

2017 Annual Report



Ontario
Goat 

2017 OG Board of Directors

Ontario Goat (OG), 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.

The OG Board of Directors is comprised of nine active goat producers who are elected at large by the voting membership of OG each year at the Annual General Meeting (AGM). All Directors are elected to a rotating three-year term and serve on a voluntary basis.

OG Directors work together on a variety of industry projects and issues to ensure that the best interests of Ontario’s goat industry are represented. The main duty of a Director is to help set policy and direction for OG. Directors are responsible for attending Board meetings and participating in teleconference meetings. On average, each OG Director spends approximately one

day per month attending Board meetings, committee meetings and other industry activities.



Back: Terry McNeely (Lindsay), *Vice-president*—Eldon Bowman (Gorrie), *Vice-President*—Dirk Boogerd (Embrow), Jeff Smith (Caledonia), Jason Lyons (Caledon)
 Front: *President*—Anton Slingerland (Norwich), Michele Bowring (Ilderton), Cindy Hope (Keene), Greg Haskett (Bright)

EXECUTIVE SUMMARY

Strategic Vision for Long-Term Growth and Sustainability of Ontario’s Dairy Goat Industry

WHAT ARE THE CHALLENGES IN THE ONTARIO DAIRY GOAT INDUSTRY?

RAPID GROWTH

INDUSTRY NOT WORKING TOGETHER

YOUNG, GROWING INDUSTRY

CYCLICAL GROWTH CURVE

ONTARIO'S POSITION IN GLOBAL MARKET

LOOKING TO THE FUTURE WHAT ARE THE OPPORTUNITIES?

INCREASED PRODUCTIVITY & EFFICIENCY

ATTRACT INVESTMENT

RESEARCH, INNOVATION, DEVELOPMENT

IMPROVED COLLABORATION

WHAT DO WE NEED TO REALIZE THESE OPPORTUNITIES?

COMMON VISION AND GOALS FOR INDUSTRY

WELL STRUCTURED STRATEGIC PLAN TO BRING TOGETHER ALL OF INDUSTRY'S NEEDS

ONE VOICE FOR THE INDUSTRY WORKING TOGETHER

STRATEGIC DIRECTIONS

- ANIMAL HEALTH & WELFARE
- TRACEABILITY & FOOD SAFETY
- FARM BUSINESS MANAGEMENT
- RESEARCH & INNOVATION
- COMMUNICATION & ISSUES MANAGEMENT
- ONE VOICE THROUGH ONTARIO GOAT

OUR INDUSTRY'S DESIRED OUTCOMES

STRONG LEADERSHIP

CONTROLLED SUSTAINED GROWTH

VIABILITY, PROFITABILITY, SUSTAINABILITY

2017: Year in review

PRODUCTION & STANDARDS

In 2017, animal welfare remained a top priority for OG with the launch of many new resources to equip producers with the means to continually improve the care of animals on their farms. Understanding how different groups of people, such as researchers, producers, veterinarians, or the public, view animal welfare can help groups with different focuses realize that everyone is aiming for the same goal: to maintain the excellent level of animal care on goat farms across Ontario while striving for continuous improvement.

The joint Growing Forward 2 (GF2) project with Veal Farmers of Ontario (VFO), “On-farm animal welfare producer education series”, wrapped up October 31, 2017. Members of OG received a comprehensive package containing nearly 20 booklets, info-sheets, videos, posters and articles with information on key welfare issues for the goat industry. These resources, developed as part of this project, were made possible by OG’s partnership with VFO and benefit dairy, meat and fibre producers across the province.

OG partnered with Ontario Sheep Farmers (OSF) to obtain funding to offer euthanasia training courses for goat and sheep farmers across the province. The purpose of holding these workshops was to provide hands-on training on proper euthanasia of sheep and goats with a penetrating captive bolt pistol. Farmers also developed a standard operation procedure (SOP) for euthanasia and received a captive bolt gun upon completion of the course.



OG provided a letter of support for the University of Guelph’s project “Benchmarking kid mortality in Ontario dairy goat farms”. OG will be working closely with both the University of Guelph and the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) to ensure that producers are updated on the interim findings over the three years the project is funded. In addition to staying abreast of the project, OG has agreed to host the graduate student working on this important initiative at the OG office. This is another example of the importance of the goat industry working together on projects that benefits our industry as a whole.

