

# Annual Report 2016

**FARM & FOOD**  
*Care*  
CANADA



THE CANADIAN CENTRE FOR  
FOOD INTEGRITY





# Building public trust... building momentum

2016 was a year for building - building Farm & Food Care's efforts, building bridges across the country with the agri-food sector, and building trust in our food system.

The value of enhancing trust in our food system and working collaboratively is a new venture for the Canadian agri-food industry.

Building requires long-term vision, strong organizational structure, commitment from all, and the ability to think outside the traditional box.

Building collaborations and earning public trust is a long-term game plan that's tough to measure. The work that we are doing does not follow a path with well-known blueprints or tangible sales of products with immediate returns.

In 2016 we achieved some big milestones. With the help of many partners from coast to coast, we launched the Canadian Centre for Food Integrity. Look for other highlights and achievements from 2016 outlined in this annual report.

Our Board of Directors spent a good deal of time in 2016 in strategic review of our role, assessing our strengths and weaknesses, and investigating areas where the farming and food system could gain the most with a collaborative approach.

Look for our new refined direction and areas of focus in the next couple of months.

We would like to thank every donor and funding partner as well as the Board of Directors and the staff team for their leadership and solid commitment to building in 2016. We look forward to building something bigger and better in 2017 and beyond.



**Ian McKillop**  
Chair,  
Farm & Food Care Canada



**Crystal Mackay**  
CEO,  
Farm & Food Care Canada



Building requires long-term vision, strong organizational structure, commitment from all, and the ability to think outside the traditional box



# Farm & Food Care Canada Board of Directors 2016

*Farm & Food Care Canada is governed by a dedicated group of volunteers with a passion for the vision of building public trust in Canadian food and farming. With thanks to:*

- Ian McKillop, Farmer (Chair)
- John Geurtjens, Farm Credit Canada (Vice Chair)
- Gwen Paddock, RBC Royal Bank (Secretary/Treasurer)
- Bruce Christie, Nutreco Canada (Past Chair)
- Adele Buettner, Agribiz
- Leanne Cooley, L.H. Gray/Grayridge Eggs
- Carolynne Griffith, Farmer
- John Jamieson, Deputy Minister, Prince Edward Island Ministry of Agriculture and Fisheries
- Todd Klink, Farm Credit Canada and Ag More Than Ever
- John Maaskant, Farmer and Farm & Food Care Ontario
- Kim McConnell, Strategic advisor & former CEO of AdFarm
- Rick Martin, Wallenstein Feeds Ltd.
- Barry Senft, Grain Farmers of Ontario
- Derek Schoonbaert, Cargill Value Added Meats\*
- Diane Squires, Smith Valeriot Law Firm LLP
- Jean Szkotnicki, Canadian Animal Health Institute
- Paul Wettlaufer, Farmer



\*resigned June 30, 2016



## Cultivating public trust with credible information

The year started off with a bang as we achieved the goal of reaching one million Canadians with The Real Dirt on Farming booklets.

This popular suite of resources answers common questions Canadians have about farming and how their food is grown and produced in Canada. These resources are based on a 52-page booklet and website, as well as a 12-page digest, suite of signs for events, regular referencing in social media, and a blog full of guest commentary. This flagship resource for Farm & Food Care truly demonstrates the spirit of our collaborative work, as any individual can hand out one copy while organizations can invest in reaching millions. For example, our partner John Deere distributed 89,500 copies of The Real Dirt on Farming, along with an editorial, across Canada through their magazines The Furrow and the Homesteader.

**John Deere distributed 89,500  
copies across Canada through  
their magazines**

## Connecting with urban Canada through the media

This year 270,000 copies of The Real Dirt on Farming reached National Post and Toronto Sun readers across Canada, along with a full page ad in April. This built on the same work that was done with the Globe and Mail in 2015, continuing our goal of reaching business leaders and building awareness of the Farm & Food Care brand as leaders in credible information.

