



2019 Annual Report



Minister's Message

On behalf of the Government of Saskatchewan, I would like to extend my appreciation to Farm and Food Care Saskatchewan (FFC SK) for their work in building the public's trust in agriculture. FFC SK is a valued partner in leading industry efforts to profile Saskatchewan's agriculture industry as a trusted supplier of safe, healthy and affordable food.

Building public trust in agriculture starts by doing the right thing on our farms and ranches, ensuring we have effective assurance systems in place to prove it and then telling the story of what we do and why. Organizations such as FFC SK lead the charge in sharing the stories of what goes into modern food production and help bridge the gap between producers and consumers.

The results of our annual Public Trust Survey show that Saskatchewan people continue to have an overall positive perception of agriculture. In our province, 85 per cent of citizens view agriculture positively. This shows we are making strides with consumers and the work of FFC SK plays a major role in our advancements.

Through the Canadian Agricultural Partnership, we are proud to provide funding to FFC SK to partner on events like Canada's Agriculture Day in February and Agriculture Month in October each year. These initiatives are an opportunity to highlight our industry and connect with consumers. Additionally, the launch of Canadian Food Focus takes the message further by connecting with the public through shared values. I look forward to seeing this project continue to expand over the coming year.

Thank you for the important work you do to support agriculture in Saskatchewan.

David Marit
Minister of Agriculture



Working Together to Build Public Trust

Every day, Farm & Food Care Saskatchewan works to build public trust in farming and food. This includes fielding inquiries from consumers, collaborating with other industry and government groups, giving presentations, engaging on social media, planning farm tours and events, facilitating industry connections and much more. Thank you for working with us.

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2019 Chair's Report

2019 marked another successful year for Farm & Food Care Saskatchewan. We continue to work hard to achieve our mission to connect consumers with agriculture. Our new initiative, the Canadian Food Focus consumer website, has reached almost 1.5

million engagements since its launch in March of this year, bringing us closer to non-farmers. Our consumer engagement, both online and at our events, is always increasing, for which we are grateful. Thank you to our members and sponsors who make this work possible.

Our programs continue to promote farmers and ranchers as a credible source for information on agriculture and food production. This year we continued with proven initiatives like Agriculture Month, the Chef's Series at Taste of Saskatchewan and our food influencer and student farm tours to build public trust. Some new projects undertaken by Farm & Food Care Saskatchewan this year include but are not limited to:

- ✓ Launching CanadianFoodFocus.org consumer website
- ✓ Expanding our social media presence on Facebook, Instagram and Twitter
- ✓ Co-hosting the Canadian Public Trust Summit on November 13th-14th in Saskatoon
- ✓ Partnering with NSBA to host An Evening with Rex Murphy on November 21st
- ✓ Planning a new initiative for 2020 called Breakfast at the Barn
- ✓ Taking on more responsibilities with the annual Agriculture in the City event in April

- ✓ Fielding more requests to speak at national events as a highly respected voice for agriculture and public trust building

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 our members and sponsors who share our goals: farmers and ranchers, food processors, equipment dealers, agri-businesses, retailers, chefs, dietitians and other food professionals.

It has been a long and challenging year for agriculture, but these things are for certain: farmers know how to get things done, they are resilient and they love what they do. FFC SK will continue to collaborate with others in the industry to increase transparency in Saskatchewan agriculture and build the public's trust in farming. By putting a face to 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 Farm & Food Care Saskatchewan. Here's to a rewarding year in 2020!

Yours truly,

Henry Van Ee, Chair





2019 Executive Director's Message

As we move into a new decade it's important to take a look back, reflect on how far we've come, and focus our efforts on the future!

Farm & Food Care Saskatchewan was established in 2014 as a result of foresight from several

commodity groups, the Saskatchewan Ministry of Agriculture and various agriculture-related organizations. We see how special interest groups have been targeting agriculture and how animal rights campaigns have been attempting to turn Canadian consumers against livestock and poultry farmers with the goal of changing consumption patterns. Media splash ads against modern farming practices and crop protection products have resulted in increased consumer concern about proven healthy food choices. Yet as all these concerns arise, we, as a population, have never been healthier or lived longer.

We have made numerous inroads with different groups in an effort to bring truth and transparency to the conversation about food farming and ranching. Our efforts to focus on key influencers and target audiences has resulted in an overall reach for our activities of over 18 million since the inception of this organization. Farm tours, conferences, presentations, 'Meet a Farmer' days, lectures, cooking competitions and a strong online presence have helped achieve this. Surveys of individuals who have

participated in FFC SK events shows significantly more positive impressions of farmers/ranchers and their practices after we have an opportunity engage with them. All of this is not possible without the ongoing financial and volunteer support of our members, sponsors and everyday farmers/ranchers. In the past fiscal year, we estimate the total in lieu time of our volunteers alone was over 1,400 hours.

