

What's new at Farm & Food Care Ontario

March, 2018

Kelly Daynard

Executive Director

@FarmFoodCareON @KellyDaynard





AG
Care 

Ontario Farm Animal Council
OFAC
Promoting The Excellence of Animal Agriculture





www.FarmFoodCareON.org

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Coordination & Strategy

Intelligence
& Support

"Play
Defence"

Practices,
Programs,
Research &
Regulations

"Doing the
Right Thing
for the Right
Reason"

Public Trust & Outreach

"Let's have a conversation about it"

SELF ASSESSED KNOWLEDGE OF CANADIAN FARMING

93%

of Canadians know little or
nothing about farming practices.

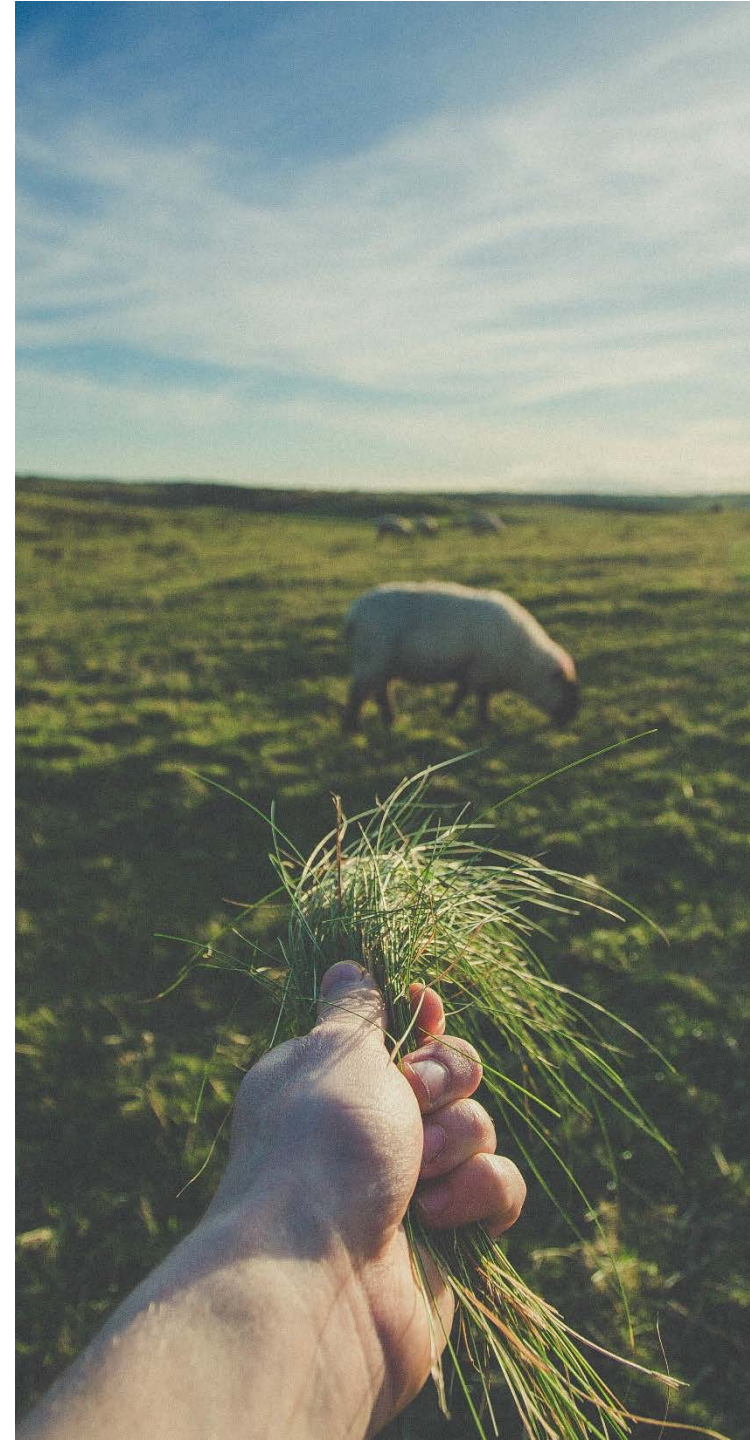
11a. How well informed would you say you are about Canadian farming practices in general? Would you say you ...?



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Do consumers want to know more about farming practices?

64%

Yes



Talking to Canadians

- Less than 3% of Ontarians farm.
- The average Canadian doesn't know any farmers
- The average Canadian has disposable income and a lot of choice.
- The average Canadian gets their information from the media and the internet.





