

Olymel closing pork plant

Olymel announced that it will be closing its Vallée-Jonction, Beauce plant in phases until the end of the year.

It employs 994 people, including 911 union members and 83 managers.

The long-anticipated move will reduce Quebec's hog slaughter capacity, forcing producers to

either look elsewhere, sell weaners instead of market hogs, or quit.

The pork board and the province are talking about setting up a fund to assist farmers to retire from the business.

The company's management said the decision was made to stop losses in the fresh pork sector, which have amounted to more than \$400 million over the past two years and are jeopardizing the entire company's profitability.

News

Farm & Food Care marks a "monumental year"

Public trust activities are highlighted at the annual conference

BY LILIAN SCHAEER

Ontario Farmer

Elora - Farm & Food Care Ontario (FFCO) has wrapped what Chair Bonnie den Haan called a "monumental year" in her chair's address at the organization's annual conference on April 13.

"We celebrated our 10th anniversary while meeting face to face with consumers again and bringing the industry together with our urban neighbours in informative and entertaining ways," she said. "Ontario consumers are curious and genuinely interested in our farms and processing plants; Farm & Food Care has come out of the other side of COVID with a real buzz about it."

It was at last year's FFCO annual conference that Ontario Minister of Agriculture, Food & Rural Affairs Lisa Thompson announced three years of OMAFRA funding for FFCO activities for events like Breakfast from the Farm, farm tours for culinary students, and a garden-in-a-box project with over 500 participants that had its origins during COVID-19 lockdowns.

Executive director Kelly Daynard echoed Den Haan's comments as she described some of the highlights of the organization's activities over the past year, which included three Breakfast from the Farm events; six tours for culinary students, food influencers and registered dietitians; three new virtual reality tours and countless media and speak up training sessions.

"I'm really proud of last year's work; we were back to in-person in a really big way," Daynard said.

The organization produced and launched three new Farm Food 360 virtual farm tours complete with teacher resources in the past year, featuring potato, dry bean and broiler breeder farms. The FarmFood360.ca website, which is now home to 25 virtual reality agriculture tours, logged over 82,000 new users last year and averaged almost 4,400 session per month.

The Agricultural Adaptation Council is currently offering financial assistance to smaller farm organizations interested in having their sector represented through a virtual farm tour with Farm & Food Care.

Together with AgScape and Farm & Food Care organizations in Prince Edward Island and Saskatchewan, FFCO offered 12 livestreamed farm tours where participants, including students and teachers, had the opportunity to connect with farmers in real-time and ask questions.

The initiative originally began during COVID when in-person farm visits were not possible and has continued to be popular. More virtual food and farm field trips will be hosted in 2023 and FFCO is looking for volunteers willing to be tour hosts.

The Faces Behind Food Instagram account continued to profile people from across the food supply chain from farmers to hoof trimmers and butchers. Almost 100 profiles were posted through the year, garnering over 56,000 likes, shares and comments.

FFCO manages photo and video content creation for the Ontario Fruit & Vegetable Growers' Association (OFVGA)'s More than a

Migrant Worker initiative, which lets seasonal and international farm workers tell their stories in their own words.

Fifty workers and six growers were interviewed this past year, with stories placed in the Toronto Star and the National Post. The initiative won two Best of CAMA awards from the Canadian Agri-Food Marketing Association last year.

Apple grower and past FFCO Chair Brian Gilroy stepped down from the organization's board after serving 10 years as a director representing the edible horticulture sector. He was replaced by Nicki Scott, who represents the OFVGA and the Ontario Potato Board. All other board director positions remain unchanged.

"It has been a privilege to participate and be part of Farm & Food Care for the last 10 years," said Gilroy. "It is more important than it ever has been to speak for and on behalf of farmers when you're less than two per cent of the population but grow food for the rest."

Farm & Food Care will host its first Breakfast on the Farm event of the year on June 17 in what is being called the 'Farm Crawl Edition', with stops at Grazing Meadows wayu beef farm near Brussels and Hallahan dairy farm near Blyth.

