



2017 annual report



Connecting Consumers to Food and Farming



Greetings from the Government of Saskatchewan

On behalf of the Government of Saskatchewan, I congratulate Farm & Food Care Saskatchewan on another successful year.

Saskatchewan farmers and ranchers provide the world with plenty of safe, affordable and healthy food. With the help of organizations like Farm & Food Care Saskatchewan, we are

working to sustain the public's trust and confidence in what we do in agriculture and why we do it that way. This trust is critical for the agriculture industry in our province to grow and succeed.

Our government values the work of Farm & Food Care as it connects with consumers who have questions about how food is produced. Through activities like the 2017 Agriculture Month campaign, *Our Food Has A Story*, and events such as the Farm to Fork Tour, Farm & Food Care Saskatchewan is helping producers practice transparency and encouraging consumers to gain an appreciation for our thriving agriculture industry.

At the heart of our industry, Saskatchewan farmers and ranchers have a passion to produce safe and nutritious food in a sustainable way. Farm & Food Care Saskatchewan is key to sharing that story. We will continue to work together so that the public trusts and understands the role of agriculture in our province and how it contributes to our quality of life.

I would like to thank Farm & Food Care Saskatchewan for all the work you do in maintaining social licence and supporting modern agriculture.

Best of luck for another great year in 2018.

Lyle Stewart
Minister of Agriculture



About Farm & Food Care Saskatchewan

Farm & Food Care Saskatchewan (FFC SK) is a whole-sector coalition made up of farm families, agribusinesses, food processors, restaurants, retailers, food companies and more. Together, we help tell the stories of the farmers who work hard to grow the fresh Saskatchewan food that we enjoy so much. FFC SK works to provide a coordinated effort and a unified voice, connecting farm gates to our dinner plates.

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

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Chair's Report Erwin Hanley

We conclude another successful year for Farm & Food Care Saskatchewan by recognizing the advancements we've made in our mission to connect consumers with agriculture and the members and sponsors who have made our work possible. With the execution of

some exciting new initiatives, our consumer engagement rose across the board, both online and at our events.

Our programs, some in conjunction with Farm & Food Care Ontario, and have made great strides towards promoting farmers and ranchers as a reputable source for information on agriculture and food production. Our accomplishments include:

- Implemented a number of new programs: Farm Tour Training, two Social Media Webinars, Taste & Talk Student's Forum, Dietitian's Farm Tour, and Speak Up! Workshops.
- Promoted 150 years of Canadian Food & Farming throughout the year for Canada's sesquicentennial
- Met with the Animal Care Council to discuss issues such as livestock transportation emergency response, euthanasia and the Codes of Practice.
- Initiated a consumer poll with Insigtrix Research to gauge market interest in a consumer facing website
- Taken the lead in the promotion of Agriculture Month and its theme Our Food Has a Story.
- Contributed to the fourth edition of *The Real Dirt on Farming* publication

- Created the first prairie based Virtual Farm Tour for the FarmFood360.ca project
- Ongoing recruitment of FFC SK members and sponsors

As a membership-based organization, our sponsors and donors are a key consideration each year. The majority of our operating revenue comes from the organizations and associations who share our vision of a strong and supported agriculture industry. The success of FFC SK is dependent on those who share our goals: farmers and ranchers, food processors, equipment dealers, agri-businesses, retailers, chefs, dietitians and other food professionals.

With less than 3% of the Canadian population having a direct link to the farm, it is imperative that FFC SK lead the way in sharing the story of modern farming. We need to collaborate with our partner organizations and the industry to increase transparency and build the public's trust in farming. By putting a face on farming and developing relationships with our consuming public, we can bring the message of safe and responsibly-produced food to the world.

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

Yours truly,

Erwin Hanley, Chair



Greetings from the Executive Director

Every year our populations both locally and globally continue to grow. Paired with the growth in demand, we are experiencing more questions from consumers about their food. How is my food grown? Why is it grown this way and why do you use these practices? What

impact does it have on the environment? Is it sustainable? Is it local? When one focuses on the questions it can become overwhelming, however, consumers do have a right to know about their food and how we produce it. The answer to all these questions can be summed up in one word, 'transparency'.

Transparency has become the building block to strengthen public trust in agriculture. Having conversations with non-agricultural individuals helps alleviate the negativity that seems to be creeping into our industry. Consumers have a genuine interest in the food they feed to their families and want to know more about it. Allowing truthful and

transparent conversations about what farmers and ranchers are doing and why, increases their understanding and knowledge of the food system.