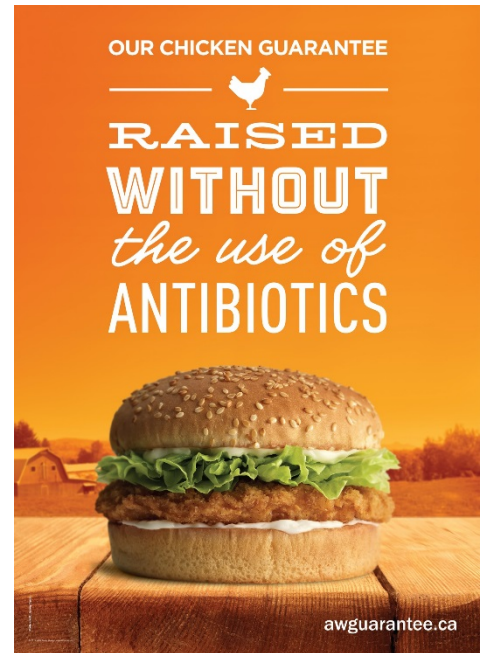
Everything can seem scary!

- Confinement housing
- Antibiotics
- Hormones
- Wheat
- Red Meat
- GMOs
- Pesticides
- Fat
- Sugar
- Chemicals
- Corporations



Top consumer concerns

- GMOs
- Pesticide/herbicide use
- Antibiotics
- Hormones





Food labels don't help

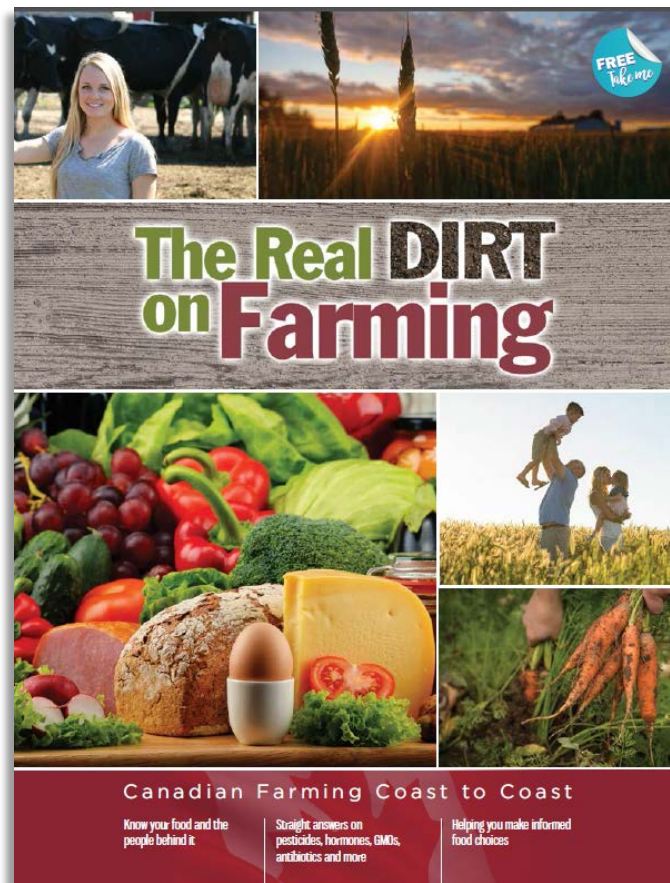
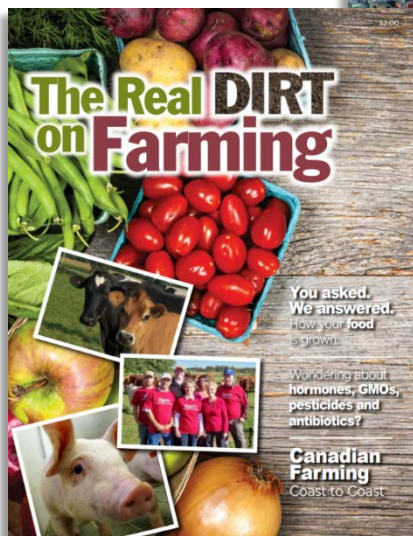
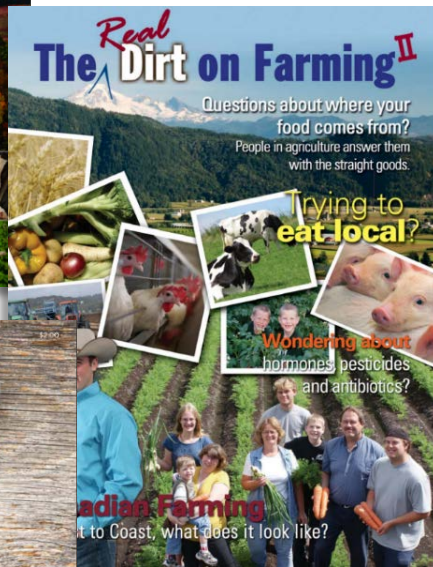
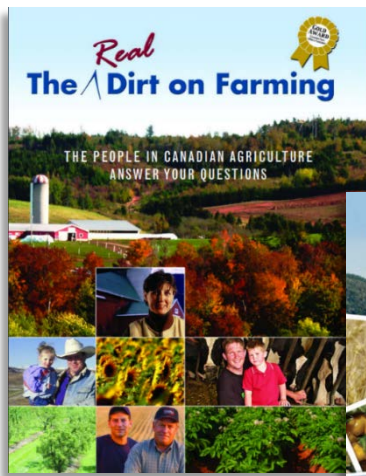


