



Year in Review





Our Vision

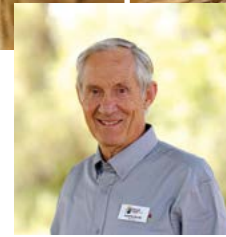
Earn public trust in Ontario food and farming.

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



Crispin Colvin

It has been an honour to serve as chair of Farm & Food Care in 2023-24. I was first nominated to the FFCO board in 2018 by the Ontario Federation of Agriculture and have been pleased to see the organization's growth and successes in the six years that have followed.

I have served on numerous boards; however, I believe the FFCO board is unique. Those sitting around the table are all there because of a shared belief in the public-trust building work in which we are engaged. In fact, it's often been remarked that at events, it's sometimes hard to tell who staff are and who are directors (and their spouses including my wife Marianne who volunteers beside me at most events). At any one time, we might all be seen putting up signage, serving food, hosting VIP guests or even emptying waste containers. It's not always glamorous work but it all supports the cause.

Last year was unprecedented for the organization. After some challenging years of modified event planning during the pandemic, we made up

for lost time. The team coordinated a record number of in-person events including three successful Breakfasts on the Farm and 10 bus tours for key target audiences.

On top of in-person activations, hundreds of thousands of people engaged with our virtual farm tours and field trips and read the stories of inspirational Canadians working in the businesses of food and farming through stories on Faces Behind Food and More than a Migrant Worker.

Mass distribution of the sixth edition of *The Real Dirt on Farming* is also now underway, reaching politicians at all three levels, Registered Dietitians and newspaper readers through the National Post.

Take a read through this annual report and find out more details on these examples and so many other initiatives including presentations and media training for our members and livestock emergency training for first responders. I'm really proud of what our team accomplishes with a staff of nine and always-limited funding.

A reminder that as a registered Canadian charity, we're able to issue tax receipts to those who support us.

On behalf of the Board of Directors, I want to thank all those that helped in making 2023 an incredible year. We see the passion that our industry has for food and farming and promise that we'll continue to find new and innovative ways of sharing that across Ontario and beyond.

A handwritten signature in black ink that reads "Crispin Colvin". The signature is fluid and cursive.

Crispin Colvin, Chair
Farm & Food Care Ontario



Crispin with Chatham BOTF host Jean Laprise (top).
Crispin speaking to volunteers at BOTF in Huron county (bottom).

EXECUTIVE DIRECTOR'S MESSAGE



Kelly Daynard

Farm & Food Care Ontario's annual conference is always one of the final events on the busy winter farm meeting schedule. As we prepare for our own conference, we are already well into 2024; the winter meeting

schedule is rapidly coming to a close and #plant24 is getting closer by the day.

2023 was a year of milestones for Farm & Food Care Ontario as our small team of nine managed a record number of events and programs. They included:

- **79** people profiled through **@FacesBehindFood**;
- **50** Seasonal workers interviewed for **More than a Migrant Worker**;
- **46 Speak Up, media and Ag 101** training sessions;
- **17 virtual food and farming field trips**;
- **16 livestock emergency training** sessions;
- **10 farm tours** for key target audiences including food influencers, Registered Dietitians, culinary students and government staff;
- **Three Breakfasts on the Farm** for **3300** guests in Huron County, Napanee and Chatham;
- **Two new Virtual Reality** tours filmed for the berry and dairy sectors, bringing the roster to 26 online at www.FarmFood360.ca;
- The **sixth edition of The Real Dirt on Farming** published – watch for cross Canada distribution through the National Post this spring;
- Public exhibits at the **CNE** and the **Royal Agricultural Winter Fair** – plus **27 Ontario fairs** borrowing or using FFCO resources;
- An updated **photo library** at farmphotos.ca for public use of accurate farm photography;
- And so much more

Details on all are included in the pages that follow.

Our Strategic Plan emphasizes the need for all of FFCO's work to be done with partners and across sectors. Without

exception, the projects mentioned above, and throughout this booklet, wouldn't be possible without a veritable army of supporters. You can see a list of financial and in-kind supporters at the back of this booklet.

Member Collaboration & Collective Strategy

Industry Support

Intelligence
Member training
Technical projects

Public Trust & Outreach

Proactive strategy and coordination across industry

Strategic plan

Each year, when we take group photos of the volunteers that show up to help with each Breakfast on the Farm, I'm reminded of the incredible support we enjoy from our industry. Having attended numerous not-for-profit conferences over the years, I know that our success in attracting volunteers is the envy of many. And their enthusiasm for talking food and farming is what makes the all of our events a success.

As I look back on the achievements of 2023, I'm continually reminded of how fortunate I am 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. It's such meaningful work – and it's making a difference.

Our success will always be your success. Thank you for being part of this movement. I wish you a productive spring season.

Kelly Daynard, Executive Director
Farm & Food Care Ontario



Volunteers at BOTF in Chatham

PARTNERSHIPS



FFCO works in collaboration with dozens of member and partner groups to represent the diverse sectors that make up our agricultural landscape. FFCO's work is never done in isolation, with the belief that everyone is stronger when we work together. The success of our programs can be largely attributed to the support of our partners. Partnerships with like-minded organizations helped to amplify the work done by FFCO and our collaborators in 2023.

Collaboration with Farm & Food Care Saskatchewan and Farm & Food Care Prince Edward Island is key in making information about Canadian agriculture accessible across the country. The partnership makes projects like *The Real Dirt on Farming* (a national publication) possible.