Farm & Food Care Saskatchewan has been very active through our many different events and programs in an effort to peel back the veil on agriculture and build up this public trust. From farm tours with North America's leading food influencers to cooking competitions with local chefs and products, or speaking with consumer groups about food production to workshops on how to interact with non-farmers, we are moving the dial of public trust in agriculture forward!

Join Farm & Food Care Saskatchewan as we move forward to build on our mission, 'Connecting consumers to food and farming'!

Sincerely,

Clinton Monchuk, Executive Director

Our goal is to help consumers understand modern farming by supporting farmers and food partners and working together to build consumer trust and public confidence in Saskatchewan agriculture.

2017 Focus: “Celebrate 150 Years of Canadian Food”



As part of our sesquicentennial celebrations, FFC SK incorporated messaging around Canada’s 150th birthday and encouraged our audiences to celebrate our country’s long history of producing food. This included the creation and distribution of 185,000 “Celebrate 150 Years of Canadian Food” postcards through Co-op grocery locations across Saskatchewan. The postcards promoted the online

#LoveSaskFood contest in which participants had the chance to win a barbecue donated by Horizon Fertilizer, or one of 4 gift cards donated by Federated Co-operatives Ltd.

Also accompanying this initiative was a short video, released just prior to Canada Day, which promoted the advancements in technology Canadian agriculture has seen in the last 150 years.

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Major Initiatives

Social Media Webinars

FFC SK offered two webinars in 2017 to help our members and the agriculture industry to engage consumers online through social media. The Twitter 101 Webinar was held on March 22 and covered the fundamentals of using Twitter. The online workshop was facilitated by Adrienne Ivey, a well-respected blogger (View from the Ranch Porch), rancher and social media enthusiast. The webinar provided tips for beginners on topics such as opening an account and how to use direct messaging as well as guidance for appropriate content, use of infographics, posting frequency and how to encourage followers.

The follow-up webinar, Creating Engaging Messages for Social Media was held June 21 and provided the next step to participants who were versed in account setup and Twitter basics. This webinar covered the essentials for creating engaging messages on social media and stimulating virtual conversations. Once again, Adrienne Ivey hosted this session with FFC SK’s Executive Director, Clinton Monchuk. The two covered the components of message creation and personal brand building, how to be positive and deal with difficult questions and how pictures and video can be used to tell your farm story.

If you didn’t have a chance to join us, check out these webinars at FarmFoodCareSK.org/webinars.

Faces of Farming Photo Gallery

FFC SK continues to update the online Faces of Farming photo gallery. A searchable catalogue of images with farmers, ranchers and food processors that can be used by members and the media for article graphics, marketing and promotion.

Our goal with this project is to provide more accurate depiction of modern agriculture in Saskatchewan.

Interview Preparation Workshop

FFC SK hosted an Interview Preparation media training workshop in Saskatoon in February, facilitated by Kevin Hursh of Hursh Consulting & Communications and Adele Buettner of FFC SK. Through the use of mock television interviews and media scrums, participants were able to assess strengths and weaknesses, learn useful techniques and strengthen their confidence for future engagements with the press.

‘Opening Farm Gates’ Farm Tour Training

Also in February, we held the ‘Opening Farm Gates’ one day workshop which is designed for farmers and ranchers who have hosted tours or would like to offer tours of their farms to non-farming consumers. The workshop helped farmers answer tough questions, rephrase industry jargon, and present their operations in a simple chronological order that consumers will understand. Topics included: focusing on shared values, conversation etiquette, tour do’s and don’ts, and question & answer techniques. The roundtable-style workshop included presentations from Kelly Daynard of Farm & Food Care Ontario, CropLife Canada and New-Life Mills as well as sharing from other farmers about their experiences and observations while hosting their own tours.

The Real Dirt on Farming Speaker Training Program

Since 2015, FFC SK has engaged the help of industry supporter Cheryl Nagel, who has delivered *The Real Dirt on Farming* (RDOF) Speaker Training workshop to over 600 people.

FFC SK continues to reach out to these ‘graduates’ with requests to take part in online campaigns, join us at ‘Meet a Farmer’ events, attend professional development

opportunities and fulfill speaking requests. We hosted a session in Tisdale in February through a partnership with Women in Ag and BASF.



Canada's Ag Day

February 16, 2017 marked the first annual Canadian Agriculture Day, promoted by Agriculture More than Ever as a day to celebrate this strong, innovative and diverse industry. FFC SK gave a presentation at the Agri-Visions Showcase in Lloydminster, SK and shared our "What is Farming" video at the event and through social media.