**As follow up to the insert and ad, 989 National Post, Toronto Sun, Toronto Star readers  
and others, rated The Real Dirt on Farming:**

**82% informative**

**85% credible**

**82% interesting**

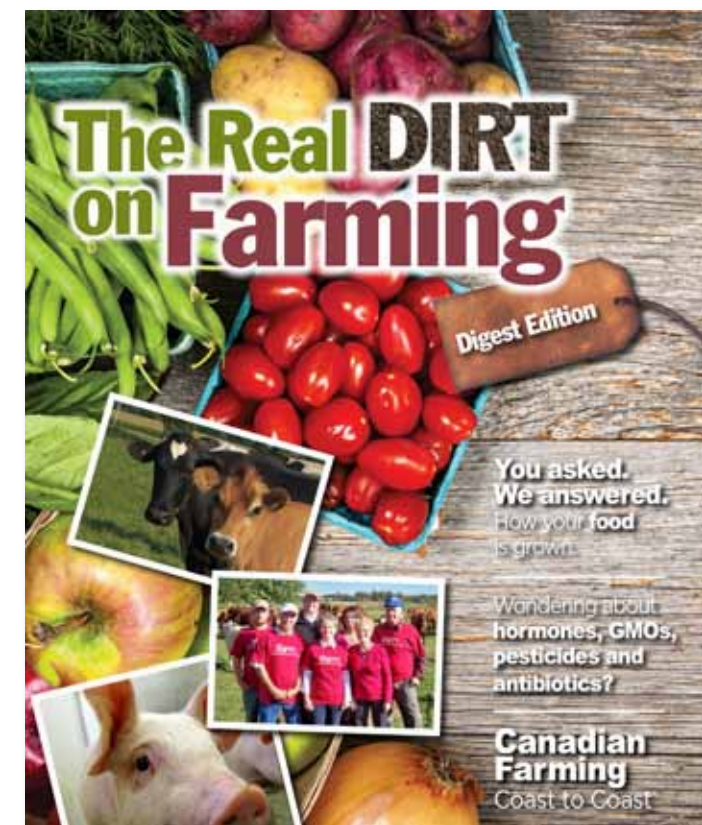
**77% valuable**

Footnote related to the above:  
These numbers are on par with what 570 Globe and Mail readers thought in 2015.

*"Thank you! I like reading about science vs. social media...facts about GMOs, antibiotics, etc."*

*"Would love to learn how I can do more to support Canadian farmers in my region!"*

*"Excellent booklet, packed with information and attractive graphics and layout. It's inspired me to 'tune-in' more on this sector. Great advert in the Globe and Mail - it pulled me in to check it out!"*





# From backroads to downtown Canada

In October, Farm & Food Care partnered with Metro News Canada and the Toronto Star on a special feature for Ontario Agriculture Week reaching two million readers in the Toronto market.

This full-page feature included an editorial on dairy farmer Tim May and university funding, both written by Owen Roberts, University of Guelph.

It was anchored by a Farm & Food Care banner with a question from a dietitian to a farmer about antibiotics, with a proactive and conversational approach, “That’s a good start, let’s keep talking.”

Look for more of this kind of work in urban markets in 2017.

**While on vacation, Tim May was able to FaceTime with his farm to advise on the birth of a calf.** FARM AND FOOD CARE

**metrolife** View from the Farm

**A high-tech birth at a traditional farm**

**DAIRY FARMING**

**FaceTime and Facebook now essential tools**

**Owen Roberts**  
URBAN COWBOY

Livestock farmers, like convenience store owners, have a hard time getting holidays.

If they're a big enough operation to have hired help, they might be able to hand over the reins for a few days. But in Canada, more than 95 per cent of the country's 200,000-ish farms are family farms. Some of the bigger ones have employees who are not relatives. But many count solely on their family to carry the load.

That's the way it is with fourth-generation dairy farmer Tim May, 45, of Rockwood, just outside Guelph. He, his wife Kirsten (a veterinarian), son Andy, 18, and daughter Abby, 15, maintain a very traditional — and very successful — 40-cow dairy operation, by themselves.

Like a round-the-clock convenience store, their farm, Mayhaven, is a 24-hour-a-day, 365-day-a-year business. Cows need milking not once, but twice, every day. They also need feeding, mucking and sometimes help with birthing, not to mention the regular upkeep on the buildings where they're housed, fed and milked.

So for the Mays, every week is Ontario Agriculture Week. Even a small, short getaway requires huge preparation.

Finally last spring, they decided to go for it. They put their collective heads down, and carved out time for a two-day visit to see relatives, near Kingston. They hired a level-headed neighbourhood kid on a co-op program named Steven Jackson to hold down the fort, and headed off down the 401.