Looking to the future, we will continue to engage with the consuming public. Our programs will be strategically aligned to ensure strong engagement with consumers is matched with financial viability. The Farm & Food Care Saskatchewan team is looking forward to another decade of fostering conversations with Canadian consumers!



Clinton Monchuk, Executive Director



Canadian Food Focus

Our new consumer focused project 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.

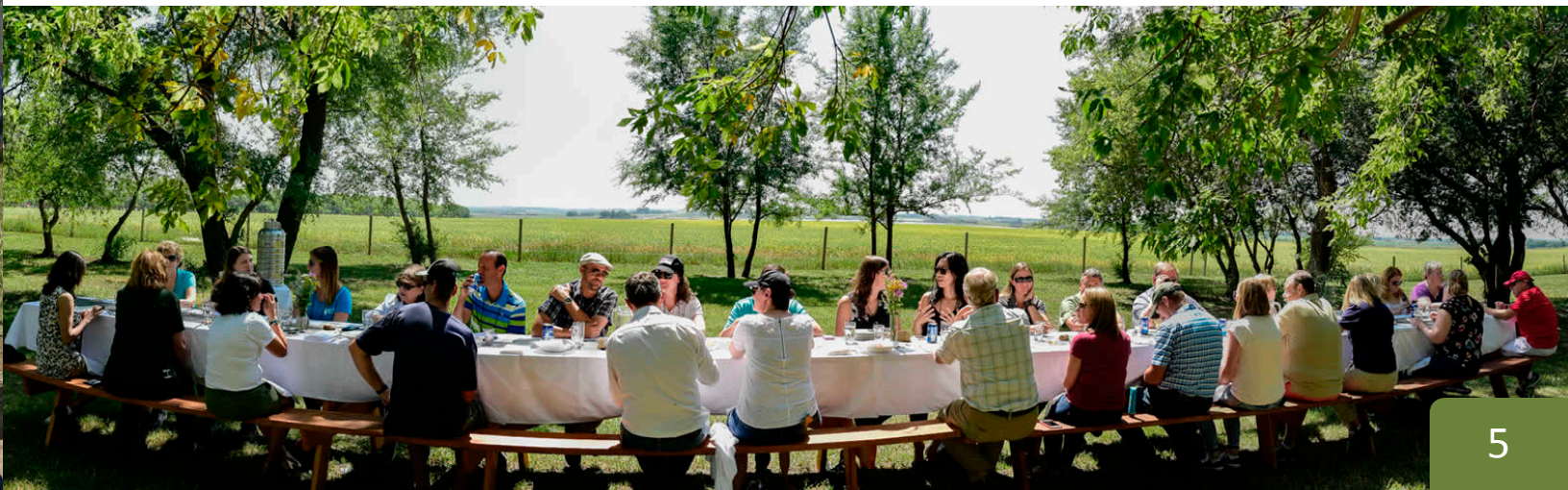
Our content focuses approximately 80% on food and 20% on the methods of food production. As consumers more

readily engage with food content, it becomes the gateway to providing information about farming. Our site and social media launched in March 2019 and in the first 6 months, we have reached over 1.5 million, mostly in urban areas. We have had over 40,000 website visits that last on average over 2 minutes. Our social media platforms have also had over 100,000 likes, shares and comments.

Our website and social media content is organized into 5 topics

- **In Your Kitchen**
Articles about Canadian food ingredients, cooking information, food safety, preventing food waste, meal planning, grocery shopping and more, written by Canadian food influencers.
- **Recipes**
'Recipe Roundup' articles featuring recipes from Canadian commodity groups, dietitians and food writers.
- **Health**
Articles on nutrition trends, healthy Canadian ingredients, protein, good fats, Canada's Food Guide, feeding kids and more, written by Canadian dietitians, health professionals and home economists.
- **Canadian Food Stories**
Our stories about Canadian food products, farmers, chefs and Instagram stories about our contributors.
- **On the Farm**
Articles about farming from behind the scenes. For example: following farmers as they harvest asparagus, treat their animals, winterize their bees, plant barley or boil maple syrup.

