



Farm & Food Care Saskatchewan

ANNUAL REPORT 2022-2023



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 a common commitment in the agricultural sector 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

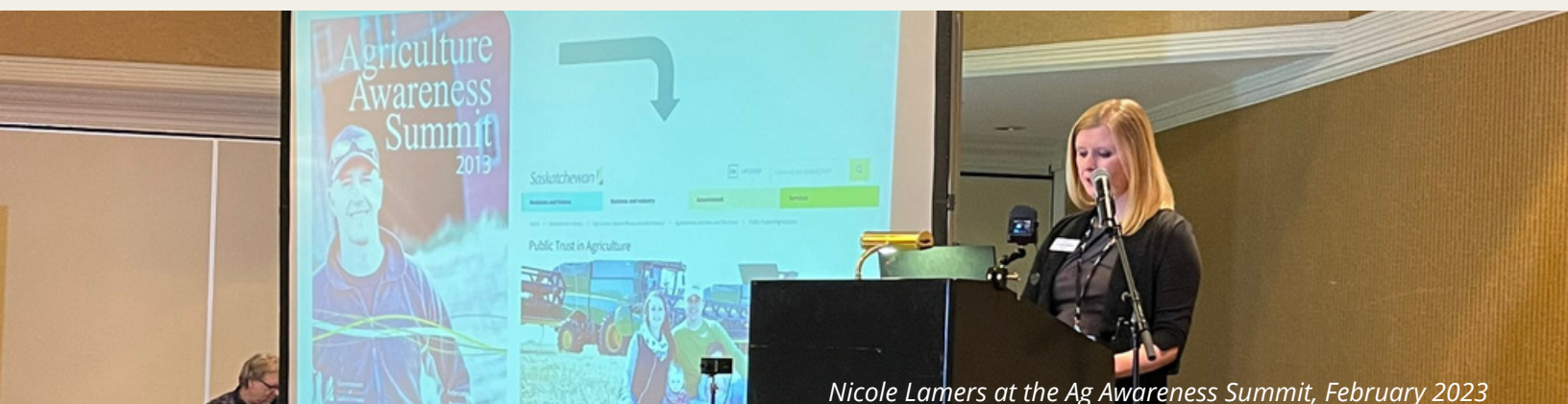
On behalf of the Government of Saskatchewan, I would like to congratulate Farm & Food Care Saskatchewan (FFC SK) on another year of remarkable achievements and for continuing to foster public trust in the agriculture sector. You play a pivotal role in establishing and enhancing the connection between consumers and their food. By spearheading events like the Agriculture Awareness Summit, initiatives such as the Ask a Farmer podcast, and through the continued growth of Canadian Food Focus, your work contributes significantly to the public's understanding of and confidence in our agriculture industry.

The impact of your work is evident in the results of our Ministry's 2023 Public Trust Survey, which highlighted that an impressive 83 per cent of Saskatchewan residents held a positive perception of our province's agriculture. Organizations like FFC SK are invaluable contributors to building and maintaining public trust and are vital in educating consumers on how Saskatchewan farmers grow sustainable food.

Public trust is a strategic priority for the Ministry of Agriculture and is integral to ensuring agriculture remains an economic driver for our province. By supporting organizations such as the FFC SK, we can effectively share our province's agricultural story and its impact in building and maintaining a strong, sustainable Saskatchewan.

Your ongoing dedication is not only commendable but deeply appreciated. I look forward to 2024 and our continued collaboration in telling Saskatchewan's agricultural story.

David Marit, Minister of Agriculture



Nicole Lamers at the Ag Awareness Summit, February 2023

BOARD OF DIRECTORS

Tiffany Martinka, Chair
Chicken Farmers of Saskatchewan

Stuart Lawrence, Vice-Chair
Saskatchewan Pulse Growers

David Altrogge, Treasurer -
SaskCanola

Pat Beaujot, Individual Member

Darren Wiens
Saskatchewan Egg Producers

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, Managing Director,
Canadian Food Focus

Penny Eaton, Managing Director,
Stakeholder Relations

Angela Larson, Communications Manager

Julie Kenyon, Communications Coordinator

Pamela MacDonald, Executive Coordinator

Ashley Stone, Open Farm Days Coordinator

Dave Foth, Finance Officer



David Altrogge



Pat Beaujot



Shelby Corey



Zenneth Faye



Lesley Kelly



Nicole Lamers



Stuart Lawrence



Tiffany Martinka



Jay McGrath



Scott Shiels



Darren Wiens



Leonard Wipf



CHAIR'S REPORT

In the few years that I've been on the board with Farm & Food Care Saskatchewan, I can already see how our efforts are building on the vision of improved trust in agriculture.

