

YOUR  
**INDUSTRY**

YOUR  
**FUTURE**

YOUR  
**VOICE**



**Beef Farmers**  
*of Ontario*

For over 55 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 three 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**  
Three Years in Review - 2015-2017



## POLICY

- Responded to 59 resolutions that were brought forward by beef farmers from across the province.
- Prepared over 45 consultation submissions to government on issues and proposed regulations affecting beef farmers and the Ontario beef industry.
- Investigated solutions to improve the Ontario Beef Breeder program.
- Advocated for a levy increase from five cents to ten cents under the Ontario Beef Cattle Financial Protection program to ensure a stable and healthy protection fund for farmers to access when needed.
- Initiated improvements to the Ontario Forage Insurance program through advocacy work with Agricorp and the Ontario Ministry of Agriculture, Food & Rural Affairs.
- Ongoing lobby for improvements to the Wildlife Damage Compensation program to better manage and compensate farmers for livestock losses due to predation.
- Developed an animal care code of conduct resource for on-farm use to complement the national Code of Practice.
- Developed a comprehensive and long-term organizational strategic plan focused on three areas: Ontario branded products, new entrants and herd expansion.
- Ongoing lobby for a science-based approach to proposed federal livestock transportation regulations.
- Ongoing collaboration as a member of Grow Ontario Together (GOT), a group of agriculture organizations working together to provide leadership on reducing the phosphorus load to Lake Erie.
- Ongoing collaboration as a member of the Ontario Agricultural Commodity Climate Change Working Group to evaluate climate change policy and Ontario's cap and trade program and their impacts on farmers.
- Ongoing collaboration as a member of the Timing Matters Regional Peer to Peer Response Team, which helps farmers identify practical alternatives to spreading manure on frozen or snow-covered ground, in order to use nutrients more effectively and minimize potential environmental impacts on water quality.
- Established an Emergency Response Working Group to define protocols and procedures in the event of a cattle truck rollover, and held training sessions for first responders with Growing Forward 2 funding support.



## GOVERNMENT RELATIONS

- Maintained the Risk Management Program (RMP) as a valuable business tool for beef farming families.
- Continued to be point of contact with key government officials on new regulations and legislation that may affect beef farmers.
- Facilitated over 100 meetings with elected MPs and MPPs to build support for beef industry issues and priorities.
- Secured an increase in the individual loan limits for the Feeder Cattle Loan Guarantee program. The Ontario Government provided a boost to the limits for new and existing members.
- Secured an increase in the government guarantee for the Feeder Cattle Loan Guarantee program. The Ontario Government doubled the guarantee, which means beef farmers now have access to an additional \$130 million in affordable financing.
- Advocated for drought support for beef farmers from the provincial and federal governments in 2016.
- Appeared before the standing committee on Agriculture and Agri-Food, the Senate Agriculture and Forestry Committee and the Progressive Conservative Policy Advisory Committees in support of beef industry priorities.
- Hosted annual beef barbecues 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.
- Built partnerships with fellow industry commodity groups to enhance our lobby efforts as an agricultural community.
- Sustained active engagement with government and northern municipalities to identify opportunities in Northern Ontario for cow herd expansion.
- Ongoing support of national lobby and market access efforts (CETA, NAFTA, TPP etc.) through funding to the Canadian Cattlemen's Association.

## INDUSTRY SUPPORT



- Delivered over \$1.3 million to the Ontario Corn Fed Beef program to support marketing efforts.
- Delivered \$135,000 to Farm & Food Care in support of agriculture advocacy.
- Provided over \$70,000 in support to 4-H Ontario for their Discovery Days and Beef Sen\$e programs, volunteer banquet, golf fundraising tournaments and cross bred awards provided to 4-H members.
- Delivered over \$13,000 to 4-H youth who participated in the Queen's Guineas Competition and National Junior Beef Heifer Show at the Royal Agricultural Winter Fair.
- Supported Ontario beef breed associations through sponsorship dollars directed towards provincial and national events.
- Committed member of the Canadian Roundtable for Sustainable Beef, the Canadian Centre for Food Integrity, the Ontario Forage Council, Ontario Federation of Agriculture and the Christian Farmers Federation of Ontario, and partner of the Ontario Independent Meat Processors.

