



Farm & Food Care Saskatchewan

ANNUAL REPORT 2019-2020



PHOTO COURTESY SASKATCHEWAN AGRICULTURE

WWW.FARMFOODCARESK.ORG
@FARMFOODCARESK



We are a coalition linking thousands of livestock, crop and horticulture producers, government, individuals and businesses with a common goal to help people understand food and farming.

We believe that getting to know farmers and ranchers is getting to know food.

Our vision

Connecting consumers to food and farming.

Our mission

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



Tiffany Martinka, 2019 FFC SK Champion Award Recipient



GREETINGS FROM THE GOVERNMENT OF SASKATCHEWAN

On behalf of the Government of Saskatchewan I would like to extend my gratitude to Farm & Food Care Saskatchewan (FFC SK) for its continued efforts to build trust in agriculture. As a valued partner, FFC SK plays an integral role in our mission to improve the public perception of agriculture practices across the province.

2020 has been a challenging year, with increased consumer interest in food production. FFC SK has embraced the opportunity to increase understanding of the food system and has proven to be an accurate, science-based resource for the public, providing information about the safe, healthy and affordable food we grow in this province.

Throughout the year, many industry events were cancelled or moved online to adhere to public health orders. FFC SK rose to the challenge and provided alternative options to share our public trust message and demonstrate the important role public trust plays in keeping our industry strong. I look forward to seeing the innovative ways the organization will engage with consumers in the year ahead.

The results of our annual Public Trust Survey showed that 91 per cent of Saskatchewan citizens have a positive perception of agriculture and 88 per cent trust Saskatchewan farmers and ranchers. This shows that we are on the right track.

The Canadian Agricultural Partnership continues to support public trust initiatives in the province, including Canada's Agriculture Day and Agriculture Month. I encourage you to visit saskatchewan.ca/CAP to view our full suite of programming focused on building and maintaining public trust in our industry.

Thank you for the important role you play in supporting the agriculture industry in Saskatchewan.

~ David Marit, Minister of Agriculture

Saskatchewan residents surveyed:



Trust Saskatchewan farmers and ranchers.

saskatchewan.ca

Saskatchewan!

BOARD OF DIRECTORS

Henry Van Ee, Chair - *Chicken Farmers of Saskatchewan*

Brady Kapovic - *Saskatchewan Ministry of Agriculture*

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STAFF

Clinton Monchuk - *Executive Director*

Angela Larson - *Digital Media & Communications Specialist*

Dorothy Long - *Director of Communications*

Julie Kenyon - *Social Media & Project Specialist*

Penny Eaton - *Project Manager*

Shauna Hill - *Finance Officer*





CHAIR'S REPORT

This past year has certainly been a challenging one for our province and country due to Covid-19. We have seen how changes were implemented and the adjustments that have occurred on a day-to-day basis. I am happy to report that Farm & Food Care Saskatchewan has adjusted well to the circumstances and we continue to build trust in food and farming.

As a poultry and grain-farming family, I understand the work that goes into growing food for our fellow citizens. Every day, our family makes decisions that affect the wellbeing of our birds and land. We are proud to grow wholesome, beneficial foods, especially in times of need. The fact is though, that less than 3% of our population has a direct tie to farming or ranching, meaning that when Covid-19 hit, consumers had lots of questions about the security of their food. Having Farm & Food Care Saskatchewan there to answer these questions and proactively engage with consumers was an amazing opportunity.



In 2020, according to the Canadian Centre for Food Integrity, we saw a twelve percent jump in consumers' views that the food system is heading in the right direction. This shows that if we do tell our food story, people are listening!

This will be my last year as chairperson of Farm & Food Care Saskatchewan as I've reached my six-year term maximum. I would like to thank all the directors that I've served with over these past years. Your view and vision of this organization has led us to where we are today. I would also extend my appreciation to the staff that have continually adjusted programs and events to provide engagement opportunities for our consumers. To all our members and sponsors, thank you for your continued support that allows these projects to take place.

