

YOUR  
**INDUSTRY**

YOUR  
**FUTURE**

YOUR  
**VOICE**



**Beef Farmers**  
*of Ontario*

For over fifty years, the Beef Farmers of Ontario (BFO) has been a tough and credible advocate and unified voice for the province's 19,000 beef farmers, representing all sectors of the industry.

As an organization, BFO utilizes valuable check-off dollars, provided by its membership, to support programs and services that help beef farmers, and to provide solutions to issues facing the beef industry in Ontario.

Take a look at how BFO has used your check-off dollars over the last five years, and how we will continue to use these valuable check-off dollars to move our industry forward.



[www.ontariobeef.com](http://www.ontariobeef.com)  
[www.makeitontariobeef.ca](http://www.makeitontariobeef.ca)

**Report Card**  
Five Years in Review - 2010-2014



## POLICY

- Responded to 101 resolutions that were brought forward by beef farmers from across the province.
- Secured a much needed increase for the Feeder Cattle Loan Guarantee Program. The Ontario Government provided an increase in the level of support from \$80 million to \$130 million for the program.
- Advocated for improvements to the Ontario Forage Rainfall Plan with changes implemented by Agricorp in 2014.
- In collaboration with industry stakeholders, achieved a long-term exemption for agriculture under the Endangered Species Act (Bobolink and Eastern Meadowlark).
- Established a partnership agreement with the Ontario Society for the Prevention of Cruelty to Animals (OSPCA) to improve the way in which animal care concerns are addressed on Ontario beef farms.
- Advocated for updates to the Wildlife Damage Compensation program to better manage and compensate farmers for livestock losses.
- Advocated for the Ontario Beef Cattle Financial Protection Program to be assessed and updated to bring payment requirements in line with current banking practices.
- Led the request for immediate support for Ontario drought stricken farmers under the AgriRecovery framework which resulted in the creation of the 2012-13 Ontario Forage and Livestock Transportation Assistance Initiative.
- Initiated an investigation and study of Australia's traceability system to prepare Ontario's beef industry for future national and provincial traceability regulations.
- Developed an Ontario Livestock Shipping Manifest and tutorial videos together with industry representatives to provide farmers with a traceability solution and an important business tool. The manifest is available free of charge for farmers.
- Assisted in the development of a biosecurity manual and implementation guide to help protect farmers from devastating loss due to animal disease.
- Supported the creation and development of the Canadian Roundtable for Sustainable Beef (CRSB).
- Initiated the development of a beef value chain case study based on experiences in the United Kingdom.
- Completed a Constitutional review and update to better reflect common practices within the Association.
- Ongoing support of national lobby and market access efforts (COOL, CETA etc.) through funding to the Canadian Cattlemen's Association.



## GOVERNMENT RELATIONS

- Established and maintained the Risk Management Program as a valuable business tool for beef farming families.
- Point of contact with key government officials on new regulations and legislation that may impact beef farmers.
- Regularly meet with elected MPs and MPPs to build support and to ensure they understand the issues facing beef farmers.
- Host annual barbecue at Queen's Park in Toronto to thank MPPs and legislative staff for their ongoing support and to ensure our elected officials understand the issues facing beef farmers.
- Build partnerships with fellow industry commodities to enhance our lobby as an agricultural community.

## INDUSTRY SUPPORT



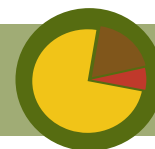
- Delivered over \$1.3M to the Ontario Corn Fed Beef program.
- Delivered over \$205,000 to Farm and Food Care in support of agriculture advocacy.
- Provided \$125,000 in support for 4-H Ontario through their Discovery Days and Beef Sen\$e programs, and cross bred awards provided to 4-H members.
- Delivered over \$20,000 to 4-H youth who participated in the Queen's Guineas Competition at the Royal Winter Agricultural Fair.
- Support Ontario beef breed associations through sponsorship dollars directed towards provincial and national events.

