Farm & Food Care Saskatchewan

ANNUAL REPORT

2024 -2025

Securing Public Trust Secures Farmers' Ability To Grow Food

www.farmfoodcaresk.org

VISION

Our vision is one where all consumers feel trust, confidence and pride in the Canadian food production system.

MISSION

Farm & Food Care Saskatchewan drives cooperation and collaboration all along the food value chain and with other consumer engagement groups to be the unifying voice for food and farming in our province and beyond. We continually seek to understand Canadians' belief systems, values and concerns related to food and food production to develop factual and science-based content and messaging that speaks directly to consumers.

PURPOSE

Our purpose is to help Saskatchewan and Canadian consumers improve their food literacy from farm to grocery store to table to make more informed food choices. Agriculture awareness and food knowledge will enhance public trust in the Canadian food system, while allowing the sector to adopt innovation and technology to produce food sustainably.

Farm & Food Care Saskatchewan

BOARD OF DIRECTOR & STAFF

Stuart Lawrence

Saskatchewan Pulse Growers

Darren Wiens

Saskatchewan Egg Producers

Nicole Lamers

Saskatchewan Ministry of Agriculture

David Altrogge

Saskatchewan Canola Deleopment Commision

Lesley Kelly

Saskatchewan Wheat Development Commision

Jason Hofer

Saskatchewan Pork Development Board

Karen Churchill

AgWest Bio

George Hofer

Chicken Farmers of Saskatchewan

Tymen Vanzessen

SaskMilk

Shelby Corey

Saskatchewan Cattle Association

Gordon Moellenbeck

Saskatchewan Barley Development Commission

Scott Shiels

Grain Millers Canada

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*

LETTER FROM THE
GOVERNMENT OF SASKATCHEWAN

David Marit
Minister of Agriculture

On behalf of the Government of Saskatchewan, I extend my congratulations to Farm & Food Care Saskatchewan (FFC SK) on another successful year. I've seen firsthand the value of FFC SK's work. Your organization stands out as one of the most effective voices in promoting agriculture and building trust.

Saskatchewan producers remain global leaders in agriculture, producing high-quality, safe and reliable agrifood products. Telling the world our story is more important than ever as we work to maintain public trust and secure market access for our products.

Your leadership in consumer outreach through initiatives like Canadian Food Focus and your role in rallying communities around events like Open Farm Days, Agriculture Week and Canada's Agriculture Day, continues to strengthen public understanding and confidence in our agriculture sector.

The results from the Ministry of Agriculture's 2025 Public Trust Survey back this up. Eighty six per cent of Saskatchewan residents now hold a positive perception of the province's agriculture sector, an encouraging increase from 2024.

Agriculture remains a pillar of Saskatchewan's economy, playing an important role in the lives of families, businesses and communities. While global trade tensions and uncertainty have posed challenges this year, Saskatchewan's agriculture sector continues to demonstrate resilience and leadership.

By supporting organizations like FFC SK, we ensure the story of Saskatchewan's agriculture sector is shared widely and proudly to build trust and strengthen our position in international markets. As we move into 2025, I look forward to working together to further strengthen Saskatchewan's agriculture sector on a national and global stage.

David Marit
Minister of Agriculture

CHAIR'S REPORT

As we look around the globe today, we see some unprecedented changes taking place. The economy that farmers were accustomed to is changing before our eyes. We've always had some degree of trade-related issues, but the geopolitical environment now is significantly more volatile than it has been for decades. This not only puts pressure on agriculture, but the consumers who are purchasing our products. The ray of light I'm seeing as we're going forward is that Canadians have taken a stronger interest in what Canadian farmers and ranchers are doing in an effort to produce food.

This last fiscal year marked a pivotal point within Farm & Food Care Saskatchewan: we strategically split Canadian Food Focus into its own federally incorporated not-for-profit organization. This now offers two distinct paths of consumer engagement moving forward. Farm & Food Care Saskatchewan is putting its efforts towards Saskatchewan engagement with consumers and in building our industry. Canadian Food Focus continues down the path of national emphasis. This serves our members and partners, not only by building up Saskatchewan, but also recognizing how important the rest of Canada is with respect to consumer perceptions and agriculture policy development. Operationally, there were no changes to contracts and this offers a strategic win-win moving forward.

I have had the opportunity this past year to speak on behalf of these two organizations and am proud of what has been accomplished. Although Farm & Food Care Saskatchewan was established in 2014, some agriculture groups and farmers are still unaware of who we are or what we do. This means there is an opportunity for industry education and advancement of partnerships here in Saskatchewan and beyond. We have seen growth in our membership over the past year and have been excited to see more interest as we advance our goals.

