



# Farm & Food Care Saskatchewan

ANNUAL REPORT 2020-2021



Photo credit: Jenna Mohr

[WWW.FARMFOODCARESK.ORG](http://WWW.FARMFOODCARESK.ORG)  
@FARMFOODCARESK



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

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.

## Vision

Our vision is for trust in agriculture.

## Mission

In pursuit of our Vision, our Mission is to connect the public to food and farming through:

- **Engagement:** bringing organizations of all types together for dialogue and learning
- **Programs:** creating communications and events that connect the public with agriculture
- **Industry Support:** developing in the agricultural sector a common commitment to our Vision and endorsement of our organization.

## Values

We practice these defining values in our planning, communications, decision-making and behaviours:

- **Integrity:** adhering to fact-based reasoning, ensuring transparency in our dealings with others and building confidence and credibility in our organization
- **Diversity:** respecting and engaging the broadest range of sectors, people, organizations and communities
- **Collaboration:** pursuing effective relationships and using dialogue and partnerships as primary methodologies



# GREETINGS FROM THE GOVERNMENT OF SASKATCHEWAN

On behalf of the Government of Saskatchewan, I would like to congratulate Farm & Food Care Saskatchewan on another successful year of building public trust in the agriculture industry. Improving public perception of Saskatchewan agriculture is a critical part of maintaining a strong sector and we are fortunate to have FFC SK leading that effort with consumers.

FFC SK continually looks for opportunities to bring together producers and consumers. Through your work developing the Canadian Food Focus website and the inclusion of a virtual version of your Speak Up training, FFC SK is finding new and innovative ways to ensure the people of Saskatchewan know what we do on our farms and ranches and why we do it.

The results of our annual Public Trust Survey showed that 89 per cent of Saskatchewan citizens have a positive perception of agriculture and 91 per cent agreed that the food produced in Saskatchewan is safe. This data proves that the efforts of industry and FFC SK to build public trust are working.

Federal-provincial Canadian Agricultural Partnership programs support public trust initiatives in the province, including Canada's Agriculture Day and Agriculture Month. As we plan the next policy framework, public trust will continue to play an important role in the development of our programs. I encourage you to visit [Saskatchewan.ca/CAP](https://Saskatchewan.ca/CAP) to view our full suite of programming focused on building and maintaining public trust in our industry.

The Government of Saskatchewan is proud to support FFC SK and we thank the board of directors, staff, and funders of FFC SK for the important role you play in promoting the agriculture industry in Saskatchewan. ~ David Marit, Minister of Agriculture

## The Ministry of Agriculture's Public Trust Strategy

**Doing the Right Thing**  
Encourage and support industry to adopt best practices.



**Effective Assurance**  
Protect food safety, animal health and the environment.



**Awareness & Engagement**  
Partner to build awareness in modern agriculture.



# BOARD OF DIRECTORS

**Shawn Colborn, Chair** - *Saskatchewan Egg Producers*

**Joe Kleinsasser, Vice-Chair** - *Rosetown Farming*

**Lane Stockbrugger, Treasurer** - *SaskCanola*

**John Bumbac** - *Saskatchewan Pulse Growers*

**Tiffany Martinka** - *Chicken Farmers of Saskatchewan*

**Jordon Hillier** - *Saskatchewan Flax Development Commission*

**Brady Kapovic** - *Saskatchewan Ministry of Agriculture*

**Lesley Kelly** - *Saskatchewan Wheat Development Commission*

**Brian Cole** - *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*

**Dave Foth** - *Finance Officer*





# CHAIR'S REPORT

As the world continues to change, the need for consumers to understand where their food comes from has never been stronger.

