



**Shaping the Future**

**2015 Annual Report**

# 2015 Ontario Goat Board of Directors

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The Ontario Goat (OG) Board of Directors is comprised of nine active goat producers who are elected at large by the membership of Ontario Goat each year at the Annual General Meeting. Directors are elected to a three-year term on a rotating basis so that the Board does not completely change over in any given year. The elected Directors serve on a voluntary basis at this time. Over the past year, the Board met approximately once a month either in person or on conference calls. As well, various members of the Board attended a number of industry functions on behalf of the Ontario goat industry, promoting the needs of the industry and ensuring our voice is heard.

Anton Slingerland, <i>President</i>	Norwich
Eldon Bowman, <i>Vice President</i>	Gorrie
Dirk Boogerd, <i>Vice President</i>	Embros
Ed Donkers	Shedden
Dirk Boogerd	Embros
Greg Haskett	Bright
Cynthia Hope	Keene
Jason Lyons	Caledon
Michele Bowering	Ilderton
Terry McNeely	Lindsay

## Alliance Staff Members

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The partners of the Ontario Livestock Alliance – Veal Farmers of Ontario and Ontario Goat – have come together to share not only office resources but human resources as well. By pooling resources and project funds, the partnership has been able to attract key staff members who provide skills and expertise in specific areas in order to benefit both organizations. Our staff is our most valued resource and their passion and dedication to the two sectors is appreciated.



**Jennifer Haley,**  
**Executive Director**  
*[jhaley@livestockalliance.ca](mailto:jhaley@livestockalliance.ca)*



**Kendra Keels,**  
**Industry Development Manager**  
*[kkeels@livestockalliance.ca](mailto:kkeels@livestockalliance.ca)*



**Jennifer Bullock,**  
**Project Manager**  
*[jbullock@livestockalliance.ca](mailto:jbullock@livestockalliance.ca)*



**Erin MacDuff,**  
**Policy Manager**  
*[emacduff@livestockalliance.ca](mailto:emacduff@livestockalliance.ca)*



**Melissa Speirs,**  
**Project Assistant**  
*[projects@livestockalliance.ca](mailto:projects@livestockalliance.ca)*



**Laura Hamilton,**  
**Communications Coordinator**  
*[lhamilton@livestockalliance.ca](mailto:lhamilton@livestockalliance.ca)*



**Patrick O'Brien,**  
**Executive Assistant**  
*[pobrien@livestockalliance.ca](mailto:pobrien@livestockalliance.ca)*



**Lisa Hunt,**  
**Administrative Assistant**  
*[info@livestockalliance.ca](mailto:info@livestockalliance.ca)*

# President's Message- Anton Slingerland

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## Shaping the Future

- our theme for this year's Annual General Meeting couldn't be more appropriate. The Ontario goat industry is at an important crossroad where we all need to stand together to shape the future and realize our full potential as an industry or lose the gains we

have made together. Collectively, when we work together by pooling our resources, we can achieve more than we ever thought possible. For the past few years, Ontario Goat has been working hard to strategically address the needs of the industry, laying important foundation blocks that will serve our industry now and into the future.

It wasn't that long ago that the goat industry was seen as a cottage industry on the fringe of the livestock sector. Now, with 200% growth in milk volume in the past ten years, the dairy goat sector has moved quickly from niche to mainstream. Meat goat slaughter continues to grow but research shows we are not even close to meeting our domestic demand. Growth comes with challenges, but also opportunities. How we harness the opportunities before us will define our industry in the years to come.

My vision for the future is sustained and sustainable growth, profitability and viability as together we become the North American leaders in the dairy goat industry. We all want to grow our milk volume and achieve our farm's business goals. Working together in a strategic and collaborative manner we can achieve this goal.

My vision for the future is one where the meat goat sector will meet demand in a profitable manner while displacing the imported chevon.

My vision for the future is one where all producers have access to information, resources and innovative research that provides all goat farmers with the opportunity to reduce the impact of production limiting diseases, increase goat kid health and improve the genetic base of our herds.

My vision for the future is one where our industry is recognized alongside the livestock sectors in an equal

and collaborative manner. I truly believe that the Ontario goat industry is one of the few livestock sectors that is uniquely positioned to be able to achieve the Premier's goals of job creation and a doubling of growth by 2020.

None of this can be achieved by any one of us alone. Our future can only be realized when we all work together, recognizing our differences and celebrating the things we have in common, regardless of how we broker our milk or sell our goats, with a united voice and a representative and producer driven organization.

I would like to thank my fellow Directors for their tireless efforts and for their thoughtful input into the many issues your Board addressed this past year. I would also like to thank the Livestock Alliance staff for all their hard work and dedication that they have put into serving our industry. It has been an honour and a privilege to serve the Ontario goat industry as President this past year.