As I look to the future, I see a lot of opportunity in agriculture, but also concern for ensuring we can continue to use new technologies and science. I have seen firsthand how the efforts from Farm & Food Care Saskatchewan and Canadian Food Focus can increase trust in our food system and create a stronger appreciation for the modern technology we use on our farms and ranches. I want to thank our current partners for their support and I encourage those who are not yet members to consider joining our efforts.

Stuart Lawrence, *Chair*
Farm & Food Care Saskatchewan

EXECUTIVE DIRECTOR'S REPORT

Farm & Food Care Saskatchewan and Canadian Food Focus are continuing on their mission to build trust in agriculture and engage with consumers. This past year, we have significantly expanded our reach, deepened our engagement with key consumer and academic audiences and amplified the voices of farmers and ranchers. Our team is especially proud of how our activities have impacted connection, transparency, and collaboration that all strengthen the bond between agriculture and the public.

Provincially, we continue to create opportunities for consumers to celebrate food production. Saskatchewan Open Farm Days on August 9-10, 2025 allowed an estimated 4,500 people to see firsthand how farms and ranches operate and to ask questions while doing so. Of those surveyed who took part in the event, 82% indicated that they improved their understanding and perception of agriculture. This is exactly the linkages we need to ensure Saskatchewan agriculture remains trusted in the public's eye. To top this event off, Saskatchewan Open Farm Days received the award of 'Rookie of the Year' from Hospitality Saskatchewan to recognize its leadership in developing agritourism in the province.

Industry support also remains a cornerstone of our activities. We continue to speak with our members, agriculture communicators, and university students who will become industry experts in food and farming. We give farmers and professionals in our industry the tools they need to build trust with consumers for years to come.

Our shining star these past few years continues to be the advancement of Canadian Food Focus. We have officially completed one full fiscal year of Canadian Food Focus as its own non-for-profit federal entity. Engagement rates and growth in reach continue to not only surpass industry standards, but even our own expectations. Our strategy of working with farming and food experts to share authentic, science-based articles and videos has paid large dividends in the age of artificial intelligence. Our information is not only reaching consumers where they are at, but now artificial intelligence is referencing our information to educate consumers. This area will be a key focus into the next few years.

Our team continues to do incredible work with a small group of enthusiastic individuals. Our passion for telling the real story of agriculture in Saskatchewan and across this great country is making an impact in food literacy and increased public trust. We look forward to growing our engagement over the next year and beyond.

Clinton Monchuk
Executive Director

SASKATCHEWAN CONSUMER ENGAGEMENT

OPEN FARM DAYS

Saskatchewan Open Farm Days 2025, held on August 9 & 10, continued to grow its reach and strengthened its impact across the province. The program featured 35 host locations representing a wide variety of agricultural and cultural experiences.

Estimated
4,500
total visitors

Host Feedback

- Host engagement and media visibility saw strong growth in 2025, with 73% of farms connecting with media before or during the event, up from 47% in the inaugural year.
- Every host reported feeling supported by the organizing team, highlighting the success of the program's coordination while also pointing to opportunities for improvement. Overall, the 2025 event expanded participation, strengthened public awareness of agriculture, and increased satisfaction among both visitors and hosts.

80% of hosts plan on participating again

Visitor Feedback

95% Of visitors rated their overall experience "Good" to "Excellent"

82% Visitors who attended Open Farm Days improved their understanding and perception of agriculture in Saskatchewan

"As a newcomer to Canada, I enjoyed everything about the experience. The Saskatchewan way of farming has made me love my new home even more.

-Open Farmer Days Visitor"

Bus Tours

- Our three bus tours showcased farms and ranches to people looking for unique experiences and provided knowledgeable tour guides to answer questions.
- The tours were full-day events and were hosted on the Saturday of the event (August 9).
- The tours attracted 87 participants from Saskatoon, Moose Jaw and Regina. They offered a mix of farm visits and unique programming such as heritage experiences and hands-on pizza making.

SASKATCHEWAN CONSUMER ENGAGMENT

Agribition

Farm & Food Care Saskatchewan was pleased to team up with Saskatchewan 4-H to host an exhibit at Agribition in Regina November 25-30, 2024.

1,692 viewers over the week

133 viewers

Ag In The City

Farm & Food Care Saskatchewan hosted an exhibit at Lawson Mall in Saskatoon on February 19, 2025.

Ag In Motion

FFC SK partnered with 4-H Saskatchewan and Agriculture in the Classroom Saskatchewan to host a joint exhibit at the Ag in Motion trade show July 15-17, 2025.

Presentations

Farm & Food Care Saskatchewan presented at several schools that requested farmer presentations as part of Canadian Agriculture Literacy Month.

Interactive Experience

FFC SK was pleased to offer an even better viewing experience to visitors this year. Our new system featured enhanced virtual reality equipment and a screen that shows bystanders what viewers are seeing inside the headsets.