We have seen over the last year many challenges in the agriculture industry. From widespread drought on the prairies to extreme flooding in British Columbia, consumers have witnessed how the food system can directly affect their lives and their pocketbooks. This is worth noting as the top two concerns for consumers are the rising cost of food and keeping healthy food affordable, as surveyed by the Canadian Centre for Food Integrity in 2021. As farmers, we attempt to control as much as we can, but the weather is definitely out of our control. This highlights the need to continually engage with consumers about what farmers are doing and why when it comes to the environment. Highlighting minimal or zero tillage practices, rotational grazing with cattle and more efficient technologies like plant genetics or better feedstocks, helps with this communication from farmers and ranchers back to consumers.

As the Chair of Farm & Food Care Saskatchewan, I'm happy to see the advancement our organization has taken in 2021 and the direction we're heading into 2022. With the completion of a new strategic plan, our focus will be around building our organizational capacity from within, expanding our outreach and increasing funds to accomplish this. I look forward to working with our directors and staff as we continue to build trust in food and farming.

Shawn Colborn, Board Chair







# EXECUTIVE DIRECTOR'S REPORT

Challenges from Covid-19 have continued to challenge us to grow this organization. Benjamin Franklin is credited for the phrase, "Out of adversity comes opportunity", and Farm & Food Care Saskatchewan has truly risen to the opportunity!

Continued restrictions from Covid-19 created the opportunity for more online initiatives. Absent from the realm of possibility were large indoor activities in 2021, meaning our team adjusted our Ag in the City event to be fully online. With the goal of creating engagement, our team created five cook-along video events that included how those products were grown on farms and ranches, resulting in viewership that surpassed our typical in-person event. We also partnered with Agriculture in the Classroom to provide meals for four complete elementary schools in Saskatchewan, with interactive online quizzes about agriculture and prizes for winning classrooms. These new initiatives will be staples of our programming into the future.

Travel restrictions also created the inability to have food influencers travel long distances. We shifted our farm tour to focus on Saskatchewan-based individuals and broadened our target audience. This resulted in a very diverse group of influencers including curriculum writers, dietitians, chefs and individuals involved in the education system, at primary, secondary and post-secondary levels. This resulted in partnerships and speaking engagements with these groups that will continue well into next year.

Our Canadian Food Focus website and social media channels have surpassed all our initial expectations. Our engagement this past year was over three million individuals, setting the stage for this site to be a true influencer with consumers for years to come.

Within this time of opportunity, we saw the value of strengthening existing partnerships and building future ones. We worked with our member organizations, the other Farm & Food Care groups, Agriculture in the Classroom, Saskatchewan 4-H and the Canadian Centre for Food Integrity to leverage different expertise while engaging with consumers. We're also expanding our partnerships with some cable TV stations, film producers and other groups where we see a fit for Farm & Food Care Saskatchewan and Canadian Food Focus.

As we move into our next fiscal year, we're excited about existing and new opportunities for Farm & Food Care Saskatchewan. With each consumer engagement comes the building of trust in food and farming! ~ Clinton Monchuk, Executive Director

# Cultivating

# Trust

2020

## Annual Conference

Because of public health restrictions from Covid-19, an in-person conference was not possible in 2020. The 2020 Cultivating Trust Conference was fully online, held on Thursday, November 25, 2020. The theme was "Managing Misinformation".

Timothy Caulfield, Professor of Health Law and Science Policy at University of Alberta, presented "Infodemic: Is Misinformation Killing Us?" and Dr. Frank Mitloehner, Professor and Air Quality Specialist at the University of California at Davis, presented "Rethinking Methane: The Path to Climate Neutrality for Animal Agriculture".

In addition to an opening address and Year in Review presentation, FFC SK also awarded the 2020 Farm & Food Care SK Champion Award to Tiffany Martinka, a chicken farmer & crops producer from St. Benedict, SK. There was considerable coverage in the media of this year's winner.

More than 400 registered to attend in 2020. Over 80% of evaluations rated the conference "Great" or "Absolutely Awesome". Numerous positive comments were received regarding the excellent calibre of presentations from Timothy Caulfield and Frank Mitloehner.