It is an exciting time to be involved in the Ontario goat industry and I am looking forward to what the future will bring! Here is to a prosperous and successful 2016 for us all!

A handwritten signature in black ink, appearing to read 'Anton Slingerland', written over a horizontal line.

Anton Slingerland, President



*Representing Ontario's milk,  
meat and fibre goat farmers  
with a united voice*

# History and Milestones

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Founded in 1951, our original name was “The Ontario Dairy Goat Society”. In 1986, the name was changed to the “Ontario Goat Breeders Association (OGBA)” to better reflect the ever-changing Ontario goat population and the various goat products being produced. In 1989, the OGBA was incorporated under the Agricultural and Horticultural Organizations Act for the Ontario Ministry of Agriculture and Food (OMAF).

The main objectives at that time were to develop, provide and circulate sound and objective information about goats and to assist goat owners in the improvement and development of goat breeds. The OGBA strived to encourage and promote the advancement of the goat industry and new technologies, such as artificial insemination and embryo transfer. The OGBA assisted in the development of the meat, milk and fibre markets for goats in Ontario, while continuing to promote the sale and export of agricultural products relevant to the goat industry.

In 2009, the OGBA joined with the Ontario Veal Association (OVA) and Ontario Rabbit (OR) to create the Ontario Livestock Alliance (OLA), a partnership that allowed the three organizations to share organizational infrastructure and staff resources (OR left the partnership at the end of 2014). This provides a greater level of efficiency to members and is an opportunity to address important industry development projects in each of the sectors. Upon entering the partnership, the OGBA became known by its short form of Ontario Goat (OG). The organization maintains its official registered business name but for communication purposes OG is used.

In 2012, a “Producer Expression of Opinion” vote was held by the Ontario Farm Products Marketing Commission on OG’s proposed marketing board status; the vote was not successful. Since that time, OG has collaborated with producers and industry partners to develop a funding model that sees a voluntary check-off system for the dairy goat industry. The funding agreement provides OG the opportunity to continue working on research and industry development projects while at the same time developing a strategic business plan focused on measurable outcomes and objectives. The voluntary funding agreement was signed December 2013 by OG, Hewitt’s/GayLea, and the ODGC and focused on three key priority areas: 1) industry communications; 2) consumer promotions; and 3) a dairy goat cost of production study. OG released their progress report in August 2015 showing funds had been leveraged for a return of 6:1. The two year agreement expired December 31, 2015.

## Ontario Goat’s Strategic Direction

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For 2015, the guiding force behind the projects, issues and policies undertaken by Ontario Goat (OG) was based on the mandate established in the OG funding model agreement.

Representatives of a joint working committee met in 2013 to discuss the needs of the Ontario goat sector and what role Ontario Goat as a non-profit commodity organization will have in order to address the needs and priorities of the whole sector.

Together, OG, Hewitt’s Dairy Ltd., and the Ontario Dairy Goat Cooperative (ODGC) signed an agreement that saw the collection of a half cent check-off per litre of goat milk beginning January 1, 2014 and ending December 31, 2015.

OG continues to collect a set membership fee from meat and fibre goat producers and represents all goat producers. It is this arrangement that allows us to focus our efforts towards common goals and a shared vision.

### **Mission**

Ontario Goat, as a united producer organization proudly representing Ontario’s meat, dairy and fibre sectors, is dedicated to enhancing the goat industry through education, collaboration, innovation and strategic alliances.

### **Vision**

To represent Ontario’s goat producers with a recognized organization focused on sustainable growth, industry development and profitability, in order for all sectors of the Ontario goat industry to reach their full potential.

### **Strategic Directions**

OG has three key priority areas encompassing the majority of the organization’s business. Each priority area has specific goals which are detailed in this annual report.

- Industry Communications
- Consumer Promotions
- Dairy Goat Cost of Production Study

# 2015 Progress Report



Ontario Goat was mandated to address three key priorities as part of the voluntary check-off program for dairy goat producers that began in January 2014. This is a summary of work completed to date.

## PRODUCER & INDUSTRY COMMUNICATIONS

**Goal: To speak up for and promote a positive image of the Ontario goat industry**

- Liaise with OMAFRA and CFIA on a number of goat issues, respond to requests for information from government and industry partners, member of a number of industry organizations advocating for goat industry needs and issues, participate in Outdoor Farm Show, Canadian Dairy Expo, Grey-Bruce Goat Day, Goat Education Center at the Royal Agricultural Winter Fair, OMAFRA's annual Queen's Park Industry Day for MPPs, speak at a number of industry and educational meetings, provide educational resources to fairs, schools, service groups

