



**If you've got
questions,
we've got
answers.**



Join the Movement

FFCO cultivates appreciation for food and farming by connecting farm gates to dinner plates.

Farm & Food Care Ontario (FFCO) is a registered Canadian charity that brings together farmers, agricultural professionals, related businesses and other groups together with a mandate to provide credible information on food and farming. If you've got a question about agriculture in Ontario, we'd be pleased to answer it.

Vision

Earn public trust in Ontario food and farming.

Mission

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

Who are we?

Farm & Food Care Ontario (FFCO).

FFCO was founded in 2012 through the amalgamation of predecessor organizations - the Ontario Farm Animal Council (OFAC) and AGCare. Each had decades of award-winning impact.



Together with industry partners, FFCO has lead 35+ years of meaningful connections with Ontarians, bringing awareness, appreciation and access to reliably sourced, factual information about food and farming in Ontario.

FFCO provides a window into working Ontario farms and food production facilities through a multi-faceted approach that includes campaigns,

events and resources. Projects are undertaken with priority on cross-commodity relevance, reach and industry-wide impact.

Whether you are a consumer, a farmer, someone who works in agri-business, or anyone interested in knowing more about food and farming, we are working for you and with you every day – building trust with Ontarians.



Follow along



Subscribe to our newsletter

www.FarmFoodCareON.ca/newsletters/

Partner with us.

Help to grow awareness and appreciation for food and farming in Ontario through public outreach and education initiatives including:



Held across Ontario, these events host thousands of urban and suburban families and individuals each year to meet farmers from their communities.

Hosted by FFCO members and partners, these Breakfast on the Farm events offer a taste of Ontario and a chance to ask questions and learn directly from farmer experts.



Food is connected to many of the big issues facing our society, from the cost of living and energy, to climate change, and health care. *The Real Dirt on Farming* is tackling those issues head-on to answer your questions, and to show you what farmers are doing to feed you safely, nutritiously, and sustainably.



Created in partnership with Agriculture in the Classroom Canada (AITC-C), these resources and accompanying publication provide curriculum-linked and relevant learning opportunities for classrooms across Canada.

The publication is available in print and at www.RealDirtonFarming.ca. The teacher's guide is available at www.RealDirtonFarming.ca.





FARM FOOD 360°

Immerse yourself in Canadian Farm and food tours

State-of-the-art virtual reality tour give viewers a 360° degree look at Canadian farms and processing facilities, all from the comfort of their own homes or classrooms. New tours are added annually at FarmFood360.ca.

FarmFood360° in the Classroom

These FarmFood360° tours and accompanying resources enable educators and students to visit farms across Canada, hear from real farmers, and test their knowledge at the end of each tour.



With a food system as diverse and plentiful as ours, it really does take a village. The Faces Behind Food social media campaign shares the stories and passion of the real people behind the food that we love, one person at a time.

Many of those same passionate people are helping consumers find answers to their food related questions through the Ask-a-Farmer component of the campaign. This is a project where anyone can submit a question that real Canadian farmers answer.

Find these stories @FacesBehindFood on Instagram and Facebook.



Farm Tours

Since 2004, FFCO has hosted more than 4,300 food writers, bloggers, chefs, registered dietitians, culinary instructors, students, professional home economists, government staff and more, on over 100 tours for close-up experiences on farms and with food processors across Ontario.



YOUR Support Matters

Farm & Food Care Ontario relies on the support of members, partners and donors to continue this important work

\$30,000+

Platinum Level Membership

Platinum members make up the foundation of Farm & Food Care Ontario's work by providing leadership level support annually. Platinum members and their representatives take an active role in strengthening cross-commodity impact in public outreach and informing Ontarians.

\$5,500+

Gold Level Membership

Gold members are companies, farm organizations, agribusinesses and commodity groups whose leadership provides a critical voice at Farm & Food Care Ontario's cross-industry tables. Gold level members and their representatives provide context expertise in FFCO's work and demonstrate active support of public outreach initiatives with and alongside industry partners.

\$1,800+

Silver Level Membership

Silver members of Farm & Food Care Ontario are agribusinesses, ag associations, and commodity groups who are passionate about building meaningful connections with consumers about the food they eat.

\$350+

Supporter Level Membership

Supporter members are individuals, farms, commodity groups and associated businesses that believe in the work of Farm & Food Care and donate to support public outreach on behalf of food and farming in Ontario.

PLATINUM LEVEL MEMBERS



Farm & Food Care Ontario

Membership Benefits

		Platinum \$30,000+	Gold \$5,500+	Silver \$1,800+	Supporter Member \$350+
Recognition	Public recognition on printed materials for events and Farm & Food Care Ontario projects	✓			
	Opportunity for featured visibility at all FFCO events at no additional cost	✓			
	Public recognition on Farm & Food Care's webpage, and in annual report	✓	✓	✓	✓
	Annual social media recognition	✓	✓	✓	
	Charitable tax receipt for total amount of donation				✓ ⁴
Governance	Election & voting rights; entitled to nominate & vote for director positions	✓	✓	✓	
	Formal representation on the FFCO Voting Member Forum.	✓	✓	✓	
	Complimentary registrations to the FFCO annual conference	3	2		
Specialized Support & Resources	Complimentary FFCO speaker services: updates on projects, programs & issues (annually) ^{1,2}	Unlimited, customized & queued as top priority	2	1	
	Training & workshops: Speak Up for agriculture, media training, dealing with difficult issues	Unlimited, customized & queued as top priority	1 free, plus customized rates for others	Member discounted rates	
	Special invitation to annual tours and learning events for communicators and industry stakeholders.	✓	✓		
	Access to specialized communication expertise	✓	✓	✓	
	Subscription to FFCO E-news and updates	✓	✓	✓	✓
	Access co-branded and customized public outreach resources and discounted print materials.	✓	✓	✓	✓
	License to make public use of the Farm & Food Care Ontario brand and marks ³	✓	✓		
	Special invitation to FFCO events and activations	Priority invite	Priority invite	✓	✓

Visit www.FarmFoodCareON.org to apply for your Farm & Food Care Ontario membership or make your donation today!

1. Travel expenses to be agreed upon when booking.
2. Full details are provided in the Food & Farm Care Ontario Speaker Request Form.
3. Subject to the conditions articulated in a complimentary license agreement
4. Receipt provided with a donation of membership fees.

Belong to Farm & Food Care Ontario

Joining FFCO is a strong demonstration of support for the organization's role in Ontario agriculture. Contributions fund activities designed to increase awareness of and appreciation for Ontario's farmers and food processors.



Donate \$60 or more and be recognized as an individual FFCO member.

www.FarmFoodCareON.org/donate

Volunteer, donate and be part of the FFCO community.

Contact info@farmfoodcare.org to learn more



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Find us online:

www.FarmFoodCareON.org

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