Food labels don't help



What????





- Four editions
- Almost 4 million copies since 2006
- Funded by 76 companies, commodity groups and individuals
- Globe and Mail – May 12, 2018



DID YOU KNOW?

The average hen lays about 320 eggs per year.



Hens in an aviary



Hens in enriched housing

Laying hens

Canadian laying hens – the ones who lay the eggs we eat – live primarily in five different types of housing systems:

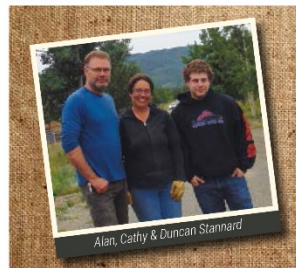
- **Enriched** – Hens are housed in smaller, more naturally sized groups with nest boxes, scratch pads, and perches, to allow them to exhibit natural behaviour. This will be the industry standard in Canada by 2036.
- **Free run** – Hens are raised inside barns, where they have access to the entire barn floor area but don't go outside. Hens are able to scratch and lay their eggs in nesting boxes.
- **Free range** – Hens are raised in barns, with access to outdoor areas when weather conditions allow. Hens are still able to scratch and lay their eggs in nesting boxes.
- **Aviary** – Hens are raised inside the barn, with several levels on which they perch, feed, and drink. They lay their eggs in nest boxes and can access the floor level to scratch and dust bathe.
- **Conventional** – Hens live in small groups with equal access to fresh food and water. They have mesh floors that allow the hens' waste to fall away, keeping the birds and eggs clean.

Check out www.FarmFood360.ca to see the five different types of hen housing, and to find out what the labels on the egg cartons mean.

FARM FOOD 360°

Canadian egg farmers began phasing out conventional housing systems in 2014. Any new barns being constructed, or existing barns being renovated, must follow the new housing standards. In some European countries, where consumer demand led to the end of conventional hen housing, farmers are now trying to address different animal welfare challenges: higher levels of dust and ammonia, cannibalism among the birds, and feather-pecking. Birds can be bullies too, with the stronger birds in a flock dominating the weaker ones by pecking them, and controlling access to food and water. This situation is where the expression "pecking order" originated.

Research is ongoing in Canada, and around the world, to find the best housing solutions for birds, farmers and consumers.



Alan, Cathy & Duncan Stannard

Farmer

Profile

Alan & Cathy Stannard

Alan and Cathy Stannard are the owners and operators of an egg farm outside Whitehorse, Yukon. With a passion for locally-sourced food, the couple purchased the 160-acre property in 2009. They initially grew hay and boarded horses, though also kept meat chickens and turkeys. Today, with the help of their son Duncan, they raise laying hens and provide eggs to local grocery stores.

Farming in northern regions can pose unique challenges, like high transportation costs and low winter temperatures, so Alan says they spent six years researching options before constructing a new egg barn. That barn – which was finished in 2017 – is equipped with a centrally controlled computer system designed to keep their birds healthy and comfortable, while being easy to use in all conditions.

The Real Dirt on Farming 9

Why can't they have more space?

Farm animals have different needs from humans – and even different needs among different species. It's not always a matter of more space, but what's available to them within that space, and how they can use it. For example, research has found that a group of calves in a large open barn will choose to sleep very close to each other. Rather than make use of all space available to them, they gather together for a greater sense of protection and warmth.

Today's farm practices are a balancing act between animal needs, safe food, and environmental and economic realities – and there is ongoing animal welfare research to help learn what's best.



Let's talk about antibiotics and antimicrobial resistance

Keeping animals healthy is a top priority for farmers and veterinarians.