Thank you and I wish you all the best in this New Year!

~ Henry Van Ee, Board Chair



EXECUTIVE DIRECTOR'S REPORT

This past year has truly been a challenging one. We've seen the world as we know it change due

to something that we didn't foresee, but we've adapted to the change. Benjamin Franklin said it best: "Through adversity comes opportunity", and I believe Farm & Food Care Saskatchewan has risen to the challenge.

Farm & Food Care Saskatchewan has prided itself on offering engagement opportunities with consumers and sharing information about food and how it's grown. The 2020 year didn't allow these in-person events to take place. Cancelled was our Ag in the City event at the Lawson Heights Mall that typically brings in 4,000 Saskatoon residents. A new Breakfast at the Barn event at the University of Saskatchewan was cancelled before it could even be advertised. The planned tours for the summer and fall were also shelved, leaving limited opportunities for us to speak face-to-face with those who are buying the food we grow.



However, with this adversity we pivoted our approach and found an opportunity to grow our reach. Our focus shifted to online activities. We explained to consumers why the food system would take some time to adjust in Canada; how live animals can't be turned on and turned off like a water faucet; the interconnected nature of the food distribution system and the important role that restaurants and the food service industry play in our country. We also took the opportunity to share resources like FarmFood360 and The Real Dirt on Farming for parents, teachers and students who were now staying home and learning online. We developed articles and videos on Canadian Food Focus highlighting the care and responsibility farmers and rancher put in to growing the wholesome, homegrown food that we all have come to love.

The results of this new opportunity were unimaginable! Our viewership online exploded. Canadians wanted to see how farmers produced food, they watched videos, read articles, provided comments and came back for more. The exponential growth in engagements during Covid-19 have shown that consumers are interested to learn more about their food and Farm & Food Care Saskatchewan was there to fill that void.

Farm & Food Care Saskatchewan also adjusted the way we do business internally. We shifted to a virtual office structure and developed stronger ties with Agriculture in the Classroom. We will be making a deliberate effort to seek out more opportunities to collaborate with others in the industry.

I look forward to the continued success of our team as we build trust in food and farming for 2021!
~ Clinton Monchuk

MEMBER & INDUSTRY COMMUNICATIONS



Annual Conference

The Canadian Public Trust Summit was held in Saskatoon on November 13-14, 2019. Instead of planning our annual FFC SK conference, FFC SK worked with the Canadian Centre for Food Integrity to co-host this event in its place. This was the most successful Summit gathering to date, with 233 in attendance from across Canada, an increase of more than 35% over past years. It also provided an opportunity to showcase Saskatchewan and place FFC SK on a national stage.

The keynote presenter at the conference was Dr. Dave Williams, Canadian physician, hospital

CEO, and retired astronaut on the topic of trust and collaboration. This became the theme of the conference: how can we all work more effectively by finding ways to collaborate? Dr. Evan Fraser, Director of the Arrell Food Institute at the University of Guelph, spoke about the need for Canada to elevate its game in the global economy, especially in the 'age of disruption'. There was also a panel discussion of "Food in the News" with three different media specialists about how Canada's food system is communicating with consumers.

Industry Training

FFC SK provided two media training workshops for the dairy industry in the fall of 2019. These workshops provided training on how to calmly and confidently respond to questions and demands from media and other stakeholders.

FFC SK's Speak Up training helps people who work in agriculture and food to tell their stories in an easy-to-understand and compelling manner and explains how to have positive, meaningful conversations

about food and farming, including dealing with difficult subjects.

In fall 2019 and spring 2020, FFC SK delivered several Speak-Up training sessions to agriculture students at the University of Saskatchewan before Covid-19 restrictions came into effect in mid-March. Since that time, FFC SK has been working to develop an online version of the course which will be released in early 2021.

Member Communications

FFC SK's Executive Director meets frequently with the Board and executive staff of member and partner groups to share information on FFC SK activities and priorities. This helps build support and awareness among our industry for public trust initiatives and expands the reach of our work. In addition, Clinton Monchuk speaks at numerous member conferences, meetings and events to promote public trust in agriculture through member networks.

