



Farm & Food Care Saskatchewan

ANNUAL REPORT 2021-2022



Photo credit: Tim Oleksyn

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 through:

- **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, 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 (FFC SK) on another successful year of building public trust in the agriculture sector. Your organization plays a pivotal role in helping connect consumers to their food. Through work and initiatives like Canadian Food Focus, Meals From the Farm, Agriculture Month and countless in-person events, FFC SK is continually finding new ways to engage with consumers in creative and innovative ways.

Your work is making a difference. Our ministry's 2022 Public Trust Survey showed that 87 per cent of Saskatchewan residents have a positive perception of Saskatchewan agriculture. In addition, our survey showed that 69 per cent of residents are interested in learning more about how their food is produced. This data proves just how important organizations like FFC SK are to our agriculture industry.

Building public trust is a strategic priority in the Ministry of Agriculture. It is embedded in all the work that we do. By supporting FFC SK, we feel confident in our ability to connect with Saskatchewan citizens to talk about our province's agriculture story in a meaningful and effective way.

I look forward to our continued work together. Best wishes for a successful year in 2023.

David Marit, Minister of Agriculture



Ministry staff like Bryce Lewans (right) worked with Farm & Food Care Saskatchewan on projects such as the Food Influencer Tour in 2022.

BOARD OF DIRECTORS

Shawn Colborn, Chair - *Saskatchewan Egg Producers*

Tiffany Martinka, Vice-Chair - *Chicken Farmers of Saskatchewan*

Dave Altrogge, Treasurer - *SaskCanola*

Pat Beaujot - *Individual Member*

John Bumbac - *Saskatchewan Pulse Growers*

Shelby Corey - *Saskatchewan Cattlemen's Association*

Zenneth Faye - *Saskatchewan Barley Development Commission*

Lesley Kelly - *Saskatchewan Wheat Development Commission*

Nicole Lamers - *Saskatchewan Ministry of Agriculture*

Jay McGrath - *SaskPork*

Scott Shiels - *Grain Millers*

Leonard Wipf - *SaskMilk*

STAFF

Clinton Monchuk, *Executive Director*

Dorothy Long, *Director of Communications*

Penny Eaton, *Operations Manager*

Angela Larson, *Digital Media & Communications Specialist*

Julie Kenyon, *Social Media & Project Specialist*

Pamela MacDonald, *Project Administrator*

Dave Foth, *Finance Officer*





CHAIR'S REPORT

Consumers in this country continue to have questions about what farmers and ranchers are doing to grow food. This more than ever is why organizations like Farm & Food Care Saskatchewan exist.

Research conducted by the Canadian Centre for Food Integrity continues to show gaps in trust for food production. Although food inflation has been front and center this past year, there is a growing number of Canadians who feel the food system is going in the wrong direction. This has created a level of concern about the practices we follow and the tools we use to grow food. Close to half of Canadians have concerns over the use of pesticides in crop production and only a third surveyed know that animal proteins are derived from humanely-treated animals in this country.

As a farmer who takes pride in the food that we grow, this motivates me to reach out to consumers more regularly and invite those who want to know more about food production out to my farm and ranch. I have seen firsthand the change of mindset when people come to my farm and see my cattle, walk through my fields and talk to my family. This engagement is exactly what Farm & Food Care Saskatchewan aims to provide with each consumer interaction, whether in-person or online.

I am proud of Farm & Food Care's accomplishments to build public trust in agriculture, but our work is not done. Thank you to all our members and sponsors for your support over the years. Please help us continue to grow this support as we move the dial on public trust in agriculture in the years to come.

Shawn Colborn, Board Chair

Shawn Colborn hosted visitors to his farm in July 2022.





EXECUTIVE DIRECTOR'S REPORT

Slowly coming out of the Covid-19 pandemic in 2021-2022, Farm & Food Care Saskatchewan focused more strategically on our three key mission areas of engagement, programs and industry support.