Not exactly the Caribbean. But a road trip, nonetheless.

Then, though, came the text. Shortly after arriving from their four-hour trek, the Mays received an alarmed message from Jackson, saying a young member of the herd was ready to deliver her first calf. Don't

bother calling the veterinarian. Nature wouldn't wait.

And there was no way Tim could get back in time. So he rolled up his sleeves, hunkered down — and called up FaceTime. Then, for the next 20 minutes, his relatives peered over his shoulder in amazement, as May walked Jackson through the entire delivery preparation on his Smartphone.

Jackson held the phone near the cow's reproductive parts, while May told him what to do: reach into the cow's womb, check the unborn calf for a movement response and for correct positioning (to slip easily through the birth canal) and if the cow had dilated enough for delivery.

Acting on May's commands, Jackson responded with Doogie Howser-like precision.

In the end, the calf — he thinks it's the one they now call Precious — came into the world via the 3x4 screen.

Now, it's appropriate that technology would be used to deliver a dairy calf, in particular. Dairy has long been one of farming's most technical and technologically advanced sectors.

Producers such as May go to great lengths — and use many precision techniques such as highly detailed, immediate production reports on every cow — to keep their animals healthy and keep milk safe.

That means impeccable attention to detail, from start to finish — birthing, weaning, mixing the right feed rations, providing comfortable housing, and finally, properly storing milk in a bulk tank before it's shipped off the farm to a processor, every two days. It's a tight ship, even though on the outside it may appear traditional.

May once had his eye on a veterinary career. But then his dad Paul, who still works with him from the farm next door, needed a double knee replacement, and couldn't look after things.

But it's left him with no regrets. In fact, it turned out to be the start of a 25-year journey that has seen May-haven rise to among the most elite dairy herds in Canada.

According to the CanWest Dairy Herd Improvement organization, Mayhaven consistently ranks in the top five per cent of the top herds in the province. That's a product of good genetics and good management: the Mays can trace every member of their modern-day herd back to their great-grandfather's original herd.

It's also a product of research, which is a strong element of Canada's dairy sector. May's been involved in several on-farm research studies led by the nearby University of Guelph, about methane gas production, insect con-

trol, pain management and more.

As well, he routinely offers Guelph veterinary students the opportunity to visit and see how a real dairy farm operates. And he's on the third update of his environmental farm plan, a peer-reviewed initiative designed to help farmers find and eliminate unsustainable practices on their farms, such as excessive water run-off from fields into rivers and streams.

May gives the public a peek at Mayhaven through his popular farmer Tim Facebook page, which now has 9,000 followers. He wades into detailed discussions about hot consumer topics, such as raw milk ("avoid it"), genetically modified organisms ("they're harmless") and animal welfare ("check out our cows' rubber mattresses").

He also takes part in the Ask The Farmers Facebook group, populated by farmers across North America answering questions and clearing up misconceptions about agriculture.

The biggest one?

"People sometimes forget farmers have a vested interest in food safety," says May. "But we're consumers too. We have families like everyone else. We eat what you eat; we don't have a separate source of food just for ourselves. We want all food to be safe."

And any brief, precious holidays to be stress-free.

**FOOD FUNDING**

**New farming revolution is driven by big data**

Futurists predict the next food revolution will be driven by researchers armed with big data, to help make farming more sustainable than ever. But no one thought those researchers would hail from the labs, fields, and classrooms of some of Canada's agriculture and food universities — until now. Earlier this month the **universities of Guelph and Saskatchewan** received more than **\$150 million** from Ottawa for massive seven-year projects focused on big data and food production.

The University of Guelph's project is called **Food From Thought: Agricultural Systems for a Healthy Planet**. Its goals are to use big data to enhance biodiversity, produce safe and nutritious food and improve animal welfare and human health.

**IBM Canada** is participating as a key industry partner. It's helping secure cloud-based storage for the reams of information that will be gathered through super computing, and from precision agriculture technology that has already started appearing on Canadian farms.

In Western Canada, the **University of Saskatchewan** is leading a worldwide network of water researchers using big data for a project called **Global Water Futures**. New science being developed there will help farmers plan for crops that can handle climate extremes and other conditions that affect water. "Floods kill, but also destroy farms and farmland and disrupt agricultural production, while droughts threaten production and the viability of farms and communities," says program leader John Pomeroy.