I have experienced firsthand how the power of engagement fuels food literacy in agriculture. As we engage more with consumers, their trust in what we do as farmers and ranchers grows. Over the past few years, I have taken an active role in advocacy for our family's grain and chicken farm outside of Saint Benedict, Saskatchewan. Sharing videos, answering questions and providing an engaging experience for those who are truly interested to learn more about growing food benefits not only my farm, but farmers throughout our country. One conversation at a time, we are making stronger connections to how food is being grown.

Farm & Food Care Saskatchewan's work provides numerous opportunities to build trust in agriculture. From in-person farm tours highlighting different production practices and foods, to reaching university students, to online engagement with Canadian Food Focus, we can see how these efforts are touching Canadians and influencing perceptions about food production.

I would like to say how much I appreciated the Board's support this past year with me as chairperson of Farm & Food Care Saskatchewan. I have enjoyed my time being a part of this organization, but have decided to step down to pursue another role with the Chicken Farmers of Saskatchewan that will occupy more of my time. Although I won't be on the Board, I will continue to be a huge supporter of Farm & Food Care Saskatchewan and their work. Thank you to all the supporters of this great organization and I look forward to seeing the continued building of trust in Saskatchewan agriculture!

Tiffany Martinka, Board Chair





EXECUTIVE DIRECTOR'S REPORT

Looking back on another year at Farm & Food Care Saskatchewan (FFC SK), we continue to focus on the goals of our strategic plan. The three key areas of our strategic plan are building organizational capacity, increasing public profile and increasing revenue.

Within organizational capacity, we identified the need to expand our human resources. By expanding our programming to reach more individuals, we also have to consider the workload of our existing team members. Through an internal assessment of staff and key priority activities, we identified how to better utilize individuals and realigned our roles. We recognized that we required an additional team member to spearhead the Open Farm Days event in 2024. As a result, Ashley Stone, who has extensive experience in the tourism industry, joined our team in September.

We have taken action on the goal of increasing FFC SK's public profile. Since the approval of the new strategic plan in 2021, we have increased our public profile through events and activities and continue to look for avenues to build trust in agriculture. This past year saw the launch of our Ask A Farmer podcast on Canadian Food Focus. It now has almost 3,000 downloads and views. This engaging podcast discusses different aspects of the food system. New for 2024 will be Open Farm Days, taking place August 10-11 throughout Saskatchewan. This event will offer the opportunity for consumers to see primary production and to speak with farmers and ranchers. We continue to meet and exceed our expectations with Canadian Food Focus, now consistently engaging with more than half a million Canadians each month. Through each of these engagements, we are deepening the understanding of how food is being produced.

In the past year, we have raised overall revenues to fund more engagement. We have seen an increase in the amount of both public and private funding for our activities. As we move into 2024, we have developed a marketing plan that will see additional partnerships with other organizations, as well as the ability to receive donations from individuals. We challenge our new and existing partners to consider their level of funding for future years as improved trust in agriculture is something we all benefit from.

I want to acknowledge that the success of Farm & Food Care Saskatchewan is due to our passionate staff members and strong partnerships with industry. As our organization flows into 2024, we look forward to more opportunities to advance public trust in agriculture. Thank you for your support!