Anyone who has listened to a presentation from me knows that the main building block of increasing trust in agriculture is engagement through shared values. This past year, we had the privilege of hosting some in-person farm tours with non-farming professionals. Participants on these tours greatly value food and food production, but do not necessarily understand the details of what it takes to get the food onto their family's tables. Open and transparent conversations about how cattle are processed coming into a feedlot, or why farmers would use GMOs or pesticides and how international turmoil can affect input costs in Saskatchewan are all topics that provide engagement. We do not expect these farm tour participants to walk away as experts in food production, but they do gain a higher level of understanding and confidence in how food is grown. When we surveyed students from the University of Saskatchewan's College of Pharmacy and Nutrition, we saw a change in their view of farming and food production from 63% positive before the farm tour to 96% positive after the farm tour.

We continue to focus on core programs and look for opportunities to grow our reach. Through all of our programming in the last fiscal year, we had a combined reach of over 35.8 million. This has far exceeded our growth strategy predictions from five years ago and is largely a result of our Canadian Food Focus project. Engaging consumers in areas that they show interest in like nutrition or recipes allows us to extend the conversation into how that food was produced on Canadian farms or ranches. New in 2023, we will widen our reach further through launching the 'Ask a Farmer' podcast that aims to answer questions consumers have about their food.

It has been evident over the years that the Saskatchewan agriculture industry is very supportive of Farm & Food Care Saskatchewan's efforts. As we grow, our members and sponsors continue to expand their support for what we do. Our entire team appreciates how our industry works together and is looking forward to the year ahead.

Clinton Monchuk, Executive Director



MEMBER & INDUSTRY COMMUNICATIONS

NEWSLETTER, WEBSITE AND SOCIAL MEDIA

FFC SK produces an electronic newsletter that reaches about a thousand members, partners and industry contacts. The format was refreshed in January 2022 and it is now being sent to members on a monthly basis. It includes information on upcoming events, reports on industry happenings, and news about FFC SK activities, as well as shareable articles, videos and photos that members can use in their own communications. The archive of all past newsletters is available on the Farm & Food Care SK website.

A significant new section was added to the FFC SK website in the last fiscal year called 'Farming 101'. The objective of this series of nine online courses is to help people get a basic understanding of Saskatchewan's major agricultural commodities from farm to table. It includes videos and quizzes to help users deepen their learning. Overall, the section includes 9 online learning courses with 26 individual lessons on 73 different topics and 17 quizzes.

Farming 101 Courses



Despite a renewed outbreak of Covid, FFC SK held its annual general meeting on January 10, 2022, with 11 people attending in person and 25 who attended online. A review of the previous year was presented, including the audited financial statements. Upcoming priorities and activities were also discussed.

FFC SK's Executive Director met with the Boards and staff of many of our member and partner groups throughout the year to help build awareness for public trust initiatives and expand the reach of our work. In addition, Clinton Monchuk participated in conferences, meetings and events to promote public trust in agriculture through our members' networks.

MEMBER & INDUSTRY COMMUNICATIONS

CULTIVATING TRUST CONFERENCE

Farm & Food Care Saskatchewan was pleased to host 170 registrants at its annual Cultivating Trust conference held in Saskatoon and online on November 18. The theme of the event was “the future of food”.

Ian Affleck, VP of Plant Biotechnology for CropLife Canada, spoke about how plants and plant science have evolved over time. “A lot of our food didn’t exist the way it looks today,” he said, pointing to broccoli, grapefruit, bananas, corn and other plants. Affleck spoke of new developments like high-fiber or low-gluten wheat to improve people’s diets; a low-bruising potato which will reduce food waste and improve processing efficiencies.

Dr. Alison Van Eenennaam, a livestock geneticist and extension specialist from University of California at Davis, discussed her work in using CRISPR technology to make improvements in livestock genetics. She noted that gene editing does not replace traditional breeding, but it is extremely useful in certain applications, such as raising pigs that are resistant to a deadly respiratory disease. “But we’re not going to be able to do it with the regulatory approach that is being proposed in the United States,” she said, which singles out this breeding method among others and treats gene-edited animals in the same way as new drugs.