## PROGRAMS & SERVICES



- Investigation and development of a comprehensive long-term strategy to expand the cow herd in Ontario.
- Delivered over \$655,000 to our local associations to support producer and consumer focused initiatives through the Sharecost program.
- Administration of the Ontario Feeder Cattle Loan Guarantee and the Beef Breeder programs that support young and beginning farmers.
- Trained 25 Animal Care Advisors who are now equipped to professionally respond to animal care concerns across the province.
- Facilitated over 20 Beef Cattle Code of Practice Workshops for farmers.
- Developed and trained 44 individuals through the BUILD Leadership Development program to develop future leaders and provide stronger leadership capabilities for the entire Association.
- Supported the Ontario Association of Food Banks in the amount of \$40,000 to support local farmers. The support amounted to over 28,000 servings of beef for families and children in need.
- Development of a new marketing option for beef farmers who are interested in direct sales.
- Investigated and identified potential marketing options utilizing beef and Holstein genetics as a way to increase cattle numbers in the province, and to provide another marketing opportunity for farmers.
- Hosted five Cow-Calf Roadshow events as an educational and networking tool for cow-calf producers.
- Established the Feeder Calf Enhancement Project to promote local calf clubs. Over 18,000 calves were marketed through these clubs in 2012, representing 350 cow-calf producers in Ontario.

## RESEARCH



- Funded and co-funded 36 separate beef research projects in the areas of animal health and welfare, beef economics, environment and sustainability, feeds grains and feed efficiency, forage and grassland productivity, and market research.
- In 2013-14 alone, contributed close to \$200,000 in support of 13 beef research projects leveraging over \$1 million dollars in funding.
- Created the BFO Research Investment Strategy 2014-2020 which involved industry experts from across the beef value chain.
- Supported the creation and development of the Livestock Research and Innovation Corporation (LRIC) to drive research investment and outcomes.



## MARKET INFORMATION

- Issued nearly 1,300 daily reports and 260 weekly reports by tapeline recording, mail, fax, email and through the BFO website.
- Tracking of statistical data to support Canfax in its analysis of national markets and trends.
- Provide daily voice-recorded market commentary and pricing on CKNX Radio.
- Provide weekly market commentary and pricing to the Ontario Farmer and on CFCO Radio.
- Accessible resource for industry and media requests for statistical data.



## COMMUNICATIONS

- Published 24 editions of the Ontario Beef Magazine that were mailed to over 15,000 homes providing industry information for beef farmers.
- Issued 260 weekly e-newsletters to members and industry stakeholders covering current news headlines and upcoming events.
- Re-branded the organization to enhance our image and to provide a stronger connection with all stakeholders.
- Organized 10 meetings (5 in the summer and 5 in the fall) for the BFO Advisory Council as a platform to discuss industry issues and to address county and district concerns.
- Attend and support the Royal Winter Agricultural Fair and the Canadian National Exhibition to educate children and consumers about beef and beef farming practices.
- Presence at various farm shows and producer events to support farmers.
- Development and delivery of resources to educate children and consumers about beef and beef farming practices.
- Accessible inventory of promotional items to promote the BFO brand.
- Resource for media inquiries on issues facing the industry.
- Implemented social media tools as another way to communicate with our membership.
- Liaison for county and district associations to address various needs.
- Implemented an Auction Market Communications system to provide industry information direct to farmers at auction markets.



## PROMOTION OF BEEF

- Developed a Make it Ontario Beef brand to support local farmers and promote locally grown beef.
- Partnered with Mushrooms Canada in a Blendability campaign to promote the versatility, flexibility and nutrition of Ontario ground beef.
- Partnered with Canada Beef and the Canadian Football League to showcase beef and beef farmers at three games in Ontario - Toronto, Ottawa and Hamilton.
- Distribution of seasonal e-newsletters to consumers highlighting cooking information, recipes and a beef farming family.
- Committed over \$30,000 to the Ontario Independent Meat Processors to partner in consumer promotions including recipe development, events and social media activities.
- Ongoing development, maintenance and distribution of consumer friendly resources.
- Participation in urban media tours to promote beef and beef farming practices.
- Annual presence at Queen's Park to showcase Ontario beef.

*Please note this summary is not exhaustive.*