**Cultivating Trust** 2020  
November 25th 1 to 4:30 PM

**PROFESSOR  
TIMOTHY CAULFIELD**

**INFODEMIC:  
IS MISINFORMATION KILLING US?**

Timothy Caulfield is a Professor of Health Law and Science Policy at the University of Alberta, host of Netflix TV's A User's Guide to Cheating Death and Author of Is Gwyneth Paltrow Wrong About Everything?



**Cultivating Trust** 2020  
November 25th 1 to 4:30 PM

**DR. FRANK MITLOEHNER**

**RETHINKING METHANE:  
THE PATH TO CLIMATE NEUTRALITY FOR  
ANIMAL AGRICULTURE**

Dr. Frank Mitloehner is a Professor and Air Quality Specialist in the Department of Animal Science at the University of California at Davis. He is also a member of the President's Council of Advisors on Science and Technology and former chair of the United Nations Food and Agriculture Organization partnership project to benchmark the environmental footprint of livestock production.

# MEMBER & INDUSTRY COMMUNICATIONS

## Member Communications

FFC SK produces an electronic newsletter that reaches over 1,100 members, partners and industry contacts with information on upcoming events, reports on industry happenings, and news about FFC SK activities. There were 6 newsletters in 2020-2021.

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.

**Brand Refresh**



FFC SK held its annual general meeting via Zoom on January 11, 2021. 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.

A revamped FFC SK website was launched in November 2020, with updated brand colours and standards, easier user navigation and a new section for recent news and events. We also integrated new software for the website to facilitate online management of membership information and online Speak-Up training. The amount of communications through FFC SK social media channels has increased significantly over the past year.



# MEMBER & INDUSTRY COMMUNICATIONS

## Industry Training



FFC SK's Speak Up training is meant to help people who work in agriculture to communicate effectively about how we produce food in Canada. In the past, Speak-Up training has primarily been delivered through in-person workshops. This was necessarily suspended due to public health restrictions for Covid-19.

In March 2021, FFC SK completed the development of the online version of Speak-Up training, including 5 Speak Up training video modules, 4 tests, 2 learner activities, 7 essay exercises and a certificate of completion.

FFC SK worked with a few different groups to test and evaluate the new system in 2021. A marketing campaign is planned for winter 2021-22.



## Launched online SpeakUP! Training

# PUBLIC TRUST & OUTREACH



Canadian Food Focus (CFF) is a consumer outreach program with the goal of building consumer trust and food literacy from farm to plate. This past year, Canadian Food Focus reached more than 13 million consumers and achieved over 3 million social media engagements. On average each month, CFF currently reaches over 1 million consumers with 300,000 to 500,000 online engagements.

This year, we continued to focus our efforts online. We refreshed our website and added more search capability and content boxes to curate our information. Over the year, we added over 80 articles and 110 videos to our website. We also grew the new Learn to Cook area with additional lessons and 3 new courses. We are also proud to have over 25 expert contributors providing food and farming content to the website.

FFC SK has been working to maximize search engine optimization elements to help gain ranking with Google and other search engines.

We have also expanded advertising through YouTube and to reach specific audiences, such as Canadian dietitians through Multiview advertising and have begun experimenting with Google Ads.

**Impressions: over 1 million Canadians/month**  
**Engagements: 300,000 to 500,000/month**

**We are reaching  
& engaging  
urban  
consumers**



In 2020, over 13 million impressions & 3 million engagements

**Added over 80 articles & 110 videos to website!**



**How are Dairy Goats Cared for?**

Tour a dairy goat farm and learn how goats are cared for in Canada.