Matt Ridley, a journalist, author and policy maker from Britain, spoke about innovation and its importance to humanity. Ridley shared data showing that from 1961 to 2021, the world is using 68% less land to produce the same amount of food—a period in which the human population doubled in size. “Imagine if we hadn’t done that; if we hadn’t improved agriculture during those 50 years—through mechanization, chemicals, plant breeding, biotechnology. If we hadn’t applied all these things, we’d need at least double the amount of land. And you can kiss goodbye to rainforests, wetlands and all these other habitats.”

“Can we feed 10 billion people on this planet, and can we do so without destroying nature?” Ridley went on to ask. “Only if we keep innovating—and in agriculture and food in particular.”

The conference also included the Year in Review as well as presentation of the Farm & Food Care Champion for 2021.



MEMBER & INDUSTRY COMMUNICATIONS

2021 FARM & FOOD CARE SASKATCHEWAN CHAMPION

Each year, the Farm & Food Care Saskatchewan Champion Award recognizes a recipient who has engaged consumers about agriculture and worked to build public trust in farming and food in our province and beyond. The 2021 recipient was advocate and researcher Dr. Stuart Smyth, Associate Professor in the Department of Agricultural & Resource Economics at the University of Saskatchewan. His research focuses on sustainability, agriculture, innovation and food. Smyth also publishes a weekly blog on these topics at SAIFood.ca.

Also in 2021, Farm & Food Care Saskatchewan presented an Honorable Mention Award to 9-year-old Mady Adamson, who has starred in more than 50 videos in an online series entitled "Learning About Ag with Mady".



Photo Credit: Kim Kennett

INDUSTRY TRAINING



Farm & Food Care offers training to members and others in the industry to help communicate more effectively about agriculture to non-farmers. Five Speak-Up training modules are available in a self-directed online course on the FFC SK website.

Clinton Monchuk also delivered in person training workshops to more than 300 people last year, including Speak-Up workshops and training on how to organize farm tours. This is in addition to over 900 other industry contacts who received other presentations on aspects of building public trust in agriculture.



PUBLIC TRUST & OUTREACH

CANADIAN FOOD FOCUS

Today's consumers want to know more about their food. Data from the Canadian Centre for Food Integrity indicates that those Canadians who feel that our food system is going in the wrong direction attribute this to a lack of transparency.

FFC SK is addressing this gap with Canadian Food Focus. It is a consumer outreach initiative consisting of promotions, website, social media and events to tell Canadian food and farming stories, to explore how food is grown and raised, to share recipes, and to provide advice to help people make confident food choices. Food is the most personal way that most Canadians will connect to agriculture and it offers an opportunity for discussion about how food is produced.

Canadian Food Focus now reaches an average of about 1 million impressions every month; in fact, in the past year, we achieved 12.9 million impressions and 3.3 million social media engagements (likes, shares, comments, video views) including about 13,000 website pageviews each month.

Content continues to focus on answering consumer questions about agriculture and food as well as current topics and issues of interest to consumers, such as upcycling, front-of-label packaging and what is in season.