**Goal: Develop resources to help goat producers with production challenges and opportunities**

- Goat Best Management Practices manual, Goat Reproductive Management booklet, Non-surgical embryo transfer and AI pilot project, CAE prevalence study, Goat Producer Workshops, Colostrum Management booklet, On-farm animal welfare resource development, Hypothermia Chart, On-Farm Biosecurity Standards, Dry Doe Management, Goat Gazette e-newsletter

**Goal: Ensure timely communications with goat producers**

- Quarterly issues of the Alliance magazine, quarterly OG Member Updates, weekly E-Update, monthly Goat Gazette e-newsletter, Scrapie factsheets and communications to industry

## CONSUMER MARKETING & PROMOTIONS

**Goal: To better understand consumer perceptions and usage of goat products**

- Market research on consumer attitudes for goat milk and goat milk products, industry meetings with brokers, processors and retailers, analysis of foodservice and health care sector opportunities for goat dairy products, ethnic meat marketing research, literature review of human health benefits of goat milk

**Goal: Collaborate with industry partners to promote goat cheese**

- Partnering with DFO to study the feasibility of a branded Ontario cheese program, secured funding for pilot phase of joint OG-DFO-processor-retailer cheese initiative, [www.ontariogoatcheese.ca](http://www.ontariogoatcheese.ca), social media presence, partnered with Foodland Ontario to promote goat cheese— radio ads, Delicious Food Show, recipe development, media promotions

**Goal: To promote a positive image for the Ontario goat industry**

- Organized the goat milking demonstrations at the Royal Agricultural Winter Fair, developed consumer nutritional factsheets for goat milk and meat, proactive media presence, requests for information from consumers and industry partners, distribution of recipe cards to retailers and processors

## COST OF PRODUCTION

**Goal: To collect third party data as part of the COP pilot project**

- Secured funding for the pilot project to develop the COP model and collect data for the first year, collaborated with industry steering committee and DFO to finalize the goat COP model, secured 14 volunteer pilot farms, third party independent collection and analysis, year one report finalized and released

**Goal: To secure funding for additional data collection to establish benchmarks**

- Secured funding for three additional years of data collection 2015-2016-2017; increased number of farms participating to 20; funding for the development of a user guide and benchmarking tool

## ADDITIONAL PRIORITY AREAS

In addition to the three priorities, Ontario Goat has addressed the following issues and projects on behalf of the Ontario goat industry:

- Working with CFIA on how upcoming goat traceability regulations will impact Ontario goat producers, completed tag trials for CFIA approval, partnered with Farm & Food Care on resources for goat handling and euthanasia, MOU with OSPCA to protect Ontario's goat producers and assist with on-farm calls, slaughter without stunning, seeking funding for scrapie resistance testing, CAE testing and eradication protocols, extra-label drug use and limited access to products for goat producers, antimicrobial resistance in food producing animals, international trade impacts with CETA, Advanced Payment Program for goats and more!

## RETURN ON INVESTMENT

**\$\$ Total Check-off Funds collected (January 2014 to July 2015) = \$230,154.83**

**\$\$ Total Funding Leveraged by Ontario Goat (January 2014 to July 2015) = \$1,415,648.00**

**FOR EVERY \$1.00 INVESTED BY GOAT PRODUCERS**

**ONTARIO GOAT HAS ACCESSED \$6.15 IN ADDITIONAL FUNDING**

**6:1 return on your investment that directly impacts the viability and sustainability of your industry!**

For more information please see the full report prepared by Ontario Goat. Thank you for your continued support!  
Proudly representing Ontario's goat farmers with a united voice.

# 2015: Year in Review

As part of the mandate outlined in the 2014 OG funding model, OG has been given three key priority areas to support our mission and vision statements. Each of these priorities helps to guide and direct the activities and projects of OG. Below are some of the projects, issues and initiatives undertaken by Ontario Goat in 2015.

## INDUSTRY COMMUNICATIONS

Some examples of our initiatives include:

- Ontario Goat continued its partnership in the Ontario Livestock Alliance (OLA) with Veal Farmers of Ontario (VFO). The partners share office space, administrative and human resources to better serve our members.
- OG, along with its partners in the OLA, continue to produce the Alliance magazine quarterly. The magazine combines the communications efforts of the two organizations and provides producers with educational articles on the goat sector.



- OG continues to distribute information via email to all producers and industry partners. Our Alliance e-update goes out to members weekly.



- The Goat Gazette, OG's new monthly e-newsletter, was launched in July and provides goat producers and industry partners with timely, topical goat production and management information addressing current production issues. An archive of previous issues can be found on our website for easy reference.
- In 2014, OG launched a revised version of its website ontariogoat.ca. Continual updates and improvements were made throughout 2015.