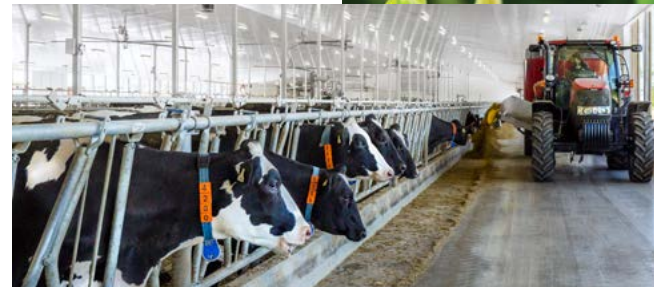
At a national level, FFCO collaborated with Agriculture in the Classroom Canada (AITC-C) to develop new classroom resources for several FarmFood360° tours, including potato, broiler breeder & hatchery farm, dry bean, and greenhouse vegetable virtual tours. Additional resources are being developed for the 2023 dairy and berry tours.

FFCO also hired AITC-C in late 2023 to begin developing an updated educator guide that will accompany the newly released sixth edition of *The Real Dirt on Farming*. The guide will be available in the spring of 2024. Provincially, FFCO partnered with AITC-C's Ontario organization, AgScape, to host 12 virtual food and farming field trips.

A partnership with 4-H Ontario is also creating an accompanying 4-H resource for the latest edition of *The Real Dirt on Farming*. Also available in the spring of 2024,

the resource will help 4-H leaders create clubs and projects based on the award-winning publication.

FFCO continues to host quarterly calls for the communications staff of voting-level member commodity groups. These calls provide communicators with information about other groups' activities and act as a peer group for those communicating with farmer and consumer audiences. Collaboration with partners like these is fundamental to FFCO's work. Strong partnerships help cultivate trust in our food and farming systems and increase the success of FFCO and partner projects and programs in 2023. FFCO would like to thank all of our 2023 partners listed at the end of this booklet.





BREAKFAST ON THE FARM



(left to right) Tim Prior of Grazing Meadows Waygu; wagon rides took guests to see cattle on pasture in Huron county

In 2023, there was a significant increase in on-farm events, including three Breakfast on the Farm (BOTF) programs. Attendees at the Huron county BOTF started their morning with breakfast and a farm tour at Grazing Meadows Waygu, a beef farm owned by the Prior family near Brussels. Later, the guests traveled to the nearby Hallahan family's dairy farm. During the drive between the farms, a 'Spot the Crop' activity took place.

The second BOTF event of 2023 was held in August at Ripplebrook Farm in Napanee, a dairy farm owned by the MacLean family. Throughout the day, the MacLean family hosted milking demonstrations for the guests. The third Breakfast on the Farm was hosted by the Laprise family near Chatham. As Canada's largest Brussels Sprouts producer, the guests were treated to brunch and then were invited out to the fields to see crops being harvested.

Thank you for allowing us to come to your beautiful farms. I have a new appreciation for farming and found I did learn more about the farm's operation. At 59 you can still learn!

Huron BOTF attendee

Thank you for your time and energy. We loved the breakfast and talked to a number of farmers at the exhibits who were very knowledgeable and enthusiastic about teaching us more about farming. It was informative and even though a lot of the questions to them must have seemed a bit silly, one never felt put down and came away satisfied.

Napanee BOTF attendee

This was one of the best events I have ever been to in my life. Everything was so well organized, the volunteers were incredible, the venue was clean and felt safe, the food was delicious, the price was affordable, everyone had fun, and it was educational and interesting. The kids loved getting all of the activity books and grab bags, and seeing the various vehicles/farm equipment. I've been raving to anyone who will listen about how great of an event this was and how much I hope you come back again next year. I have been craving those breakfast sandwiches every day now! I feel like having the event for brunch was perfect too. Thank you again for organizing this.

Chatham BOTF attendee



Photos from all three BOTF events (from left to right): viewing window for milking demonstrations in Napanee, attendees meeting dairy cows in Huron county, Brussels sprouts harvest demonstration in Chatham, guests visiting partner booths and the barn in Napanee.

FARM TOURS

FFCO staff organized a record 10 tours in 2023 for key target audiences across the province. This included programs for chefs, food influencers and Registered Dietitians, culinary students and government staff.

Culinary tours

In 2023, culinary student tours were held for four colleges in Ontario: Algonquin College (Ottawa), Centennial College (Oshawa), Fanshawe College (London), and Georgian College (Barrie). Tour stops included micro greens (greens, lettuce, and herbs), dairy, dairy processing, beef, grain, sheep, eggs, carrots, onions, and apples.

Culinary tour participants are surveyed on their knowledge about and perceptions of Ontario agriculture before and after each tour.

When asked about their impression of Ontario agriculture:

Pre-tour, **65%** responded good or excellent

Post-tour, **93%** responded good or excellent.

100% Every participant (100%), answered that YES they feel food grown in Ontario is safe after having completed a farm tour.

When asked if tour participants think the food system in Canada is going the right direction:

Pre-tour, **56%** think the food system in Canada is going the right direction

Post-tour, **84%** think the food system in Canada is going the right direction

Food influencer and dietitian tours

In partnership with Farm & Food Care Saskatchewan, FFCO hosted **50 chefs** attending the annual conference of the Canadian Culinary Federation in June. This tour took chefs to an Ontario dairy farm and processing facility as well as a pear and asparagus farm and vineyard.