## PROGRAMS & SERVICES



- With Growing Forward 2 funding, executed a two-year project focused on expanding the cow herd in Northern Ontario. The project included communications and outreach, economic modelling, research and development of resources on production practices, policy work on land access, and education and training programs.
- Hosted consultation meetings and developed an economic modelling tool for all regions of the province to encourage cow herd expansion in Ontario and help farmers understand their cost of production.
- Delivered over \$275,000 (2015-2016) to our local associations to support producer- and consumer-focused education and initiatives through the Sharecost program.
- Administered the Ontario Feeder Cattle Loan Guarantee and the Beef Breeder programs, which support expanding farmers plus young and beginning farmers.
- Conducted over 50 visits to Ontario beef farms in response to animal care calls received through the Farm & Food Care Helpline service and the Ontario Society for the Prevention of Cruelty to Animals (OSPCA).
- Provided training to 47 more individuals through the BUILD Leadership Development program to develop future leaders and provide stronger leadership capabilities for the Ontario beef industry.
- Supported the Ontario Association of Food Banks in the amount of \$120,000 to support farmers and local food banks, which amounted to over 84,000 servings of beef for families and children in need.
- Hosted three Cow-Calf Roadshow events, two Beef Youth Development programs and three Getting Cattle Onto Cover Crop field days as educational and networking tools for beef farmers.
- Co-hosted four predation mitigation workshops in collaboration with the Ontario Sheep Farmers, the Ontario Anglers and Hunters, and the Ontario Fur Managers.

## RESEARCH



- Provided more than \$600,000 in support of more than 20 beef research projects in the areas of animal health and welfare, beef economics, environment and sustainability, feeds grains and feed efficiency, and forage and grassland productivity.
- Partnered with the University of Guelph, Ontario Ministry of Agriculture, Food & Rural Affairs and Agriculture and Agri-Food Canada to modernize the Elora Beef Research Station, including a commitment of \$1.5 million in funding support for the new build.
- Provided \$120,000 in support to the Livestock Research Innovation Corporation to drive research investment and outcomes in the province.



## MARKET INFORMATION

- Issued nearly 700 daily reports and 152 weekly reports by tapeline recording, mail, fax, email and through the BFO website.
- Tracked statistical data to support Canfax in its analysis of national markets and trends.
- Provided daily voice-recorded market commentary and pricing on CKNX Radio.
- Provided weekly market commentary and pricing to the Ontario Farmer and on CFCO Radio.
- Provided industry and media with an accessible resource for market commentary and statistical data.



## COMMUNICATIONS

- Published 14 editions of the *Ontario Beef* magazine that were each mailed to over 17,000 homes providing industry information for beef farmers.
- Issued 152 weekly e-newsletters to members and industry stakeholders covering current news headlines and upcoming events.
- Organized annual summer meetings for the BFO Advisory Council and annual regional meetings in the fall for the BFO Advisory Council and county/district presidents, in order to provide a platform for discussion on industry issues and county and district concerns.
- Coordinated BFO's annual general meeting providing a forum for beef farmers for learning, discussion and contribution to the activities and strategic direction of the beef industry.
- Attended and supported the Royal Agricultural Winter Fair and the Canadian National Exhibition to educate children and consumers about beef and beef farming practices.
- Attended various farm shows and producer events to support farmers.
- Developed and delivered resources to inform students, consumers and politicians about beef production and beef farming practices.
- Accessible inventory of promotional items to promote the BFO brand and Ontario beef.
- Continued to be a resource for industry and media who were looking for commentary on issues facing the Ontario beef industry.
- Engaged with farmers and the general public through a variety of social media platforms.
- Liased with county and district associations to address various needs.



## MARKETING & PROMOTIONS

- Established a Farm to City marketing model for farmers interested in direct marketing beef to urban consumers.
- Launched a three-year Regional Marketing Initiative focused on three core objectives: increase market penetration for Ontario beef brands, maximize value of Ontario beef products and enhance consumer confidence in the Ontario beef industry.
  - Created a Collaborative Partnership Program to provide cost-share support for marketing-related projects.
  - Invested in a consumer research project to determine consumer perceptions of Ontario beef and beef farming practices, in order to help shape an Ontario beef story that will resonate with consumers.
  - With Growing Forward 2 funding, invested in a project to determine if a unique fingerprint can be identified for Ontario beef to combat mislabelling and the threat of food fraud.
  - Partnered with Mushrooms Canada in a Blendability restaurant pilot with Borealis restaurant to promote the versatility and nutrition of Ontario beef.
  - Sustained the development, maintenance and distribution of consumer resources and e-newsletters.
  - Participated in urban media tours and events to promote beef and beef farming practices.