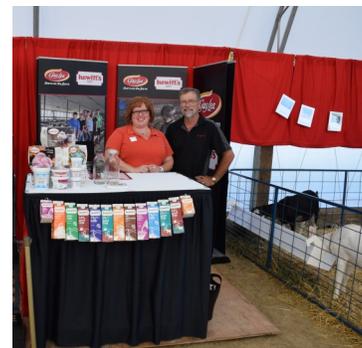


- OG continued to have its Best Management Practices for Commercial Goat Production Manual (BMPs) available. Through a comprehensive literature review and guidance from industry, producers, and government, OG developed this educational resource for current and new goat producers in the dairy, meat, and fibre sectors to improve or implement established best practices on their farms.
- OG partnered with Eastgen, Gay Lea, and Hewitt's to host three very successful "Goat Profitability" workshops in Tavistock, Listowel and Belleville in October. Topics included Kid Nutrition, Cost of Production, How AI Influences Productivity, Assessing Goat Welfare, and OG Resources.
- Determining how upcoming goat traceability regulations will impact Ontario goat producers—including what will be required for on-farm implementation—has been of key importance. OG has developed a list of recommendations on these traceability regulations and has forwarded it to CFIA. The Canadian National Goat Federation is the lead on this file.

- Staff responded to requests via email and telephone from industry partners and government for information about the goat sector.
- OG developed a number of communication tools including news releases, factsheets, member mailings and emails aimed at providing important information to members and industry partners. Recently released resources include: Colostrum Management for Commercial Goat Production, Management Practices for Raising Dairy Buck Kids for Meat, Goat Reproduction Manual, milk & meat nutritional information pages, ethnic holiday calendars, hypothermia and hypoglycemia posters, and guidelines for buying and selling goats.
- OG continued to collaborate with the Livestock Research and Industry Council to develop outcomes based research priorities for the goat sector that will be included in an overall livestock submission to OMAF with the goal of strategically positioning livestock research for future market needs and prioritizing funding.
- OG is a founding member of the Centre for Excellence in Goat Research and Innovation and currently chairs the Board of Directors.
- OG partnered with Veal Farmers of Ontario (VFO) for an on-farm animal welfare initiative that is developing body condition scoring resources, animal handling videos,

assessments of animal welfare practices on farm, disease detection, and on-farm euthanasia fact sheets.

- OG cooperates with the Ontario Society for the Prevention of Cruelty to Animals (OSPCA) to resolve any goat related welfare issues.
- Antimicrobial resistance and usage continues to be a focus for the organization. Currently, there are limited products approved for goat production. OG has spent considerable time educating government representatives on the need for labeled products for use in the goat industry.
- OG worked on various goat health issues. It is important that the industry continues to work towards eradication protocols and certification programs for production limiting diseases like caprine arthritis encephalitis and scrapie. Ontario's goat industry received funding to test goat breeds and herds for genotypes that may confer resistance and susceptibility to scrapie.
- Ontario Goat exhibited the Canadian Dairy Expo in Stratford in February and at Canada's Outdoor Farm Show in Woodstock in September. OG used this opportunity to meet with OG members and other goat producers to discuss various issues related to the goat industry and production practices. Ag Minister Leal stopped by COFS to speak with OG Directors. (photos below)



## CONSUMER PROMOTIONS

Some examples of our initiatives include:

- OG continued to work with Foodland Ontario to ensure goat's inclusion in various programs and promotions.
- Ontario Goat Cheese partnered with Foodland Ontario to talk about goat farming and Ontario Goat Cheese recipes on Toronto's Breakfast Television.
- As part of Local Food Week's Queen's Park Market, Ontario Goat Cheese samples were given out to MPPs, staffers, and public visiting the event.
- Ontario Goat cheese continues to maintain a Twitter account and Facebook page in order to use social media outlets to gain exposure with potential consumers.
- OG worked on a Consumer Market Research Project that was jointly funded by the Centre of Excellence for Goat Research and Innovation as well as Growing Forward 2. OG conducted interviews with processors, brokers, distributors and retailers to determine the industry capacity and strategic point of view. As well, the project benchmarked consumer usage and attitudes toward goat milk and goat milk products to understand both the barriers to increased purchases and the opportunities for growth in order to develop a promotional strategy.
- OG continues to look for opportunities for goat meat in the various ethnic meat markets.
- OG, with Dairy Farmers of Ontario (DFO), did a feasibility study on developing a branded cheese program for Ontario cheeses. Ontario cheese producers have offered their participation, funding, and support. This project hopes to create sustainable growth through brand loyalty.