The 2016 results for the “Dairy Goat Cost of Production (CoP) and Benchmarking Study” were released in fall 2017 and the cost of production for one litre of goat milk is \$1.27/L. The top three costs for goat milk producers continue to be feed, labour and interest on debt. The Ontario goat milk industry is once again at a critical turning point. It is evident that strategic and prioritized investments need to be made in order for the industry to realize its true potential. Now more than ever, it is important for producers to have a solid understanding of

Ontario Goat leads the way in on-farm welfare producer education with new resources

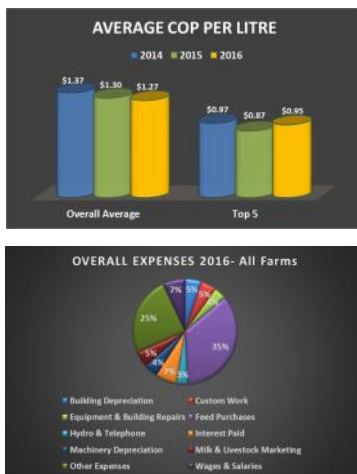
Assess and improve animal welfare, health, and productivity on your farm with this comprehensive resource package developed by Ontario Goat

What's inside?

Booklets	Articles
<ul style="list-style-type: none">Goat welfare assessmentPrevention and detection of disease in kidsApproved methods of euthanasia in goats	<ul style="list-style-type: none">Building a warming boxDisbudding kidsPractical goat husbandry: restraining and weighing goatsDoes your dry off management ensure doe health and welfare?Practical goat husbandry: treating your goatsHoof health is the foundation of your herdWhy assessing welfare is good for your farm
Handouts and posters	
<ul style="list-style-type: none">Euthanasia decision treeAssessing goat kid healthDairy goat body condition scoringShipping checklist	

Ontario Goat

the costs on their farm and what significant changes in the industry mean to their bottom line. Due to the results of the producer expression of opinion vote, the OG Board of Directors decided to cancel the third year of data collection and the benchmarking portion of the study, and has reprioritized the use of its limited resources to other pressing industry related items.



ADVOCACY & INDUSTRY RELATIONS

2017 saw OG continue to work closely several key industry groups, including the Goat Milk Processor Advisory Committee, the Ontario Society for the Prevention of Cruelty to Animals (OSPCA) and others, through committee work, representing the Ontario goat sector at industry functions, and participating in provincial and national initiatives that impact the goat industry.

Collaborating with other livestock organizations, OG continues to address animal welfare concerns and provide on-farm support during OSPCA farm visits in response to complaints. OG has signed a Memorandum of Agreement (MoA) to further enhance this relationship.

OG remains dedicated to ensuring the voice of the goat sector is heard, through meetings with the OMAFRA Deputy Minister and Minister’s office, as well as OMAFRA staff. OG continued to advocate for the industry’s needs through responding to media interview requests, meeting requests of industry partners, supporting research at the University of Guelph and responding to a number of requests for information and assistance. OG also participated in OMAFRA’s Goat Value Chain Roundtable, where they too are looking to create a vision for the industry.

Last fall Minister Leal attended the Tri-National Agricultural Accord, in Denver Colorado. The Accord brings together senior state and provincial officials from Canada, the United States and Mexico to work collaboratively on agricultural and food trade and market development issues. Building strong

relationships with other jurisdictions is critical to the success of our agricultural and food processing sector, particularly our relationship with the United States and Mexico as we renegotiate an updated North-American Free Trade Agreement (NAFTA). OG submitted comments to Minister Leal on some of our trade and market access concerns.

OG sent a letter to Minister MacAulay requesting that 10 per cent of the overall investment for the Dairy Farm Investment Program and the Dairy Processing Investment Fund (DPIF) be allocated to the goat milk industry and targeted towards key industry priorities. The Minister replied that this program was only intended for dairy cow producers but that processors were eligible for the DPIF.

As part of our commitment to advocate for goat producers, OG submitted comments to the Canadian Food Inspection Agency (CFIA) regarding the proposed amendments to the Health of Animals Act and regulations, part XV – Livestock identification and traceability. After reviewing the assumptions made in the Cost-Benefit Analysis document, OG requested clarification on several points. Implementation of traceability will be a huge undertaking for the goat industry, both in infrastructure development and added costs on-farm. OG is advocating for a more streamlined process for producers. A list of approved animal indicators was released this fall by the Canadian National Goat Federation (CNGF) and the Canadian Cattle Identification Agency (CCIA).

Industry relationships

OG works closely with a number of industry partners and organizations in order to fulfill the mandate of the association, including:

- Agricultural Adaptation Council*
- Agscape*
- Canadian Goat Society*
- Canadian Meat Goat Association*
- Centre of Excellence for Goat Research & Innovation*
- Christian Farmers Federation of Ontario*
- Farm & Food Care Ontario*
- Foodland Ontario*
- Livestock Research Innovation Council*
- Ontario Animal Health Network*
- Ontario Federation of Agriculture*
- Ontario Livestock & Poultry Council*
- Ontario Ministry of Agriculture, Food & Rural Affairs*
- Toronto Stockyards Land Development Board*
- Veal Farmers of Ontario*

MARKETING & PROMOTION

OG has dedicated social media channels to reach consumers.

