 Renfrew Agvocates
 Renfrew County Beef Farmers' Association
 RFW Farms
 Rosendale Farms Ltd
 Schoonderwoerd Bros. Concrete
 Schwandt, Mike & Nadine
 Sherk, Murray and Sandra
 Silverdale Poultry
 Simcoe County Federation of Agriculture
 Snyder Heritage Farms
 Stock, Gordon
 Stormont Federation of Agriculture
 Stratford & District Agricultural Society
 Strom's Farm & Bakery
 Thorndale Agricultural Society
 Van Straaten, Sally & Mike
 Veldman Poultry Farm Ltd.
 Vickhaven Farms
 Whyte, Nick & Joan
 Wilhome Farms
 Wilmot Orchards Inc.
 Woodrill Ltd.
 Woodstar Farm

Individual Members and Donors

Alvenaveld Farm
 Anderson, Amber
 Anderson, Brian
 Ardiel Acres Ltd.
 Arndt, Wilfred
 Bakker, Marinus
 Bearss, William
 Black, Senator Rob
 Bliss, Kim Jo
 Boersen, Josh
 Bouma, Willem
 Brant County Cattlemen's Association
 Byrne, Brendan

Caldwell, Corinne
 Christie, Bruce & Dianne
 Colvin, Crispin
 Daynard, Terry & Dot
 Drummond, John
 Fergus Agricultural Society
 Elliott, Colin
 Eyre, Ralph
 Gracey, Charlie
 Hamel, Mark
 Hannam, Rebecca
 Harper, Sara
 Harrop, Roger
 Hoftyzer, Frank
 Hudson, Bruce
 Hunsberger, Robert
 Hunter, Craig
 Jilesen, Pat
 Lastovic, Sandra
 Mailloux, Jerome
 McCabe, Steve
 McComb, Dianne
 McGill, Holly
 Miller, Jayne
 Mitchell, Jennifer
 Morrison, Gregory
 Ormiston, Christa
 Oswick, Tammy
 Poel, Jim & Norma
 Puterbough, Carolyn
 Quirt, Sue
 Reinders, Henry
 Scheimiler, Max
 Scott, Robert
 Taylor, John & Linda
 Tucker, Jean
 Turk, Lois
 Vander Zaag, Deanna
 Veldhuizen, Andrea
 West Niagara Agricultural Society

Member Forum



FFCO's Member Forum is comprised of representatives from Farm & Food Care Ontario's platinum, gold and silver members. It provides an opportunity for input, ideas and dialogue on issues important to members.

2022 Member Forum attendees

All Platinum, Gold and Silver members are invited to attend. This list includes the attendees in 2022:

Beef Farmers of Ontario: Kim Jo Bliss, Jason Leblond, Darby Wheeler, Richard Horne, Jennifer Kyle, Thomas Brandstetter

Chicken Farmers of Ontario: Andrea Veldhuizen

Dairy Farmers of Ontario: Chantel Crockett

Egg Farmers of Ontario: Janelle Cardiff, Donna Lange, Tonya Haverkamp, Sally van Straaten

Grain Farmers of Ontario: Josh Boersen, Victoria Berry, Mike Buttenham, Steve Lake

Ontario Federation of Agriculture: Crispin Colvin, Dani Glanc, Drew Spoelstra, Sara Wood

Ontario Fruit & Vegetable Growers' Association: Brian Gilroy, Gordon Stock, Stefan Larass

Burnbrae Farms Ltd.: Laura Bowers, Helen Anne Hudson, Sue Hudson, Will McFall

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

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

Conestoga Meat Packers Ltd.: Alison Lee

Foreign Agricultural Research Management Services (F.A.R.M.S.): Sue Williams

Gay Lea Foods Co-operative Ltd.: Ed Danen, Ben Loewith, Lisa Wormsbecher

Grand River Agricultural Society: Katie Giddy

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

New Life Mills: Caitlin Woolcott

Ontario Pride Eggs Inc. / Nutrigroupe: Stephen Woodthorpe

Turkey Farmers of Ontario: Steven Vanderzanden

Alltech Canada Inc.: Josh Trolley

Association of Ontario Chicken Processors: Mike Terpstra

Canada Mink Breeders Association: Rob Bollert, Marianne Patten

Flowers Canada (Ontario) Inc.: Cary Gates

Hendrix Genetics: Blair McCorriston

Libro Credit Group: Dave Vanos

Lucknow District Co-op: Allan Scott

Masterfeeds Inc.: Charlie Elliott

Meat & Poultry Canada: Daphne Nuys-Hall

Mushrooms Canada: Jennifer Mitchell

Ontario Apple Growers: Kelly Ciceran

Ontario Hatcheries Association: Susan Fitzgerald

Ontario Mutual Insurance Association: Sue Baker, John Taylor

Ontario Pork Producers' Marketing Board: Mike Mitchell, Stacey Ash

Ontario Potato Board: Nicki Scott

Ontario Processing Vegetable Growers' Association: Keith Robbins

Ontario Seed Growers Association: Joe Hickson

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

Ontario Soil & Crop Improvement Association: Eleanor Renaud

Ottawa Valley Seed Growers Association: Steve Holmes

RBC Royal Bank: Naveen Dhanju, Lorna McKercher

Sheldon Creek Dairy: Bonnie den Haan

South West Ontario Veterinary Services: Lindsay Kieffer, Lori Moser, Rhonda Kaufman