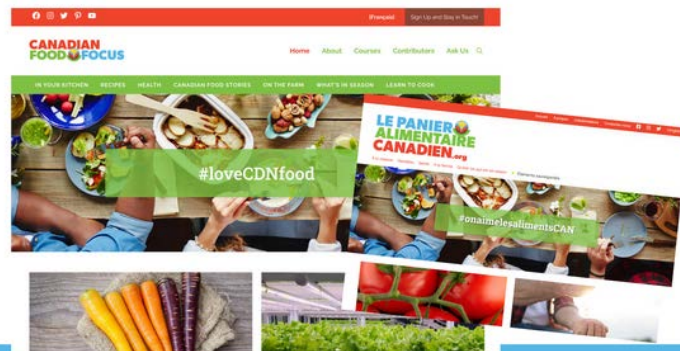
**Homestyle Meatloaf**

There's nothing more comforting than this Homestyle Meatloaf served with a side of mashed potatoes.

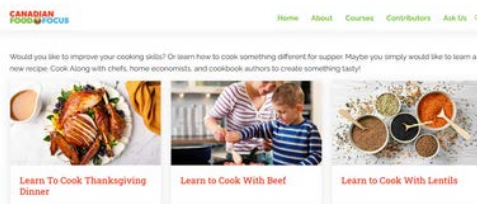


**Where does Canola oil Come From?**

Canola oil has been adopted by many cooks for its neutral flavour, healthy fat content and high smoke point. A real pantry staple that is great for everything from vinaigrettes and marinades to baking, grilling and frying.



**Website Refresh**



**New  
Section:  
Learn to  
Cook**

**Featured Lessons**





# PUBLIC TRUST & OUTREACH

We are also using our search information to inform our advertising efforts and focus on engagement and website page views. CFF achieved 1.8 million engagements in the last six months of 2021, compared with 1.2 million engagements in the same period in 2020. Website page views are up by almost 60% over the previous year. Engagement is an important metric as it indicates that consumers not only saw but processed and then acted in some way to like, share, comment or click through to our content. Overall, our engagement numbers continue to climb each month. Further, we are reaching beyond the usual farm and influencer echo chambers to engage our target consumer audience in urban areas.

CFF was a partner for Food Day Canada on July 31, co-promoting the event through social media, creating a video, and contributing a prize basket of Saskatchewan food products for an online contest. As part of our outreach to specific audiences such as dietitians and health and fitness professionals, CFF also sponsored seminars on food communications at both the Dietitians of Canada online conference in June and the CanFitPro online conference in August.

CFF is working to build a community of followers. In collaboration with Farm & Food Care Ontario, FFC SK sends out an e-newsletter called Farm Food Focus to a network of over 600 dietitians, educators, chefs and other food-conscious individuals.



## Influencer Program





### Welcome to the Farm & Food Focus newsletter!

Hello food writers, bloggers, dietitians, culinary artists and professional home economists to Farm & Food Focus, a newsletter designed to connect you with Canadian food and farming.

You may have joined [Farm & Food Care](#) or [Canadian Food Focus](#) for one of our annual farm tours or conferences in the past, and we can't wait to host you again! In the meantime, join us here for updates on Canada's food system and for details about upcoming events (in-person and virtual), professional development opportunities and new resources.

Invite your fellow foodies to join our community! They can [sign up for Farm & Food Focus Newsletter](#). Also, click the button below to join our Farm & Food Focus Facebook group.

[Sign up for Newsletter](#)

[Join the Farm & Food Focus Facebook Group](#)

## Newsletter



## Facebook Group

**Farm & Food Focus**

Private group · 104 members



[+ Invite](#)

AboutDiscussionTopicsMembersFiles

What's on your mind?

 Live video

 Photo/Video

 Poll

New activity

 Canadian Food Focus shared a link.

2 June at 17:00

What's all the hype about fibre? Home Economist [Mairlyn Smith](#) shares 5 powerful reasons to eat fibre rich foods as well as Canadian sources of fibre rich foods. [#loveCDNfood](#) <https://canadianfoodfocus.org/.../whats-all-the-hype.../>

About

Welcome food writers, bloggers, Registered Dietitians, culinary artists and professional home economists to Farm & Food Focus Facebook group des... [See more](#)

 Private

Only members can see who's in the group and what they post.