On November 21, 2019, FFC SK partnered with NSBA, Saskatoon's business association, to present a networking reception and dinner. The guest speaker was Rex Murphy who spoke about political challenges and opportunities facing modern business. This served as an opportunity for FFC SK members to network with other leaders in the Saskatoon business community. There were 141 in attendance at this event.



Photo courtesy Imagery Photography

FFC SK held its annual general meeting on January 13, 2020. A review of the previous year was presented, including the audited financial statements. Members also had the opportunity to discuss past and current priorities and activities.

FFC SK has a dedicated website, as well as Twitter, Facebook, YouTube and Instagram accounts that focus on events and activities in Saskatchewan. FFC SK reach through social media and website fell in this fiscal year, mainly because there have been far fewer events to communicate about (ie, no Ag in the City, no Breakfast at the Barn, no Farm to Fork Tour, no member events, etc).



PUBLIC TRUST & OUTREACH



The Canadian Food Focus (CFF) consumer outreach program consists of promotions, website articles, social media and events to tell Canadian food and farming stories, explore how food is grown and raised, share recipes, and provide advice to help people make confident food choices.

CFF is FFC SK's foremost program in that it is our largest-expenditure initiative and also the one that reaches the largest number of people. While CFF was already the focus of a large proportion of FFC SK programming, when several FFC SK events were cancelled due to Covid-19, additional effort was expended on CFF as our primary tool for communicating with non-farming consumers.



This year, we developed the Good Food Grown Here brand and added hashtags #loveCDNfood, #loveCDNfarms and #loveCDNrecipes to our efforts. Another highlight was continuing to build a database of consumer-friendly content around Canadian farm and food topics for our website and social media strategy.

great food
grown here. 

PUBLIC TRUST & OUTREACH

CFF launched two new web-based initiatives:

What's In Season Section

Features an In Season chart of Canadian grown fruits and vegetables with links to articles about types, how to buy, how to prepare and how each fruit and vegetable is grown.



Learn to Cook Section

Our newest section features video lessons on how to prepare Canadian ingredients. Users are invited to cook along with some of Canada's top chefs and home economists.



CFF content roughly focuses about 80% on food and health and 20% on the methods of food production. As consumers more readily engage with food content, that becomes the introduction to providing information about farming. This has proven to be an effective strategy and our efforts are having an impact nationally. In March, the CFF post pointing to the national FarmFood360 farm video resource resulted in 312,176 views, which Farm & Food Care Ontario told us compares to 3,835 views in the previous month—an 8,000% increase! Further, 82% of viewers in that timeframe were new viewers and the average session duration increased by 10.83%.

Canadian Food Focus is gaining traction. In its first 18 months since launching, CFF reached over 9 million consumers, with over 2 million interactions and 600,000 video views. In the last 6 months alone, CFF reached over 4 million consumers with 1 million interactions and 250,000 video views. The CFF website has seen more than 40,000 visitors in the last six months and most of these users are from Canada's largest urban centres.

Another highlight was launching a French version of the CFF website.



CFF Social Media Stats 2019-2020

Facebook Impressions: 3,839,401

Twitter Impressions: 254,000

Instagram Impressions: 505,091

Pinterest Impressions: 2,171,063

Website Sessions: 79,610

Social Media engagements: 1,809,200

Agriculture Month Campaign

Each October, FFC SK helps to coordinate the agriculture industry to work together to tell their food story through campaigns, events and programming. Through these celebrations, we hope to help people better understand how Saskatchewan farmers and ranchers raise their livestock and grow their crops, while engaging in authentic conversations with people from around the province.

Along with our industry partners, FFC SK concentrated much of our events and social media promotions during the week of October 6-12 in 2019. This helped to concentrate our impact for this initiative, rather than trying to sustain momentum throughout 31 days.