Also in June, a group of **Toronto food influencers** toured the Ontario Food Terminal. Later in the year, the same group were invited on a tour to the University of Guelph's dairy and beef research stations in Elora and the Soil Health Interpretive Centre.

A group of **Registered Dietitians** travelled east of Toronto in October to visit a bison farm, blueberry farm and apple orchard where they were also treated to a falconry demonstration that showcased the importance of protecting fruit crops from predation.

FFCO also led a professional development day for 50 **AAFC Ottawa staff**. This tour was full with a waiting list of individuals hoping to score a spot on the bus. Stops included a tomato and cucumber greenhouse; dairy farm and biodigester and a grain farm. The group was joined by several speakers on the bus covering a variety of topics including crop protection and poultry farming.

FFCO's farm tour program would not be possible without the trust and support shown by the farmers who welcome groups onto their farms. Since 2003, FFCO has hosted 97 farm tours and has been able to bring guests to more than 225 farms.

In 2023, FFCO was able to showcase **24** different commodities through its farm tour program.



Photos from 2023 farm tours (from top left to right): media and food influencer tour, Centennial College student tour, Georgian College student tour, Fanshawe College student tour, AAFC Ottawa staff (bottom).

THE REAL DIRT ON FARMING

In November, Farm & Food Care unveiled the sixth edition of *The Real Dirt on Farming*. The booklet is a national initiative designed to help Canadians connect with their food and the farmers that produce it – who they are, what they do, and why they do it.

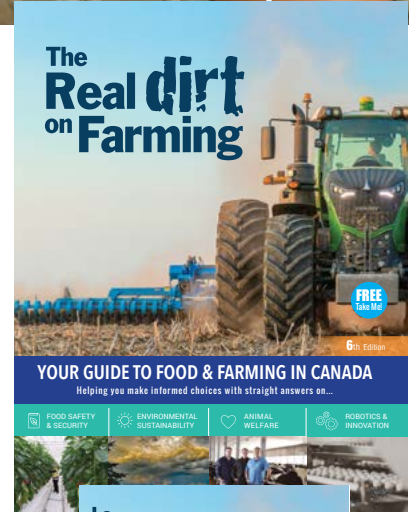
2023 saw the continuation of promotion efforts for *The Real Dirt on Farming*. The use of paid search ads help to amplify the reach of the website and bring **RealDirtonFarming.ca** to the top of suggested results when key words are searched.

These ads focused on key words related to popular searches about food and farming in Canada including food security, pesticides, humane treatment of livestock, climate change, the environment and healthy and safe food. Ads target keywords related to each chapter and are updated monthly to better cover

topics such as food availability and costs, the future of farming and careers within farming.

The sixth edition features farmer and researcher profiles from across the country – from the Yukon to Newfoundland and all points in between. It covers big topics being talked about currently in Canadian agriculture – from farmer mental health to the critical work done by seasonal agricultural workers; sustainability, food inflation, climate change and more.

It is created through a partnership of the three Farm & Food Care organizations and was written by freelance journalists Lilian Schaer and Matt McIntosh. An expert committee comprised of researchers, commodity and subject matter experts were also involved in reviewing and vetting content.



Copies are available online at www.RealDirtonFarming.ca.

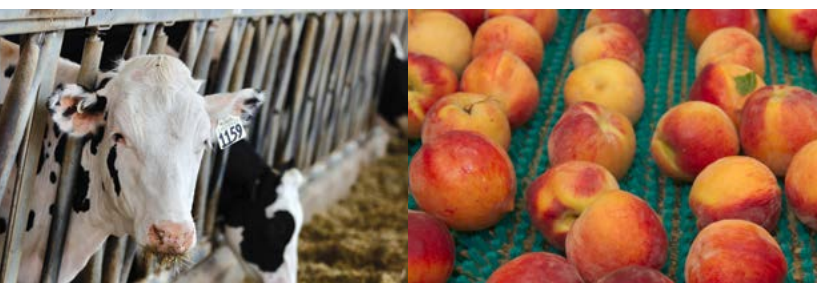


Promotion through search engine optimization (SEO) or paid ads, resulted in **84,680 impressions** through RealDirtonFarming.ca in 2023.

The paid ads had a click-through rate (percentage of people who selected the ad and clicked into the website because of it) of **12.03 per cent**.



In 2023 the site received **39,719 visitors** with 96 per cent being new to the site.



FARM FOOD 360°

Two new FarmFood360° Virtual Reality tours were filmed in 2023 with partners Berry Growers of Ontario, the Agricultural Adaptation Council and Dairy Farmers of Ontario.

The berry tour takes visitors to two Ontario berry farms: Howe Family Farms in Aylmer and Thames River Melons at Innerkip. In the videos, the Howe family and grower Alex Chesney explain how strawberries, raspberries and blueberries are grown.

The second new virtual reality experience takes visitors to the Brown family's dairy farm near Paris. The tour showcases a modern dairy farm with milking robots. The three generation family shares stories about life on an Ontario dairy farm, from caring for their calves to managing their farm and producing the high-quality milk Canadians enjoy every day.

These tours are the most recent additions to a growing collection of virtual reality farm and agribusiness tours available at www.FarmFood360.ca. The website now hosts 26 virtual reality farm tours.



The Chesney family



The Brown Family



The Howe Family



Traffic to www.FarmFood360.ca continues to grow.