 Visible

Anyone can find this group.

 Canada

 General



# PUBLIC TRUST & OUTREACH

## Agriculture Month Campaign

Each year, FFC SK works with the Saskatchewan Ministry of Agriculture and FFC SK member groups to celebrate food production and to connect consumers with food and farming. For October 2020, FFC SK planned a fully online campaign to raise awareness about Agriculture Month. Our theme was #CelebrateAg. FFC SK worked with partner groups to produce and share videos highlighting ways to celebrate Agriculture Month, including Agriculture in the Classroom, Saskatchewan Cattlemen's Association, Federated Co-operatives Limited and Cargill.



FFC SK established an online Ag Month web hub and a suite of #CelebrateAg graphics with logos, photos and suggested social media posts. These were shared throughout the agriculture sector in the province and everyone was encouraged to use the hashtag #CelebrateAg to draw awareness to the campaign. Part of the campaign was the #CelebrateAg social media contest. To enter, users simply had to post a farm or food-related photo and tag it #CelebrateAg.

FFC SK invited YouTube personality Quick Dick McDick to participate in Agriculture Month. His posts focusing on barley, beer and oats used our #CelebrateAg messaging and received almost 85,000 views on YouTube.

FFC SK and Canadian Food Focus organized several online events during Agriculture Month which were promoted through FFC SK social media channels. This included a Facebook Live tour of a chicken barn (in partnership with Chicken Farmers of Saskatchewan), a virtual field trip to an egg barn with Clinton Monchuk (in partnership with Sun West Distance Learning Centre), and the launch of a new video series life on a cattle ranch (in partnership with Saskatchewan Cattlemen's Association).

FFC SK's 2020 online campaign achieved 2,792,258 impressions with over 11,000 engagements.



# PUBLIC TRUST & OUTREACH



## Agriculture in the City

For several years, Ag in the City was held at Lawson Heights Mall in Saskatoon and offered hands-on demonstrations with farm animals, crops, food preparation and science activities. The event was cancelled in 2020 due to Covid restrictions on public gatherings and these limitations were still in place in 2021. Last year, FFC SK reimagined the event for a fully online presentation. We hosted a series of five online presentations during April 2021 in conjunction with a large collection of learning pages on the FFC SK website.

The Ag in the City web portal offered 13 different Learning Pages with 21 different links that provided opportunities to find out more about how food is produced, the science behind agriculture, and an agriculture trivia contest.

**Ag in the City**  
Visit our Learning Pages  
farmfoodcaresk.org

Virtual Tours | Activity Books | Science Videos | Cooking Videos

**Enter the Ag in the City Trivia Contest**

**Cook along with Emily Richards**  
Thursday, April 29  
5 PM CST (7 PM EST)  
**Frozen Strawberry Cheesecake**

**Ag in the City**  
Cookalong includes video vignettes about farming, trivia questions and prizes!

**Cook along with Michelle Jaelin**  
Tuesday, April 20  
5 PM CST (7 PM EST)  
**DIY Vinaigrettes**

**Ag in the City**  
Cookalong includes video vignettes about farming, trivia questions and prizes!

**Cook along with Andrea Buckett**  
Thursday, April 22  
5 PM CST (7 PM EST)  
**Sheet Pan Omelette**

**Ag in the City**  
Cookalong includes video vignettes about farming, trivia questions and prizes!

Our 'main stage' for Ag in the City 2021 featured five webinar presentations throughout April 2021, co-presented by FFC SK as well as Canadian Food Focus. Each webinar consisted of a cooking demonstration presented in three parts, with two learning videos about some aspect of farming shown partway through. Participants were kept engaged by answering ag trivia questions for a chance to win prizes. Each webinar averaged about 45 participants for the 'live' presentation, and since that time, have been watched by more than 7,400 users.