Support for these projects is coming from the **Canada First Research Excellence Fund**, which helps top Canadian post-secondary institutions turn their key strengths into world-leading capabilities. Thirteen projects worth more than \$900 million were funded.

Owen Roberts is a Guelph-based journalist who writes extensively on food trends and agricultural research. Follow him @TheUrbanCowboy

**URBAN CULTURE ASKS AGRICULTURE**

**Q** Are there antibiotics in meat? I'm curious and a bit confused about the labels around antibiotics and food lately. I figured the best place to start is to ask a farmer why they even use antibiotics.

**A** It's a simple question with lots of complicated answers. I work hard caring for my animals, which includes keeping them healthy. A veterinarian can prescribe antibiotics if sick chickens need treatment, but that's rare. If we do have to treat, we follow strict withdrawal times to ensure no residues are in our meat. My family eats the same food yours does and we take our commitment to caring for chickens and producing healthy, affordable food seriously.

**MICHELLE JAELEN,**  
REGISTERED DIETITIAN, TORONTO

**FARM & FOOD CARE**  
Connecting farm gates to dinner plates  
www.FarmFoodCare.org

That's a good start, thanks for asking.  
Let's continue the conversation.  
@FarmFoodCare

**ANDREA VELDHIJZEN,**  
CHICKEN FARMER,  
NIAGARA REGION

# Making news happen

Farm & Food Care and the Canadian Centre for Food Integrity were featured in 110 media outlets in interviews, news releases, and quotes in 2016. Highlights included the Globe and Mail, TVO the Agenda, Canadian Grocer, iPolitics, Food in Canada, CBC, Health Matters Magazine, Calgary Stampede Profile Magazine, and many industry publications across Canada. Another 195 news websites featured content from the launch of Canadian CFI.



*"Over the past few years the more that I've learned about food, the more important I believe it is for all of us to know and appreciate where our food comes from. Which meant when I had the opportunity to join Farm & Food Care for a tour of two Southern Ontario farms I quickly jumped at the chance! It isn't that often that you get to tour a working farm with a bunch of fellow food lovers, and have the opportunity to ask questions of the farmers themselves."*

Meaghan (food writer) at unassaggio.com

*"It is so essential to get word out to the consumer that our food is safe and healthy and this was a fabulous avenue to take that opportunity. Coming off of the Women in Ag conference I am certainly proud to be a woman in agriculture and I am definitely excited to see other passionate women in the industry. Thank you Crystal and Kelly for being two of such women that do such an excellent job supporting producers such as myself. Farm & Food Care does a fabulous job of encouraging farmers and supporting many different sectors."*

Andrea Veldhuizen, Farmer

## FFC and CCFI were featured in 110 media outlets in 2016



## Connecting with influencers

Who are the food influencers in Canada? Who are the credible people answering the questions, creating the questions, and reaching millions about food and how it's grown every day? Based on the Canadian Centre for Food Integrity public trust research, Farm & Food Care chose three key audiences of influencers in 2016: food bloggers, dietitians, and science writers.

Resources like The Real Dirt on Farming and Best Food Facts were introduced to these important groups at national conferences for Dietitians of Canada in Manitoba, Food Bloggers of Canada in Toronto, and the Science Writers of Canada conference hosted in Guelph for the first time.

### Reach highlights

- **Science Writers of Canada:** Supported a farmer to give a presentation to 123 science writers from publications including Canadian Geographic, Owl Kids, Cottage Life, Macleans, and the Canadian Press
- **Dietitians:** Engaged directly with 350 dietitians at the national Dietitians of Canada conference in Winnipeg; Farm & Food Care Saskatchewan and Ontario toured dietitians through farms in their respective provinces, with positive results and evaluations
- As part of their national conference in Toronto, 21 **Food Bloggers** had a full day program of tours through a greenhouse and a dairy farm, rating the value of the day at 86%
- The pre-post evaluation results showed significant positive shifts in their trust in farmers and their overall impressions of agriculture from an average of 77% to 92% positive



*"After spending some time patting cows and playing with a few calves, our Farm & Food Care food tour came to an end. I admit that as a long-standing vegetarian, there were moments on the tour that I felt taken out of my comfort zone and forced to confront some uncomfortable realities, but the opportunity to speak to real farmers, people who are passionate about their work and who truly dedicate their entire lives to it, regardless of idealism or modern fads, was refreshing. There were moments of insight, revelation, and genuine wonder. There were moments of learning, and of pure awe."*

*Ksenia Prints (food writer) at immigrantstable.com*

## A focus on food bloggers, dietitians, and science writers



Touring influencers through farms gives them content, context and contacts.