The 2019 campaign included:

- Social Media Campaign: FFC SK reached over 1.6 million through a series of social media posts, infographics, and videos during Ag Month. We also partnered with two “influencers” to increase our reach: Patricia Chuey (registered dietitian, cookbook author, speaker and media commentator) and Lesley Kelly (farmer, podcast host, speaker, blogger with High Heels and Canola Fields, co-founder of the Do More Agriculture foundation).
- Online contest: Entrants used #ourfoodhasastory with their posts to be eligible to win a \$250 grocery gift card. Our winner was a cattle producer from St. Walburg, SK, who posted every day of October.





Agriculture Month Campaign

- Agriculture Month news conference: about 100 attended a news conference and kick-off event at the Saskatchewan Food Innovation Centre on October 4, 2019. In addition to remarks from the Minister of Agriculture and the host groups, attendees had the opportunity to tour the bottling department, view a cereal processor and sample Saskatchewan-made food products.
- Saskatoon Farmers Market: FFC SK reached about 225 by hosting an information table and providing food samples of beef jerky and canola-chickpea snacks. Patrons had the opportunity to ask questions of farmer representatives, pick up a copy of the Real Dirt on Farming publication and try out the Farm360° virtual reality headsets.
- Lunch & Learn Seminar at University of Saskatchewan: 125 attended an engaging seminar and question period entitled "Protein 2050 - Examining the Plant vs Animal Debate." Presenters included: Lesley Kelly, farmer and founder of the popular blog High Heels & Canola Fields; Dr. Matthew Nosworthy, Research Associate at the University of Saskatchewan's College of Pharmacy & Nutrition; and Dr. Andrew van Kessel, Head of the Department of Animal Science at the University of Saskatchewan.
- Ag Month Media: FFC SK gave multiple interviews about the Ag Month initiative, across print, television, radio and online media outlets. As well, we coordinated a television cooking demonstration highlighting Ag Month messaging.



Breakfast at the Barn

Breakfast at the Barn is a community event that offers a free breakfast, tours of a working dairy barn, animal exhibits, farmer presentations, agriculture demonstrations and samples of Saskatchewan-produced foods. The first one was to have taken place on June 6, 2020, but had to be cancelled due to Covid-19.

The event is based on the successful 'Breakfast at the Farm' program that FFC Ontario has administered for many years and the 'Very Dairy Breakfast' hosted by SaskMilk in 2019. FFC SK has tentatively scheduled the first Breakfast at the Barn to take place in June 2021, although it is unclear at this time whether restrictions on public gatherings will be fully lifted by then.



Media and General Outreach

FFC SK's Executive Director, Clinton Monchuk, reached 3,193 people through various presentations in the past fiscal year. The largest presentation was to 1,100 who attended the 'Myths about Farming' session at the Dietitians of Canada online national conference.

FFC SK also fields numerous inquiries from the media on topical agricultural issues and questions about consumer trust in food. Based on circulation and listenership numbers for media coverage during this period, it is estimated FFC SK reached more than half a million people through these interviews and media stories.

FFC SK maintains the "Faces of Farming" online image collection, available through our website. These images are used in a variety of ways by media, member/industry groups, educators and others. There were more than 76,543 image views of the collection over the past year.



Agriculture in the City

Agriculture in the City is an event that offers hands-on demonstrations with farm animals, crops, food preparation, science activities and agriculture careers held at the Lawson Heights Mall in Saskatoon each year. This event was to have taken place on April 4, 2020, but had to be cancelled due to Covid-19. Plans are underway for Ag in the City with a strong online component for spring 2021.



Farm to Fork Tour & Influencer Program

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 follow-up and outreach for people who have established themselves as a food influencer in some way. Each year, the Farm to Fork Tour visits farms, processing facilities and research institutes to learn more about food production.

The tour had to be cancelled due to Covid-19 restrictions on travelling and gatherings. Instead, FFC SK has made a concerted effort to connect online with past and future tour participants. As well, we are working on compiling virtual tour elements such as videos, articles and questions that can be shared with influencers to promote learning about how food is produced. In addition to a learning tool, these videos can be used to encourage influencers to attend tours in Saskatchewan in the future.