Each of the video webinars have been shortened and repurposed as a recipe, grocery list and cooking demonstration video on Canadian Food Focus. These resources will continue to be promoted and shared as Canadian Food Focus content going forward. To date, the five cook-along videos have received over 154,000 views.



# PUBLIC TRUST & OUTREACH

## Breakfast From the Farm

For this event, FFC SK decided to expand on the idea of a hot lunch program, which is already delivered in some schools across Saskatchewan. FFC SK worked closely with Agriculture in the Classroom Saskatchewan to identify four schools in the province to partner with in Yorkton, Regina, Saskatoon and Prince Albert.

FFC SK prepared an information booklet and collected learning materials, snacks, recipes and giveaways from each of our project partners. 900 bags were assembled and organized into bundles for each classroom, then delivered to each school.

On June 6, 2021, meals were delivered from local Tim Hortons restaurants in the four cities and all students, teachers and staff received a meal and a gift bag.



In addition, FFC SK coordinated an online agriculture trivia contest to engage students and a new Breakfast From the Farm web section with 8 learning pages and 9 partner pages. Many of the classrooms spent time that day exploring virtual tours on [FarmFood360.ca](http://FarmFood360.ca), and more than 250 took part in the online trivia challenge, which includes classrooms as well as individuals.

There was significant public interest in this event, with estimated media reach of over 500,000.



**BREAK  
FAST  
FROM THE  
FARM**

 **Farm & Food Care  
Saskatchewan**

**Agriculture  
in the Classroom**  
Connecting Kids and Agriculture



# PUBLIC TRUST & OUTREACH

## Farm Tour & Influencer Program

The Food Influencer Program works to identify "influencers"— people in a position to have an impact on consumers' food choices. There were 31 participants the 2021 FFC SK farm tour on July 20 and 21, 2021, including guests and host group representatives. Our food influencers included registered dietitians, culinary and foodservice educators, nutrition students, chefs, school teachers/administrators, and high school curriculum developers. Guests attended from across the province, as well as one from Manitoba. Two of our guests indicated they had never visited a working farm before, and another three reported it had been more than five years since they had visited a farm.

The tour included several seminar presentations, such as Modern Farming and Sustainable Practices, Biotechnology and Gene Editing, Pork From Farm to Plate and Resources to Find Farming and Food Information. Tour stops included an overview of a family farm operation, demonstration of modern farm equipment, a tour through wheat fields and other grains and oilseeds, as well as a visit to an egg barn and a cattle pasture.



FFC SK conducted surveys both before and after the event. Some overall results included:

- General view of farming and food in Canada went from 23% Somewhat Positive/73% Very Positive before the tour to 8% Somewhat Positive/85% Very Positive following the tour.
- Do you feel that food is safe and responsibly produced? 86% Yes and 14% Unsure before the tour to 100% Yes after the tour.
- How informed about farming? Before tour, 27% not informed and 41% somewhat informed to 31% somewhat informed and 69% well informed after the tour.



After the tour, participants reported feeling more confident in the safety and quality of food produced here and especially enjoyed meeting and speaking to individual farmers.

# PUBLIC TRUST & OUTREACH

## Student Outreach

FFC SK also works to reach student influencers, primarily from the University of Saskatchewan and Saskatchewan Polytechnic Institute. Covid-19 ruled out any in-person tours for students in 2021, but FFC SK still delivered several learning resources to students at both institutions.

FFC SK prepared an online virtual tour for University of Saskatchewan students that included videos of several different types of farming. We also compiled factsheets, such as the [snapAG](#) resources from Agriculture in the Classroom, [The Real Dirt on Farming](#) publication and the [FarmFood360](#) online virtual reality tours.



FFC SK Executive Director Clinton Monchuk also delivered several student presentations in 2021, on topics including “Farming 101”, agricultural trade and exports, sustainable agriculture production, consumer trust in agriculture, and how to speak up for agriculture.