A serious health problem can cause animals to suffer, and in some cases, can even wipe out all of the livestock or poultry on a farm – or even in a whole industry. Farmers use many strategies and tools to keep animals healthy – including a good environment, nutrition, antibiotics and vaccines.

Antimicrobials are medications that fight bacterial infections in humans and animals, and antibiotics are just one type of antimicrobial. Resistance – the state in which an antimicrobial no longer effectively fights a particular disease-causing organism – makes it harder to fight bacteria infections.

According to Health Canada, potential sources of antimicrobial resistance include:⁴¹

- **Using and misusing/overusing** antibiotics in human and animal medicine;
- **Misusing antibacterial cleaning products** like household disinfectants, antiseptics, or personal hygiene products with antibacterial properties;
- **Environmental contamination** through waste water and other effluents caused by the use of antimicrobials in human and animal settings.⁴²

Antimicrobials are grouped into four categories based on their corresponding uses in human medicine, from Category I drugs of "very high importance" to "low importance" (Category IV) drugs.⁴³

These categories account for whether an antimicrobial is considered a preferred option in treating human sickness, as well as how many alternate antimicrobials are available.

At present, most antimicrobials can only be used on-farm with a veterinary prescription, similar to a prescription your own physician might provide. Health Canada's Veterinary Drug Directorate is also implementing new regulations, and strengthening existing rules and policies, for antibiotic use for farm animals. As of December 1, 2018, antibiotics in categories I, II and III may only be used with a veterinary prescription, while Category IV drugs can continue to be used over the counter, as they are not considered important to human health. Any antimicrobial product label claiming to promote more efficient animal production will also come to an end.

Antibiotics are not the only tool used to keep animals healthy. As in human medicine, vaccinations also make a big difference, as do probiotics and other immune system boosters. Research into both disease treatment and prevention alternatives is a never-ending process.



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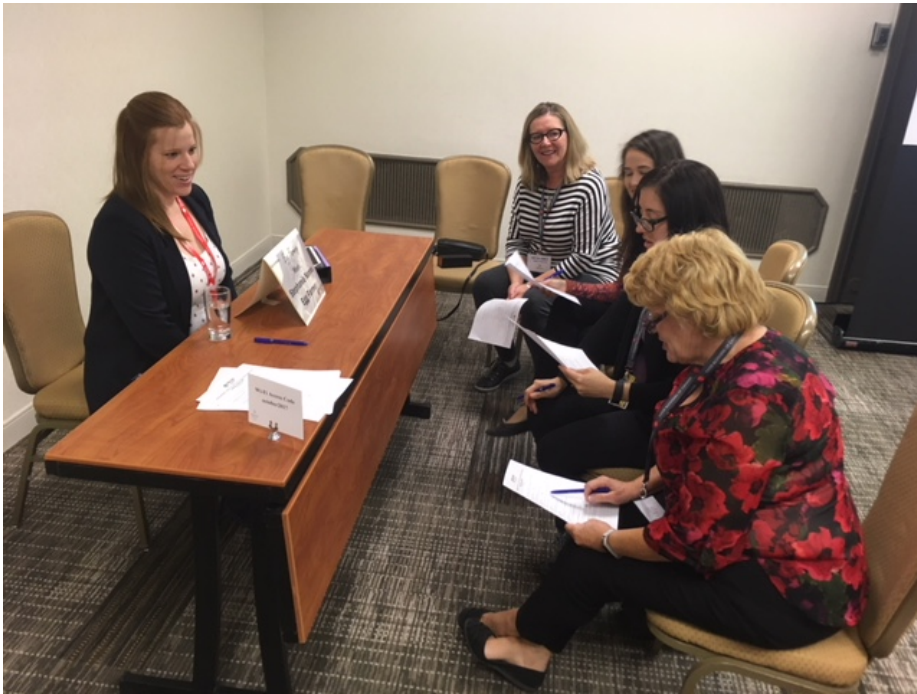


- 160 litres of apple cider
- 240 kg of eggs – that's 5240 medium eggs!
- 4,400 pork breakfast sausages
- 1512 cartons (358 litres) of white and chocolate milk
- 8 bushels of apples
- 200 kilograms of pancake mix (dry)
- 24 litres of maple syrup





Food Bloggers of Canada conference



Food Influencer tours



- 113 tours since 2004
- 3,400 guests
- Visiting 170 Ontario farms and research facilities

Registered Dietitian tour, September, 2017





Fanshawe College Culinary students - 2017



Moving the needle

- Before the tour, guests thought it took 5 to 10 days for eggs to get from the farm to the store. After the tour, they all correctly answered 3 to five.
- Before the tour, guests rated farmers as a 5/7 in terms of their attention to animal welfare. After the tour, the number had climbed to a 6.5/7
- Before the tour, guests said that they had a trust level of 4/7 for GMO crops; After the tour, that number had climbed to a 5.5.



