Farm & Food Care Saskatchewan

ANNUAL REPORT 2019-2020



PHOTO COURTESY SASKATCHEWAN AGRICULTURE

WWW.FARMFOODCARESK.ORG
@FARMFOODCARESK

Farm & Food Care Saskatchewan

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.

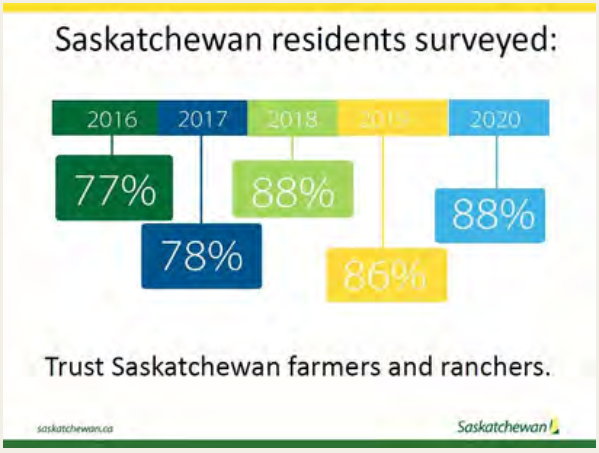


Tiffany Martinka, 2109 FFCSK Champion Award Recipient



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

BOARD OF DIRECTORS

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

Joe Kleinsasser, Vice-Chair - *Rosetown Farming*

Lane Stockbrugger, Treasurer - *SaskCanola*

John Bumbac - *Saskatchewan Pulse Growers*

Shawn Colborn - *Saskatchewan Egg Producers*

Jordon Hillier - *Saskatchewan Flax Development Commission*

Brady Kapovic - *Saskatchewan Ministry of Agriculture*

Lesley Kelly - *Saskatchewan Wheat Development Commission*

Harold Martens - *Saskatchewan Cattlemen's Association*

Jay McGrath - *SaskPork*

Keith Rueve - *Saskatchewan Barley Development Commission*

Leonard Wipf - *SaskMilk*

STAFF

Clinton Monchuk - *Executive Director*

Dorothy Long - *Director of Communications*

Penny Eaton - *Project Manager*

Angela Larson - *Digital Media & Communications Specialist*

Julie Kenyon - *Social Media & Project Specialist*

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

TThe 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.





Photo courtesy Imagery Photography

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.

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

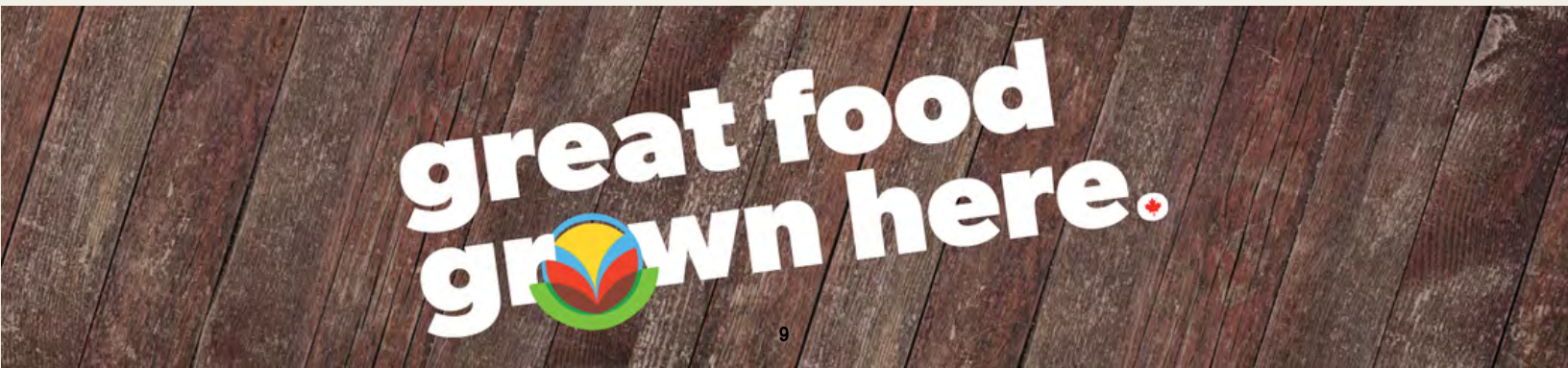


The Canadian Food Focus (CFF) consumer outreach program consists of promotions, website articles, social media and events to tell Canadian food and farming stories, explore how food is grown and raised, share recipes, and provide advice to help people make confident food choices.

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.



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.

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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.

