



# 2018 Annual Report



*Connecting consumers to food and farming*





## Greetings from the Saskatchewan Government

On behalf of the Government of Saskatchewan, I congratulate Farm & Food Care Saskatchewan on another successful year of building public trust in agriculture.

Farm & Food Care Saskatchewan plays a pivotal role in helping consumers better understand food production. Through initiatives like Speak Up training, the Food

Influencers Program, and the Our Food Has a Story campaign during Agriculture Month, we've been making positive changes.

Through the Ministry of Agriculture's participation in a recent survey on public trust, we learned that 89 percent of Saskatchewan residents have a positive perception of Saskatchewan agriculture, up three percent from 2017. Results also showed that although respondents trust farmers and believe society benefits from advancements in agriculture, they were less supportive of agricultural technologies, such as genetic engineering. We know that there is more work to do on education and support of these kinds of agricultural technologies.

Securing social license through public trust is a priority for the Ministry of Agriculture, as the future success of our industry relies heavily on the support of consumers. In order to grow and be successful we need the public's trust and support for what we do, and how we do it. I look forward to the work Farm & Food Care Saskatchewan will accomplish with its partners in the year ahead.

Best wishes for a successful year in 2019.

David Marit  
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 work together to build public trust in farming and food. Our goal is to let consumers know that the food farmers produce is healthy, safe and responsibly grown; that farmers and ranchers are innovative, technologically advanced and care deeply about the animals and land we work with.

### 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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## Office

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## Chair's Report *Erwin Hanley*

2018 marked another successful year for Farm & Food Care Saskatchewan. We continue to work hard to achieve our mission to connect consumers with agriculture. Thank you to our members and sponsors who continue to make our work possible. Our consumer

engagement continues to rise, both online and at our events.

Our programs continue to promote farmers and ranchers as a credible source for information on agriculture and food production. This year we continued to use proven initiatives like Agriculture Month, the Chef's Series at Taste of Saskatchewan and our Food Influencer tours to build public trust. New projects undertaken by Farm & Food Care this year include:

- Created and designed the new Canadian Food Focus website
- Partner for *Your Agriculture* TV spot on Global News
- Expanded our social media presence with a Facebook page
- Hosted a tour for Members of Parliament
- Partnered with NSBA to host An Evening with Brad Wall event on December 5

Much of the operating revenue for Farm & Food Care Saskatchewan 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.

Agriculture was the focus of many stories in the news this year. Unfortunately, some of these stories painted agriculture in a negative light. These types of stories are one reason why it is important for us in the agricultural community to share our story. FFC SK will continue to collaborate with others in 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.

Thanks to all our partners for your continued support and a warm welcome to new members and sponsors of our organization. Here's to a rewarding year in 2019!

Yours truly,

Erwin Hanley, Chair



## Greetings from the Executive Director

Canada has been built on diversity and requires a diverse network of food choices. As consumers make their purchasing decisions around food, it is farmers who will be asked to produce those products. As we move into a social media dominated environment, misleading or even blatantly false information

about food can skew consumers' perceptions about food and ultimately the purchases they make.

Consumers are being inundated with information about food, so it's easy to understand why questions arise. Less than three percent of the Canadian population has a direct tie to a farm or ranch, meaning these consumers are receiving their information from friends, family, online searches and social media. Not all this advice is true. False information can get entrenched as new or altered food beliefs and values. This is why Farm & Food Care

Saskatchewan prides itself on creating opportunities to have engaging conversations with consumers about food and farming, in a factual and transparent manner.

I've never met a farmer or rancher who wasn't passionate about their farm or ranch. I take personal pride in the food that we grow on our farm, but I also realize that not everyone will choose to consume the diversity of products I grow. As we consider having engaging conversations with different people or groups, let's remember it's not a food fight. We're all in this together, we all grow safe and wholesome food for Saskatchewan, Canada and consumers around the globe. Let's all do our part and tell the story of food in this province!

Clinton Monchuk, Executive Director



# Farm & Food Care Saskatchewan Summary of 2018 Activities

Farm & Food Care Saskatchewan (FFC SK) works to build public trust in farming and food. Our goal is to let consumers know that the food farmers produce is healthy, safe and responsibly grown; that farmers and ranchers are innovative, technologically advanced and care deeply about the animals and land we work with. Following is an overview of some of our activities over the past year.

## Social Media and Website Initiatives



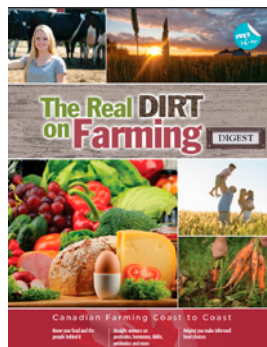
FFC SK has a dedicated website and accounts on Instagram and Twitter as well as a new Facebook page to communicate with members and others in the agriculture industry. We also use these tools to reach non-farmers and highlight events and activities in Saskatchewan.