In 2023 the site had **56,732** total users with **97 per cent being new.**

Those users generated a total of **72,007 sessions** and averaged 6,001 sessions per month.

The site had a total of **179,971** page views and as a whole the project generated more than **3.5 million impressions.**



PUBLIC EVENTS

In 2023, FFCO returned to the CNE and the Royal Agricultural Winter Fair (RAWF) with an 'Ask-a-Farmer' video kiosk. The 'Ask a Farmer' question booth collects both questions and answers concerning food and farming in Ontario. Receiving hundreds of questions about food and farming in Ontario, FFCO will work with farmers to answer these questions and share the videos on social media channels.

Over the course of the year, 27 fall fairs borrowed or purchased FFCO resources to handout, display or use for demonstrations. Signage, trivia games, virtual reality goggles, colouring books, informational handouts and more

are available through FFCO's resource library. Members and non-members were able to use these resources to augment or add to agriculture and food related messaging at events in 2023.

FFCO, in partnership with Chicken Farmers of Ontario, spent time at the RAWF sharing FarmFood360° virtual tours with some of the 300,000 members of the public that attended over the course of the 10 days. These events offer invaluable opportunities for FFCO to facilitate conversations between farmers and their neighbours about how food and farming relates to all of us here in Ontario.



INDUSTRY EVENTS

FFCO also joined members at numerous industry events including Canada's Outdoor Farm Show, the Ottawa Valley Farm Show, March Classic, the National Poultry Show, the Ontario Association of Agricultural Societies (OAAAS) Annual Convention as well as many of our members' annual conferences.

In the fall of 2023, FFCO was invited to present to the Canadian Senate's Committee on Agriculture and Forestry on consumer perceptions of soil and soil health. Also presenting to the committee on the work being done around soil education and awareness was Farm & Food Care Saskatchewan, 4-H Canada and AITC-C.

VIRTUAL FOOD & FARM FIELD TRIPS




In 2023, FFCO, in partnership with AgScape, Farm & Food Care Saskatchewan and Farm & Food Care PEI, hosted 17 virtual food and farm field trips. This year's digital tours visited mushroom, sheep, chicken, berry, asparagus, crab apple, cherry, Christmas tree, fish, egg, and dairy farms, as well as a sugar bush, apiary, hydroponic facility, and feed mill. Many of these virtual field trips were held in conjunction with Canada's Agriculture Day, Local Food Week, and Ontario Agriculture Week. These events offer opportunities to showcase life on Canadian farms and the diversity of food produced in Canada.

Virtual food and farm field trips are a unique and accessible way to introduce agriculture to nationwide audiences. FFCO and AgScape will continue to offer these tours throughout 2024 and are looking for farmers interested in hosting them.



The field trips earned more than **31,500** views; however, it is estimated that these trips reached more than **83,869**. This can be explained by the fact that many views come from teachers that are joining the virtual trips with their classes.

 Trips hosted in March had the furthest reach with an...

Ontario chicken farm reaching an audience of almost **8,500**.

Ontario sheep farm reaching an audience of nearly **7,500**.

Ontario sugar bush with a maple syrup producer reaching an audience of more than **6,500**.



Faces Behind Food continues to be a successful initiative showcasing the diverse people and opportunities present within Canada's agri-food system. In 2023, these profiles were shared through Facebook and Instagram, telling **79 stories** from a distinct cross-section of commodities and food service types.

The initiative reached a wider urban audience in the spring when it was highlighted as a part of a Go Train ad campaign. Posters were on display in the interior of train cars on five different transit lines and in several stations. Through the Go Train ad campaign, Faces Behind Food earned **4,401,944 impressions**.

FFCO was pleased to contribute further to the Faces Behind Food project with the continuation of the 'Ask a Farmer' kiosk first launched in 2022. The Faces Behind Food channels shared 38 'Ask a Farmer' videos in 2023, that had consumer questions answered by Canadian farmers.



Since its inception in 2021, the More than a Migrant Worker (MTAMW) project has told the stories of nearly 200 Ontario seasonal workers. A spinoff of the Faces Behind Food initiative, MTAMW is a project of the Ontario Fruit and Vegetable Growers Association (OFVGA), with FFCO managing seasonal worker interviews for the project. The 2023 season interviewed seasonal workers, growers and others to create 50 new profiles at 10 different Ontario farms. Interviews have been featured in newspapers, on Facebook and Instagram, on GO Transit ads, in advertisements and on the www.morethanamigrantworker.com website.

In late 2023, MTAMW was awarded Best Blog by the Canadian Agri-food Marketers Alliance Best of CAMA awards.





SOCIAL MEDIA

OVERALL TOTALS



Followers 61,604	Impressions 12,964,435
Engagement 1,378,189	Reach 3,096,955



@FacesBehindFood

Followers:
Increase **50%**

Engagement:
Increase **753%**

Impressions:
Increase **105%**

Reach:
Increase **97%**

Over the year, the Faces Behind Food initiative garnered seven million impressions on Instagram, Facebook and print media.



@FarmFoodCareON

ENGAGEMENT
% increased



105%



121%



33%



92%





MEMBER FORUM

In 2023, voting level FFCO members were invited to attend three Member Forum meetings. These meetings engaged members on issues and challenges across the industry. Priority topics in 2023 included; how Ontario products are distributed through the Feed Ontario network, a glimpse into members’ public trust campaigns, developing and executing consumer facing campaigns, industry crisis preparation and response, cyber security for agricultural operations. These meetings also provide a forum for members to update on the current status, successes and challenges their organization is experiencing.