AGRICULTURE WEEK

The Government of Saskatchewan proclaimed Agriculture Week as October 6-12 and this event highlighted the vital role of agriculture in the province through events and an online campaign that reached 1.6 million people. The initiative effectively combined social media, a video campaign, a photo contest and online new sources to create significant engagement and awareness.

1.6M
Reach

Community Events

Regina Public Library Discussion Panel

Farm & Food Care organized a panel discussion on food innovations held at the Regina Public Library on October 9. Panelists included Alanna Koch, Chair of the Global Institute for Food Security; Bernice Richard, COO of Custom Agriculture Intelligence Inc; and Erika Stewart, Provincial Coordinator of Verified Beef Production Plus.

34
Attendees

University of Saskatchewan's Simpson Lecture

Farm & Food Care Saskatchewan also promoted and supported the University of Saskatchewan's Simpson Lecture on October 10 in Saskatoon. Dr. Joyce Slater spoke of the importance of food literacy for Canadians and shared tips and resources for inclusive and non-moralizing messaging.

#CelebrateAg Online Photo Contest

Our online photo contest encouraged Saskatchewan residents to join the celebration by sharing their photos of farm scenes, people, crops, animals, innovations, and farm history. These photos were then added to our online gallery showcasing Saskatchewan agriculture.

2024

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 2024 Champion Award was Joe Kleinsasser.

"Joe has been a constant positive communicator for agriculture since way before it was popular to do so," said Clinton Monchuk presenting the award. "His thoughtful and strong leadership helped establish Farm & Food Care Saskatchewan more than a decade ago."

In addition to his work with FFC SK, Kleinsasser was involved in the hog industry for nearly 17 years, first in equipment fabrication and later as manager of a 400 sow-farrow-to-finish hog operation. He served on the Board of Sask Pork from 2002 to 2009, and was director of SPI Marketing Group from 1999 to 2013. Kleinsasser has also served on the Agriculture Development Fund Advisory Committee, providing guidance on long-term agriculture research funding in the province. He is a member of the Agri-Food Council, an independent board that supervises and monitors agri-food agencies in Saskatchewan.

> *In this day and age, the need to engage the consumers and the general public on the issue of public trust in agriculture, to talk about what we do, and why we do it —is increasing all the time. Unfortunately, very few of us take the time, or we don't have the inclination or expertise to do it effectively. This is why we are very fortunate to have an organization like Farm & Food Care Saskatchewan that does it so well and has the resources to reach a much greater audience than any one of us alone. This is an organization well worth supporting for anyone engaged in primary agriculture.*
>
> Joe Kleinsasser,
> Rosetown Colony
> *Current member, former director of FFC SK Board and 2024 Farm & Food Care Champion*

INDUSTRY DEVELOPMENT

MEMBER ENGAGEMENT & INDUSTRY TRAINING

These efforts reflect our ongoing commitment to fostering engagement and trust within our membership.

- **Annual Meeting**
  FFC SK's Annual General Meeting took place online in January 8 with 40 in attendance.
- **Ag Communicators Workshop**
  FFC SK partnered with the Saskatchewan Ministry of Agriculture on January 29 to offer a workshop to over 60 participants.
- **Member Communications & Outreach**
  We recognized both new and longtime members through our newsletter and mailed out welcome packages that included #CelebrateAg gift cards. We're also pleased to see increased usage of the FFC SK online events calendar by member and partner groups.
- **Student Outreach**
  Student outreach continues to be an important part of our work. During this period, Clinton Monchuk provided numerous presentations on public trust in farming and several Speak Up training workshops to agriculture students at the University of Saskatchewan.
- **Seminars & Workshops**
  FFC SK led several seminars and presentations to help people in the ag sector improve communications with non-farming consumers. We spoke with SaskCrops, Agribition, Grain Millers, Federated Co-operatives, Canadian Association of Agri-Retailers, SARM, and more.

Average Newsletter Open Rate

60%

Well above the average newsletter open rate of between 20% - 40%.

1,172
Industry members reached through FFC SK's monthly newsletter

1,652
Ag sector members

Reached through presentations

STUDENT OUTREACH & TOUR

One of our key priorities is reaching post-secondary students to help further build public trust in agriculture. Over the past year, Executive Director Clinton Monchuk reached more than 576 students through lectures and tours.

In September, Farm & Food Care Saskatchewan hosted a one-day farm tour for 24 nutrition students from the College of Pharmacy and Nutrition at the University of Saskatchewan.