- OG has been following the Trans Pacific Partnership (TPP) Trade Agreement between Canada and eleven other Pacific Rim countries. This agreement has the potential to impact that the goat sector, specifically with milk and cheese imports. OG will continue to monitor this issue.
- OG continues to work with Farm and Food Care Ontario and OMAFRA to advance education in responsible farm animal care and handling.
- Representatives from OG attended the Annual Premier's Summit of Agri-Food at Queen's Park at the end of November. It was an opportunity to meet a number of key people within the Minister's office as well as various government staff to talk about the Ontario goat industry and the opportunities for growth.
- OG works closely with a number of industry partners and organizations in order to fulfill the mandate of the association, including:
  - ✓ Agricultural Adaptation Council
  - ✓ Canadian Livestock Genetics Association
  - ✓ Christian Farmers Federation of Ontario
  - ✓ Farm & Food Care Ontario
  - ✓ Ontario Agricultural Commodity Council
  - ✓ Ontario Agri-Food Education
  - ✓ Ontario Federation of Agriculture
  - ✓ Ontario Livestock and Poultry Council



- OG hosted the Goat Education Centre at the Royal Agricultural Winter Fair in Toronto. OG held daily milking goat demonstrations and saw a lot of interest in goats and goat farming from consumers. OG staff and Directors fielded questions about the dairy, meat, and fibre sectors, farming practices, the health benefits of goat products and more. OG distributed recipe cards, *Goat Facts* brochures, and activity books for kids.



## DAIRY GOAT COST OF PRODUCTION STUDY

- The results of the 2014 Dairy Goat Cost of Production Pilot Study were released in August. The average COP for goat milk is \$1.368 per litre with the top overall costs being feed, interest on debt and labour.
- The results of the study show that there are several producers who are doing an excellent job and making money but there are also producers whose COP is quite high. The average COP for the top five sample farms is \$0.965 per litre. This indicates that focus needs to be put on productivity and significant investments need to be made by industry, government and producers in areas of animal health, welfare, and farm business management to help reduce COPs.
- OG secured funding for three more years of data collection which will help to better identify industry trends moving forward. A user guide and benchmarking tool are being developed. Data collection for the 20 sample farms for 2015 is nearing completion.



# Ontario Livestock and Poultry Council



## Highlights of OLPC's 2015 Activities

Submitted by: Susan Fitzgerald

OLPC membership includes livestock and poultry groups (including the Ontario Goat), agri-business, veterinary associations, Animal Health Lab, University of Guelph, Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), Canadian Food Inspection Agency (CFIA), Ministry of Health and Long-Term Care and the Ontario Society for the Prevention of Cruelty to Animals. The OLPC is industry funded and facilitates biosecurity and emergency management preparedness relating to foreign animal disease (FAD) and other transmissible livestock and poultry diseases.

### Recognizing Signs of Mental Health Issues in Agriculture

The recognition and importance of supporting people experiencing mental health distress is now a well-recognized deficiency in emergency management planning and response. This is particularly evident within the agricultural industry where large scale emergencies involving animals can result in feelings of isolation, failure and helplessness. Traditionally, farmers do not have a strong history of turning to mental health professionals for support. They prefer to turn to family, friends and veterinarians. This underlines the importance of offering mental health awareness training to those in the agricultural community who are most often turned to for help.

The Ontario Livestock and Poultry Council partnered with the Canadian Mental Health Association to offer an introductory psychological first aid training course to those on the front lines of agricultural response, namely veterinarians and agricultural association staff. A pilot workshop was offered on June 1 and 2, 2015. Dr. Andria Jones-Bitton, at the Ontario Veterinary College, University of Guelph is expanding upon this work with a project that will create a mental health literacy program and an emergency mental health response.

### Biosecurity Protocols for Movement Permits

One of the lessons learned from the 2014 Avian Influenza (AI) outbreak was that it would be extremely beneficial for the agriculture service and supply sector to have heightened biosecurity protocols prepared in the event of a disease outbreak. This was underscored by the April 2015 Ontario AI outbreak as those companies with pre-existing protocols were better prepared to apply for movement permits. To receive movement permits, companies must have biocontainment protocols in place to prevent the spread of disease.

OLPC prepared a draft document listing critical control points for companies to consider when developing their company specific biocontainment protocols. The intent is for companies

to use it as a guidance document when writing their own SOPs.

### Biosecurity Protocols for Farm Visitors from Other Countries

People can spread pests and disease on footwear, hands, hair and clothing and some viruses can live in nasal passages. The concern is even greater with foreign visitors as they could introduce a new strain of pest or disease from their country or a known foreign animal disease not present in Canada but endemic in their country, e.g. Foot and Mouth Disease. Suggested protocols for tour organizers were sent by OLPC to breed associations, genetics companies, agricultural tour operators, and foreign embassies located in Ontario. A newsletter article targeting farm hosts was also distributed to producer organizations for inclusion in their newsletters and magazines.

### On-Farm Biosecurity Resources

OLPC continues to offer free biosecurity resources for producers. Copies of these items can be viewed on or downloaded from our website [www.ontlpc.ca](http://www.ontlpc.ca) and hard copies may be ordered from the OLPC office.