Clinton Monchuk, Executive Director

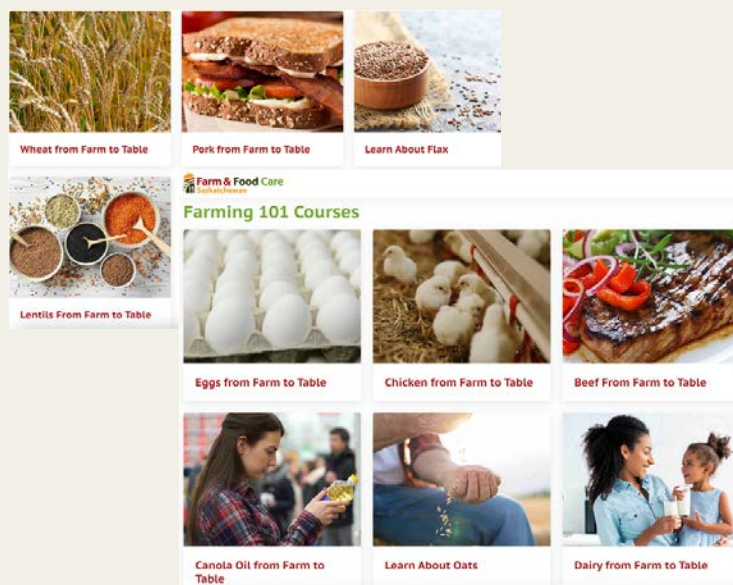


MEMBER & INDUSTRY COMMUNICATIONS

NEWSLETTER, WEBSITE AND SOCIAL MEDIA

FFC SK produces an electronic newsletter that reaches over thousand members, partners and industry contacts each month. The newsletter 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 open rate for the FFC SK newsletter averages just over 50%, well above the industry average of 36%; and a click rate of 5.3%, far above the industry average of 1.4%. Past issues are available on the Farm & Food Care website.

FFC SK completed a new section of the website called 'Farming 101' that has 10 new online learning courses with 32 individual lessons on 82 different topics and 17 quizzes. This new section is intended to provide basic background information on some of Saskatchewan's largest farm sectors for consumers and others new to agriculture. We will continue to expand and enrich this resource into the future.



Farm & Food Care Saskatchewan held its annual general meeting on January 9, 2023. A review of the previous year was presented, including the audited financial statements. Upcoming priorities and activities were also discussed.

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

MEMBER & INDUSTRY COMMUNICATIONS

AG AWARENESS SUMMIT

Farm & Food Care Saskatchewan's annual conference brings people together from across the food system, from crops and livestock to horticulture and poultry production, as well as large and small-scale farms, dietitians, food companies and retailers, researchers and government. In 2023, FFC SK collaborated with the Ministry of Agriculture to mark ten years of public trust work and hosted the Ag Awareness Summit in Saskatoon on February 14 & 15, 2023.

The theme of the Summit was "Adapting to an Evolving Industry" and over 150 attended.

The conference offered participants the choice of three workshops for improving communications with industry, consumers and policymakers. Toban Dyck, a farmer and journalist, led a discussion about regulatory policies that affect agriculture. Heather Thomson from the University of Alberta explored consumer spending trends and how these impact food products. Travis Low from Blue Moose Media presented tips for effective and targeted communications through social media.

Conference attendees were on the edge of their seats listening to Coin Angus, who presented the riveting story of his 43,000 kilometer journey across three continents and two oceans, surviving a hurricane with nothing more than a rowboat for shelter. His inspiring message provided lessons for dealing with change and unexpected setbacks in everyday life.



Evaluations rated the Summit highly, with almost a third reporting "Absolutely Awesome (5/5)" and another 60% returning a 'Great' (4/5) rating. The format of the conference, with two keynote speakers and a choice of three breakout sessions, was also appreciated, with almost 88% in favour of the setup.

The conference also included the Year in Review as well as presentation of the Farm & Food Care Champion for 2022.



MEMBER & INDUSTRY COMMUNICATIONS

2022 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 recipient of the 2022 Champion Award was Alanna Koch. Alanna is the Board Chair of the Global Institute for Food Security. She previously served as Deputy Minister to the Premier and Cabinet Secretary for the Government of Saskatchewan. Prior to that, she was Saskatchewan's Deputy Minister of Agriculture for nine years, one of the longest-serving Agriculture Deputy Ministers in Saskatchewan and Canadian history.

"We have come so far and made huge progress on getting our message out—and we have so much more to do," Koch said in her acceptance speech.



Alanna Koch, 2022 FFC SK Champion

INDUSTRY TRAINING



Farm & Food Care helps those working in agriculture in our province communicate knowledgeably and confidently about Saskatchewan food production. This helps achieve greater consistent messaging and engagement in our industry by our agricultural leaders and ultimately, develop additional spokespeople to enhance public trust in Saskatchewan food and farmers.

Over the past year, FFC SK staff delivered presentations to almost 1,700 people in the agriculture industry. Presentations included topics such as building public trust in agriculture, agriculture markets, and sustainable practices. In addition, Clinton Monchuk delivered several Speak-Up workshops, primarily for agriculture students at the University of Saskatchewan. FFC SK staff was also pleased to present workshops to 4-H youth on shared values with consumers and social media communications.