The Commonwell Mutual Insurance Group: Alice Van Vught

Trillium Mutual Insurance Company: Mike Brine, Larry Holmes

Trouw Nutrition Canada Inc.: Dave Crossan

Veal Farmers of Ontario: Patrick MacCarthy, Kendra Keels

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

York Region Federation of Agriculture: Kim Empringham

2022 Project Partners



2022 Annual Conference

Dumfries Mutual Insurance Company
Ontario Mutual Insurance Association
Farm Credit Canada
Dairy Farmers of Ontario
MNP LLP
JWA Group
In Kind:
Sportswood Printing

Breakfast from the Farm

Guardian level:

Burnbrae Farms Ltd.
Dairy Farmers of Ontario
Egg Farmers of Ontario
L.H. Gray & Son Ltd. / Gray Ridge Egg Farms

Advocate level:

County of Brant
Dumfries Mutual Insurance
Grain Farmers of Ontario
Norfolk Federation of Agriculture
Ontario Apple Growers
Ontario Mutual Insurance Association
Turkey Farmers of Ontario

Leader level:

Brant County Federation of Agriculture
Ontario Pride Eggs
Sargent Farms Ltd.
Six by Sixteen
Veal Farmers of Ontario

In kind:

Elberta Farms
Gay Lea Food Cooperative Ltd
Glenridge Hazelnuts
Grand River Agricultural Society
Little Brown Cow
New Life Mills, a division of Parish and Heimbecker
Sweet Ontario
Whiteveen Meats

Faces Behind Food

Christian Farmers Federation of Ontario
Ontario Fruit & Vegetable Growers Association
Ontario Sheep Farmers

FarmFood360

Ontario Bean Growers
Ontario Broiler Chick Hatching Egg Producers' Association
Ontario Potato Board

Food Influencer Outreach

CropLife Canada
Grain Farmers of Ontario
Ontario Apple Growers
Ontario Berry Growers
Ontario Fruit & Vegetable Growers' Association

Food Influencer-Culinary Student Tours

Grain Farmers of Ontario
The Ontario Produce Marketing Association

10th Anniversary Barbecue

MNP LLP

2022 Ontario Harvest Gala

Main ingredient:

Beef Farmers of Ontario
Chicken Farmers of Ontario

Charcuterie:

Conestoga Meat Packers
Dairy Farmers of Ontario

Welcome Cocktail:

Burnbrae Farms Ltd.

Event:

Gay Lea Foods Co-operative Ltd.
Grain Farmers of Ontario
L.H. Gray & Son Ltd./ Gray Ridge Egg Farms
Ontario Mutual Insurance Association
Turkey Farmers of Ontario

In Kind:

Ardiel Acres / Georgian Hill Winery
Brant County Tourism

Burnbrae Farms Ltd.

Dan Veldman
EastGen
Elora Distillery
Grand River Agricultural Society
Grey County Colour it your way
Holland Marsh Wineries
Lanark County
Minto Tourism
Murals in Metal
Neustadt Springs Brewery
Oxford County
Paris Fair
Royal City Brewing
Sheldon Creek Dairy & Orangeville Theatre

Garden In A Box

Ontario Agri-Business Association
Dumfries Mutual
Six by Sixteen
Burnbrae Farms Ltd.
CropLife Canada
In Kind:
Cullen Farms
Growing Chefs
Western Fair Association

Livestock Emergency

Beef Farmers of Ontario
Farm Credit Canada
Heartland Farm Mutual
Howick Mutual Insurance Company
Northern Producer Animal Health Network
Ontario Mutual Insurance Association
Trillium Mutual Insurance Company

The Real Dirt on Farming

Wallenstein Feed & Supply Ltd.

Source Local

Ontario Federation of Agriculture



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



Farm & Food Care appreciates the support of the Ontario Ministry of Agriculture, Food and Rural Affairs for the following projects and initiatives:
Breakfast from the Farm
Culinary student tours
Garden in a Box
More than a Migrant Worker
Virtual field trips & digital consumer outreach



**Thank you for your FFCO membership -
Your support makes this work possible**








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Scan to join



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