- Generic on-farm biosecurity guides – one for livestock and one for crops
- Biosecurity video
- Posters explaining biosecurity to employees and visitors
- Biosecurity signs
- Visitor log books

### Antibiotic Use in Food-Producing Animals

At the October OLPC meeting, Jan Robinson, College of Veterinarians of Ontario, provided an update on the study of current practices and perceptions of Ontario veterinarians regarding antibiotic use. During the preceding few months, the advisory group, on which OLPC is represented, progressed through several stages of the project to gain an understanding of the current antimicrobial prescribing practices of food animal veterinarians in Ontario and develop a set of recommendations which will set the stage for antimicrobial stewardship. Five focus areas were identified: Legislation and Regulation, Research and Surveillance, Education and Liaison, Quality Assurance, and Stewardship. The next step includes a GF2 funding application for Phase II which involves determining consensus on the top five priorities, developing a work plan, and collaborating with producers.

### Raccoon Rabies Re-emerging in Ontario

OMAFRA looks after animal rabies exposures and quarantines. It is important to report livestock interactions with raccoons.

# Ontario Livestock and Poultry Council

## Highlights of OLPC's 2015 Activities



Continued...

### Need for Increased Documentation for Antimicrobial Use and Health Surveillance

Dr. Bruce McNab was a guest presenter at the December OLPC meeting. Bruce highlighted two key upcoming challenges: meeting the January 2017 federal requirements for enhanced veterinary oversight of the use of antimicrobials in feed and water along with greater documentation of both the use of antimicrobials and animal disease surveillance. These requirements are part of Health Canada's initiative to align with the U.S. Food and Drug Administration's Veterinary Feed Directive which comes into effect as of January 1, 2017. It was discussed that it is essential, long-term, that industry is combined under one tracking and reporting system. OLPC members were urged to take these concerns back to their respective commodities and ensure there is awareness of the requirements coming as of January 1, 2017.

### OLPC Membership and Board

There are currently 24 regular members, four associate members and six ex-officio members including livestock and poultry groups, farm service, feed, processing and veterinary organizations. The OLPC Board consists of seven directors representing six sector groups and a Chair elected by the membership. The Vice-Chair is elected by the Board.

Chair: Gordon Coukell, Alcoma Farms

#### Term Expires 2016

Susan Collier, Vice Chair, Ontario Chicken Processors

Jennifer MacTavish, Ontario Sheep

Marilyn White, Canadian Poultry Magazine

#### Term Expires 2017

Steve Wolfram, Ontario Swine Practitioners Association

Mike DeGroot, Ontario Pork

Albert Visser, Egg Farmers of Ontario

## Goat Centre of Excellence



The Centre of Excellence (COE) is a formally incorporated non-profit organization with the mandate to facilitate research for the benefit of the goat sector. Founding members include Ontario Goat, University of Guelph, Trent University, Ontario Dairy Goat Cooperative and the Greater Peterborough Innovation Cluster. The vision of the COE is to promote the growth and competitiveness of the goat sector by servicing consumer demands for consistent, quality products in the marketplace. There is no doubt that the goat industry is a growing industry in Ontario and is in need of research support to enhance competitiveness. The establishment and long term support of the Centre of Excellence will help to ensure:

- Enhanced competitiveness
- Enhanced innovation
- Strong rural economies
- Safe foods
- Healthy environment
- Animal health
- International marketing of superior genetic material

A research committee has been established and is made up of board members, industry members and academics. A list of research priority areas has been developed and include:

- Market Penetration/Development and Applied Research
- Genetics
- Production and Animal Health

To date, the COE has funded several important research projects including:

- On-farm assessment of management practice associated with transitioning does between lactations and the impact on production and goat welfare - Dr. Gosia Zobel
- Development of the goat DNA bank and database; Ontario's Saanen goat herd as the model and baseline at Trent University
- Identification of single-nucleotide (SNPs) associated with production traits in Saanen dairy goats
- Prevalence and strain identification of coxiella brunette in goat farms & associated wildlife at Laurentian University
- Benchmarking Ontario consumer usage and attitudes for goat and goat milk products
- Genotyping Ontario Goats for Scrapie Resistance and Sensitivity

The COE has been successful in attracting cash contributions from a variety of sources including:

- Growing Forward 2 funding administered by the Agricultural Adaptation Council (AAC)
- OMAFRA
- Trent University
- University of Guelph
- Peterborough Innovation Cluster
- Peterborough Community Futures

Research summaries and information can be found at [www.goatresearch.com](http://www.goatresearch.com)

# Foodland Ontario - Promoting Ontario Goat Products



Submitted by Sandra Jones, Client Services Officer, Foodland Ontario

## Public Relations:

With our Fresh Perspectives newsletter, Foodland Ontario encourages more than 600 print and broadcast media outlets to write and talk about fresh Ontario food.