### Here's what they had to say

*"Fantastic event! Seems like a serendipitous moment to actually link up with farmers who produce the food that we speak about daily with clients/patients - not to mention in our own daily lives. A big thanks to all of you!"*

*"It was so nice to see and learn from the farmers about the research the industry does to ensure that our chickens are treated in a humane way."*

*"It was helpful to hear from Mr. Cranston about why GMOs are important to help feed his dairy cows. I also really appreciated how he spoke about the financial frustrations that he and his family experience. As consumers with no personal connection to a farm, it's easy to complain about food costs without thinking about the experience of the farmers who work so hard to ensure that we have access to fresh food."*

*"Loved the tour! Would definitely attend again and will speak to colleagues about the importance of attending these events to learn more about our farming practices!"*



# Connecting with Canadians online

Canadian CFI research shows Canadians go online to find their information about food and farming.

Farm & Food Care worked to give [www.FarmFoodCare.ca](http://www.FarmFoodCare.ca) a major redesign in 2016 as part of an effort to create a more cohesive hub of various content pieces.

Within the hub, major work and investment has been put into a redesign and updated branding of [www.VirtualFarmTours.ca](http://www.VirtualFarmTours.ca) to become [www.farmfood360.ca](http://www.farmfood360.ca) in early 2017. We were also able to reach a long time vision of connecting the dots from the farm to our food by tracking the journey of milk from a farm to a cheese plant and a dairy processor. To keep ahead on visual trends and tools, look for virtual reality videos being added to the mix to reach the next generation with the closest thing to experiencing standing in a real barn or food plant.



[www.FarmFoodCare.org](http://www.FarmFoodCare.org)



[www.VirtualFarmTours.ca](http://www.VirtualFarmTours.ca)

## Making waves on social media

YouTube -  
 **545,300**  
 views on FFC channel

(most popular video on YouTube...  
 How dairy cows are milked... **127,000** views)



@FarmFoodCare followers  
 went from **570** to **3000**



Pinterest -  
**1460**  
 viewers per month

RealDirtFarming.ca  
**10,037** visitors

RealDirtBlog.ca  
**36,267** visitors

FarmFoodCare.org  
 FarmCareFoundation.org  
**45,405** visitors

VirtualFarmTours.ca  
**48,798** visitors



## Connecting with Canada's food system

Farm & Food Care/CCFI staff and board members presented to over 5000 people at 42 events in all 10 provinces in 2016. This included a wide range of events and conferences, ranging from local to global. Every presentation allows us to fulfill our mandate of connecting with many partners to build relationships and opportunities for collaboration.

A few highlights include:

- Global Conference on Sustainable Beef, Alberta
- Journey to Public Trust session, Ottawa
- Conseil de la Transformation Alimentaire du Quebec (CTAQ) food processors, Quebec
- Aquaculture Alliance of Canada, Newfoundland
- Grain Growers of Canada, PEI



Ian McKillop and Crystal Mackay thank Bruce Christie for his leadership as the first Farm & Food Care Canada Chair.

## Building the Canadian Centre for Food Integrity

The first half of 2016 was focused on getting ready to launch the new Canadian Centre for Food Integrity (CCFI) with a vision to help Canada's food system earn trust. Farm & Food Care had partnered with the US Center for Food Integrity for many years and saw great value in the programs and expertise developed there. It was a natural evolution to become the Canadian affiliate of that work, with the opportunity to bring those resources north of the border with North American perspective and experience.