Digital Presence - Ontario Goat Cheese	
Website	ontariogoatcheese.ca
Facebook	@OntarioGoatCheese 596 followers, 626 likes
Twitter	@OntGoatCheese 1081 followers, 6 likes
Pinterest	ontgoatcheese 258 followers

OG received funding under GF2 to work closely with the licensed goat milk processors in the province to develop an “Ontario goat milk marketing strategy” and connect the value chain from producers to consumers, while also looking at the opportunities for sustained and controlled growth of the industry over the next 10 years. The project reviewed the economics, and looked at determining what the actual demand for goat milk is and where the opportunities lie. Three outcomes of the consultations were identified: 1) a proposal to designate OG as the representative association for goat milk producers; 2) creation of a Goat Milk Processor Advisory Committee; 3) development of strategic direction and long-term goals for Ontario’s dairy goat industry.

OG joined Foodland Ontario’s Local Food Week event, Picnic in the Park, at Yonge-Dundas Square in Toronto this past June. The Culinary Tourism Alliance (CTA) paired top FeastON chefs with agricultural stakeholders to showcase the good things that grow in Ontario. The event was a great opportunity to share goat recipes and resources with the public, Members of Provincial Parliament and urban media. Jonathan Gushue from The Berlin – located on Kind Street in Kitchener – served up delicious Ontario goat meat and Ontario chevre toasts to over 800 visitors.

OPERATIONS

With very strong support from goat milk producers, industry partners, processors and brokers, OG sought official designation as an “association of producers” under Section 12 of the Ontario Farm Products Marketing Act (OFPMA) in early 2017, by holding a producer expression of opinion vote after several months of extensive consultation with producers and industry. Unfortunately, the vote did not pass. This

second failed producer expression of opinion vote for OG was truly disappointing but it demonstrates how fractured and divisive our industry is, and until we move past this we cannot realize our full potential. As a result, OG has had to reprioritize, downsize our commitment to the Livestock Alliance (which in turn has resulted in staff departures), make decisions about which projects and priorities to keep or let go of, complete our GF2 funded projects ahead of fall 2017 deadlines, and still respond to the many demands for our time from government and industry partners.



This past fall OG released the “Strategic vision for long-term growth and sustainability of Ontario’s dairy goat industry”. This document not only summarizes the ups and down of an ever changing industry since 1951, but it outlines the strategic planning and forward thinking of the OG Board moving forward. This document describes the current state of the goat industry and how it needs to move forward to be recognized as a mainstream livestock commodity.

Ontario goat milk processors also demonstrated their support for OG by forming the collaborative Goat Milk Processor Advisory Committee in order to address priority issues impacting the growth of the Ontario dairy goat sector.

The Canadian Animal Health Coalition (CAHC) is working on a Canada-wide project to develop an emergency preparedness plan that is tailored to each livestock industry sector. As one of three commodities selected for the project in Ontario, OG worked with



the CAHC to develop a set of guidelines for producers and a plan for the industry in the event of an animal health emergency, such as a foreign animal disease. Producers were able to participate by attending workshops to provide input.

MEMBER RELATIONS

OG membership has been relatively steady at 152 members in December 2017, down slightly from 164 members in December 2016.



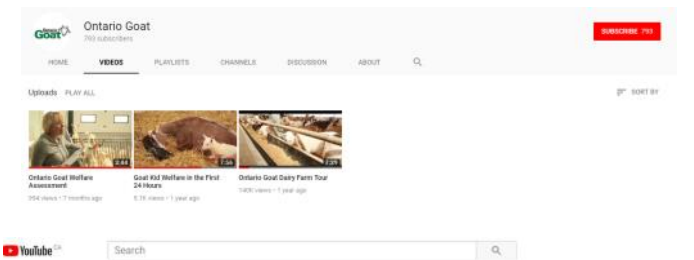
OG is committed to promoting and enhancing Ontario's goat industry through education, collaboration, innovation and strategic alliances. This includes developing and implementing communication strategies for producers, processors, government and the general public through a quarterly magazine, weekly and monthly e-newsletters, social media and web services, along with attendance at industry events.

Alliance magazine, OG's joint publication with VFO, provides producers with educational articles on goat production by staff and guest writers, along with industry news. OG also distributes information electronically via the weekly Alliance e-update. OG's Goat Gazette e-newsletter is released monthly to 910 producer members and industry partners as of December 2017, increasing from 703 producers in December



2016. The Goat Gazette provides timely information on challenges producers are facing. The ontariogoat.ca website, maintained by OG, keeps producers informed and provides additional access to new resources as they become available, including a goat meat marketing and holiday calendar, designed to help producers market their meat goats. The @OntarioGoat twitter account and Facebook page designed for farmers, continue to be well-used communication tools for producers.