While FFC SK was unable to host any formal tours this year due to Covid-19 restrictions, we received two consumer requests for farm tours via our website. Clinton Monchuk hosted two different groups of travelers from other parts of Canada at his family farm in August. It was gratifying that these travellers had heard of FFC SK and we welcomed the opportunity to engage with people in a tour setting, although on a smaller scale and ad hoc basis, rather than our usual formal tours.

Student Outreach Program



Each year, FFC SK organizes a farm tour for students from the University of Saskatchewan Nutrition program and from Saskatchewan Polytech's Culinary Arts program.

No in-person tours took place in 2020 due to Covid-19 restrictions. However, FFC SK prepared an online virtual tour for University of Saskatchewan students that included grain, cattle, poultry, dairy and egg farm types, as well as factsheets and additional resources to improve student understanding. These virtual resources were utilized in conjunction with a presentation and question-and-answer sessions with FFC SK Executive Director Clinton Monchuk about agricultural markets and differentiated food production.

The Culinary Arts Program at Saskatchewan Polytech has been suspended due to Covid-19 considerations. FFC SK is working with Polytech instructors to provide learning resources in spring 2021.

COLLABORATIONS & PARTNERSHIPS

Canada's Agriculture Day

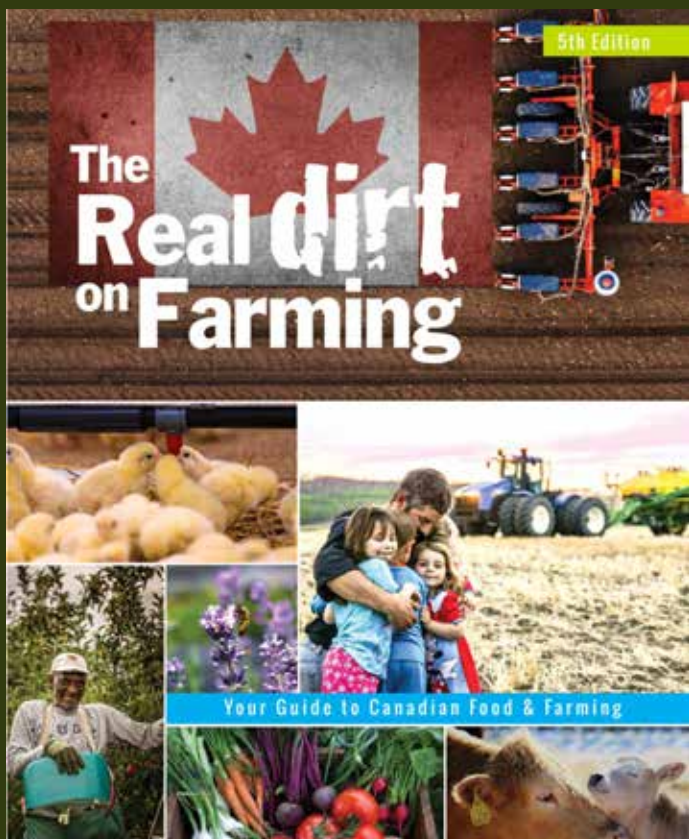
Canada's Agriculture Day is a national awareness campaign led by Farm Credit Canada. FFC SK views this as an important collaboration each year.

FFC SK created messaging and graphics to promote Canada's Agriculture Day through its website and social media networks, as well as through Canadian Food Focus. These messages were shared and promoted in the week leading up to Canada's Agriculture Day on February 11, 2020. FFC SK created a 12-second video that promoted "Forks up for Canadian Food and Agriculture" and encouraged contest participants to post or share a picture with the hashtags #CdnAgDay and #LoveCdnFood. The video was published on FFCSK and CFF social media channels. Total reach for this campaign was 269,150 with engagement of 18,113.