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1-18' bale thrower wagon, steel w/Horst 6 tonne, 9.5x15 tires.....\$2,250



1-JD 235 disc, 20', 7" spacing, hydraulic wings.....\$6,825

- 1-JD 6115D, 4wd, open, for/rev, 320x85Rx24 & 460/85Rx34 Radials Our own, used daily... \$49,995
- 1-set 18.4x34 snap on duals, 8 clamps..... \$950
- 1-set 20.8x38 snap on duals, 12 clamps..... \$1,395
- 1-set 18.4x38 snap on duals, 8 clamps..... \$1,495
- 1-2014 NH forage harvester w/Processor & P29 hay head and Dion 4 row rotary cornhead excellent \$62,295
- 1-NH 680 Manure Spreader, single beater, 540 pto..... \$4,850
- 2022 Richard Western DV130, vert. beaters, 1000rpm, gillotine gate, 520/38 tires, brakes. Our rental unit..... \$89,995
- 1-Patz 1200, 500 TMR Mixer w/RH hyd tilt up conveyor, scale, 1000 rpm, nice mixer..... \$32,500
- 1-Patz 620HD TMR Mixer, RH side unl., 1000 rpm pto, scale, good unit..... \$19,995
- NEW-2 Available Artsway 20' forage boxes w/ ext., 4th beater, hyd. drive, front & rear unl, on Horst 265 wagon...\$53,050 w/Trailer...\$54,040
- 1-Rovibec MU 600 TMR mixer, RH side unl., scal, 1000 rpm, very nice..... \$26,993
- 1-Agrimetel 544 cart, 5HP Honda, one side unl., new auger & conveyor...Coming..... \$2,250
- Rissler 450 TMR cart, beam scale, Honda motor, Good Cart...Coming Soon..... \$6,950
- 1-Bodco small bale, Honda motor, nice unit..... \$1,950
- 1-Wic small bale Chopper, Honda motor, nice unit..... \$2,295
- 1-Winpower 25-45 1 phase, 540 pt generator..... \$2,850
- 1-JD 7000 4Rx30' corn planter, dry fertilizer, monitor, good unit..... \$3,895
- 1-Creebank 8530 FL, 8.5'x30' mesh top Wagon, Horst 505 22 tonne tandem, 425x65x22.5 tires, HD rear hitch, LED lights & cord..... \$14,250
- 1-7'x24' Creebank Feeder Wagon, slant floor, dolly wheels, ...C&C..... \$8,495
- 1-Meyer 500 Forage Wagon, 10 tonne wagon, roof, nice..... \$5,950
- 1-Badger 1200 Forage Wagon, variable speed on 12 ton tandem wagon, roof, all steel, nice..... \$12,500
- New 1 only. Farm King 12 wheel easy rake w/ kicker wheels, all hydr. fold..... \$18,500
- 1-Patz RD 2200, ring drive silo unl. 12-24, Good shape, Reuild..... \$7,895
- 1-Patz 8810 center drive, 20' silo unl, Excellent shape..... \$4,995
- 1-Glencoe 20' wing soil finisher w/buster bar, Salford roller..... \$7,495
- 1-2022 Bearclaw 1440 forage trailer w/750/45 x 22.5 tires, brakes, hyd. front fold down, hyd. jack, grain doors.....New \$73,995
- New Gerber 550 Hopper Wagon, Horst 20 tonne, 425/65x22.5 tires, roll tarp, lights,...C&C..... \$18,950
- 1-Farm King 13" x 95' swing auger, hyd scissor lift, 540 HD pto, 1 owner..... \$14,995
- 1-Farm King 13" x 95' back saver, hydraulic lift auger, 540 pto..... \$10,500
- 1-Salford 5x18" semi mount Plow, auto reset, newer coulters, land wheel, V.G..... \$4,850



Perth County egg farmer's Sally and Mike Van Straaten recently served up deviled eggs at the Stratford Rotary Club's Rural/Urban Banquet. Sally is the Zone 6 egg board director, and they were part of a meal sponsored by the Rotary Club of Stratford, which happens every year to raise money for Rotary projects (PHOTO BY GARY WEST)