Online Presence	
	Ontario Goat
Website	ontariogoat.ca
Facebook	@OntarioGoat 626 followers, 595 likes
Twitter	@OntarioGoat 945 followers, 190 likes
YouTube	Ontario Goat "Ontario Goat welfare assessment" 915 views
E-newsletter	Alliance 128 recipients
E-newsletter	Goat Gazette 910 recipients



To view this YouTube video: bit.do/goatwelfare

Along with producer education, OG was fortunate to be involved with providing information to students asking to learn more about goats. 1060 educational resources were distributed to schools and fairs.

INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT

To the members of Ontario Goat Breeders Association

We have reviewed the accompanying financial statements of Ontario Goat Breeders Association that comprise the statement of financial position as at December 31, 2017 and the statements of revenues and expenditures and changes in net assets and cash flows for the year then ended and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not for profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of the financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the financial position of Ontario Goat Breeders Association as at December 31, 2017 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not for profit organizations.



Guelph, Ontario
March 14, 2018

Chartered Professional Accountants
Licensed Public Accountants

ONTARIO GOAT BREEDERS ASSOCIATION
STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2017
(Unaudited - See Review Engagement Report)

	2017	2016
ASSETS		
CURRENT		
Cash	\$ 123,656	\$ 38,046
Accounts receivable	<u>24,222</u>	<u>73,303</u>
	<u>\$ 147,878</u>	<u>\$ 111,349</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 7,179	\$ 16,087
Deferred income	<u>0</u>	<u>2,220</u>
	<u>7,179</u>	<u>18,307</u>
NET ASSETS		
NET ASSETS	<u>140,699</u>	<u>93,042</u>
	<u>\$ 147,878</u>	<u>\$ 111,349</u>

ONTARIO GOAT BREEDERS ASSOCIATION
STATEMENT OF REVENUES AND EXPENDITURES AND CHANGES IN NET ASSETS
FOR THE YEAR ENDED DECEMBER 31, 2017

(Unaudited - See Review Engagement Report)

	2017	2016
REVENUES		
Voluntary checkoff fees	\$ 86,930	\$ 111,205
Government funded projects	35,436	204,448
Stockyard income	31,714	31,571
Other income	5,096	16,377
Memberships	3,780	2,787
	<u>162,956</u>	<u>366,388</u>
EXPENDITURES		
Administration	60,000	41,118
Research projects	36,788	252,012
Advertising and promotion	9,015	21,128
Professional fees	3,500	4,200
Insurance	2,119	2,104
Memberships	1,700	650
HST expense	1,644	10,121
Board expenses	447	350
Interest and bank charges	86	878
	<u>115,299</u>	<u>332,561</u>
EXCESS OF REVENUE OVER EXPENDITURES for the year	47,657	33,827
NET ASSETS, beginning of year	<u>93,042</u>	<u>59,215</u>
NET ASSETS, end of year	<u>\$ 140,699</u>	<u>\$ 93,042</u>

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2017

(Unaudited - See Review Engagement Report)

	2017	2016
CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES		
Excess of revenue over expenditures for the year	\$ 47,657	\$ 33,827
Changes in non-cash working capital		
Accounts receivable	49,081	(54,237)
Accounts payable and accrued liabilities	(8,908)	(30,398)
Deferred income	(2,220)	2,220
	<u>85,610</u>	<u>(48,588)</u>
NET INCREASE (DECREASE) IN CASH	85,610	(48,588)
NET CASH, BEGINNING OF YEAR	<u>38,046</u>	<u>86,634</u>
NET CASH, END OF YEAR	<u>\$ 123,656</u>	<u>\$ 38,046</u>

ONTARIO GOAT BREEDERS ASSOCIATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2017
(Unaudited - See Review Engagement Report)

1. NATURE OF ORGANIZATION

Ontario Goat Breeders Association is a not for profit organization incorporated under the laws of Ontario without share capital. Ontario Goat Breeders Association is exempt from income tax. Its purpose is to enhance the goat industry through education, collaboration, innovation and strategic alliances.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements have been prepared in accordance with Canadian accounting standards for not for profit organizations and include the following significant accounting policies:

(a) **USE OF ESTIMATES**

The preparation of financial statements in conformity with Canadian generally accepted accounting principles for not for profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.

(b) **FINANCIAL INSTRUMENTS**

Measurement of financial instruments

The organization initially measures its financial assets and liabilities at fair value, except for certain non-arm's length transactions. The organization subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. If an impairment has occurred, the carrying amount of financial assets measured at amortized cost is reduced to the greater of the discounted future cash flows expected or the proceeds that could be realized from the sale of the financial asset. The amount of the write-down is recognized in net surplus. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in net surplus.