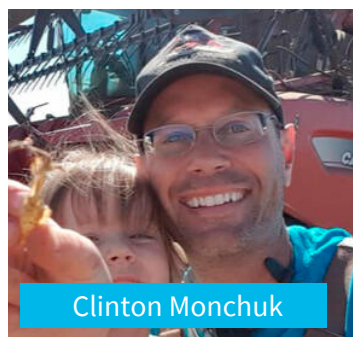
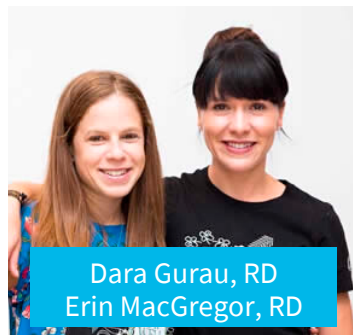
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We are excited and proud to be partnering with Canada's leading food, health and farming influencers. Not only do they share our passion for connecting with consumers, lend us their credibility and help to create understanding, but

they also assist in providing transparency and communicate shared values around Canadian food and farming.

Our Contributors

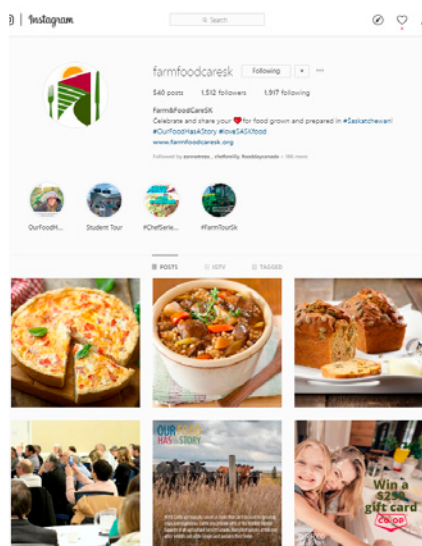


Growing Opportunities

We recently received funding through Agriculture and Agri-Food Canada to expand our program to include additional content development, translate content into French, attend events and engage with influencers. Recently we sponsored an award at the Taste Canada Awards which celebrates Canadian cookbooks and attracts over 400 food influencers. Clinton Monchuk spoke on farming, sustainability and beef production at a health professionals' day at the Royal Agricultural Winter Fair in Toronto, Ontario. He also recently recorded a podcast episode on farming and sustainability for the Culinary Arts Program at George Brown College in Toronto. We are exploring opportunities to connect with the Canadian Culinary Federation and the Dietitians of Canada conferences in June 2020.

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 they work with. Following is an overview of our major activities over the past year.

Social Media and Website Initiatives



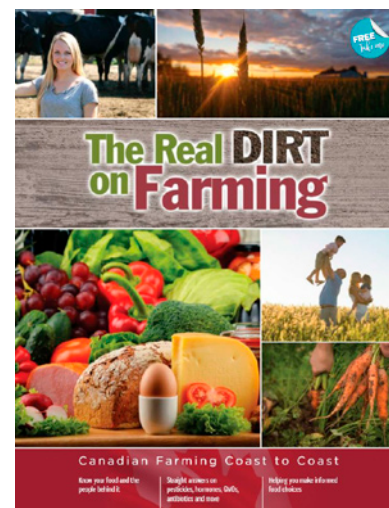
The FFC SK website, Twitter, Instagram and Facebook accounts continued to grow in 2019. We are refocusing the FFC SK website and social media primarily to communicate with members and others in the agriculture industry. The FFC SK website received 8,050 users in 2019 with 19,611 pageviews. Our combined social media impressions for Twitter, Instagram and Facebook were 457,020 last year, in addition to 28,628 video views on Facebook.

In March, FFC SK launched the consumer website Canadian Food Focus. Response to the new website has been very strong, as established by the fact that in the first six months, CFF has a reach of more than 1.5 million. In addition to the website, Canadian Food Focus is also active on social media through Facebook, Instagram, Twitter and Pinterest. (see pages 5 and 6 for more information on this flagship project)



The Real Dirt on Farming

Farm & Food Care distributed more than 47,000 *Real Dirt on Farming* publications throughout the year. They were handed out at various Farm & Food Care events including Ag in the City, Taste of Saskatchewan and Agriculture Month activities. Farm & Food Care also distributed *Real Dirt on Farming* through our partner groups, including Ag in the Classroom, Saskatchewan Polytechnic and 4-H, among others. A new edition of *The Real Dirt on Farming* is in the works for fall 2020.