These meetings provide FFCO’s Platinum, Gold and Silver level members an open forum for dialogue. Insight gleaned from these forum meetings also helps shape FFCO’s public trust work throughout the year.



FUNDRAISING

Farm & Food Care Ontario is a registered Canadian charity.



Harvest Gala

In November, 225 farmers, agribusiness professionals and others gathered together to celebrate Ontario food and farming and raise funds for the charity’s outreach activities. This year’s theme was *Tales of the Harvest* that acknowledged the many stories Farm & Food Care had been privileged to share through events, projects and people in 2023.

Highlights from the evening included the unveiling of sixth edition of *The Real Dirt on Farming*, a celebration of the successful return to on-farm Breakfast on the Farm events, and the presentation of the 2023 Paul Mistele Memorial Award by Feed Ontario to Egg Farmers of Ontario.



Feeding the Human Spirit – Celebrating the Legacy of Dr. Tim Henshaw

In November of 2023, FFCO was honoured to be a recipient of funds raised in recognition of the late Dr. Tim Henshaw. FFCO was one of three charities selected by the Henshaw family to be presented with proceeds generated through the “Feeding the Human Spirit – Celebrating the Legacy of Dr. Tim Henshaw” fundraising event.



Did you know that you can make a memorial gift to Farm & Food Care?

Proceeds from charitable gifts support the ongoing development of projects, events and resources at Farm & Food Care Ontario. Donations help support programs that build appreciation, awareness and knowledge of Ontario food and farming for a consumer audience.



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 responded to 13 Animal Care Helpline calls in 2023. Cases of concern were primarily regarding animals on the loose and provision for animals in extenuating circumstances. 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 who may be called upon to deal with emergencies involving the transportation of livestock, such as truck rollovers. The training course has since been expanded to offer both virtual and in-person training, complete with on-site livestock transportation equipment for demonstration and training purposes. The course covers critical factors that are necessary for effective decision-making in accidents involving livestock trailers, including trailer design and its implications for extrication points, animal behaviour, laws and regulations, euthanasia protocols, and ways to develop response teams.

In 2023, 16 Livestock Emergency courses were held, with more than **340 firefighters and first responders** attending from across Ontario. Two of these events were large in-person sessions held at fire training facilities. The first was held

at the Oakville Fire Training Centre, which was attended by departments from Milton, Oakville, and Burlington. The second in-person training event for Lambton County responders was held in Wyoming. At each of these in-person events, livestock transportation equipment was available for hands-on demonstrations. Multiple virtual sessions were also hosted, with the winter 2023 sessions primarily focused on the northern and western transportation routes along the Highway 17 corridor. The total number of participants over three years was 1,112. FFCO also worked with police and municipalities to revise procedures for securing animals that are on the loose.



Dealing with special interest groups

FFCO continues to support its members on issues related to special interest groups and makes available Animal Protection Zone signage to its livestock members.



TRAINING PROGRAMS AND SPEAKER SERVICES

In 2023, FFCO provided a diverse range of training programs, speaker services, and updates specific to various commodities. Throughout the year, a total of 46 presentations and training sessions were given. These sessions are available at discounted rates for member organizations and industry groups. Moreover, content related to each commodity is tailored specifically to meet their unique requirements.



TRAINING

Agricultural Media Training (Basic and Advanced)

Media training gives participants a basic understanding of both urban and agricultural media as well as how to develop your key messages and how to both pose and answer questions. Advanced media training options go a step further and participants enroll in a full day session that includes on camera training with two facilitators and a videographer.

Speak Up training

The Speak Up program continues to be a popular training program that fosters advocacy. This training was first developed more than 25 years ago in Ontario and has now expanded across Canada. The training gives participants the confidence to tell their stories in an easily understood and compelling manner. Participants learn how to tell their farm stories to a non-farming audience.

SPEAKER SERVICES

Social media

FFCO is now offering training sessions on popular social media platforms. Participants will learn the dos and don'ts of engaging online.

Good Boothmanship

Good boothmanship sessions help increase the success of in-person exhibits at trade shows or consumer shows. These sessions are offered virtually and outline proper branding, handouts, good booth layouts, staffing, and the dos and don'ts of working in a trade show environment.

Ag 101

Ag 101 is a versatile session focused on giving new employees without an agricultural background an overview of agriculture. This helps participants better talk with clients and answer questions about the industry they work in. The session covers many of the basics about Ontario agriculture, answering questions commonly asked by Canadians.

2023/2024 BOARD OF DIRECTORS



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Egg Farmers of Ontario
(Vice Chair)



Crispin Colvin
Ontario Federation of
Agriculture (Chair)



Bonnie den Haan
Sheldon Creek Dairy
(Past Chair)



Kelly Gubesch
Wallenstein Feed &
Supply Ltd.