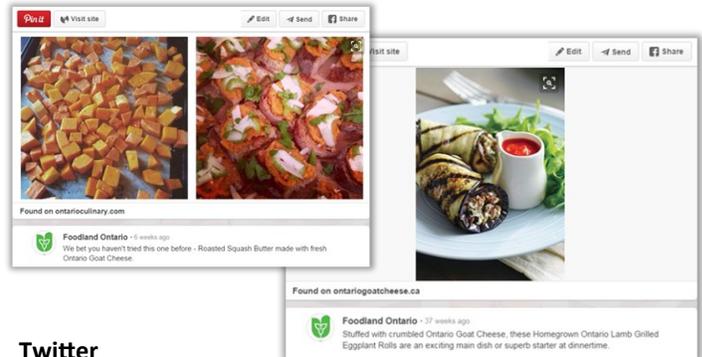
Total editorial value of \$88,788.00!

## Goat Cheese

Ontario Goat cheese was featured via story ideas and/or recipes in our May|June, July|August, September|October and November|December issues. Foodland Ontario spokespeople have promoted Ontario Goat Cheese on 5 different occasions on television stations across Ontario reaching an audience of 54,000 consumers.

In 2015 Foodland Ontario did a commodity shot specifically for goat cheese which will be promoted in 2016 in our media newsletter "Fresh Perspectives" newsletter.

## Pinterest: 5 pins about goat cheese



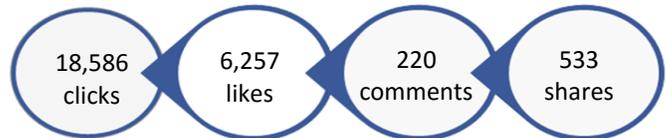
## Twitter

Tweets from Foodland Ontario that highlighted goat cheese resulted in 47 retweets and 54 likes. A total of 39, 318 impressions and over 341 total engagements helped create an average engagement rate of .86% per post!



## Facebook

On Facebook, Foodland Ontario's posts in relation to goat cheese reached 969, 971 people generating:



## Goat Meat – coming soon

Foodland Ontario developed two (2) recipes for goat meat in 2015. These recipes will be promoted in future Fresh Perspectives newsletters within the next year. Goat meat is mentioned in the January|February 2016 issue of Fresh Perspectives as a "staycation" recipe idea to escape the cold.

## Social Media:

Following consumer trends and gaining a stronger online presence Foodland Ontario has increased its social media outlets to now include Pinterest and Instagram.

## Instagram



On Instagram, this Foodland goat cheese post reached 1,118 people and received 147 likes.



# Foodland Ontario - Promoting Ontario Goat Products

Submitted by Sandra Jones, Client Services Officer, Foodland Ontario

## Foodland Ontario Calendar:



Over 500,000 copies of our Foodland Ontario calendars are distributed across the province at grocery retailers, farmers' markets and on-farm markets. The 2015 calendar included QR codes with each monthly recipe that linked to a two minute instructional recipe video.

The 2015 August recipe featured Ontario Goat Cheese in the Peach, Beet, and Arugula Salad. This recipe has over 2,390 views on YouTube.

Ontario Goat cheese is featured in two months of the 2016 calendar: February; Chicken Soup with Goat Cheese Dumplings; and December: Fruit and Vegetable Compote with a selection of Ontario Cheeses.



## 2015 Seasonal Recipe Brochures:

These free recipe brochures are available across the province at grocery retailers, farmers' markets and on-farm markets. Over 500,000 copies of each seasonal brochure is distributed. In the Spring Recipe Brochure, Ontario Goat Cheese was featured in the Warm Roasted Sweet Potato Salad. In the Summer Recipe Brochure Ontario Goat cheese is featured in the Char-Grilled Eggplant Subs. In the Fall/Winter Recipe Brochure Ontario Goat cheese was featured in the Chicken and Goat Cheese Braid and the Goat Cheddar Crusted Pepper Onion Tart.



## Local Food Week Celebration:

To kick off Local Food Week on June 1st, Foodland Ontario partnered with Breakfast Television and brought the "Farm to the City" at a Toronto area Sobeys grocery store. One of the five Live-Eye segments prominently featured Ontario Goat Cheese and goat milking!



Foodland Ontario also conducted three in-studio segments with Breakfast Television showcasing local food. One of the segments focused on the bounty of Ontario cheese.