We look forward to participating in Canada's Ag Day going forward and help share the stories of Canadian farmers and ranchers.



Chef's Series

Taste of Saskatchewan, presented by SaskTel Centre, is an annual event in Saskatoon each July. In 2017, Taste of Saskatchewan ran from July 11-16. Much like the popular TV program 'Chopped!', the Chef's Series includes three daily 'Top Chef Saskatchewan' competitions in which two

chefs are presented with surprise 'mystery boxes' containing food ingredients that they must use to create a dish for adjudication. The box of ingredients contained several Saskatchewan-grown foods which were featured according to our sponsors.

Chefs from across the province participated and the competitions were judged by a panel of chefs, along with representatives from farmer groups and event sponsors. Our emcees were prominent Saskatoon media who shared facts about Saskatchewan's agriculture sector and food nutrition with the audience. The final 'Top Chef' competition took place on the last day of Taste of Saskatchewan and Chef Steven Squier, of local eatery Picaro, took home the trophy.

Food Influencer Program

The Food Influencer Program works to identify "influencers"—people in a position to have an impact on others' food choices. This initiative targets two key groups of influencers; those who are established in their careers with some connection to food (such as chefs, food writers, bloggers, television personalities, dietitians); and those who are students in fields likely to have influence on food choices in the future (culinary students and dietitian students). The main activity for both target groups is a tour experience—2.5 days in the case of established influencers and a one-day tour in the case of students.

Farm to Fork Tour - July 25 - 27, 2017



This year's tour invited 15 of the top food writers, bloggers, journalists, dietitians, culinary academics, chefs and other food experts from across Canada and the United States to experience three days of Saskatchewan food and agriculture.

Attendees visited Heuchert Farms, Wilbar Cattle Co., Star Egg and Elkrest Dairy and took part in two seminars, one on biotechnology and one on biosecurity. The guests were treated to fine dining by some of Saskatoon's top chefs, explored the kitchen at Baba's Perogies, took in the prairie wonders at Wanuskewin Heritage Centre and enjoyed the ambiance of the LB Distillery. The cherry on top was the Meal in the Field at Agars Corner, pictured below.



FFC SK continues to communicate with tour alumni through email, phone and dedicated Facebook group to keep the connection strong.

Students Program

Student's Tour

As part of the Food Influencer Students Program FFC SK invited students from the University of Saskatchewan's Nutrition College and the Saskatchewan Polytechnic Institutes Culinary Arts Program to attend a one day tour in the Saskatoon area in September, 2017. The seventy two attendees toured Doyle Wiebe's grain farm by Langham and the Schultz Family Dairy farm near Dalmeny. Highlights of the tour included a presentation by Doyle Wiebe and Dale Leftwich on their farming practices, a tour of the dairy facility and visiting the calf barn, watching the milking and participating in the Agriculture Scavenger Hunt.

Taste & Talk Session

On March 13th, FFC SK facilitated an evening of food and conversation with students, faculty and industry at the Louis Loft on the U of S campus. Erin O'Hara of CropLife Canada and Clinton Monchuk of FFC SK walked the crowd through a conversation on animal welfare, pesticides and biotechnology while enjoying a spread of Saskatchewan grown food.

Lecture Series

In February, Clinton Monchuk addressed the Agriculture 112 class in the College of Agriculture with a presentation about why speaking up for agriculture is important. Clinton and local industry advocate Jean Harrington also presented to a

group of Culinary Arts students at SaskPolytech in September prior to the Students Tour. They talked to the class about the basics of agriculture and gave them the opportunity to ask the farmers their questions about food production and agricultural practices.

Dietitian's Farm Tour

Although it was not part of the overall Food Influencers Program, FFC SK held an additional farm tour specifically for Saskatchewan dietitians in the Saskatoon area in May, 2017. The project was commissioned by Dairy Farmers of Canada and supported by CropLife Canada and Canadian Lentils.

We had 25 registered dietitians participate and the day consisted of a tour of the state-of-the-art Ilta Grain pulse processing plant, a visit to the University of Saskatchewan's crop research facility and the Elkrest Dairy Farm's rotary milking parlour.