Agriculture in the City | April 13, 2019

In 2019, FFC SK took the lead in hosting Agriculture in the City for the first time. This popular, free family event took place at Lawson Heights Mall on April 13. The focus of Agriculture in the City is to help urban audiences learn more about agriculture by identifying connections between science, farming and food. Attendance for this event was estimated at about 4,000 people, with about 400 direct contacts for FFC SK through our exhibit and exposure at the main stage.

Faces of Farming & Food Online Image Collection

The Faces of Farming Online Image Collection grew larger in 2019, as FFC SK added pictures of various events throughout the year. We are proud that there are now more than 5,800 images available of crops, livestock, farm life, Saskatchewan food products and FFC SK events in this collection. In 2019, the Faces of Farming Online Image Collection had 80,132 views.

We encourage our industry partners to use images from this collection for your presentations, reports and newsletters. See the 'Media Centre' at farmfoodcaresk.org.



Chef's Series at A Taste of Saskatchewan | July 16-21, 2019



Farm & Food Care again hosted the Chef's Series cooking competition, held in conjunction with Saskatoon's A Taste of Saskatchewan festival. The Chef's Series is a set of black box style competitions where chefs go to head-to-head to create dishes featuring Saskatchewan-grown foods.

A total of 16 black box culinary competitions were held 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. Unfortunately, unfavorable weather during the week led to a decrease in attendance from last year. However, survey evaluations were positive, with 95% of surveys rating the Chef's Series as either 'Good' or 'Fantastic'. Plus, more than half of the survey respondents reported

that their understanding of agriculture increased as a result of taking part in the Chef's Series. Media coverage was strong, reaching over 306,000 people, and social media reported 58,000 impressions over the week.

Farm to Fork Tour & Influencer Program | June 25-27, 2019

The Farm to Fork Tour was held at the end of June in 2019. FFC SK, along with our tour partners hosted 12 influencer guests over 2.5 days. These influencers were invited on the tour due to their ability to connect with the culinary industry and consumers about food and its production. Our guests in 2019 included TV food show hosts, food bloggers, culinary educators, registered dietitians, foodservice educators, a travel writer, a bodybuilder and a food processor.

Guests experienced many aspects of modern agriculture as they visited a family grain, beef and egg operation, a processing facility, and dairy farm. There were also seminar presentations on farming terms and common practices, use of pesticides and plant breeding, intensive animal production (chickens and pigs), animal care and food safety. After the tour, the influencers were asked to complete a post tour survey, and 100% of the responses stated their attitude towards farming and food production was very positive. This year's influencers were busy sharing their tour experiences on social media, where their posts reached a combined following of over 340,000.



“You don't have to choose between safe or affordable food in Canada! Another great reason to love our amazing country (and our farmers)!”
- Tour Attendee

Student Farm Tour & Outreach Program | September 13, 2019

The Student Farm Tour allows future chefs, nutritionists and dietitians the opportunity to visit a farm and learn about modern agriculture. The 2019 tour included 33 participants from Saskatchewan Polytechnic Institute's Culinary Arts Program and 36 participants from the Nutrition & Dietetics Program at the University of Saskatchewan.

Students visited a grain farm, a cattle farm and a dairy farm. While at the grain farm, they also got the opportunity

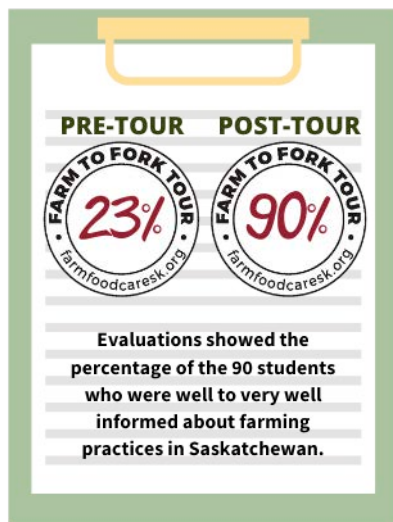


to participate in a learning activity called "farm speed school". This timed activity allowed students to learn about different sectors of agriculture by rotating through several stations manned by FFC SK member groups.

Students were asked both before and after the tour to rate their overall impression of farming and food production in Saskatchewan. The post tour survey showed an increase from 61% to 81% 'Very Positive Impression' for University of Saskatchewan students and an increase from 71% to 84% for Sask Polytech students.

The one-day tour is the starting point for 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, including twice-annual newsletters, class presentations and on-campus student events.

Student Farm Tour



Agriculture Month in Saskatchewan | October 2019



October is Agriculture month in Saskatchewan and FFC SK led the celebration through several initiatives this year. FFC SK worked with Ag Month influencers registered dietician Patricia Chuey and farmer/blogger Lesley Kelly from *High Heels and Canola Fields* to talk about agriculture in the province with their social media followers and ours.