For more information on the Foodland Ontario program or how to access the Foodland Ontario logo or resources to promote Ontario goat meat/goat cheese, please contact Client Services Officer, Sandra Jones at [Sandra.jones@ontario.ca](mailto:Sandra.jones@ontario.ca) or toll free at 1-888-466-2372 ext. 5198263947

# Farm & Food Care Ontario

Submitted by: Kelly Daynard, Farm & Food Care, Communications Manager



As a gold member of Farm & Food Care, Ontario Goat plays an integral role in the organization's success. Several initiatives by Farm & Food Care over the last year will be of interest to goat farmers in Ontario.

Farm & Food Care staff work under the direction of its **Animal Care Advisory Council** which provides a forum for input, ideas, dialogue and proactive discussions of on-farm animal care issues. The council, with representation from Farm & Food Care's platinum, gold and silver members, held three meetings in 2015. Topics discussed at meetings included IMPACT, slaughter without stunning and interactive e-learning resources.

The **Helpline** is a confidential "farmer helping farmer" approach of advice and referral on animal care. The Helpline service is provided by the Farm & Food Care to assist people in providing good care for their farm animals. It provides a confidential way for people to report situations of farm animals that they feel require better care or for farmers themselves to call if they need some help. The Helpline service responded to four calls in 2015 related to beef cattle. The service operates with the assistance of commodity organizations which provides representatives and species-specific advice at calls.

Newly updated **emergency fact sheets** for first responders are now available with information relating to barn fires, livestock on the loose and accidents involving livestock. These fact sheets compliment Farm & Food Care's four part emergency video series as a set of resources for fire fighters and police officer who respond to emergency situations involving farm animals. The fact sheets are available in digital format at [www.FarmFoodCare.org](http://www.FarmFoodCare.org).

Three issues of Farm & Food Care's **Farm Animal Care Newsletter** were developed and distributed to FFC members in 2015. This newsletter focuses on FFC's work on animal care with current issues and relevant information on farm animal care for Ontario farmers.

The **IMPACT** (Innovative Management and Practical Animal Care Training) program has had a successful first year with many initiatives under way. IMPACT staff has participated in 104 presentations, industry meetings and tradeshow since the beginning of the project in 2014.

A launch conference was held in February 2015 for 90 farmers and industry partners.

IMPACT developed a series of virtual **husbandry procedure videos** for pigs, dairy cattle, beef cattle, sheep and goats. These videos cover the hows and whys of each process as well as a step-by-step process on how to do each procedure. Procedures include disbudding and dehorning procedure videos for veal calves; dehorning, castration and injection

procedures for goats and "Work smarter, not harder" veal and goat handling videos.

Resources developed through IMPACT will also be available on a **smart phone app** in 2016. The free downloadable IMPACT animal care app will be available for Apple and Android users to access animal care information and resources on the go and in the barn – where you need it the most.

Other IMPACT resources developed include:

- ◆ **Ruminant ballistics poster** outlining proper usage, safety and confirmation of death for cattle, sheep and goats;
- ◆ **Euthanasia video** on the emotional aspect of euthanasia from the human perspective, discussing how and why timely euthanasia is important and why we find it difficult to do. Topics covered on this DVD are designed to give staff and farmers struggling with euthanizing animals the confidence to know they are doing the right thing.

In the priority area of consumer outreach, Farm & Food Care hosted a successful Breakfast on the Farm event at a Hylander Farms, a beef and veal farm in Essex County. The event, coordinated with help from the Essex Federation of Agriculture, attracted more than 2,000 people. Guests received a free all-Ontario breakfast and farm tour and had a chance to have their farming questions answered by experts in the industry.

Farm & Food Care coordinated **Local Food Week** and **Ontario Agriculture Week** promotions in partnership with Foodland Ontario. FFC had a presence at five Local Food Week and seven Ontario Agriculture Week events as well as hosting social media contests for both.

One million copies of **The Real Dirt on Farming** booklet have now been distributed across Canada. The milestone was reached just 15 months after the booklet's publication. The 52 -page booklet is written to answer Canadians' questions about food and farming, tackling topics like pesticides, antibiotics, hormones and GMOs head on. Farm & Food Care also coordinates Speakers' Bureau training sessions for farmers and agribusiness staff across Ontario. The training sessions are designed to encourage those involved in agriculture to tell their stories – what they do and why they do it – to non-farming audiences. Visit [www.realdirtontofarming.ca/speakers](http://www.realdirtontofarming.ca/speakers) for a current list of workshop dates.

To learn more about Farm & Food Care's initiatives, visit [www.farmfoodcare.org](http://www.farmfoodcare.org), email [info@farmfoodcare.org](mailto:info@farmfoodcare.org) or call 519- 837-1326.

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RR #41, London Ontario N6H 5L2  
Phone (519) 657-6725 Fax (519) 474-4199  
Email: PaulMorrisDVM@gmail.com

Ontario Goat

449 Laird Road, Unit 12, Guelph, Ontario N1G 4W1

Tel: 519-824-2942

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