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



Jennifer Mitchell
Ontario Canola Growers
(Second Vice Chair)



Nicki Scott
Ontario Fruit & Vegetable
Growers' Association,
and Ontario Potato Board



John Taylor
Ontario Mutual Insurance
Association (Treasurer)



Andrea Veldhuizen
Chicken Farmers of Ontario



Frank Hoftyzer
Christian Farmers
Federation of Ontario



Alice Van Vught
The Commonwell
Mutual Insurance
Company

Member Forum: Co-Chairs:



FFCO staff at the Ontario Harvest Gala

STAFF



Alicia Becker
Community Engagement
Manager



Rachel Coles
Marketing & Events
Coordinator



Kelly Daynard
Executive Director



Bruce Kelly
Program Consultant



Jessica McCann
Communications
Coordinator



Elaine McDougall
Finance Manager



Lauren Miller
Digital Media
Communications
Coordinator



Christa Ormiston
Communications Manager



Jean Tucker
Administrative Assistant

2023 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 almost 200 commodity groups, businesses and individuals for their membership in 2023.

★ PLATINUM MEMBERS ★



Gold

Burnbrae Farms Ltd.
 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 Limited / Gray Ridge Egg Farms
 Maple Lodge Farms
 New-Life Mills, a division of Parrish & Heimbecker Ltd.
 Sargent Farms, A division of Sunrise Poultry Processors Ltd.
 Semex Alliance
 The Clark Companies
 Turkey Farmers of Ontario
 Zantingh Direct Inc.

Silver

Acute Environmental & Safety Services
 Agri-Nutrient Solutions
 AGRIS Co-operative Ltd.
 Archer's Poultry Farm Ltd.
 Association of Ontario Chicken Processors
 Barentz
 B-W Feed & Seed Ltd.
 Canada Mink Breeders Association
 Dumfries Mutual Insurance Company
 EastGen
 Elanco Canada Limited
 Exceldor Cooperative
 Floradale Feed Mill Limited
 Flowers Canada Inc.
 Georgian Bay Fruit Growers Inc.
 Grand Valley Fortifiers Limited

Grape Growers of Ontario
 Grober Nutrition Inc.
 Hendrix Genetics
 Hensall District Co-operative Inc.
 Libro Credit Union
 London Agricultural Commodities Inc.
 Lucknow District Co-op
 Masterfeeds Inc.
 McKinley Hatchery Ltd.
 Meat & Poultry Ontario
 Molesworth Farm Supply Ltd.
 Moonfleet Poultry Inc.
 Mushrooms Canada
 Ontario Apple Growers' Association
 Ontario Bean 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
 Ontario Processing Vegetable Growers
 Ontario Seed Growers' Association
 Ontario Sheep Farmers
 Ontario Soil & Crop Improvement Association
 Ontario Tender Fruit Growers
 Ottawa Valley Seed Growers Association
 Oxford County Federation of Agriculture
 RBC Royal Bank
 Sheldon Creek Dairy
 South West Ontario Veterinary Services
 The Commonwell Mutual Insurance Group

Timac Agro Canada
 Trillium Mutual Insurance Company
 Trouw Nutrition Canada Inc.
 Upper Grand Veterinary Services
 Veal Farmers of Ontario
 Veldale Farms Ltd.
 Wallenstein Feed & Supply Ltd.
 Western Fair District
 York Region Federation of Agriculture

Supporter

A.W. Topp & Sons Ltd.
 Argyle Farms
 Art Griffith Farms Inc.
 Beeton Agricultural Society
 Bellson Farms/The Campbell Family
 Berry Growers of Ontario
 Binbrook Agricultural Society
 Bobcaygeon Agricultural Society
 Brant Agricultural Awareness Committee/Bite of Brant
 Brant County Federation of Agriculture
 Brenn-B Farms Ltd.
 Brian's Poultry Services Ltd.
 Bruce County Federation of Agriculture
 Brussels Agricultural Society
 Caledonia Agricultural Society
 Canadian National Exhibition Association
 Carp Agricultural Society
 Coke, Clarence & Debbie
 Collins Farm Produce Inc.
 Conlee Farms Inc.
 Cribit Seeds
 Cumberland Township Agricultural Society
 Daynard, Kelly
 den Haan, Bonnie & John


Discovery Farm Woodstock, Home of Canada's
Outdoor Farm Show
Donald Frew & Sons Ltd.
Durham Region Federation of Agriculture
Erin Agricultural Society
Essex County Federation of Agriculture
Eyre Farms Ltd.
Fergus Agricultural Society
Gowland, Jim & Judy
Grey County Federation of Agriculture
Halton Agricultural Society
Halton Dairy Producer Committee
Hastings Federation of Agriculture
Horizon Seeds Canada Inc.
Howick Mutual Insurance Company
Huron County Federation of Agriculture
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Joe Loewith & Sons Ltd.
JSE Farms
Kahnsult
Kelly, Bruce
Kenpal Farm Products Inc.
Leblond, Jason
Lactanet Canada
Lambton Federation of Agriculture
Lambton Mutual Insurance Company
LCP Farms Inc.
Leeming Farms
Lindsay Agricultural Society
M & J Chromczak Farms Inc.
Manitoulin Northshore Federation of Agriculture
Markham Agricultural Society
Maw, Jim
Mayhaven Farm
McComb, Dianne
McIntosh Family Farm Inc.
McLean Berry Farm
Middlesex Cattleman's Association
Middlesex Egg Farmers
Middlesex Federation of Agriculture
Midnight Acres
Mitchell Veterinary Services
Moore Agricultural Society
Nairn, Paul
Niagara Federation of Agriculture
Nighthawk Orchards
Northumberland Cattleman'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 Milk Transport Association
P. T. Sullivan Agro Inc.
Paris Agricultural Society
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Perth County Federation of Agriculture
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R.B.R. Fur Farms Limited
Reid Laser Levelling Inc.
Renfrew Agvocates
Rosendale Farms Limited
Russell Agricultural Society
Schoonderwoerd Bros. Concrete
Schwandt, Nadine & Michael
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Simcoe County Federation of Agriculture
Snyder Heritage Farms
Stock, Gordon
Stormont Federation of Agriculture
Stratford Agricultural Society
Strom's Farm & Bakery Inc.
Thorndale Agricultural Society
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Van Straaten, Sally & Mike
Veldman Poultry Farm Ltd.
Whyte, Nick & Joan
Williams, Don & Anne
Williamson, Blair
Woodrill Ltd.
Woodstar Farm