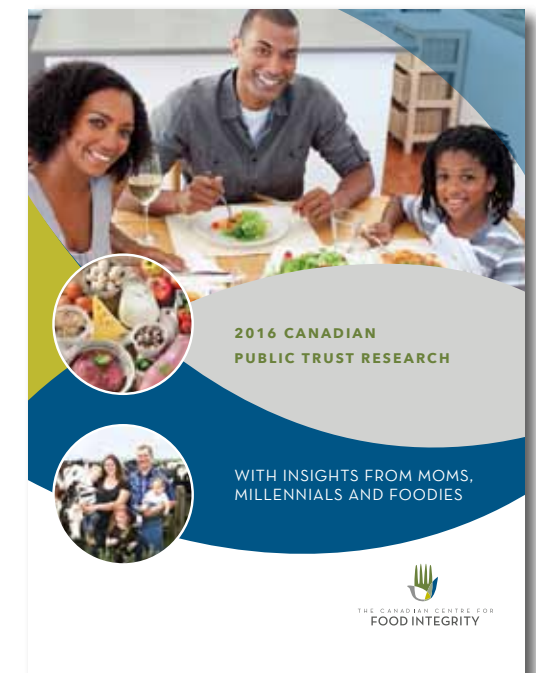


### Canadian CFI helps Canada's food system earn trust by:

- Increasing understanding of an alignment with consumer expectations and values
- Coordinating research, strategy and support
- Creating forums for dialogue, idea sharing and learning

The CCFI was launched on May 31<sup>st</sup> with a sold out crowd at the Public Trust Summit in Ottawa with a solid core group of 18 thought leaders as Founding Members from across the country and across supply chains. The momentum and interest in this work continues to grow, with 25 Founding Members by the end of 2016.

Farm & Food Care/CCFI staff and board members presented to over 5000 people at 42 events in all 10 provinces in 2016



2016 Canadian Centre for Food Integrity Founding Members

With thanks to the following organizations for their leadership and investment in helping Canada's food system build trust by creating the Canadian Centre for Food Integrity.

A&W Food Services of Canada Inc.	Government of Saskatchewan
Alberta Agriculture and Forestry	John Deere Canada ULC
Alberta Livestock and Meat Agency Ltd.	L.H. Gray & Son Ltd.
Alberta Pork	Manitoba Egg Farmers
Association of Canadian Faculties of Agriculture and Veterinary Medicine (ex-officio)	Maple Lodge Farms
Beef Farmers of Ontario	Maple Leaf Foods
Burnbrae Farms	Monsanto
Canadian Canola Growers Association	Nova Scotia Department of Agriculture
Dow AgroSciences	PEI Department of Agriculture and Fisheries
Egg Farmers of Alberta	SeCan
Egg Farmers of Ontario	Shur-Gain, Landmark Feeds
Farm Credit Canada	Tim Hortons
Food and Beverage Ontario	



Over 230 people attended from across Canada representing all major sectors of the agricultural and food supply chain

2016 Public Trust Summit

- Over 230 people attended from across Canada representing all major sectors of the agricultural and food supply chain – farmers, food companies, retail, food service, governments, academia, and food influencers like bloggers and dietitians
- Speakers from the United Kingdom, the European Union, and the United States shared their lessons learned from their parts of the world related to public trust in food and farming
- The release of the 2016 Public Trust research to attendees, and then media and social media
- CCFI member launch party and networking gala

What did attendees think?

- 83% of attendees found the value of the meeting to be excellent
- The average speaker and session rating was 87%, with many speakers rated over 90%. The live consumer panel, the lightning round panel with public trust from different views, and the opportunity to meet and network with new people from across the country and across sectors and supply chains were all highlights
- “Outstanding event. Speakers were relevant and informed. Consumer panel was eye-opening and led to worthwhile and much needed discussion at the tables”
- “There was no part of this conference I didn’t find useful...this was possibly the most useful conference I’ve been to this year”

83% of attendees found the value of the 2016 Public Trust Summit to be excellent

The reach – media and social

- Media coverage of the event, the public trust research, and the launch of Canadian CFI was solid, including the Globe and Mail, Canadian Grocer, London Free Press, Real Agriculture, Manitoba Cooperator, Food in Canada, and many more
- The reach extended through social media with over 570 contributors on Twitter alone, reaching an additional 592,000; the #CCFI16 hashtag was trending #2 in Canada by the afternoon of day one

“When we attended the CCFI Public Trust Summit we had what I call an “ah-ha moment!” We looked around the room at all the people who are clearly ready to get to work in this space, and thought of all that we could do to build public trust with the work that we are currently involved in.”