Transaction costs

The organization recognizes its transaction costs in net income in the period incurred. However, financial instruments that will not be subsequently measured at fair value are adjusted by the transaction costs that are directly attributable to their origination, issuance or assumption.

ONTARIO GOAT BREEDERS ASSOCIATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2017
(Unaudited - See Review Engagement Report)

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

(c) **REVENUE RECOGNITION**

The organization follows the deferral method of accounting for contributions. Externally restricted contributions, comprised of government grant revenue, are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when they are received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Member fees are recognized as revenue proportionately over the fiscal year to which they relate.

Other revenue is recognized when earned.

3. FINANCIAL INSTRUMENTS

Unless otherwise noted, it is management's opinion that the organization is not exposed to significant interest, credit, currency, liquidity, or other price risks arising from their financial instruments.

The extent of the organization's exposure to these risks did not change in 2017 compared to the previous period.

The organization does not have a significant exposure to any individual customer or counterpart.

4. CORRESPONDING FIGURES

Certain figures presented for comparative purposes have been reclassified to conform to the current year's presentation.

As a Silver Member of Farm & Food Care Ontario, the Livestock Alliance plays an important part in the success of Farm & Food Care Ontario's public outreach, environmental and animal welfare initiatives.

The Real Dirt on Farming 2017

With financial support from the Livestock Alliance, the fourth edition of *"The Real Dirt on Farming"* was unveiled in November. Information in the resource has been revised and updated using a wide variety of credible and accessible sources, including Statistic Canada's 2016 Census of Agriculture.

The publication addresses common questions and misconceptions about Canadian food and farming, as well as other subjects that the general public has indicated are important to them. Livestock farming is covered in extensive detail – along with other hot topics relevant to the sector, such as antibiotic use and food traceability. Participation from all major commodity groups through the content review process helped ensure the accuracy of each section.

A full 60 page publication is currently available online at www.RealDirtOnFarming.ca. A shorter digest version, as well as French translations, will be available shortly.

Media & communications training

Two media training sessions were held for farmers and agribusiness professionals in 2017. These sessions are designed to help individuals prepare for media interviews and adapt to situations requiring crisis communications. These sessions occur in the spring and autumn each year, with approximately 10 spots available in each.

Farm & Food Care Ontario also ran a speak-up training workshop for young agricultural leaders, as well as a communication training webinar for 4-H participants attending this year's Royal Agricultural Winter Fair. In the latter, participants learned how to effectively handle difficult situations, such as event disruptions, as well as improve their communication skills as agricultural ambassadors; 40 members and 4-H leaders were engaged through the online session.

Breakfast on the Farm

Breakfast on the Farm is Farm & Food Care Ontario's largest public event series. 4000 people and over 350 volunteers visited Ontario's farms during two Breakfast on the Farm events in the summer of 2017. 2500 people attended the June 24 event at a Shedden-area dairy goat farm, with another 1500 visiting a dairy cow farm near Listowel on September 16. The Livestock Alliance has an ongoing invitation to be an exhibitor at these events.

Truck rollover project

A livestock truck rollover project was initiated in 2017 with funding from the Agricultural Adaptation Council. A team of advisors was created to attend truck accidents involving livestock. This team took part in specialized training on animal handling and responder safety over a three-day period. This has been a collaborative project between Farm & Food Care and Beef Farmers of Ontario, with

assistance from the Wellington County Fire Department, Luckhart Transport Ltd. and others.

Farm & Food Care Ontario also hosted two additional Emergency Livestock Training Workshops in collaboration with fire departments in Listowel and Glencoe. These were both fully attended with 35 to 40 attendees at each session, including a representative from the Livestock Alliance. The courses brought together emergency responders from different regions, plus many interested in learning more about animal behavior and management during livestock emergencies. A resource guide based on the workshops and associated resources was developed and distributed to 450 fire departments across the province.

Animal Care Certificate

Farm & Food Care Ontario launched an Animal Care Certificate Program, based on the nationally developed Codes of Practice for six species. This training and certification is available free of charge until the end of May 2018. The program was launched in early September with six modules available.

Animal Care Helpline

The Farm Animal Care Helpline, operated by Farm & Food Care Ontario, received 60 calls in 2017. Staff also met several times with managers from the OSPCA to build relationships and help expedite action on calls referred through the Helpline. Education and awareness through producer organizations about animal care and a better relationship between individual commodity groups and the OSPCA has served to reduce the number of instances where OSPCA officers are at a farm without proper information or background.