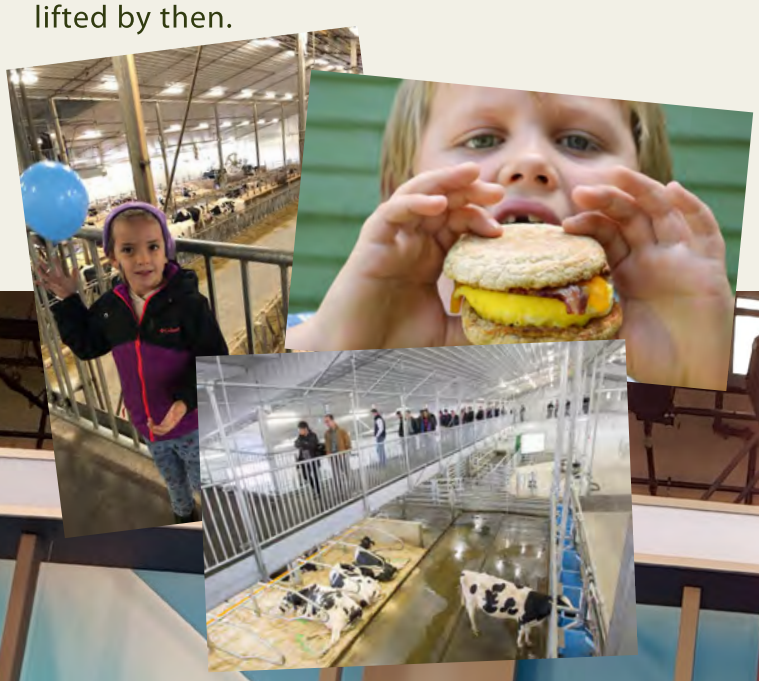
- Ag Month Media: FFC SK gave multiple interviews about the Ag Month initiative, across print, television, radio and online media outlets. As well, we coordinated a television cooking demonstration highlighting Ag Month messaging.



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.



Photo from 2019 event.

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.

Agriculture in the Classroom
Connecting Kids and Agriculture



Lingard +Dreger

INDEPENDENT AUDITOR'S REPORT

To the Members of Farm & Food Care Saskatchewan Inc.

Opinion

We have audited the financial statements of Farm & Food Care Saskatchewan Inc. (the Organization), which comprise the statement of financial position as at September 30, 2020, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at September 30, 2020, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Organization in accordance with ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

(continues)

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Lingard + Dreger

Saskatoon, Saskatchewan
December 22, 2020

Chartered Professional Accountants

FARM & FOOD CARE SASKATCHEWAN INC.

Statement of Financial Position

As at September 30, 2020

		2020		2019
	ASSETS			
CURRENT				
Cash	**$**	**49,029**	$	111,791
Accounts receivable *(Note 3)*		**141,431**		34,945
Prepaid expenses		**10,480**		26,874
		200,940		173,610
TANGIBLE CAPITAL ASSETS *(Note 4)*		**1,332**		1,496
	$	**202,272**	$	175,106
	LIABILITIES			
CURRENT				
Accounts payable and accrued liabilities *(Note 5)*	**$**	**12,759**	$	30,740
Deferred contributions *(Note 6)*		**83,100**		48,000
		95,859		78,740
	NET ASSETS			
UNRESTRICTED		**106,413**		96,366
	$	**202,272**	$	175,106

See notes to the financial statements

FARM & FOOD CARE SASKATCHEWAN INC.

Statement of Operations

For the Year Ended September 30, 2020

	2020	2019
REVENUE		
Provincial grants	**$ 150,000**	$ 150,000
Membership income	**240,500**	254,476
Sponsorship income	**-**	10,000
Industry practices and programs *(Note 7)*	**132,106**	103,344
Public trust and outreach *(Note 7)*	**227,313**	231,236
Other income	**535**	556
	750,454	749,612
EXPENSES *(Schedule 1)*	**740,407**	747,846
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	**$ 10,047**	$ 1,766

FARM & FOOD CARE SASKATCHEWAN INC.

Statement of Changes in Net Assets

For the Year Ended September 30, 2020

	2020	2019
NET ASSETS - BEGINNING OF YEAR	**$ 96,366**	$ 94,600
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	**10,047**	1,766
NET ASSETS - END OF YEAR	**$ 106,413**	$ 96,366

See notes to the financial statements

FARM & FOOD CARE SASKATCHEWAN INC.