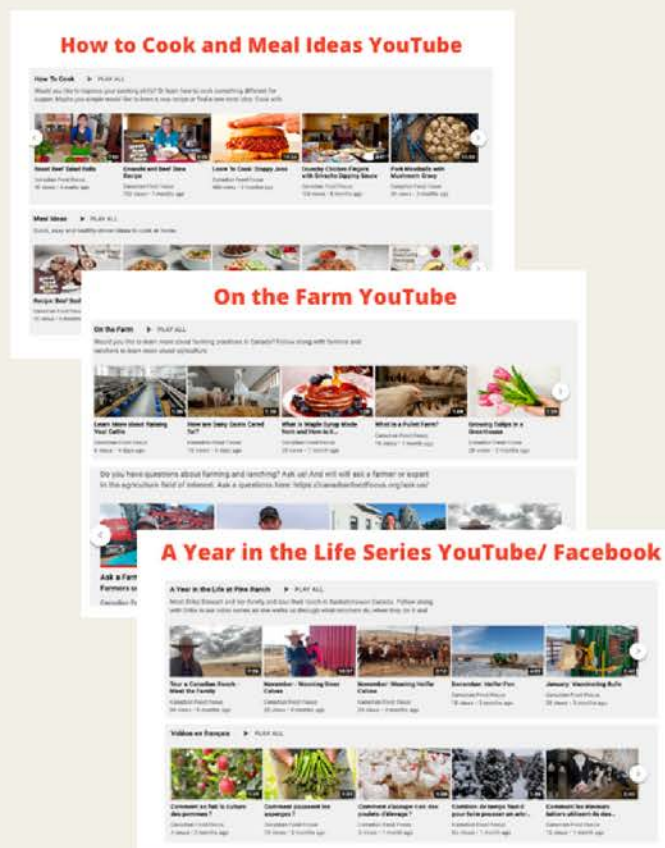
Impressions: over 1 million Canadians/month
Engagements: 300,000 to 500,000/month

**We are reaching
& engaging
urban
consumers**



PUBLIC TRUST & OUTREACH

In January 2022, we launched a monthly newsletter called Great Food Grown Here to highlight CFF website content. It already has over 1,400 subscribers and continues to grow by an average of 30 new subscribers each month. As well, there is an open rate of over 56 percent which is well above average for this type of newsletter (compare to 16% overall average open rate and 27% open rate in ag-related industries).



Over the last fiscal year, Canadian Food has achieved the following:

- Posted 100 new articles and 93 new recipes (includes both English and French content)
- Posted 82 new videos
- Attained 12,952,164 impressions
- Recorded 3,267,544 engagements
- Acquired 3,577 new followers

We have increased our outreach efforts for Canadian Food Focus over the past year, in part thanks to investment from the AgriCompetitive and AgriCommunications Programs through the federal Canadian Agricultural Partnership. Canadian Food Focus presented a tour and tradeshow exhibit for the Canadian Culinary Federation in June and several other tours and presentations this fall. We have begun work on a series of online learning modules which include farming practices, food facts, cook-along videos, recipes, grocery lists and guides for instructors. In the new year, Canadian Food Focus will also launch a new 'Ask a Farmer' podcast that will answer consumer questions about food and farming. Stay tuned!



PUBLIC TRUST & OUTREACH

Agriculture Month

Each October, the Province proclaims October as Agriculture Month in Saskatchewan. FFC SK is proud to lead the industry in our province to tell our food story through campaigns, events and programming.

FFC SK held an online 'Q&A With a Rancher', held on October 13 with rancher and Saskatchewan Verified Beef Program Plus coordinator Erika Stewart from Morse, SK. Five classrooms took part, along with more than 270 individual views. We also held a photo contest during Agriculture Month and over 100 photos were submitted from across Saskatchewan. These new photos will be added to our online CelebrateAgriculture.ca image gallery.

Another activity during Agriculture Month was to distribute more than 80,000 copies of The Real Dirt on Farming digests in newspapers in Saskatoon and Regina.

FFC SK's campaign for Agriculture Month in 2021 was focused around the theme #CelebrateAg. FFC SK developed a suite of #CelebrateAg graphics which were shared throughout the agriculture sector in the province. We also coordinated a #CelebrateAg bumper sticker campaign. Over 2,000 stickers were shared with FFC SK members, champions, ambassadors and others. The Saskatchewan Minister of Agriculture recorded a video with the sticker and numerous others shared photos online to promote the campaign.

We were happy to see participation from across the industry, from individual farmers and ranchers to companies and associations who were proud to join the online #CelebrateAg campaign. The hashtag #CelebrateAg was used extensively on social media during October, achieving more than 2.1 million impressions and over 2,200 engagements in October 2021.



