

SEASONS GREETINGS & MERRY CHRISTMAS!

*Sending tidings of comfort & joy from your
friends at Farm & Food Care Saskatchewan*

[Register Here](#)

Farm & Food Care SK Annual General Meeting

The Farm & Food Care SK Annual General Meeting will be held:

**Monday, January 13, 2020
at the Hilton Garden Inn, Saskatoon.**

Breakfast will be served at 7:15 am and the meeting will start at 7:30.

FFC SK Members are invited to send two representatives.
Please register by **January 8**.

Canadian Centre for Food Integrity's Public Trust Summit in YXE

Together, the [Canadian Centre for Food Integrity](#) and [Farm & Food Care Saskatchewan](#) hosted the 2019 Canadian Public Trust Summit.

This event was held in Saskatoon on November 13-14, 2019. The Summit provided an exciting and unique opportunity to network with leaders from across supply chains and across the country, who are equally passionate about earning trust in our food.

Some highlights included: a thought-provoking presentation on collaboration from Canadian astronaut Dr. Dave Williams, the presentation of the CCFI's 2019 Public Trust Research, a panel of media professionals and four interactive break-out sessions.

This event took the place of FFC SK's annual Farms at the Table Conference in 2019. However, we look forward to hosting our annual conference again next year and encourage you to mark your calendars for **November 25 - 26, 2020**.

[View Pictures](#)

An Evening with Rex Murphy

Farm & Food Care SK and the [NSBA](#) teamed up on November 21, 2019 to present An Evening with Rex Murphy. Many of the province's business and agricultural leaders gathered for an evening of networking and relationship building to listen to broadcaster, author and political commentator Rex Murphy. His insightful and often polarizing views made for an exciting evening as he discussed Canadian political challenges and opportunities facing modern agriculture and business in this current environment.

"Things are upside down," Murphy stated, referring to a political structure in which problems closer to the center of the country receive disproportionately more attention than other areas. It was the "fundamental industries" such as energy, forestry and agriculture that have built Canada into the prosperous country it is today. "It's time to put the backbone of this country on at least the same level as the next bike path in Toronto," he said.

Thank you to the NSBA staff and leadership for their help with another successful event.

[Download Press Release](#)

Canadian Food Focus Reaches 1.5 Million its First 6 Months

Our new consumer-focused website and social media presence called [Canadian Food Focus](#) (CFF) is quickly becoming a gathering place to tell our Canadian food and farming stories, explore how food is grown and raised, share recipes, and provide useful advice from experts to help people make confident food choices.

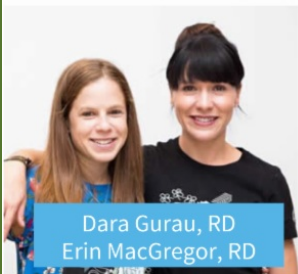


The ultimate goal is to build trust in the Canadian food chain from farm to plate by providing information about farming and food through articles, video and social media posts created by food influencers. Our information has a helpful, conversational tone and we encourage questions and discussion. Creating understanding, transparency and shared values are keys to engaging consumers, growing a community and establishing ourselves as a credible source of information about growing and preparing Canadian ingredients.

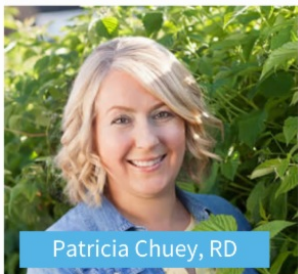
Check Out
The Stats!

Download
Sponsorship
Opportunities

We are excited and proud to be partnering with Canada's leading food, health and farming influencers. Not only do they share our passion for connecting with consumers, lend us their credibility and help to create understanding but also assist in providing transparency and shared values around Canadian food and farming.