Sharps pick-up & disposal

In an effort to safely remove sharps from farms, Farm & Food Care Ontario staff attended the 2017 Pork Congress in Stratford to assist Ontario Pork in a pilot program collecting veterinary sharps. This program was highly successful, and the similar initiatives are being explored with other commodity groups in 2018.

Hot-spot barn fire research project

With partnership from the Ontario Mutual Insurance Association and the Agricultural Adaptation Council, Farm & Food Care Ontario worked to develop a prototype in-barn prevention device. This prototype is now undergoing in-barn testing and evaluation.

Timing Matters working group & sustainability

Farm & Food Care Ontario is working with livestock commodity groups on a response to the issue of winter manure spreading through the OMAFRA-led Timing Matters working group. This initiative began in September, with Farm & Food Care acting as secretariat. Staff also participated in the Farm, Food and Beyond working group and Agricultural Management Institute Food Policy meeting. Further discussions with government and membership to help with communication activities related to Lake Erie phosphorous issues are ongoing.

Continued on page 17...

Public Relations

Print Articles

In 2017, 68 print articles featured Ontario Goat Cheese, reaching a circulation of 1.74 million consumers. These print articles had a total editorial value of \$48,915.96.

Television Recipe Demos

In 2017, Foodland Ontario spokespeople promoted Ontario Goat Cheese on 23 different occasions on television stations across Ontario, reaching an audience of 144,700 consumers and resulted in an editorial value of \$446,000.

Total Editorial Value (print and broadcast) - \$494,915.96

Fresh Perspectives

Foodland Ontario's Fresh Perspectives newsletter encourages more than 600 print and broadcast media outlets to write and talk about fresh Ontario food. Ontario Goat Meat and Ontario Goat Cheese were featured 10 times in our spring edition, once in our summer edition, once in our autumn edition and twice in our winter edition.

Spring 2017

Ontario rhubarb

Nothing says spring like that first taste of Ontario rhubarb. This sweet-tart fruit is a delicious addition to every spring meal. Try these fresh ideas:

Breakfast: For a special start to your day, top oatmeal or yogurt with a swirl of rhubarb compote or wake up to **Muesli with Apple Rhubarb Compote and Yogurt**.

Lunch: For a pretty and nutritious salad, toss roasted rhubarb with greenhouse lettuce, tomatoes, **goat cheese**, pecans and a vinaigrette dressing.

Dinner: Savour rhubarb sauce on slices of roast duck, pork or chicken. Our **Rhubarb Apple Chutney Roast Pork with Mustard Maple Glaze** is another elegant dinner option.

Dessert: For an extra-special springtime treat, bake a rhubarb pie, crisp or cobbler or treat yourself to a slice of rhubarb cake.

Ontario goat cheese

Ontario goat cheese (ontariogoatcheese.ca) is luxuriously creamy, delicious and available in several varieties:

Unripened goat: With a light tangy taste, it's lovely rolled in herbs, crumbled on soup or in hors d'oeuvres including **Grilled Asparagus and Goat Cheese Appetizers**.

Goat Brie: Rich with a velvety texture, this soft cheese has a complex flavour. Savour it on a cheese and charcuterie plate or a crostini topped with apple chutney.

Goat mozzarella: This variety of cheese is ideal for melting on pizza or open-faced sandwiches.

Goat Cheddar: A hard variety of cheese is a wonderful choice for shredding into an omelette or melting on a turkey burger.

Goat Feta: Rich Feta is a delicious addition to Greek dishes. Crumble it on a Greek salad or a lamb souvlaki pita.

Caribbean cooking

Add a little Island zip to spring dinners with Caribbean-inspired recipes featuring Ontario's best:

Jerk chicken and fish: Rub hot Jamaican jerk spice on chicken thighs for a crowd-pleasing grilled dinner. For another Caribbean dish with bold flavour, try **Cornmeal-Crusted Trout with Fresh Jerk Sauce**.

Spicy potatoes: For a spicy side dish for meat, turkey or fish, grill foil packets of sweet potatoes seasoned with chili and thyme or make an easy **West Indian Potato Curry** with potatoes, garlic, onions and curry powder.

Succulent goat stew: Simmer Ontario cubed goat shoulder, onion, ginger, carrots and spices for a flavourful **Curried Goat** stew. Serve it over rice with a side of coleslaw made with Ontario cabbage.

Did you know there are an estimated 400 **goat producers** in Ontario? Find out where to purchase goat meat at ontariofresh.ca.

Summer 2017

Ontario tender fruit

Available all summer long, tender fruit is sweet, juicy and delicious. Pick up fresh cherries, peaches, nectarines, plums, grapes and pears to enjoy at every meal. Here are some ideas:

Fruity breakfasts: Make sweet cherry smoothies, add sliced nectarines to oatmeal or whip up a batch of plum muffins.