To reach more non-agricultural consumers, FFC SK is working on an additional new website and social media presence that focuses on the information consumers are most interested in: the food itself. Featuring food questions, recipes and commentary from dietitians and other respected individuals, the new CanadianFoodFocus.org will launch in early 2019, along with @CDNFoodFocus on Instagram and Facebook.

## The Real Dirt on Farming Saskatchewan Digest

The Real Dirt on Farming is a national Farm & Food Care paper and digital resource that answers the top consumer questions about agriculture—addressing topics such as organic production, farm size, hormones, animal care, GMOs, pesticides and much more. In 2018, FFC SK worked with our partners at Farm & Food Care Ontario to create a 12-page digest version that highlights the most-asked questions and is a more suitable size for wide distribution and easy reading. This publication was useful for our consumer outreach activities and is a valuable resource for our member and partner groups.



- 200,000 digests distributed in *The Globe and Mail* across Canada on May 12, 2018
- 5,000 digests mailed to members of the Dietitians of Canada, May 25, 2018

- 41,000 digests distributed with Saskatchewan's *Agriview* publication, June 1, 2018
- 70,000 distributed during Agriculture Month 2018; additional copies sent to members and partners

## Agriculture in the City

Agriculture in the City is a free, family friendly event hosted at the Lawson Heights Mall in Saskatoon each year and organized by a coalition of agriculture, science and government groups, many of whom are members of Farm & Food Care. On April 21, 2018, Ag in the City offered hands-on demonstrations highlighting farm animals, crops, food preparation, science activities and agriculture careers. FFC SK assisted in promoting the event, providing handouts and activities and co-hosted the main stage shows, including cooking demonstrations and the Ag Trivia Gameshow. We also showcased our virtual reality headsets which allowed attendees to view the Farm Food 360 farm tours.



## Faces of Farming Online Image Collection



The Faces of Farming Online Image Collection shares photos of modern agriculture equipment and practices and Saskatchewan farm families. Our objective is to help non-farmers better understand modern farming and put a face to the farmers and ranchers

who grow today's food products. Currently, there are more than 3,000 images available in the following categories: crops, livestock, farm life, Saskatchewan food products and FFC events. New photos are added each year and are widely used by our partners and local media groups. See the 'Media Centre' at [farmfoodcaresk.org](http://farmfoodcaresk.org).



## Chef's Series at Taste of Saskatchewan

The Chef's Series is a cooking competition in which top chefs go to head-to-head to create dishes featuring Saskatchewan-grown foods. This event is part of the long-standing Taste of Saskatchewan festival which attracts approximately 100,000 people annually and is estimated to generate approximately \$1.2 million in food sales.



In 2018, there were 15 black box culinary competitions during the week, each judged by a panel of chefs, industry and farmer representatives. Emcees kept the audience engaged through trivia questions and audience games that highlighted facts about Saskatchewan farming and food production. Attendance at the Chef's Series in 2018 was up by nearly 10% over the previous year and social media analytics showed about 80,000 impressions over the week. Evaluations showed that 94% rated the chef competitions as either 'Good' or 'Fantastic', with over half giving it the top 'Fantastic' rating.

## Farm to Fork Tour & Influencer Program

July 24-26, 2018

FFC SK's Food Influencer Program identifies "influencers"—people in a position to have an impact on others' food choices. It offers tour experiences as well as followup and outreach. Last July, FFC SK hosted national and international food writers, bloggers, photo journalists, dietitians, international culinary academics, chefs and other food experts to visit farms, processing facilities and research institutes to learn more about food production. After the event, tour participants reported feeling more confident in the safety and quality of food produced here and especially enjoyed meeting the farmers themselves.



### Comments included:

- "I had no idea all the work and money that goes into mass food production. I also did not realize the impending shortage of our food supply with the population growth projections."*

- "Learning about the history of Shawn's farm and seeing the photographic proof of 3 generations working towards the same goal—producing great, high quality food as family—was so important."*
- "It was key to have lots of opportunity to interact with actual farmers [and have] one-on-one time—the chance to ask questions, relay consumer fears, get honest answers about tough questions."*
- "There were so many parts that I really enjoyed...being on the farms, spending time with the farmers, the food and drink and the camaraderie of the group were all amazing."*

## Student Farm Tour & Outreach Program

September 12, 2018

This program helps secondary students learn more about modern farming. In 2018, 34 participants from Saskatchewan Polytechnic Institute's Culinary Arts Program and 33 from the Food & Nutrition Management Program took part.