The month kicked off with a press conference at the Agri-Food Innovation Centre attended by Hon. David Marit, Minister of Agriculture. FFC SK then hosted a Lunch & Learn panel discussion at the University of Saskatchewan on the topic of "Protein 2050 – Examining the Plant vs Animal Debate." Over 100 students attended to hear panelists Dr. Andrew Van Kessel, Head of the Department of Animal and Poultry Science; Matthew Nosworthy, Research Associate in the College of Pharmacy and Nutrition; and Lesley Kelly, Farmer/Blogger discuss the future of protein on our plates. We also attended the Saskatoon Farmers' Market where we distributed *The Real Dirt on Farming*, recipes and other industry information. Participants could also tour a farm using the FarmFood360 goggles and try some samples of tasty beef jerky or a canola snack mix.

In addition to our consumer outreach events, FFC SK executed a strong social media campaign, which featured the #OurFoodHasAStory social media contest. Media coverage during the month was extensive, with numerous interviews on radio, television, print and online. Overall, our Ag Month campaign reached more than 1.7 million in 2019.

1.7
million
impressions
OUR FOOD
HAS a STORY

Industry Training

FFC SK continued to host our popular industry training programs in 2019. These programs help encourage people in agriculture to talk to consumers about farming and food. FFC SK reached over 2,000 people through our training initiatives which included:

- **Speak Up!** Training helps those in the agriculture sector to tell their stories and deal with topics such as proactively promoting agriculture, hot-button topics and responding to media requests. In 2019 the Saskatchewan Ministry of Agriculture hosted a series of **Speak Up!** trainings in different areas of the province.
- FFC SK held several Interview Preparation & Media Training sessions to help participants assess their strengths and weaknesses in interviews, learn useful techniques and strengthen confidence for engagements with the press. Evaluations showed participants greatly valued the one-on-one attention and opportunity to practise answering tough questions related to their industry.



Canadian Public Trust Summit

Farm & Food Care Saskatchewan, along with The Canadian Centre for Food Integrity (CCFI) co-hosted the Canadian Public Trust Summit on November 13 & 14, 2019. This national conference is held in a different city in each year and we were proud to bring it to Saskatoon. CCFI presented their latest research from their national public trust survey. Keynote speakers included astronaut Dr. Dave Williams and Dr. Evan Fraser from the Arrell Food Institute, discussing topics such as the importance of collaboration, Canada's role in the global economy, and how to interact more effectively with the media.

NSBA – FFC SK Networking Dinner

Farm & Food Care Saskatchewan partnered with the NSBA, Saskatoon's business organization, to present *An Evening with Rex Murphy* on November 21, 2019. The Canadian media icon spoke about finding the similarities between the different parts of our country, even at a time when the gap between East and West seems to be widening. The evening was a good opportunity for leaders in Saskatchewan's business and agriculture communities to interact and find more ways to work together.



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, and provide 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.

Contact office@farmfoodcaresk.org to inquire about your own **SpeakUp!** workshop.



“Champion”

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

Nominees for the Food & Farming Champion Award are adjudicated by a panel of three judges regarding 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
- Jackie Robin, Director of Communications, Ag-West Bio

The 2019 Food & Farming Champion Award recipient is Lesley Kelly. Lesley Kelly actively farms with her family at Watrous, Saskatchewan where they grow wheat, durum, canola, barley, oats, lentils, peas and flax.

Lesley is the head and heart behind the popular *High Heels & Canola Fields* blog where she dispels myths about agriculture and brings consumers and farmers together. She has recently expanded her reach by co-hosting *What the Farm* podcast which explores various topics in food and farming through real life conversations. Lesley’s goal in being involved in agriculture beyond the farm is to build community and bring people together, create conversation, collaborate and identify solutions that help both the industry and consumers.



Lesley is a leader in advocating for mental health. She has been part of the national #BellLetsTalk campaign and co-founded the Do More Agriculture Foundation whose mission is to break barriers and support all producers in taking care of their mental well-being. She was recognized by the Regina YWCA with the Women of Distinction award for this work.

When Lesley isn’t in the field, you can find her running to the hockey rink with her boys, taking pictures, going for a run on country roads, hanging out with friends, and enjoying travels and life’s adventures with her hubby.

“Her mission of continual positivity, even in the face of adversity, makes her the best candidate possible for the Food & Farming Champion Award.”

— ADRIENNE IVEY
Past Food & Farming Champion

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

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