– Erin Gowriluk, Alberta Wheat Commission



## Canadian Centre for Food Integrity Public Trust Research

A cornerstone of Canadian CFI is conducting public trust in food research. While many organizations conduct usage and attitude studies, it's traditionally by sector or brand and often kept confidential. The CCFI research is a more holistic approach to food and the food system, with shared results communicated broadly across supply chains.

The US CFI has conducted public trust research since 2007 which served as the base for the Canadian research, with some comprehensive North American data. Our inaugural 2016 public trust research serves as a solid benchmark and highlights some best practices that the Canadian food system can use as a guide for increasing trust. The research reveals who the public has the most trust in and who they hold most responsible on a number of key food system issues.

This research provides a model and strategies for success and for discussing complex issues about our food system. It's a model that can be applied when engaging with the Canadian public to earn trust around topics that are critical to meeting the growing demand for food while preserving our natural resources.

It's simple: when it comes to building trust, connecting through shared values is the first step. Food is personal and shapes our cultural identities. Food issues are particularly important to moms, millennials, and foodies. Because these issues are meaningful and relevant, we can find ways to connect. Once you establish the values-based connection, you are then given permission to introduce technical information.

Canadians have very clearly identified where and from whom they want to access information that is most important to them about their food. Now it's up to Canada's food and farm leaders to come to the table to address those needs, reconnect, and engage.

**Canadians have very clearly identified  
where and from whom they want to  
access information about their food**

## Canadian CFI Food System Forum... Let's Talk Antibiotics

*"I like the value chain coverage, and industry and government participation. Provides great industry coverage on the topic."*

*"Excellent networking opportunity and to build relationships. Great to hear from producers specifically."*

*"What I enjoyed most about the forum was how it brought together so many groups from different areas of the supply chain. This allowed all of us to hear each other's challenges and the issues we face."*

CCFI hosted a Food Systems Forum...Let's talk about antibiotics on November 21<sup>st</sup>, 2016 at Maple Leaf Foods Think Food Centre in Mississauga. Food System Forums will be a regular part of CCFI deliverables, with tremendous value in providing credible information on complex topics with the goal to help food company executives make informed decisions. The topic of antibiotics was chosen as the highest issue of concern identified in the public trust research.

### **The objectives of the day were:**

- To host a forum for connecting, dialogue and information sharing for food and farm system executives
- To share research and insights related to public trust in Canadian food and farming
- To provide timely and credible information on food system issues, with a focus on antibiotics
- To promote critical thinking about the risk of using antibiotics in agriculture and the risk of not using them

The attendees were a great mix of 80 of our key target audiences (food, retail, and food service company representatives), as well as 30 farmers and feed associates, veterinarians and researchers, federal and provincial governments. Evaluations were positive with an 82% rating for value, satisfaction, and program content, along with many comments about other topics and ideas for future forums. The next Food Systems Forum will be Let's Talk About GMOs in 2017.

With thanks to our Forum partners: The Canadian Animal Health Institute, Maple Leaf Foods, and Chicken Farmers of Canada.



## Connecting credible experts with Canadians

### *When it comes to what's in it, we're on it*

The research is clear - to build trust in food we need to connect consumers with experts in user friendly, accessible and easily understood ways.

Best Food Facts is a digital brand that is dedicated to bringing consumers the most objective, trustworthy and accurate information directly from university-based experts so they can make informed decisions about food.



This resource, developed by the US Center for Food Integrity, works with nearly 200 university-based experts (majority are PhDs or registered dietitians) who have either completed or reviewed research on the specific topic being discussed. The Canadian CFI is bringing this resource to Canada by integrating Canadian content and experts and promoting it here.

- In 2016, a Masters of Dietitian student reviewed the 400 questions already housed on BestFoodFacts.org and sourced Canadian content to incorporate. Just under 25% of the content was updated to include some important differences around government bodies and regulations on topics such as hormones in dairy and Canada's food guide
- The first ten Canadian university and government experts were recruited and their profiles added to the resource in 2016
- The first profile question from a Canadian expert was posted in November by Dr. John Prescott, Professor Emeritus, University of Guelph, about antimicrobial resistance
- Canadian companies and organizations can embed a BestFoodFacts widget directly on their websites for consumers to ask questions of the experts

Over 1.1 million visitors used BestFoodFacts in 2016, with 30,560 from Canada. Look for the public launch of this resource in Canada in 2017.