Students visited a crop farm near Langham and a cattle and dairy farm at Dalmeny.

Students were asked both before and after the tour to rate their overall impression of farming and food production in Saskatchewan. Students' ratings changed from 36% 'somewhat positive' before the tour to 85% 'very positive' after the tour.

The one-day tour is only one element of the Student Influencer Program. FFC SK also collaborates with both Sask Polytech and the University of Saskatchewan throughout the year on other initiatives to build students' trust in farming and food production.

## Agriculture Month in Saskatchewan

October 2018

FFC SK works closely with the Saskatchewan Ministry of Agriculture and our member

groups to celebrate food production and to connect consumers with food and farming during October, which is designated as Agriculture Month in Saskatchewan. This year's activities included social media communications, videos from online influencer spokespersons, TV appearances and cooking demonstrations, "meet the farmer" consumer promotions at a food store and farmers' market; a film



screening at University of Saskatchewan; and distribution of 70,000 of *The Real Dirt on Farming* booklets, and numerous media interviews.

This year's FFC SK's Ag Month Campaign reached almost 4 million through our online communications and social media contest and an additional 200,000 through our events, outreach activities, information distribution and media coverage.



## Industry Training

FFC SK has several training programs that help encourage people in our industry to talk to consumers about farming and food. FFC SK reached more than 2,000 people through our training initiatives in 2018. Programs included:



- **Speak Up!** Training helps those in the agriculture sector to tell their stories and deal with issues such as proactively promoting agriculture, hot-button topics and responding to media requests.
- Our Interview Preparation & Media Training offered mock television interviews to help participants assess strengths and weaknesses, learn useful techniques and strengthen confidence for engagements with the press. FFC SK hosted two such workshops in 2018.
- 'Opening Farm Gates' Seminar coached farmers and ranchers interested in hosting consumers at their farms. This workshop outlined why tours are important, how to communicate with target audiences, tour logistics, questions to prepare for and how to speak without using industry jargon.

- FFC SK offered a 3-part series of online webinars with author and speaker Michele Payne on topics including navigating social media, communicating from different viewpoints, and responding to concerns about animal welfare, GMOs and organics.

## Farms at the Table Annual Conference

Our annual Farms at the Table Conference brings together farmers and others throughout the agriculture industry to discuss ways to connect with consumers about food and farming. The 2017 conference included a panel of bloggers who shared how they connect online with consumers. We also heard from Carolyn O'Neil about trends in food and nutrition; from Jeff Wildeman on how Cargill's business is changing to meet consumer demands; and from Michele Payne on translating 'ag speak' and connecting with people. The 2017 Food & Farming Champion Award was presented to Ituna-based rancher and blogger Adrienne Ivey to recognize her outstanding initiative to engage consumers about agriculture in our province.



This year's conference was held on December 6, 2018.

Farm & Food Care Saskatchewan was excited to partner with the NSBA, Saskatoon's business organization, to present An Evening with Brad Wall on December 5. Saskatchewan's former premier spoke about western Canadian economic interests and the challenges and opportunities facing modern agriculture in this current public affairs environment.



## 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, provided 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.

Please contact the FFC SK office for more information





## **“Champion”**

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

The nominees are adjudicated by a panel of three judges by their involvement in these ten pillars: Advocacy, Communication, Leadership, Participation, Support, Policy, Teaching, Publications, Innovation, and Research. This year’s awards panel included:

- Kevin France, Executive Director, Regional Services, Saskatchewan Ministry of Agriculture
- Linda Braun, Industry Consultant
- Kelly Daynard, Farm & Food Care Ontario

The 2018 Food and Farming Champion Award recipient is Sherri Grant. Sherri ranches at Val Marie with her husband Lynn and family. Sherri has been a dedicated volunteer to the beef industry and beyond. She has served on numerous boards over the years, including almost 30 years involvement with Canadian Western Agribition, with much of her time going towards teaching children about agriculture. Sherri has even co-written

a children’s book, *Where Beef Comes From*, which explains the beef cattle production cycle in Canada. Sherri uses social media and her talents as a photographer to showcase the day-to-day operations of her ranch



*“This award is so valuable for those of us who feel that advocating for agriculture is important...I believe that all of us are advocates. I just represent the many, many people that are doing everything that they can do. They’re sharing their story, they’re sharing their passion for agriculture; they’re telling their friends, they’re telling their neighbours about all the practices we do to make sure that the food that we’re growing for Canadians is healthy, is clean, is nutritious and the very best.”*

– SHERRI GRANT



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R.M. of Excelsior No. 166  
R.M. of Kingsley No. 124  
R.M. of Lakeside No. 338  
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