This year's tour included a tour of Colborn Farms, then stopped at The Berry Barn for lunch and the Rayner Dairy & Research Centre, all near Saskatoon. At Colborn Farms, students learned about the technology used for farming and saw a variety of farm equipment, including combines harvesting wheat. They also learned about some of the challenges farmers experience and how they prepare for seeding and harvest. The last stop of the tour was at the Rayner Dairy and Research Centre. Students toured the dairy, observed lactating cows, and learned about some of the modern technology used in dairy agriculture.

How well informed would you say you feel about farming practices in Canada?

	Not Informed	Slightly Informed	Somewhat Informed	Well Informed	Very Well Informed
U of S Students Pre	15.38	26.92	34.62	19.23	3.85
U of S Students Post	0	0	6.25	56.25	37.5

How would you say that you view farming and food production in Canada?

	Very Negatively	Somewhat Negatively	Neither Positively or Negatively	Somewhat Positively	Very Positively
U of S Students Pre	0	0	3.85	38.46	57.69
U of S Students Post	0	0	0	18.75	81.25

> *Seeing the ins and outs of the farm gives us confidence that our food has been thoughtfully brought to our table.*
>
> -Student Attendee

ENGAGEMENT HIGHLIGHTS

11,827
Combined Followers

Over 2,000
Reached through presentations

Media Exposure
24,767,160
across 94 different news sites

47,515
online Engagements & Video Views

Newsletter Reach
1,172
Across Saskatchewan and beyond

October 2024 Newsletter

Farm & Food Care Saskatchewan

October Update

Farm & Food Care Celebrates 10 Years In Saskatchewan

Representatives of the agriculture, food and science sector gathered at Innovation Place to celebrate ten years for Farm & Food Care Saskatchewan.

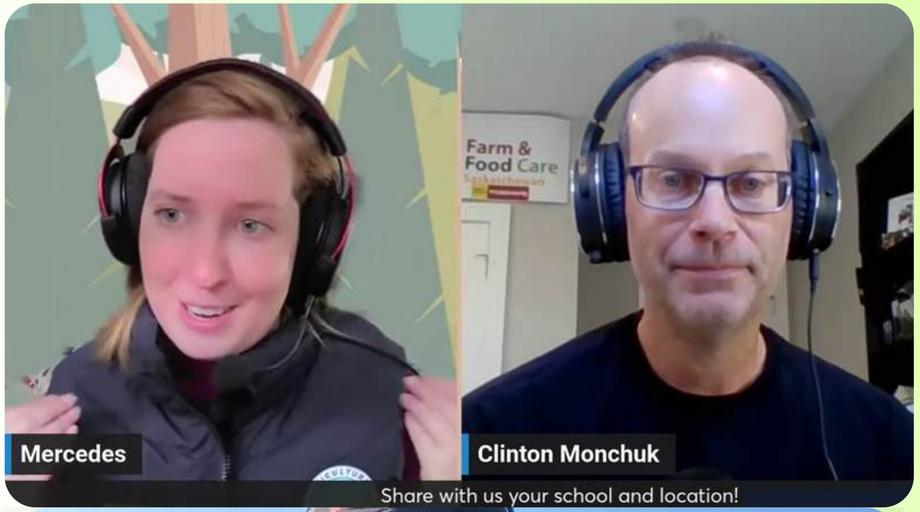
Student Tour 2024

Each year, Farm & Food Care Saskatchewan partners with the College of Pharmacy and Nutrition at the University of Saskatchewan to host a farm tour for future dietitians.

60%
Open Rate (industry standard is between 20 - 40%)

Partnering with Ag in the Classroom

In a collaboration between Ag in the Classroom Canada and Farm & Food Care Saskatchewan, Clinton Monchuk gave a virtual tour of his family farm near Lanigan, SK. Almost 13,000 students and 1,400 teachers from across Canada joined in to learn how crops are seeded, protected and harvested.



12,686 students

1,410 teachers

MEMBERSHIP

Farm & Food Care Saskatchewan represents 76 organizations, farms and individuals from across the province that share a common goal to help people understand food and farming.

> *When our friends, neighbors and consumers have questions about how their food gets to their plates, we need to be there with straightforward, transparent responses. It is everyone's responsibility to build trust with the public. We can take pride in the way we care for animals, respect the environment, use innovative technology to conserve resources, but if these practices aren't understood by people, it can impact their level of trust in agriculture.*

Nicole Lamers,
Saskatchewan Ministry of Agriculture
& FFC SK Board Member

76
MEMBERS

NEW MEMBERS

PARTNER

- Saskatchewan Association of Rural Municipalities (SARM)

FRIENDS

- Second Harvest
- Haven Colony

AFFILIATE

- RM of Elfros
- RM of Canwood
- RM of Meadow Lake
- Spring Lake Farming

Farm & Food Care Saskatchewan

Without public trust, we are only one poor decision away from restricting farm productivity and innovation.

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