PUBLIC TRUST & OUTREACH

CANADIAN FOOD FOCUS

Research conducted by the Canadian Centre for Food Integrity continues to show gaps in the public's trust in food production. There is growing concern about farm practices and the tools farmers use to grow food.

Farm & Food Care is addressing these concerns and building trust in food production through our national Canadian Food Focus project. Saskatchewan is a world leader in the production of agricultural commodities. It's imperative that we reach the many Canadians beyond our provincial borders who enjoy the foods we produce to ensure a prosperous national food system.

Canadian Food Focus is built around consumer interest in food--the most intimate way that most Canadians will interact with agriculture. We share content that answers consumer questions about food and farming, current topics and what foods are grown in Canada. We do this through our website, social media posts, videos, presentations, farm tours and trade shows.

In terms of our online presence, Canadian Food Focus now reaches an average of about 2 million impressions every month; in fact, in the past year, we achieved over 35 million impressions and 9.5 million social media engagements (likes, shares, comments, video views) including about 30,000 website pageviews each month.



Impressions: average over 2 million Canadians/month
Engagements: 500,000 to 800,000/month

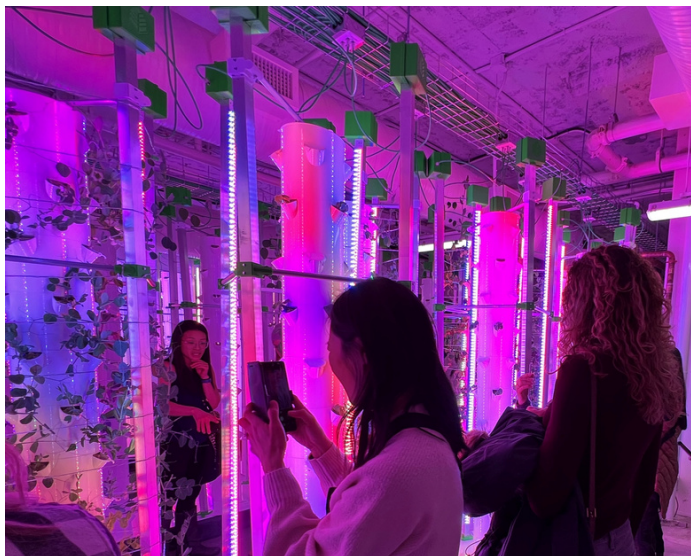
**We are reaching
& engaging
urban
consumers**



Over 60 million impressions & 14 million engagements in 4 years!

PUBLIC TRUST & OUTREACH

Canadian Food Focus's online newsletter called Great Food Grown Here is sent to contacts that have signed up through the Canadian Food Focus website or gathered through Farm & Food Care Saskatchewan events such as influencer tours, online webinars, etc. It has over 3,600 subscribers and continues to grow by an average of 82 new subscribers each month. As well, there is an open rate of 57% and click rate of 10.5% which is well above average for this type of newsletter compared to the industry average of 36% overall open rate and 1.4% click rate.



Vertical Farming (Dietitian Tour March 3, 2023)

Canadian Food Focus outreach activities during this period included:

- Farm Tour for Dietitians in Calgary, AB March 3, 2023
- Partnership with Canadian Culinary Federation national conference in Niagara, ON from June 4-8, 2023: presenting sponsor, tradeshow participant, farm tour host
- Guest presenter at CropLife Canada tour in Guelph, ON June 5-7, 2023
- Co-host of Incoming Mission to Saskatoon, SK July 4-6, 2023
- Partner for Food Day Canada online campaign August 5, 2023



CFF outreach activities expanded over the past year. We hosted farm tours in Calgary, Niagara Falls and Saskatoon and presented at numerous events and trade shows. As well, the new Ask A Farmer podcast debuted on Canadian Food Focus on February 15. Topics range from farm practices to consumer behaviour, health and ag innovations. Since launching, there have been over 3,000 downloads!

Canadian Food Focus added several new online courses this year. This includes 11 Learn To Cook courses and 11 'Farm to Table' courses, encompassing 44 units and 168 different lessons.



