



FARM & FOOD  
*Care* SASKATCHEWAN



# annual report

JANUARY 11, 2016

7:30 am – 9:00 am

Hilton Garden Inn Saskatoon Downtown  
Saskatoon, Saskatchewan

*Connecting Consumers with Farming & Food*



## Greetings from the Government of Saskatchewan

On behalf of the Government of Saskatchewan, I would like to congratulate Farm & Food Care Saskatchewan on a successful first anniversary.

An improved public perception of agriculture is a priority for the Ministry of Agriculture and we are committed to supporting industry in their awareness efforts. This includes support for events such as the Taste the Land of Living Skies farm tours that Farm & Food Care Saskatchewan hosted this year.

Both consumers and producers want safe, affordable food and our environment to be in the best possible shape it can be for future generations. The work you do to share this message is vital to maintaining social licence and access to the tools and technology that modern agriculture requires.

Saskatchewan's producers are fortunate to have such a dedicated group of people connecting with consumers on their behalf.

Best of luck on another successful year.

Lyle Stewart  
Minister of Agriculture



## About Farm & Food Care Saskatchewan

Farm & Food Care Saskatchewan (FFC SK), encompasses producer groups from livestock to crops and horticulture, and serves to cultivate awareness and appreciation of agriculture in the province with the belief that getting to know farmers equals getting to know food.

FFC SK strives to find new and innovative ways to engage consumers with their food producers.

## Board of Directors

Pat Beaujot  
*Seed Hawk Inc.*

Dan Danielson  
*Saskatchewan Wheat  
Development Commission*

Harold Martens  
*Saskatchewan Cattlemen's  
Association*

Erwin Hanley VICE-CHAIR  
*Saskatchewan Flax  
Development Commission*

Shelley Jones  
*Saskatchewan Ministry of  
Agriculture*

Dale Leftwich  
*Saskatchewan Canola  
Development Commission*

Brian Lindenbach  
*SaskMilk*

Jeff Mathieson  
*Saskatchewan Barley  
Development Commission*

Shannon Meyers CHAIR  
*Saskatchewan Pork  
Development Board*

Henry Van Ee  
*Chicken Farmers of  
Saskatchewan*

Tim Wiens  
*Saskatchewan Pulse Growers*

Daniel Wollman  
*Saskatchewan Egg Producers*

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CEO

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# Chair's Report Shannon Meyers



During our inaugural year, Farm & Food Care Saskatchewan made great strides in building the foundation of this new organization. Our accomplishments included:

- The establishment of a Board of Directors;
- A strategic planning session and creation of a Strategic Plan;
- Development of an Operating Budget;
- Finalization and approval of Organizational Bylaws to be ratified by the membership;
- Development and adoption of Board Policies;
- Completion of a 2015-16 Operations Plan;
- Approval of terms of reference for Board Committees, as well as a Crop Council and Animal Care Council; and
- Ongoing recruitment of members and sponsors.

In 2016, one of our major areas of focus as a Board will be a Membership Strategy to develop a strong and sustainable funding base. As a membership organization, more than 70% of our revenue comes from members and sponsors. The success of FFC SK is dependent on the support of the food and farming industry: farmers and ranchers, food processors, equipment dealers, agri-businesses, chefs, dietitians and other food professionals.

With less than 2% of the Canadian population having a direct link to the farm, it is contingent on FFC SK, the only organization of its kind in Saskatchewan, to share the story of modern farming. We need to work together as an industry to gain and maintain our social licence to operate, and put a face on farming to develop relationships with our consuming public. Bringing the message of safe and responsibly-produced food to consumers is key to the future of agriculture in Saskatchewan.

We look forward to your continued support in the year ahead and, in advance, welcome to new members and sponsors of our organization.

## *Vision:*

Connecting consumers to food and farming.

## *Mission:*

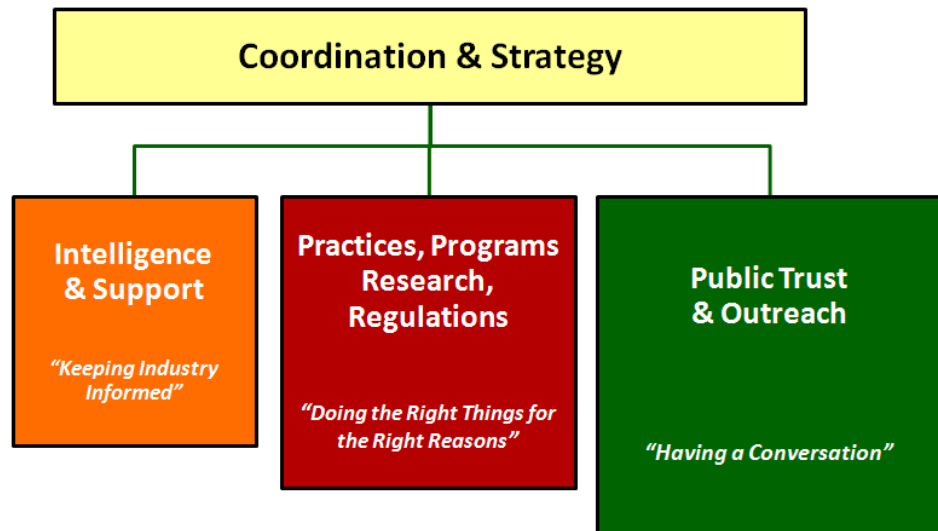
To support farmers and food partners working together to build consumer trust and public confidence in Saskatchewan food production

