



ANNUAL GENERAL MEETING MINUTES

January 9, 2023

In Person at Prairieland Park: Hall E, 503 Ruth Street Saskatoon
and online through Zoom

35 attended the meeting: 22 in person and 13 online.

Call to Order

Shawn Colborn called the meeting to order at 7:30AM.

The group reviewed the meeting agenda.

MOTION #1

Zenneth Faye/Lesley Kelly. Carried

To approve the agenda as presented.

The minutes from the January 10, 2022 Annual General Meeting were reviewed.

MOTION #2

David Altrogge/John Bumbac. Carried

To approve the minutes as circulated from the Annual General Meeting held January 10, 2022.

Chair's Address

Colborn provided a brief address. He expressed pride in the work of Farm & Food Care Saskatchewan over the past year and pointed out the importance of tracking our reach and our impact to ensure that we are 'moving the needle' on the public's trust in agriculture. Colborn described his experience in hosting non-farming consumers on his farm and explained how valuable it is to reach people who have questions about agriculture, not just those already supportive.

Review of 2021-2022

Clinton Monchuk, Executive Director of FFC SK, introduced a short video, then presented a report outlining activities over the previous fiscal year (October 1, 2021 to September 30, 2022).

- Monchuk expressed appreciation for the level of Board support for FFC SK outreach activities throughout the year.
- There continues to be considerable engagement with consumers through the Canadian Food Focus project. Engagements (likes, shares, video views, comments) were in the range of 300,000 to 500,000 each month over the past year, primarily in Canada's largest urban areas.
- Meals From the Farm was a partnership with Agriculture in the Classroom Saskatchewan in which a hot lunch, a resource bag and online activities were delivered to six schools on June 2 with the objective of raising awareness about Saskatchewan-grown foods. FFC SK also developed a series of quizzes geared to different age ranges and offered prizes to the winning

classes. FFC SK also partnered with the Saskatoon Friendship Inn to provide a meal in the community in September 2022. There was significant media interest in this project.

- The Food Influencer Tour included 15 influencers who visited two multi-generational farms, wheat and canola fields, cattle pasture, dairy barns and egg processing plant, as well as several seminars on topics such as plant science, pesticides, a virtual chicken barn tour and sustainable farming practices. Surveys which compared perceptions from before and after the tour showed that participants' understanding of farming issues increased from 5.2 out of 10 to 7.3/10.
- Monchuk reported that FFC SK's actual direct engagements were 4.36 million in 2021-2022. This is significantly higher than 278,000 in 2019, but slightly lower than the previous fiscal year (4.8 million). Engagement numbers were lower the past year because less was spent on online advertising and more staff time was spent on in-person events (conference, Meals From the Farm, several tours), which don't have quite as far a reach as national online campaigns.
- Monchuk spoke of some of the programming coming up in 2023. A joint conference is planned with the Ministry of Agriculture in February; a new podcast through Canadian Food Focus called 'Ask a Farmer' will be launched in February; additional tours and presentations with influencer groups will take place as part of our AgriCommunications project.
- Monchuk thanked John Bumbac of Saskatchewan Pulse Growers, who will be stepping down from the Board this year. Bumbac spoke to the group to express his appreciation for the other members of the Board and the achievements of Farm & Food Care Saskatchewan.

Monchuk thanked all the member groups for their continued support of FFC SK and encouraged members to reach out if they had any questions or feedback.

Financial Report

Colborn turned it over to Mark Debusschere of McClelland Debusschere to present the Audited Financial Report for 2021-2022. Debusschere went through the Letter from the Auditors, Statement of Financial Position, Statement of Operations, Statement of Changes in Net Assets, Statement of Cash Flows and Notes to the Financial Statements. A review and ruling with Canada Revenue Agency on GST collection took place over the past year. Debusschere indicated that he is working with management to simplify GST reporting going forward.

MOTION #3

John Bumbac/Pat Beaujot. Carried

To accept the financial statements for Farm & Food Care Saskatchewan for the fiscal year ended September 30, 2022.

Call for Resolutions

No resolutions were brought forward from the floor.

MOTION #4

Pat Beaujot/Lesley Kelly. Carried

To appoint McClelland Debusschere Chartered Professional Accountants as the auditors for Farm & Food Care Saskatchewan for the 2022-2023 fiscal year.

Monchuk thanked everyone for their attendance and participation.

ADJOURN

Shawn Colborn adjourned the meeting at 8:10AM.