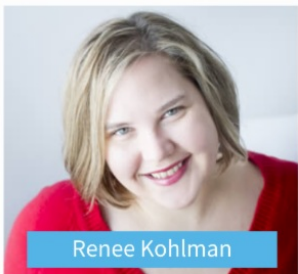
Dara Gurau, RD
Erin MacGregor, RD



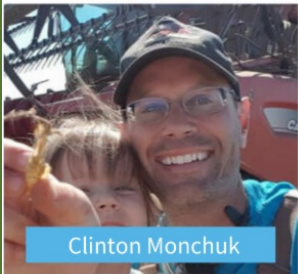
Patricia Chuey, RD



Andrew Campbell



Renee Kohlman



Clinton Monchuk



Mairlyn Smith



Rosie Schwartz, RD



Carol Harrison, RD



Claire Tansey



Julie-Anne Howe



Shannon Crocker, RD



Sue Mah, RD

FFC SK Outreach Events

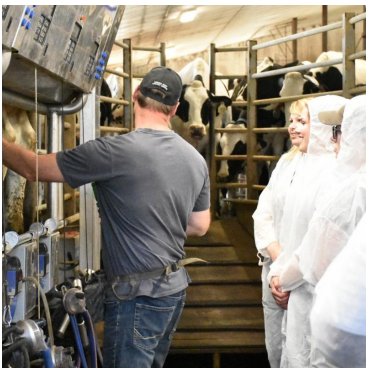


Chef's Series at A Taste of Saskatchewan

Together with our partners at SaskTel Centre and the Canadian Culinary Federation, FFC SK once again organized the Chef's Series black box culinary competition at Saskatoon's largest food festival, A Taste of Saskatchewan.

The cooking competitions were held three times each day from July 16 -21, 2019. Twelve chefs went head-to-head using locally grown ingredients while the emcee shared facts about Saskatchewan food and agriculture with the crowd.

Despite the cool, damp



Farm Tour for SaskPolytech & uSask Students

On September 13, 2019 FFC SK hosted a farm tour for students from the Sask Polytechnic Culinary Arts program and the Nutrition and Dietetics program at the University of Saskatchewan.

The tour stopped at a grain farm, a beef farm and a dairy. Students also had the opportunity to participate in a 'Farming Speed School' with some of our sponsors.

The students had a fantastic experience and 82% of our 85 attendees said their overall



Agriculture Month Activities in October

FFC SK took the lead during AgMonth this year with a strong social media campaign, including online contest, and a number of events. Most notably, the #OurFoodHasAStory had 1.7 million impressions

Together with the Food Centre and FCL we hosted a news conference on October 4 at the Sask Food Innovation Centre. We had a presence at the Saskatoon Farmers' Market on October 5 and handed out food samples and *Real Dirt on Farming* magazines.

Our Lunch & Learn on October

weather, up-and-coming chef Sydney Hamelin was crowned as the 2019 Top Chef Saskatchewan.

95% of attendees rated the Chef's Series either 'Good' or 'Fantastic' and over 50% said their understanding of agriculture increased during the event.

Thank you to all our sponsors and 'Meet a Farmer' volunteers. We could not have done it without you.

impression of farming and food production in Saskatchewan was 'Very Positive' following the tour.

A big thank you goes out to our sponsors and tour hosts: Doyle Wiebe, Colin Peterson, and Mitch & Wendy Schultz for welcoming us to your farms.

8 at the University of Saskatchewan had 120 students and faculty watch a panel debate on the topic of protein in our diets. We organized a cooking demo and interviews on CTV and Global to celebrate Ag Month and hosted numerous interviews for print, radio and online media.

Thank you to everyone who participated during AgMonth. Your efforts during this initiative bring consumers one step closer to the farm.

[For more photos from these events visit our online photo gallery here.](#)

Upcoming Events in 2020



Farm & Food Care
Saskatchewan's
Annual General Meeting
is coming up on
January 13, 2020.
The AGM starts at 7:15 am at
the Hilton Garden Inn
Downtown and is closed to
members.

[Members Register Here](#)



[Let's celebrate the food we love](#)

[Canada's Ag Day](#)
takes place across Canada on
February 11, 2020! It's a day
when everyone can come
together to celebrate the
business of Canadian agriculture.
Get involved with an event in
your community – or plan your
own activity! Visit [AgDay.ca](#).



March is [Canadian Agriculture Literacy Month](#). [Agriculture in the Classroom](#) is looking for volunteers to go to a classroom, read a story to a class and talk to the students about your farm or ranch. This is a great opportunity to share your story! If you would like to volunteer with this initiative, [please click here](#).