Agriculture Month

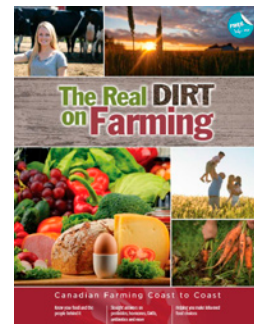
FFC SK works closely with the Saskatchewan Ministry of Agriculture during October, designated as "Agriculture Month" in Saskatchewan. This year, activities included a 'kick-off'

OUR FOOD
HAS a STORY

barbeque in Saskatoon and a "Meet a Farmer" barbeque in Regina which combined raised almost \$1,400 for the Saskatoon and Regina foodbanks. FFC SK released an article series profiling various Saskatchewan farmers through social media in conjunction with the #OurFoodHasAStory social media contest. Lastly, we organized a sold out presentation and panel discussion of the documentary film Food Evolution at the Broadway Theatre in Saskatoon.

The Real Dirt on Farming

FFC SK also distributed over 50,000 copies of *The Real Dirt on Farming Saskatchewan Digest* in 2017 to local businesses and through a targeted drop in the Saskatoon StarPhoenix and the Regina LeaderPost. The newest issue of *The Real Dirt on Farming* (featured right) was released in November 2017. If you are interested in copies of the latest 60 page version, contact us or visit www.realdirtontfarming.ca.



Look for a new Saskatchewan Digest version of the latest publication in 2018.

BOOK A SPEAKER

FFC SK offers a variety of speaking and workshop programs that are suitable to any agenda. Contact our office for more details and to book a speaker for your next event!

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Speak Up! Getting the Message out about Agriculture



For people who work in agriculture, it's sometimes hard to find the words when tough questions or inaccurate claims

are raised. The Speak Up! workshop describes the average Canadian consumer, what they know about farming and how they think about food. It gives participants the ability to tell their stories in an easy-to-understand and compelling manner and explains how to have a positive, meaningful conversation about food and farming, providing pointers on handling difficult subjects. This is valuable for media interviews, farm tours, council meetings, service clubs, school groups and other situations where you are tasked with answering tough consumer questions about how food is produced.

Suitable for up to 50 people, this 4-hour workshop is a great professional development opportunity for the agriculture industry.

Interview Preparation Media Training

This hands-on training provides participants with the tools to calmly and confidently respond to questions and demands from media and other stakeholders. A small group size allows for each participant to experience mock television interviews and receive personalized coaching and feedback. Strengthen your confidence for future engagements with the press!

Limited to 15 people, this 6 hour media training workshop is great for industry spokespeople (farmers/ranchers and staff who are the public face of their organization).

Opening Farm Gates: Tour Training

This workshop is designed for farmers and ranchers who have hosted tours or would like to offer tours of their farms to non-farming consumers. It will help farmers answer tough questions, rephrase industry jargon, and present their operations in a simple chronological order that consumers will understand. Topics include: focusing on shared values, conversation etiquette, tour do's and don'ts, and question & answer techniques.

Suitable for 20 or more people, this 4 hour workshop is great for individuals who are interested in hosting tours of their operation to non-farmers.



“Champion”
a person, or persons, who work to
promote Saskatchewan agriculture and
help farmers build public trust.

The “Food & Farming Champion” Award is presented to an individual who has taken the initiative to help engage or educate consumers about agriculture in our province. The selection committee chose a winner from nine nominees this year. Thank you to everyone who submitted a nomination. Those who were not selected will remain in the nomination pool for two more years.

Once again, there were nine nominees from across the province and a variety of agriculture sectors. Farm & Food Care Saskatchewan would like to thank our Champion Award judging panel for their time and effort evaluating this impressive crop of candidates.

Those who are nominated but do not win in the current year will stay in the nomination pool for two more years with two more opportunities to receive recognition for their hard work. Good luck next year.



Adrienne Ivey, Ituna, SK area rancher and social media enthusiast, was nominated for her passion, engagement and commitment to promoting agriculture to both producers and consumers alike. Her dedication to creating relevant, moving conversations among her peers and community as well as her volunteerism, collaboration and leadership spirit make her an effective voice for the agriculture industry.

Adrienne supports industry initiatives, is vocal about responsible production practices, and seeks out opportunities to educate non-farmers. She supports consumer outreach organizations like Agriculture in the Classroom, Agriculture More than Ever and Farm & Food Care Saskatchewan and, along with her husband Aaron, was recognized as the 2014 Outstanding Young Farmers. Adrienne’s willingness to lend her voice to key issues, correct misinformation and stand up for our food system is what makes her a true Food & Farming Champion.

***Together we can help consumers make the connection between
what we farm and what they eat.***

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