# CEO's Report Adele Buettner



2015 has been a very busy and very successful year for Farm & Food Care Saskatchewan. Several initiatives brought together consumers and members of our industry to share information on food and farming.

Programming for FFC SK is based on three pillars of Coordination and Strategy as identified in our Strategic Plan: 1) Intelligence & Support, 2) Practices, Programs, Research & Regulations, and 3) Public Trust & Outreach.



The first two pillars focus primarily on members and our industry, while the third and largest pillar relates to consumer outreach, which is our main focus.

Support from our members and sponsors allows FFC SK to respond to inquiries, provide information in many different media, collaborate with others, promote farming generally, and the many other activities that are needed to build public trust in farming and food in our province and country. An overview of our major activities is included on the following pages, and while these programs represent the big things our staff and board has worked on this year, those few lines don't always tell the whole story.

*The Real Dirt on Farming Saskatchewan Digest* is a good example. This 12-page publication grew out of the national 52-page *Real Dirt on Farming* (RDOF) that was created to respond to the top ten areas of interest about food and farming as identified in consumer attitude survey of Canadians. The Saskatchewan Digest was created to synthesize all the information in the full RDOF and provide facts and photos of Saskatchewan farming. Just like the national booklet, the Digest met all the same guidelines for fact-checking, photos, colours, fonts that were extensively tested with consumer focus groups to ensure that the document would be well-received by a non-farming audience. The Digest also went through several test readers before it was printed.

It is hard to convey with a few lines the amount of work that went into this project and the pride that was felt by our members, Board, staff and farmers for the response by consumers and producers alike when the Saskatchewan Digest was distributed in food stores, newspapers and member publications this fall.

This is just one of example of the projects FFC SK has achieved in its first year. I encourage you to learn more about our other programs and please contact the Farm & Food Care team if you'd like more information or would like to get involved in engaging in the conversation about food and farming.

FFC SK aims to provide relevant and meaningful initiatives to engage both the food production industry and consumers. With your support, we will continue to move ahead with – and expand on – program offerings to accomplish our mandate of connecting consumers to food and farming. 2016 promises to be another year of opportunities for FFC SK.



*Farm & Food Care representatives deliver numerous presentations throughout the year, helping others to understand Farm & Food Care's mission to connect the non-farming public with food and farming.*



# Major Initiatives 2015



## FACES OF FARMING PROJECT

This campaign shares images of farmers and young farm families to show the face of modern farming and ranching. In 2015, FFC SK focused on:



- Building a user-friendly online database of images of farmers and ranchers with their crops, animals and farms.
- Creating profiles of farmers and ranchers to share with our member groups and on our website.
- Engaging farmers and ranchers who have taken the RDOF Speaker Training to share their stories across the province.
- Creating a “Why I love Sask Food” video featuring farmers and others in the agriculture industry that has been posted to the FFC SK website and shared with our partners.

**OBJECTIVES:** Searchable catalogue of new images of farmers and ranchers that can be used by members for promotion and marketing; resource for media and other inquiries; more accurate depictions of modern agriculture in Saskatchewan.

## FARM & FOOD CARE CHEF'S SERIES AT TASTE OF SASKATCHEWAN



Each year, more than 30 Saskatoon restaurants serve up their house favourites to about 100,000 people at this outdoor festival. In 2015, the event presenter, SaskTel Centre, approached FFC SK to host a new

demonstration stage: top chefs cooking up delicious samples of Saskatchewan-grown foods while audiences learned about farming and how food is produced. The audience for the Chef Series grew each evening of the 6-day event as the ‘Top Chef’ competition built to its final chef showdown, reminiscent of the popular *Chopped!* TV show. Estimated attendance: 2,000. Extensive media coverage, Twitter and Instagram followers translate into thousands more who heard about this initiative and our key messages.

**OBJECTIVES:** Greater awareness of the foods grown in Saskatchewan and of our producers by a non-farm audience; increased interest in cooking with Saskatchewan products; closer relationship with Saskatchewan’s chefs; engagement with Saskatoon media.

## ‘TASTE THE LAND OF LIVING SKIES’ FARM TOURS FOR CHEFS AND FOOD MEDIA

In conjunction with partner groups (producer associations, sponsors and chefs) FFC SK hosted tours in Regina and Saskatoon in the summer



of 2015. National/international food writers, international culinary academics, local chefs and other food experts were invited onto farms, ranches and kitchens to experience where and how food is produced in Saskatchewan.