Yummy lunches: Toss lettuce with sliced grapes, peaches, pears or nectarines, roasted walnuts and **goat cheese** for a splendid salad.

Sweet and savoury dinners: Top grilled pork chops with sautéed peach slices, add a dollop of plum chutney to chicken breasts or nectarine salsa to grilled fish.

Summery desserts: Bake a cherry pie, a pear cake or a plum-and-nectarine cobbler for a delicious way to end your meal.

Fall 2017

Soup's on!

Warm up on cool fall days and nights with a batch of comforting Ontario soup. Here's how:

Pick a base: There are endless options, from potato to parsnip, carrot to cauliflower. Choose one or combine your favourites for a delicious bowl. Try a **Madeira Tomato and Onion Soup** or a blend of squash and pear for excellent results.

Pack in protein: Make your soup a full meal by adding diced chicken, turkey, lamb or beef. There's nothing like a hearty bowl of chicken and barley soup with a crusty roll.

Add extras: Finish your soup with something special: try a crumble of creamy **goat cheese** or bacon, a swirl of plain yogurt, a sprig of fresh herbs or a handful of Cheddar croutons for extra-tasty results.

Winter 2017

Impress your holiday host!

Show your friends, family and party host you care with scrumptious homemade gifts:

Sensational sweets: Fill a holiday tin with a creamy batch of **Maple Fudge** or pack up a box of simple yet decadent **Apple, Walnut and White Chocolate Cookies** and tie it with a festive ribbon.

Breakfast-to-go: Load up a stocking with a few bottles of Ontario honey, maple syrup and your favourite pancake mix – the makings for an easy holiday breakfast.

Wine and cheese: For your favourite foodie, pack a gift basket with a bottle or two of Ontario wine, a wheel of Camembert, a **goat cheese** log, plus crackers and a jar of apple chutney or **Maple Walnut Pear Conserve**.

Celebrate winter in Ontario

The cold weather is here, yet there's still plenty of Ontario goodness at grocery stores, farmers' markets and on-farm markets. When shopping, look for Ontario fruits, vegetables and other foods, including beef, chicken, duck, lamb, pork, fish, rabbit, shrimp, turkey, goat, maple syrup, honey, eggs, cheese and other dairy products. Don't forget to pick up fresh Ontario roses and gerbera daisies for Valentine's Day!

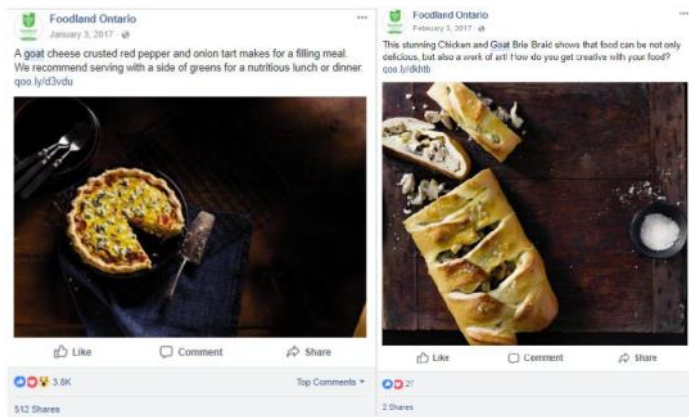
Social Media

Foodland Ontario current social media performance



Facebook

On Facebook, Foodland Ontario's posts in relation to Ontario Goat Cheese reached **523,917** people. These posts generated the following:



Twitter

On Twitter, Foodland Ontario's tweets in relation to Ontario Goat Cheese generated the following:



Instagram

On Instagram, Foodland Ontario's posts in relation to Ontario Goat Cheese generated the following



Pinterest

On Pinterest, Foodland Ontario's posts in relation to Ontario Goat Meat & Goat Cheese generated the following:



Recipe Brochures and Cards

700,000+ English (and 5000 French) copies were distributed. These brochures are available free from the Foodland Ontario website for those who have a Foodland Ontario logo agreement.

Ontario Livestock & Poultry Council



Highlights of OLPC's 2017 Activities

Submitted by: Susan Fitzgerald, Executive Director

The Livestock Alliance is a member of the Ontario Livestock & Poultry Council (OLPC). There are currently 27 regular members including livestock and poultry groups, agri-business, veterinary associations, the Animal Health Lab, University of Guelph, OMAFRA, Canadian Food Inspection Agency (CFIA), Ministry of Health and Long-term Care and the OSPCA. The Council is industry funded and provides a forum for the livestock and poultry industries to come together to develop strategies to deal with important animal health and biosecurity issues.

At our bi-monthly meetings, we hear updates and presentations on biosecurity projects and animal disease concerns. This article summarizes some of the information shared at OLPC meetings over the past year and also in our quarterly newsletter.