FFC SK's Executive Director responded to multiple inquiries for media interviews. In addition, FFC SK staff took part in a student exhibit at the University of Saskatchewan, answering questions and showcasing FarmFood 360° tours on virtual reality headsets and initiating conversations about modern agriculture. It is estimated 600 students were reached through this initiative.

Also on February 11, 2020, the University of Saskatchewan's Livestock and Forage Centre of Excellence hosted a screening of the documentary Guardians of the Grasslands. The 12-minute documentary examines role that cattle play in the preservation of Great Plains grasslands ecosystem. FFC SK (along with Farm Credit Canada) was a presenting sponsor of the event. A panel discussion was held after the screening. There were 138 in attendance.





Real Dirt on Farming

The Real Dirt on Farming is a national publication that helps answer consumer questions on farming and food production. The project is led by Farm & Food Care Ontario. FFC SK was pleased to be part of the editorial review committee in 2020 and assisted with sourcing farmer profiles and collaborating on content and a social media calendar for the companion website. The 2020 edition of the Real Dirt on Farming was released in October and the new website a month later. FFC SK continues to work with Farm & Food Care Ontario to share RDOF information through our social media channels.

Additional Collaborations

FFC SK made a deliberate effort to increase collaborations in 2020 and worked with more than 21 different groups on various projects, including Agriculture in the Classroom Saskatchewan, University of Saskatchewan, Dietitians of Canada, Canada Beef, Sun West Distance Learning Centre, and the Canadian Centre for Food Integrity, among others. Collaboration continues to be a priority for FFC SK and several projects are underway or planned for the coming year.



MEMBERS

Principal Members

Saskatchewan Ministry of Agriculture
Chicken Farmers of Saskatchewan
Saskatchewan Canola Development Commission
Saskatchewan Cattlemen's Association
Saskatchewan Egg Producers
Saskatchewan Milk Marketing Board
Saskatchewan Pork Development Board
Saskatchewan Pulse Growers
Saskatchewan Wheat Development Commission

Supporter Members

Fast Genetics
Prairie Pride
Natural Foods
Saskatchewan Flax Development Commission
Star Egg Company
Turkey Farmers of Saskatchewan
Grain Millers Inc.

Friend Members

Abbey Farming
Butte Colony Farming Co. Ltd.
Canadian Western Agribition
Eview Farming Co. Ltd.
Golden View Colony Farming Co. Ltd.
Hutterian Brethren Church of Downie Lake
HyLife Ltd.
New-Life Mill
Ponteix Farming Co. Ltd.
Prairie Agriculture Machinery Institute
Saskatchewan Association of Agricultural Societies
& Exhibitions
Saskatchewan Cutting Horse Association
Star City Farming Co. Ltd.
Valley Centre Farming Co. Ltd.
Warman Veterinary Services

Partner Members

Agricultural Producers Association of Saskatchewan
Saskatchewan Barley Development Commission

Affiliate Members

Baildon Farming Co. Ltd.
Beechy Farming
Bench Farming
Carmichael Farming Co. Ltd.
Clear Springs Farming Co. Ltd.
College of Agriculture and Bioresources
Grassy Hill Farming Co.
Kyle Farming Co. Ltd.
Livestock Marketers of Saskatchewan
Lloydminster Ag Exhibition Association
O&T Farms
Pat Beaujot
Pennant Farming Company
Pound-Maker Adventures
Rosetown Farming Co. Ltd.
RM of Browning No.34
RM of Corman Park No. 344
RM of Excelsior No. 166
RM of Kingsley No. 124
RM of LeRoy No. 339
RM of Marriott No. 317
RM of Prairie Rose No. 309
RM of St. Andrews No. 287
RM of Turtle River No. 469
RM of Usborne No. 310
RM of Wilton No.472
RM of Wolverine No. 340
Saskatchewan Beekeepers Development Commission
Saskatchewan Broiler Hatching Egg Producers
Saskatchewan Cattle Feeders Association
Saskatchewan Institute of Agrologists
Saskatchewan Oat Development Commission
Saskatchewan Veterinary Medical Association
Sierra Colony