Statement of Cash Flows

For the Year Ended September 30, 2020

		2020		2019
OPERATING ACTIVITIES				
Excess of revenue over expenses for the year	**$**	**10,047**	$	1,766
Item not affecting cash:				
Amortization of tangible capital assets		**164**		204
		10,211		1,970
Changes in non-cash working capital:				
Accounts receivable		**(106,486)**		87,509
Prepaid expenses		**16,394**		(13,266)
Accounts payable and accrued liabilities		**(17,981)**		(35,710)
Deferred contributions		**35,100**		(28,500)
		(72,973)		10,033
Cash flow from (used by) operating activities		**(62,762)**		12,003
INVESTING ACTIVITY				
Purchase of tangible capital assets		**-**		(1,357)
INCREASE (DECREASE) IN CASH FLOW		**(62,762)**		10,646
CASH AND CASH EQUIVALENTS - BEGINNING OF YEAR		**111,791**		101,145
CASH AND CASH EQUIVALENTS - END OF YEAR	**$**	**49,029**	$	111,791
CASH AND CASH EQUIVALENTS CONSIST OF:				
Cash	**$**	**49,029**	$	111,791

See notes to the financial statements

1. DESCRIPTION OF OPERATIONS

Farm & Food Care Saskatchewan Inc. ("the Organization"), encompassing producer groups from livestock to crops and horticulture, serves to cultivate awareness and appreciation of agriculture in the province with the belief that getting to know farmers equals getting to know food. The Organization strives to find new and innovative ways to introduce producers to their customers and consumers to their food producers, and provide the facts on agriculture. The Organization was incorporated on September 25, 2014 under the *Non-profit Corporations Act*, 1995.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the *CPA Handbook* and include the following significant accounting policies.

Revenue recognition

Membership, support, sponsorship, industry practices and programs and public trust and outreach revenues are recorded in the year to which they relate. Support, sponsorship, industry practices and programs and public trust and outreach revenues received in advance are recorded as deferred contributions.

The Organization follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred or restrictions met. Unspent amounts are included in deferred contributions. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Financial instruments

The Organization initially measures its financial assets and financial liabilities at fair value. It subsequently measures all its financial assets and financial liabilities at amortized cost, except for investments in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statements of operations in the period incurred.

Financial assets subsequently measured at amortized cost include cash and accounts receivable. Financial liabilities subsequently measured at amortized cost include accounts payable and accrued liabilities and deferred revenue. The fair value of the cash, accounts receivable, and accounts payable and accrued liabilities approximates their carrying value due to their short-term nature.

Income taxes

The Organization qualifies as a tax exempt organization under section 149 of the *Income Tax Act*.

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2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Use of estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, any disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amount of revenue and expenses during the reporting period. These estimates are reviewed periodically and as adjustments become necessary, they are reported in earnings in the period in which they become known.

Significant estimates include, but are not limited to, the valuation of deferred revenue, and accruals for certain revenues and expenses.

Contributions in-kind

Contributions in-kind are recorded at fair value for goods or services used in the normal course of operations that would otherwise have been purchased.

Cash and cash equivalents

Cash and cash equivalents consist of balances with banks and short-term investments with maturities of three months or less.

Tangible capital assets

Tangible capital assets are stated at cost less accumulated amortization and are amortized over their estimated useful lives on a declining balance basis at the following rates:

Equipment	20%

In the year of acquisition amortization is calculated at one-half of the applicable rates. Government assistance received for the purchase assets is netted against the cost of the asset to recognize revenue in the proper period.

3. ACCOUNTS RECEIVABLE

Accounts receivable is composed of the following:

	2020	2019
Grants receivable	**$ 75,000**	$ -
Memberships receivable	**7,350**	8,925
Other receivables	**56,103**	26,020
GST receivable	**2,978**	-
	$ 141,431	$ 34,945

4. TANGIBLE CAPITAL ASSETS

	Cost	Accumulated amortization	**2020 Net book value**	2019 Net book value
Equipment	$ 2,195	$ 863	**$ 1,332**	$ 1,496

5. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

Accounts payable and accrued liabilities is composed of the following:

		2020		2019
Trade payables	**$**	**8,874**	$	17,989
GST payable		**-**		5,680
Accrued liabilities		**3,885**		3,885
Bud Williams funds received		**-**		3,186
	$	**12,759**	$	30,740

6. DEFERRED CONTRIBUTIONS

The Organization receives memberships revenue and sponsorships that relate to projects of the following year in advance. Memberships and sponsorships received in advance of the project being completed are recorded as deferred contributions.