## Media & General Outreach

FFC SK's Executive Director Clinton Monchuk spoke to more than 2,200 people through various presentations in the past fiscal year. 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 4 million people through these interviews and media stories.

FFC SK maintains the [CelebrateAgriculture.ca](#) online image collection, available through the FFC SK website. These images are used in a variety of ways by media outlets, by member and industry groups, educators and others. There were over 95,000 image views of the collection over the past year.





# COLLABORATIONS & PARTNERSHIPS

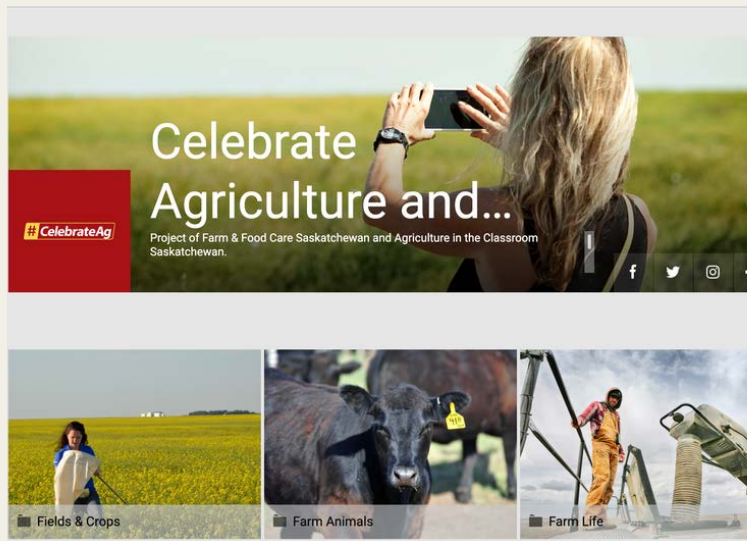
## Canada's Agriculture Day

FFC SK worked with the University of Saskatchewan's Livestock & Forage Centre of Excellence to present an online event on Canada's Agriculture Day, February 23, 2021. The event featured a video tour of the LFCE, followed by a question-and-answer session with Lana Haight, Outreach & Engagement Specialist with the LFCE and Dr. Colin Palmer, a veterinarian with the Western College of Veterinary Medicine. 60 participants took part in the live event and a further 277 viewed the video afterwards, for a total engagement of 337.



## Agriculture in the Classroom Saskatchewan

FFFC SK greatly values our close relationship with AITC-SK and was pleased to work together on several projects this year, such as AITC's teacher webinars, Agriculture Month, Breakfast From the Farm, and our CelebrateAgriculture online image gallery.