With thanks to the Deans of all the agriculture and veterinary colleges in Canada (Association of Canadian Faculties of Agriculture and Veterinary Medicine) and the experts who donate their time and support for this resource.

Visit **BestFoodFacts.org** to find out more, ask your own questions, or sign up for the e-news.

## Over 1.1 million visitors used BestFoodFacts in 2016

*"As a corporate member of the Canadian Centre for Food Integrity (CCFI), Dow AgroSciences believes in the importance of having a united strategic direction for the Canadian ag and food industry. The efforts of CCFI inform us on the best practices, trends, and messages that we can all use to build confidence in the food system. The independent nature of the CCFI can help us all work together in a unified fashion to bridge the gap with the public that wants to know about their food and where it comes from. We are proud to be members of this important organization. We believe the only way we can be successful is to work together."*

*Loralee Orr, Communications Leader, Dow AgroSciences Canada*

## Celebrating with friends of Farm & Food Care

### *2016 Harvest Gala meets Casino Royale*

The Farm & Food Care Harvest Gala was hosted on October 27<sup>th</sup> as a celebration of the incredible food we have in Canada and the amazing people who make it happen. This friendraiser and fundraiser hosted 200 people who attended to support Farm & Food Care's efforts and enjoyed a fun evening of Casino Royale games.



### *2016 Shinny Shin Dig...the Farm Team meets the NHL*

A great crew of skaters came out for a full afternoon of hockey for good fun and a good cause. This year's highlight was the opportunity to play a few shifts with Montreal Canadiens Stanley Cup winner Gilbert Dionne and hear some stories about life in the big leagues. Special thanks to the many skaters who have had 100% attendance at every Shinny Shin Dig we have hosted, the sponsors and University of Guelph for donating the ice, and the enthusiastic organizing team. We appreciate your dedication to our favourite winter sport for a great cause!







# Building public trust...building partnerships... building momentum

## Better together

With our sincere appreciation to every individual who donated and every funding partner who invested in Farm & Food Care and the Canadian Centre for Food Integrity programs to earn public trust in Canadian food and farming in 2016. Together we can achieve more.

### 2016 Champions: \$100,000 +

Tim Hortons®

### 2016 Leaders: \$50,000 - \$99,999

Alberta Livestock and Meat Agency Ltd.  
Anonymous  
Burnbrae Farms Ltd.  
CropLife Canada  
L.H. Gray & Son Ltd.  
Maple Leaf Foods Inc.  
Shur-Gain, Landmark Feeds

### 2016 Advocates: \$10,000 - \$49,999

A&W Food Services of Canada Inc.  
Alberta Agriculture and Forestry  
Alberta Pork  
Alltech Canada Inc.  
BDO Canada  
Beef Farmers of Ontario  
Canadian Canola Growers Association  
Carolynne Griffith  
Dairy Farmers of Canada  
Dow AgroSciences Canada Inc.  
Egg Farmers of Alberta  
Egg Farmers of Ontario  
Farm Credit Canada  
Floradale Feed Mill Ltd.  
Food and Beverage Ontario

Gay Lea Foods Co-operative Ltd.  
Government of Saskatchewan  
Hensall District Co-operative Inc.  
Jefo Nutrition Inc.  
John Deere Canada  
Manitoba Egg Farmers  
Maple Lodge Farms  
Monsanto Canada  
New-Life Mills  
Nova Scotia Department of Agriculture  
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*“Egg Farmers of Alberta is proud to be a founding member of the Canadian Centre for Food Integrity, as we value the insight and leadership they provide for the national agricultural sector. From consumer research to training workshops, CCFI is beneficial for both EFA staff and Alberta egg farmers.”*

*Susan Gal, General Manager, Egg Farmers of Alberta*

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Plus many more  
who texted us their  
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*“The Saskatchewan Ministry of Agriculture values its partnership with the Canadian Centre for Food Integrity (CCFI). The Public Trust Research is vital to helping us identify strategic priorities, issues and audiences of focus, and messaging. We appreciate our relationship with the staff who share our mission to build public trust and the resources they provide to support it.”*

*Shelley Jones, Manager, Agriculture Awareness,  
Ministry of Agriculture, Government of Saskatchewan*



***“When you have more than you need,  
build a longer table not a higher fence.”***

Thank you for coming to the table with us to earn public trust in food and farming in Canada in 2016



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