		2020		2019
Deferred contributions, beginning of year	**$**	**48,000**	$	76,500
Contributions and revenue received during the year:				
Public trust and outreach contributions received in advance		**60,600**		23,000
Memberships received in advance		**20,000**		20,000
Industry practices and programs contributions received in advance		**2,500**		5,000
Less:				
Amounts recognized as public trust and outreach contributions		**(23,000)**		(32,500)
Amounts recognized as membership revenue		**(20,000)**		(40,000)
Amounts recognized as industry practices and programs contributions		**(5,000)**		(4,000)
Deferred contributions, end of year	**$**	**83,100**	$	48,000

7. PROGRAMS AND PROJECTS CONTRIBUTIONS

	2020	2019
Industry Practices and Programs		
Conferences	**$ 115,303**	$ 61,719
Industry training	**16,803**	41,625
	132,106	103,344
Public Trust and Outreach		
Canadian Food Focus - CAP	**162,194**	-
Canadian Food Focus - other	**42,119**	15,000
Ag month	**23,000**	37,500
Chef-Media Tours	**-**	85,750
Taste of Saskatchewan	**-**	55,000
Ag in the City	**-**	24,457
Student Tour	**-**	11,750
National projects	**-**	1,779
	227,313	231,236

8. FINANCIAL INSTRUMENTS

Credit risk

The Organization is exposed to credit risk from potential non-payment of accounts receivable. The Organization manages its credit risk by performing regular credit assessments of its customers and provides allowances for potentially uncollectible accounts receivable. Most of the accounts receivable were collected shortly after year-end

9. COMMITMENTS

The Organization has entered into several contracts for management services. Annual payments due in the next year are as follows:

Year ending September 30:

2021	$ 387,571

10. CAPITAL MANAGEMENT

The Organization has no formal capital management policy however the Board of Directors conducts an annual budgeting and strategic planning meeting. The Organization has no externally imposed capital requirements.

11. GST EXPENSE

The calculation of the Organization's GST obligation is complex as the proportion of exempt and taxable activities for GST purposes varies from year-to-year. The proportion of exempt and taxable activities determines the eligible percentage of GST ITCs that the Organization can claim. As the proportion cannot be determined until year-end this creates difficulty in accurately budgeting expenditures. As such the Organization shows GST as a separate line item for financial statement purposes rather than allocating the non-refundable portion to each expense category. The eligible percentage of prorated ITCs for 2020 was 69.16% (2019 - 27.42%).

12. ALLOCATION OF EXPENSES

The Organization records a number of its expenses by function: Industry Programs and Meetings, Public Trust and Outreach, and General and Administrative. Certain expenses have been allocated on a specific basis while others have been allocated on an arbitrary basis as determined by the Organization.

13. ALLOCATION OF MANAGEMENT FEES

		2020		2019
Total management fees	**$**	**339,364**	$	356,345
Less: amounts allocated to programs		**(118,125)**		(134,004)
Management fees - general and administrative	**$**	**221,239**	$	222,341

14. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.

15. COVID-19

On March 11, 2020, the World Health Organization declared a global pandemic for the COVID-19 virus. The Organization is following health advisories and mandatory requirements from local, provincial and national health, and government organizations. Social gatherings restrictions implemented by the government have resulted in the loss of revenues due to the inability to deliver certain events and programs. The Organization has made operational changes to the business in response to the operating environment including reducing expenses where possible. The ultimate long-term financial impact on the Company is unknown, but may be significant.

FARM & FOOD CARE SASKATCHEWAN INC.

Expenses **(Schedule 1)**

For the Year Ended September 30, 2020

	2020	2019
Industry Programs and Meetings		
Conference expenses	**$ 95,728**	$ 83,351
Industry training and outreach	**22,176**	26,708
Livestock Euthanasia resources	**-**	1,220
Member communications	**17,835**	18,681
Tradeshows	**-**	69
	135,739	130,029
Public Trust and Outreach		
Ag in the City	**12,294**	15,819
Agricultural Month	**19,423**	28,322
Faces of Farming	**3,375**	3,175
Food Influencer	**3,285**	65,446
General consumer outreach	**5,834**	13,267
Outreach projects - national	**5,874**	10,438
Promotional resources	**319**	1,564
Canadian Food Focus	**271,000**	118,635
Student Tour	**6,431**	16,280
Taste of Saskatchewan	**-**	47,683
	327,835	320,629
General and Administrative		
Advertising and promotion	**376**	3,389
Amortization	**164**	204
Bad debts	**7,404**	6,100
Bank charges and interest	**931**	1,471
Board meetings	**996**	1,415
Courier, postage and printing	**280**	3,107
GST expense	**10,445**	24,021
Insurance	**1,724**	1,714
Management fees *(Note 13)*	**221,239**	222,341
Office supplies	**5,194**	1,919
Professional fees	**4,797**	4,797
Rent	**14,174**	15,000
Telephone	**3,589**	4,799
Travel	**5,520**	6,911
	276,833	297,188
	$ 740,407	$ 747,846

See notes to the financial statements

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 Agventures
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