# COLLABORATIONS & PARTNERSHIPS

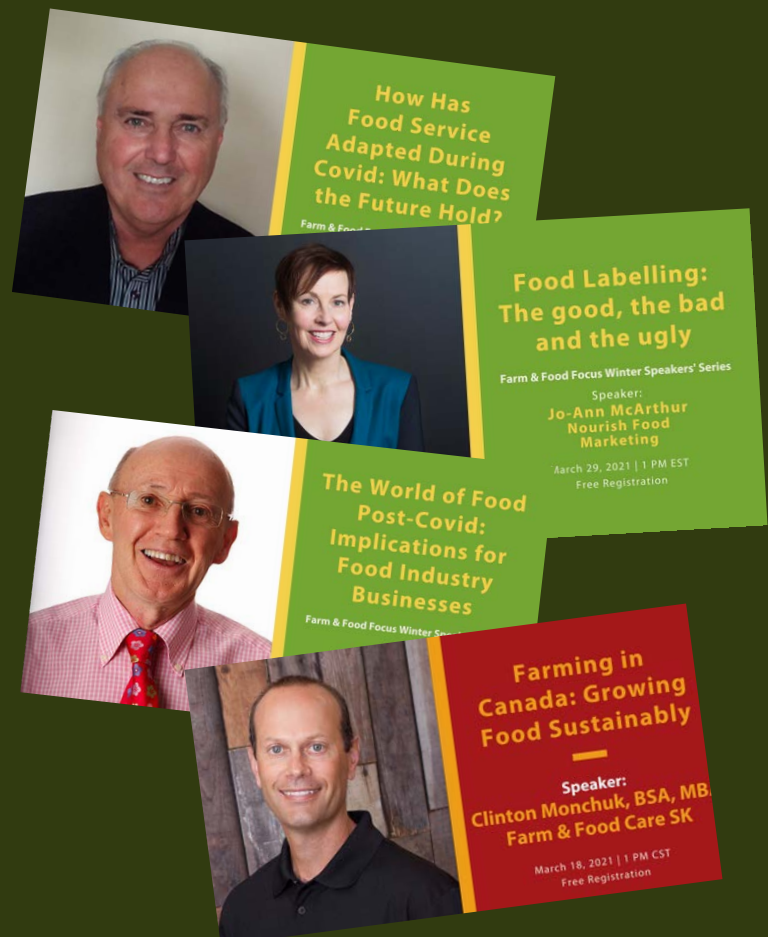


## Farm & Food Care Ontario and PEI

FFC SK collaborated with our Farm & Food Care counterparts in Ontario and Prince Edward Island to develop a new visual identity in 2020-2021. We also worked together to complete and distribute the latest edition of the national Real Dirt on Farming publication. In addition, the three Farm & Food Care groups co-presented a Winter Speaker Series to deliver presentations on trends in the food industry.

## Additional Collaborations

FFC SK worked with over 30 different groups on various projects, including Saskatchewan Ministry of Agriculture, University of Saskatchewan, Saskatchewan Polytechnic, Dietitians of Canada, Canada Beef, Grain Millers, Sun West Distance Learning Centre, CropLife Canada and the Canadian Centre for Food Integrity, among others. Collaboration continues to be a central focus of the FFC SK strategic plan.



# 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

## Partner Members

Agricultural Producers Association of Saskatchewan  
Saskatchewan Barley Development Commission

## Supporter Members

Fast Genetics  
Prairie Pride Natural Foods  
Saskatchewan Flax Development Commission  
Star Egg Company

## 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  
New-Life Mills  
Ponteix Farming Co. Ltd.  
Saskatchewan Cutting Horse Association  
Star City Farming Co. Ltd.  
Valley Centre Farming Co. Ltd.

## Affiliate Members

Baildon Farming Co. Ltd.  
Beechy Farming  
Clear Spring Farming Co. Ltd  
College of Agriculture and Bioresources  
Grain Millers  
Grassy Hill Farming Co.  
Kyle Farming Co. Ltd.  
Livestock Marketers of Saskatchewan  
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  
Sask Association of Agriculture Societies  
& Exhibitions (SAASE)  
Saskatchewan Beekeepers Development Commission  
Saskatchewan Bison Association  
Saskatchewan Broiler Hatching Egg Producers  
Saskatchewan Cattle Feeders Association  
Saskatchewan Institute of Agrologists  
Saskatchewan Oat Development Commission  
Sierra Colony  
Springfield Farming  
Southland Farming  
Turkey Farmers of Saskatchewan  
Wheatland Cabri Colony

The logo features a stylized hashtag symbol on the left, composed of four horizontal bars in blue, yellow, green, and red. To the right of the hashtag, the word "Celebrate" is written in a bold, red, sans-serif font, and the word "Ag" is written in a bold, green, sans-serif font.



## **ANNUAL REPORT 2020-2021**

[WWW.FARMFOODCARESK.ORG](http://WWW.FARMFOODCARESK.ORG)  
[@FARMFOODCARESK](https://twitter.com/FARMFOODCARESK)