#CelebrateAg

PUBLIC TRUST & OUTREACH

Meals From the Farm

This joint project with Agriculture in the Classroom Saskatchewan provided a free lunch to several schools in the province. Farm & Food Care SK also coordinated a virtual farm tour and agriculture trivia contests for students to learn more about how food is grown in Saskatchewan.

FFC SK expanded the project this year by increasing the number of partner schools: six schools this year compared with four last year for a total of 1,679 students and staff in Yorkton, Saskatoon, Regina, Prince Albert and Lloydminster. On June 2, each participant in all schools received a lunch with an egg, bacon and cheese on English muffin with small milk, granola bar and beef jerky snack. FFC SK also prepared and delivered resource bags to all six schools with snacks, activities, pencils, recipes and seeds for the garden.

FFC SK prepared 44 questions for four different grade levels and coordinated with photos and hints for Kahoot online agriculture trivia challenge. A prize was awarded to the highest score in each of the six participating schools.

We hosted a virtual tour and live Q&A session of Clinton Monchuk's egg barn on June 2 with 12 participating classrooms (estimated 300 students and staff).

FFC SK and AITC SK presented an agriculture game show with staff and students at Caswell School on June 2. There was considerable media interest in Meals From the Farm this year, with overall media reach estimated at over 10 million for this initiative.

Meals From the Farm includes giving back in our communities as well as in our classrooms. In September, FFC SK made a cash donation on behalf of our project partners to the Saskatoon Friendship Inn and held a luncheon to ensure more people had the opportunity to enjoy meals from the farm.



PUBLIC TRUST & OUTREACH

Farm Tour & Influencer Program

Each year, FFC SK brings a group of influencers to visit farms and processing facilities and speak with farmers and researchers to learn more about food production.

There were 36 participants for the 2022 FFC SK farm tour which took place July 19 to 21, 2022, including guests from across Canada, farmer hosts and partner group representatives. Participants have a wide sphere of influence. Some were food writers, chefs, media commentators or bloggers with an extensive media and social reach. Others were dietitians or educators with a significant influence on agriculture, health and education policies and resources. Social reach of our guests in 2022 is estimated to be over 280,000, but this does not adequately represent the influence these individuals may have within their work, volunteer and social circles, not to mention their potential reach into the future.

Three of our attendees indicated they had visited less than three farms in their lives. Many guests were interested to learn more about how/if farms contribute to environmental sustainability. Food waste was another issue of interest, as were animal welfare and animal agriculture practices.



Tour guests attended seminars on modern farming and sustainable practices; plant science topics such as pesticides and gene editing; beef nutrition; a virtual tour of a chicken barn; a Q&A session on egg farming; and resources to find more information, such as Canadian Food Focus. The tour made stops at two multigenerational farms where participants saw canola and wheat fields, modern farm equipment, a cattle pasture and a dairy farm. We also stopped at an egg processing plant, local restaurants and cultural landmarks.

Surveys were conducted with participants both before and after the tour. Respondents were asked to rank their knowledge with regard to certain topics. Results were as follows:

Topic	Perceived Knowledge Before Tour* (average)	Perceived Knowledge After Tour* (average)
Pesticides	5.2	7.0
GMOs	5.7	6.8
Hormones	5.3	7.3
Antibiotics	5.6	7.3

*1 = none or little knowledge | 10 = a lot of knowledge

FFC SK worked hard this year to develop experiential learning opportunities during the event, offering chances to sit inside farm equipment, pick wheat plants, crush canola seed, handle ear taggers, pet dairy calves, etc. Participants offered considerable positive feedback on this aspect.



PUBLIC TRUST & OUTREACH

Student Outreach

Outside of our joint initiatives with Agriculture in the Classroom, FFC SK focuses on reaching post-secondary students to help further build public trust in agriculture. FFC SK has a close relationship with the University of Saskatchewan and Clinton Monchuk gave numerous presentations throughout the past year, reaching more than 500 students in the colleges of Agriculture & Bioresources and Pharmacy & Nutrition. Through these presentations, agriculture students learned about how to have conversations with non-farmers about complex issues in agriculture and nutrition students received exposure to farms and how food is produced. These contacts with students are vital to establishing a connection with these future influencers and encouraging questions and openness to modern agriculture.