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Bearss, William
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Black, Rob & Julie
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Boersen, Josh
Bongers, Christine
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Honey

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C & R Renwick Seeds
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Cardiff, Matt
Christie, Bruce
Colvin, Crispin
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Gracey, Charlie
Haas, Gudrun
Hackett Ridge Farms Inc.
Haley, Margot Individual
Hallahan, Steve & Arletta
Hannam, Rebecca
Harrison, Jeff
Hoftyzer, Frank
Hudson, Bruce
Hunter, Craig
Jilesen, Pat
Kosolowski, Lindsey
McGill, Holly
McGill, Kathleen
MacTavish, Jennifer
Matthews, Dr. June
Miller, Jayne
Mitchell, Jennifer
Morrison, Gregory
Oliver Agricultural Society
Ormiston, Christa
Pine Hill Poultry Inc.
Quirt, Sue
Robinson, Sharon
Swierenga, Henry
Taylor, John
Taylor, Keith
Trask, Brenda
Tucker, Jean
Turk, Lois
Vander Zaag, Deanna
VanderMey, Juliana
Veldhuizen, Andrea
Wenrob Poultry Farm Ltd.



2023 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.

2023 Member Forum attendees

Acute Environmental & Safety Services:
Ron Campbell, Rob McManus

Agri-Nutrient Solutions: Megan Mair

Beef Farmers of Ontario: Jason Leblond,
Kim Jo Bliss, Darby Wheeler

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

Canada Mink Breeders Association:
Marianne Patten

Chicken Farmers of Ontario: Andrea Veldhuizen,
Caitlin Laskowski

Christian Farmers Federation of Ontario:
Paul Bootsma, Frank Hoftzyer

Conestoga Meat Packers Ltd.: Justine Parkinson,
Charlene McAleer

Dairy Farmers of Ontario: Mark Hamel,
Chantel Crockett, Charzie Abendanio

Egg Farmers of Ontario: Sally Van Straaten,
Donna Lange

Floradale Feed Mill Limited: Clay Birkett

Flowers Canada (Ontario) Inc.: Cary Gates

Gay Lea Foods Co-operative Ltd.: Ed Danen,
Megan Wright

Grain Farmers of Ontario: Victoria Berry,
Steve Lake

Grand River Agricultural Society: Dorothy Key

Grand Valley Fortifiers Limited: Bruce Shurmann

Grape Growers of Ontario: Debbie Zimmerman

Hendrix Genetics: Blair McCorrison

Hensall Co-op: Mikayla Armstrong

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

Libro Credit Union: Cory Wozniak, Dave Vanos

Maple Lodge Farms: Kaitlin Lake, Alisha Mills

Masterfeeds Inc.: Charlie Elliott

Meat & Poultry Ontario: Daphne Nuys-Hall

Mushrooms Canada: Marianne Muth

New-Life Mills a division of Parrish & Heimbecker
Ltd.: Caitlin Woolcott

Ontario Apple Growers' Association: Cathy McKay,
Kelly Ciceran

Ontario Bean Growers: Jennifer Mitchell

Ontario Broiler Chicken Hatching Egg Producers
Association: Gudrun Haas

Ontario Canola Growers Association
Jennifer Mitchell

Ontario Federation of Agriculture: Crispin Colvin,
Larry Davis, Danie Glanc, Gwenyth McCarthy,
Tracey Arts

Ontario Fruit & Vegetable Growers' Association:
Brian Gilroy, Nicki Scott, Gordon Stock

Ontario Greenhouse Vegetable Growers :
Richard Lee, Noah Santos, Aaron Coristine

Ontario Mutual Insurance Association: John Taylor,
Sue Baker, Janet Schmidt

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

Ontario Potato Board: Kevin Brubacher, Nicki Scott

Ontario Processing Vegetable Growers:
Tracy Gubbels

Ontario Sheep Farmers: Erin Morgan

Ontario Soil & Crop Improvement Association:
Eleanor Renaud

Ottawa Valley Seed Growers Association:
Henry Posthumus, Steve Holmes

RBC Royal Bank: Brianna Giger, Naveen Dhanju

Sheldon Creek Dairy: Bonnie den Haan

South West Ontario Veterinary Services:
Jennie McEwan, Lindsay Kieffer

The Clark Companies: Brad Mandryk,
Dave Stanfield

The Commonwell Mutual Insurance Group:
Alice Van Vught

Timac Agro Canada: Corinna Ward

Trillium Mutual Insurance Company:
Larry Holmes, Mike Brine

Trouw Nutrition Canada Inc.: Dave Crossan,
Steve Thomas

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

Upper Grand Veterinary Services:
Dr. Rob Swackhammer

Veal Farmers of Ontario: Jennifer Bullock

Wallenstein Feed & Supply Ltd.: Kelly Gubesch

Western Fair District: Aaron Martin

York Region Federation of Agriculture:
Kim Empringham

Zantingh Direct Inc.: Tom Murray



2023 PROJECT PARTNERS

BREAKFAST ON THE FARM

Hosts / Partners

Laprise Farms Ltd.
Ripplebrook Farms
Brussels Agricultural Society
Grazing Meadows Waygu
Hallahan Dairy Farm