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

- Posted 138 new articles and 85 new recipes (includes both English and French content)
- Posted 45 new videos
- Posted 10 Podcasts
- Attained 35 million impressions
- Recorded 9.5 million engagements
- Acquired 4,734 new followers

PUBLIC TRUST & OUTREACH

Agriculture Month

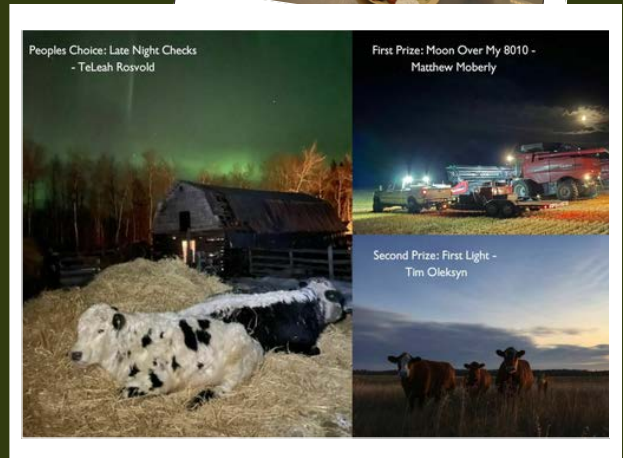
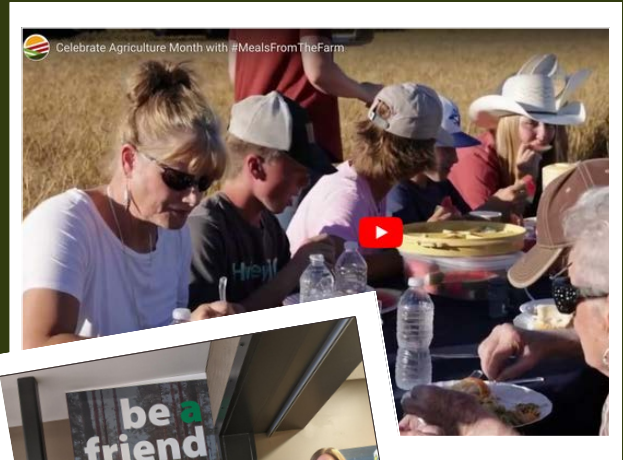
Each October, the Province proclaims October as Agriculture Month in Saskatchewan. FFC SK is proud to lead the industry in our province to tell our food story through campaigns, events and programming.

FFC SK's campaign for Agriculture Month in 2022 was focused around the theme #MealsFromTheFarm. FFC SK developed a suite of graphics and posts for #MealsFromTheFarm and #CelebrateAg to promote the campaign and raise awareness. We also prepared a promotional Ag month video showcasing multiple generations on Colborn Farms coming together for a meal in the field at harvest time.

FFC SK, in partnership with Chicken Farmers of Saskatchewan, hosted a 'Meals From the Farm' luncheon at the Friendship Inn in Saskatoon. We encouraged people to make their own donations to Friendship Inn or other community organizations. We also held a photo contest during Agriculture Month with almost 200 photos submitted from across Saskatchewan. These new photos were added to our online image gallery at FarmPhotos.ca.

Another activity during Agriculture Month was the preparation of agriculture trivia quizzes that were shared with partner groups.

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 campaign for #MealsFromTheFarm/#CelebrateAg. The hashtag #MealsFromTheFarm/ #CelebrateAg was used extensively on social media during October, with a reported reach of over 2.3 million, which includes media exposure of 1.7 million.



#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.

On June 1, schools in Prince Albert, Regina, Yorkton, Lloydminster and Saskatoon all received a lunch with an egg, bacon and cheese on English muffin with milk to drink, oat bar, beef jerky and a lentil snack. FFC SK also prepared and delivered 1,799 resource bags to all six schools with snacks, activities, pencils, recipes and seeds for the garden.

In addition to the meal and resource bags, FFC SK offered an online Kahoot agriculture trivia challenge. The game included questions for four different grade levels, coordinated with photos and hints. A prize was awarded to the highest score in each of the six participating schools.

We also hosted a virtual tour and live Q&A session of Tiffany Martinka's chicken barn on June 1 with 11 participating classrooms (estimated 220 students and staff).

As well, FFC SK and AITC SK presented an agriculture game show with staff and students at Mayfair School on June 1.

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. We also held a chicken luncheon at the Friendship Inn 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.

On July 4-6, FFC SK hosted 16 guests from across Canada, including Saskatchewan. The tour also included 6 farmer hosts, 9 industry resource people and 5 FFC SK staff. Participants included food writers, chefs, policy makers, bloggers, dietitians and educators. We estimate social reach of our guests in 2023 to be over 300,000, although 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.