Number of participants: 125. Because these people are food influencers, this number can be multiplied exponentially. Media coverage, as well as social media (Facebook, Twitter & Instagram) extended reach to several thousands more people. Also, a video created during the tours is posted on the FFC SK website.

**OBJECTIVES:** Relationships with key people who influence consumers and their food; an established conduit of factual information about modern farming; stronger partnerships across all sectors of Saskatchewan agriculture; connection with Saskatchewan chefs.



## REAL DIRT ON FARMING SPEAKERS TRAINING SESSIONS

Beginning in March 2014, FFC SK began coordinating workshops for people in the agriculture and food industry to provide them with the training and resources to deliver presentations about farming to consumer and community groups across the province. Training is based on the national *Real Dirt on Farming* booklet and training

modules. Five additional workshops took place in the fall of 2015. To date, nearly 300 have attended the training.

**OBJECTIVE:** Increased and improved communications between people involved in producing food and people with questions about food and farming; ultimately, a Speaker’s Bureau of capable, knowledgeable speakers on farming and ranching.

## AG MONTH CAMPAIGN / SASKATCHEWAN EDITION OF THE REAL DIRT ON FARMING



As part of Agriculture Month in Saskatchewan in October 2015, FFC SK led several outreach activities to raise consumer awareness of modern farming and food production in our province. These included a social media blitz of farm facts and event promotion, profiles of farmers and



ranchers on the FFC SK website, blog and email blast; distribution of 350,000 of the "Saskatchewan Digest" version of the *Real Dirt on Farming* through Co-op Food stores in Saskatchewan, and advertisements in several

publications. The Saskatchewan Ministry of Agriculture also distributed 44,000 of the booklets, plus more than 20,000 have been distributed through our members and others in the agriculture industry.

FFC SK also worked with selected community groups to help facilitate celebrations of farming and food productions in their regions.

**OBJECTIVES:** *Direct contact with consumer audience with information on farming; raised awareness of Agriculture Month; increased pride and confidence in Saskatchewan food and farming.*

## CANADIAN WESTERN AGRIBITION'S NEW FOOD PAVILION



Canadian Western Agribition featured a food pavilion November 23-28, 2015 that showcased Western Canadian

food products, offering cooking demonstrations, food tasting, and presentations from chefs and producers. FFC SK participated on the inaugural committee for this event.

**OBJECTIVES:** *Greater awareness of the foods grown in Saskatchewan and the farmers and ranchers who produce them; increased interest in cooking with Saskatchewan products.*

## FFC SK "FARMS AT THE TABLE" ANNUAL CONFERENCE

In December 2014, more than 130 leaders attended the launch event for FFC SK. Our second conference took place December 9-10, 2015 at the Saskatoon Inn and focused on skill-



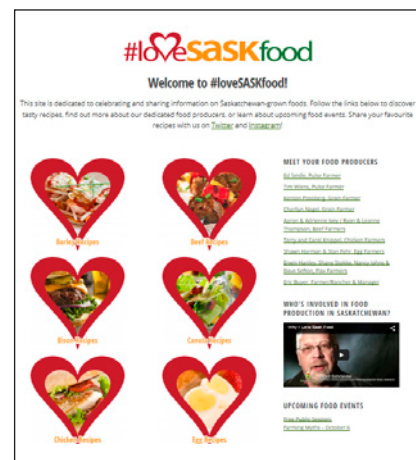
building and networking for those who work in agricultural and food industries. Presentations and workshops at the conference helped improve communications and technical skills for those in the industry, while top-notch speakers shared ideas to engage consumers in conversations about farming and food.

**OBJECTIVES:** *Unique cross-sector networking event; opportunities for learning for people in the agriculture industry; closer ties between individuals, organizations and sectors.*

## LOVESASKFOOD

During the summer of 2015, Farm & Food Care Saskatchewan launched "LoveSASKfood", an integrated campaign to encourage consumers to celebrate Saskatchewan-produced foods and the care shown by the farmers who grow them. LoveSASKfood includes links to recipes for Saskatchewan foods, producer profiles, events in Saskatchewan and related promotions.

**OBJECTIVE:** *Increased pride and recognition of the foods grown in Saskatchewan and the farmers and ranchers who produce them.*



## SOCIAL MEDIA

In effort to engage consumers and industry alike, Farm & Food Care SK is active on social media and contributes regularly to the RealDirt blog and Farm & Food Care Canada communications. We encourage all supporters to follow us!

Twitter @FarmFoodCareSK

instagram Farm & Food Care Canada

Facebook Farm & Food Care Canada

YouTube Farm & Food Care Canada

Pinterest Farm & Food Care Canada

[RealDirtBlog.ca](http://RealDirtBlog.ca)