Guardian

Beef Farmers of Ontario
Brussels Agri Services Ltd.
Burnbrae Farms Ltd.
Dairy Farmers of Ontario
Egg Farmers of Ontario
Gay Lea Foods Cooperative Ltd.
Gray Ridge Egg Farms
Hydro One

Advocate

C.L. Benninger Equipment Ltd.
Chatham-Kent – Economic Development and
Tourism
Corteva Agriscience
Dairy Farmers of Ontario
Grain Farmers of Ontario
Huron County Federation of Agriculture
Huron Pork Producers
Huron Tractor
Kent Federation of Agriculture
Kawartha Dairy
Libro Credit Union
Ontario Apple Growers
Ontario Soil and Crop Improvement Association
Pioneer
Roberts Farm Equipment
Six-by-Sixteen

Leader

Axiom Insurance
Berry Growers of Ontario
Bob Mark New Holland
Canam Tractor - Kucera Group
Dairy Farmers of Ontario - Kent-Essex Dairy
Producers
EthoGuard
Green Tractors
Hastings Beef Producers
Huron County Economic Development
Lambton Federation of Agriculture
Lennox & Addington Cattleman's Association
Lennox & Addington Federation of Agriculture

Lennox Agricultural Society
Maple Lodge Farms
Mapleview Agri LTD
MNP LLP
Naturally L&A
Ontario Apple Growers
Ontario Bean Growers
Ontario Greenhouse Vegetable Growers
Ontario Maple Syrup Producers' Association
Orr Insurance/Howick Mutual Insurance
Ottawa Valley Seed Growers Association
TCO Agromart & Purina
Turkey Farmers of Ontario
Veal Farmers of Ontario

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County Farm Centre
Darling Ingredients
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Pioneer Seeds

Prince Edward Cattleman's Association
Prince Edward County Federation of Agriculture
R. J. Buys & Associates Inc. | Co-operators
Scotiabank
Settingingtons
Spring Meadow Orchards

2023 ANNUAL CONFERENCE

Acute Environmental & Safety Services
Burnbrae Farms Ltd.
Farm Credit Canada
Grand River Agricultural Society
JWA Group
MNP
New-Life Mills, a division of Parrish & Heimbecker Ltd.
Ontario Apple Growers
Ontario Mutual Insurance Association
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Agricultural Adaptation Council
Berry Growers of Ontario
Dairy Farmers of Ontario

FOOD INFLUENCER OUTREACH

Canadian Food Focus
Hello Canola
More Than a Migrant Worker (MTAMW)
Veal Farmers of Ontario

FOOD INFLUENCER – CULINARY STUDENT TOURS

Grain Farmers of Ontario
Lambton-Middlesex Federation of Agriculture
Ontario Apple Growers
Ottawa Federation of Agriculture
Ottawa Valley Seed Growers/Ottawa Valley Farm
Show

LIVESTOCK EMERGENCY

Beef Farmers of Ontario
Farm Credit Canada
Northern Producer Animal Health Network
Ontario Mutual Insurance Association
The Commonwell Mutual Insurance Group

In Kind Support
Pollard Trucking
Zanting Direct

2023 PROJECT PARTNERS

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THE REAL DIRT ON FARMING

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Canada Beef
Wallenstein Feed & Supply Ltd.

Partners:

Ontario Apple Growers
CropLife Canada
Dairy Farmers of Canada
DSM
Durham Region Federation of Agriculture/Durham Farm Connections
Farm Credit Canada
Ontario Agri Business Association
Ottawa Valley Farm Show
Veal Farmers of Ontario

Education Partners:

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Agriculture in the Classroom Canada
Farm & Food Care PEI
Farm & Food Care SK





TOUR HOSTS

FARM TOUR HOSTS

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 Beverly Greenhouses
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 Crooked Creek Acres
 Earley Livestock
 Eisses Poultry Farm
 George II Vineyards
 Hilltone Farms
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 Ottawa Valley Grain Products
 Ravine Vineyard Estate Winery
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 Sheldon Creek Dairy
 Slegers Living Organic Greens
 Smith Gardens
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 SunTech Greenhouses

Thunder Ridge Bison
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 Thwaites Farms Ltd.
 The University of Guelph
 Vanden Bosch Farms Inc. and Vanden Bosch Elevators
 Wilmot Orchards

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 C & J Ginseng
 Cherry Lane
 Chromczak Farms
 Haist Family Farms
 Malivoire Wine Company
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 TamBerry Farms
 ZipGrow



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

- The Real Dirt on Farming
- FarmFood360°
- Faces Behind Food



Farm & Food Care appreciates the support of the Ontario Ministry of Agriculture, Food and Rural Affairs through the Grassroots Growth Program for assistance to support the following projects and initiatives:

- Breakfast on the Farm
- Culinary student tours
- More than a Migrant Worker
- Virtual food and farm field trips & digital consumer outreach

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

Join Farm & Food Care Ontario today!



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