A third 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; cattle production in Saskatchewan and the importance of ruminants; a virtual tour and Q&A session on chicken farming; Guardian of the Grasslands documentary; and resources to find more information, such as Canadian Food Focus. The tour made stops at two multigenerational farms where participants saw canola, lentil and wheat fields, modern farm equipment, a cattle pasture and a modern dairy farm. We also stopped at an egg processing plant and Wanuskewin Heritage Park.

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	5.8	8.2
GMOs	5.8	7.8
Hormones	5	7.8
Antibiotics	5.5	7.8

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



FFFC SK offered experiential learning opportunities during the tour, including chances to sit inside farm equipment, examine lentil pods, crush canola seed, handle ear taggers, pet 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. Over the past year, FFC SK Executive Director Clinton Monchuk reached more than 600 students at the University of Saskatchewan, Saskatchewan Polytechnic, Palette Skills Training and other institutions. Topics included Farming 101, technology in agriculture, sustainable farming, agricultural markets, public trust in food and farming and speaking up for agriculture.

In September, FFC SK hosted students from the University of Saskatchewan's Pharmacy & Nutrition Program on a one-day farm tour. 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. Marianne Possberg from the Saskatchewan Cattlemen's Association also attended the tour and spoke to the students about the use of antibiotics, growth hormones and the safety measures involved to produce safe beef for consumers. Students perception of what they knew about farming went from just 26% "well or very well informed" about farming practices, to 85% after the tour was completed. As well, their perception of farming and food production shifted, with 95% indicating their view of farming was somewhat or very positive.



COLLABORATIONS & PARTNERSHIPS

FFC SK works hard to collaborate with other groups to build public trust and by working together, we achieve more.

We host regular planning meetings with FFC Ontario and FFC Prince Edward Island to work on joint projects such as Canadian Food Focus, Real Dirt on Farming, Faces Behind Food and industry training initiatives. We also spent considerable time in spring 2023 collaborating on a joint application to the Sustainable Canadian Agricultural Partnership.

In May, FFC SK along with our FFC Ontario and PEI counterparts, rebranded and launched our online digital gallery as [FarmPhotos.ca](https://farmphotos.ca). The online digital gallery offers a database of modern farming images and videos and is becoming a national resource for media and others from within and outside the agriculture industry.



FC SK partnered with 4-H Saskatchewan and Agriculture in the Classroom Saskatchewan to host a joint exhibit at the Ag in Motion show in July 2023.

We consistently punch above our weight by seeking out ways to collaborate with others in our industry. A sampling of some of our partner groups over the past year include: Agriculture in the Classroom Saskatchewan, AgWest Bio, Alberta Association of Agricultural Societies & Exhibitions, Canadian Centre For Food Integrity, Canada Beef, Canadian Culinary Federation, CropLife Canada, Discover Saskatoon, Global Agri-Food Advancement Partnership, National Index on Agri-Food Performance, Protein Industries Canada, Taste Canada, Tourism Saskatchewan, University of Saskatchewan and World Farmers Organization, as well as our many member groups.



MEMBERS

Principal Members

Saskatchewan Ministry of Agriculture
Government of Canada
Sustainable Canadian Agriculture Partnership
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

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

Friend Members

Abbey Farming
Butte Colony Farming Co. Ltd.
Canadian Western Agribition
Downie Lake Colony
Ear View Farming Co. Ltd.
Golden View Colony Farming Co. Ltd.
Ponteix Farming Co. Ltd.
Saskatchewan Cutting Horse Association
Star City Farming Co. Ltd.
Valley Centre Farming Co. Ltd.

Affiliate Members

Ag-West Bio Inc.
Baildon Farming Co. Ltd.
Beechy Farming
Clear Springs Farming Co. Ltd
Grain Millers
Grassy Hill Farming Co.
Kyle Farming Co. Ltd.
Lloydminster & District Co-op Ltd.
Pat Beaujot
Pennant Farming Company
Pound-Maker Agventures
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 Usborne No.310
RM of Wilton No.472
RM of Wolverine No.340
Rosetown Farming Co.
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
Turkey Farmers of Saskatchewan
University of Saskatchewan College of Agriculture and
Bioresources
Vaccine and Infectious Disease Organization (VIDO)
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, sans-serif font, and the word "Ag" is written in a bold, green, sans-serif font.



ANNUAL REPORT 2022-2023

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