FARM FOOD 360°



FARM FOOD 360°



BROUGHT TO YOU
BY OUR DIETITIANS



Advocacy training for farmers



April 17 – Southwestern Ontario

April 24 – Eastern Ontario

Free to EFO growers –
dlange@getcracking.ca



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2018 Breakfast on the Farm



June 23 – Ancaster. Cranston family farm – dairy and grain.

Registration and volunteer bookings open April 11.

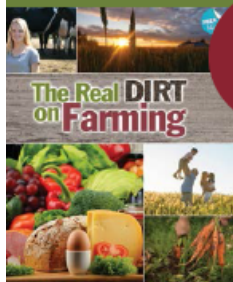


September 8 – North Gower. Foster Custom farming – beef and grain

Registration and volunteer bookings open in June.

2018 Annual Conference & Speakers' Program

April 11,
2018



The Real DIRT
on Farming



AGCare board of directors

FARM & FOOD CARE Celebrating 30 YEARS



1988-2018



FARM FOOD 360°



Original OFAC chairs

Farm & Food Care at 30:
From founding decision to confident vision

8 a.m. Registration for annual business meeting and member breakfast

10 a.m. Registration for annual conference and speakers' program

9 - 11 a.m. Farm & Food Care Annual Meeting - Farm & Food Care Ontario's 2018 annual meeting and Board of Directors' elections

11 a.m. Conference begins

12 noon: Taste of Ontario lunch Sponsored by: 

1 p.m. Learning lessons from the UK: How farmers can tell their stories better

Simon Haley, Co-owner, Social Jungle Ltd.; Managing Director, SRH Agribusiness Ltd.



Simon Haley is a social media expert from the United Kingdom who manages accounts totalling almost 70,000 followers. This talk will delve into the rise of special interest groups (on issues such as animal welfare, veganism, GMOs) and show how ignoring this militant voice in previous years contributed to societal change and a defensive strategy for engaging with consumers by UK farmers.

Now, through changing food values and embracing the trends of the millennial generation, farmers and those working in agriculture are telling their stories louder, better and with greater results.

Sponsored by:



2:45 p.m. The Elephant in the Room: Towards better communication about food and farming

Tamar Haspel, Journalist, Washington Post; Oyster farmer, Barnstable Oyster



Can we have a public conversation about agriculture that isn't polarized, vitriolic and, ultimately, counterproductive? Maybe, just maybe. Here's a place to start. Tamar Haspel is a journalist who's been on the food and science beat for almost 20 years. She writes the James Beard award-winning Washington Post column, *Unearthed*, which covers food supply issues, and contributes to *National Geographic*, *Discover*, and *Edible Cape Cod*.

Plus:

- Highlights from Farm & Food Care's 2017 activities
- Presentation of the Farm & Food Care Champion Award
- Celebrating OFAC & AGCare's 30th anniversary

4:30 p.m.

30th anniversary after hours event

All attendees are invited to stay after the conference for a reception featuring complimentary spirits and snacks.

Register online at www.FarmFoodCareON.org

Early bird member rate, before March 25: \$75
Early bird non-member rate, before March 25: \$100
Member rate, after March 25: \$100
Non-member rate, after March 25: \$125

Farm & Food Care Ontario cultivates appreciation for food and farming in Ontario by connecting farm gates to our dinner plates. Farm & Food Care is a whole-sector coalition made up of representatives from all farming types and associated businesses, and positions itself as a helpful expert on Ontario agriculture. The common goal is to earn public trust in food and farming in Ontario and across Canada.



www.FarmFoodCareON.org

Location: Country Heritage Park - Gambrel Barn 8560 Tremaine Road, Milton, Ontario, L7T 1Y3

Farm & Food Care Ontario reserves the right to limit entry to this event to those individuals who support the objectives of the organization.

Registration fees are non-refundable, but are transferable

Get involved!

Gold memberships	\$5,000
Silver Membership	\$1,500
Supporter Memberships	\$250

- Volunteer at Breakfast on the Farm
- Host a farm tour
- Buy a box of Real Dirt on Farming booklets – and give them to people who need them
- Attend our annual conference April 11, 2018 in Milton
- Your ideas here...

Thank you EFO!

www.FarmFoodCareON.org

www.RealDirtonFarming.ca

Follow up questions:

kelly@farmfoodcare.org

(519) 837-1326



www.FarmFoodCareON.org



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