In September, FFC SK hosted a farm tour for 35 students and instructors from the College of Pharmacy & Nutrition. This year's tour included a tour of the Pound-Maker feedlot and Monchuk Farms both near Lanigan, SK. At Pound-Maker, students got to see where the cows are housed in outside pens and how the cattle are processed when they arrive at the feedlot. At Monchuk Farms, students saw the equipment used on the farm, sat in the tractor and combine and viewed the technology used for farming. Students observed a seeding demonstration and learned how farmers keep their land sustainable for future generations. Students reported a change in how they viewed farming and food production from 63% positive before the farm tour to 96% positive after the tour.



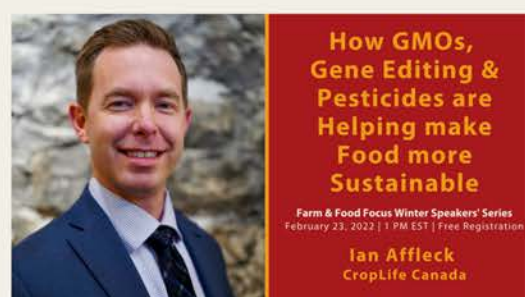
Through our Canadian Food Focus outreach, we are also communicating with culinary students across Canada to provide more information on how food is produced. FFC SK collaborated with students from Sask Polytechnic at the Canadian Culinary Conference in Saskatoon in June and is working with our partners at Farm & Food Care Ontario and Taste Canada's Cook the Books program to reach other culinary students in Canada.



COLLABORATIONS & PARTNERSHIPS

FFC SK works hard to collaborate with other groups to build public trust and by working together, we achieve more. Highlights of collaborations over the past year include:

Regular planning meetings with FFC Ontario and FFC Prince Edward Island to discuss sharing and promoting content from all groups, collaborating on tours, online content, presentations and webinars. FFC SK already works with Ontario and PEI on a joint project through the AgriCompetitive Program, and in August received notification of approval of a new project through the AgriCommunications Program. This project will support development of a Farm & Food Care podcast, new content development on Canadian Food Focus, additional farm tours with Canadian food influencers and speaking presentations to various national audiences. This project is also in collaboration with Farm & Food Care Ontario and Farm & Food Care Prince Edward Island.



FFC SK expanded its online digital gallery by adding photos from Agriculture in the Classroom Saskatchewan as well as from FFC Ontario. CelebrateAgriculture.ca offers a database of modern farming images (and some videos) and is becoming a national resource for media and others from within and outside the agriculture industry. We will launch a new name for the collection in 2023: 'FarmPhotos.ca'.



FFC SK partnered with 4-H Saskatchewan and Agriculture in the Classroom Saskatchewan to produce an informational pamphlet and host a joint exhibit at the Ag in Motion show in July 2022. We continued this collaboration at Canadian Western Agribition in November.

We have worked on joint projects with numerous other collaborators in the past year. A sampling of these include: AgWest Bio, Centre For Food Integrity, Calgary Stampede, Canada Beef, Canadian Culinary Federation, Canadian Federation of Agriculture, Fertilizer Canada, Saskatchewan Polytech, Taste Canada Cookbook Awards, University of Saskatchewan, among others.

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
Ear View 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.
Warman Veterinary Services

Affiliate Members

Ag-West Bio Inc.
Baildon Farming Co. Ltd.
Beechy Farming
Clear Springs Farming Co. Ltd
College of Agriculture and Bioresources
Grain Millers
Grassy Hill Farming Co.
Kyle Farming Co. Ltd.
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 Three Lakes No.400
RM of Turtle River No.469
RM of Osborne 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
Southland Farming
Springfield Farming
Turkey Farmers of Saskatchewan
Wheatland Cabri Colony

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



Remembering former staff member, friend and tireless advocate - Christina Nelson



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Food Care
Saskatchewan**

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