Coxiella burnetii (Q fever) on dairy goat farms and in wildlife

Dr. Paula Menzies, University of Guelph gave a presentation to OLPC members on her research relating to *Coxiella burnetii* (Q fever). *C. burnetii* is much more prevalent in goats than in sheep and more so in dairy goats than meat goats. It can result in abortions, still births, and weak lambs and kids. The does and ewes are rarely ill and don't shed bacteria until birthing and then afterwards. It is incredibly resistant to changes in environment and can survive for months or even years and can be aerosolized up to five km. Humans are primarily infected via inhalation and unfortunately there is poor recognition of Q fever by physicians. It can cause flu-like symptoms, pneumonia and liver disease. Part of Paula's research looked at what role wildlife might play in perpetuating this infection as it is very common in small rodents. Wildlife on farms and nearby natural areas were live-trapped for sampling. Prevalence of *C. burnetii* was not different in wildlife trapped on farm and in natural areas. Work is ongoing to genotype the *C. burnetii* found in the wildlife species. Preliminary analysis suggests there is not a risk to domestic livestock by wildlife.

Potential disease risks posed by wild turkeys

On the same theme of the potential for wild animals to infect domestic livestock and poultry, Nicole Nemeth, University of Guelph gave a presentation regarding her assessment of the potential for pathogen spread between wild turkeys and domestic flocks. A 22-year retrospective study was completed in collaboration with the Canadian Wildlife Health Cooperative on diseases diagnosed in wild turkeys in Ontario. As well, 152 wild turkey carcasses were collected from hunters across southern Ontario. There was a high prevalence of *Mycoplasma* which is consistent with U.S. studies. *E. coli* was commonly detected but not *Salmonella* and only three out of 152 samples showed antimicrobial resistance. The majority of samples were *Eimeria oocyst* positive. All samples were A.I. negative. Nicole's conclusions were that there was minimum evidence of disease in wild turkeys but the potential for transmission to domestic flocks is unknown.

Rabies

There have been fewer cases this year than last however the number is still quite high with 382 animals testing positive for the raccoon

strain and 14 with the Arctic fox strain. The surveillance areas have expanded because of two cases further West (one Arctic fox strain and one raccoon rabies).

In August, there was a huge spike in bat submissions, all big brown bats. There were 168 bats submitted in August alone which is double the norm although only 20 were positive for rabies. Wildlife rehabilitation groups are also noticing an increase in bats being brought in leading to concerns regarding what is going on in the big brown bat population.

The Public Health Unit should be contacted if there is any type of human exposure. If there is no human exposure and it is a domestic animal, contact your veterinarian. The Ministry of Natural Resources and Forestry is the appropriate contact if there is a wild animal acting strangely. For dead bats, contact the Canadian Wildlife Health Cooperative at 1-866-673-4781.

As of July 1st, OMAFRA will no longer respond to calls directly from animal owners. Callers will be referred back to their own veterinarian. Veterinarians can refer to the omafra.gov.on.ca/english/food/inspection/ahw/rabies.htm#14 or call the OMAFRA Agricultural Information Contact Centre: 1-877-424-1300 for assistance. Rabies surveillance maps are posted at omafra.gov.on.ca/english/food/inspection/ahw/rabieszone.htm.

New reporting requirements for Ontario veterinarians and veterinary labs

As of January 1, 2018, veterinarians and veterinary laboratories in Ontario will have new requirements to report animal cases of certain diseases to local public health units. As a result of recent regulatory amendments to O. Reg. 557 (Communicable Diseases – General), veterinarians and directors of laboratories who know or suspect that an animal is infected with:

- Avian influenza virus;
- Novel influenza virus (defined as any influenza virus not already known to be endemically circulating in Ontario's animal species); or *Echinococcus multilocularis*

will be required to report these cases to their local public health unit. They must also provide the health unit with information on the location of the animal(s), contact information for the owner(s) of the animals, and any other information required by the health unit to minimize potential risks to human and public health. Local Medical Officers of Health will also have regulatory authority to act to prevent the spread of these infectious agents to humans.

O. Reg. 557 already contains similar provisions relating to veterinary reporting requirements for cases of avian chlamydiosis in birds, and all mammal bites as potential rabies exposures.

The full text of the regulatory amendments, filed on December 15, 2017 is currently available online at Ontario's e-Laws website at: ontario.ca/laws/regulation/r17501 The text of the newly amended O. Reg. 557/91 will be available on the e-Laws website at ontario.ca/laws/regulation/900557?search=557 once the amendments come into force on January 1, 2018.

Highlights of OLPC's 2017 Activities

Continued...

Seneca virus

Seneca virus is still being detected at Ontario swine assembly yards at a low level; but has not been identified on farms or at abattoirs. There are also a few cases in Manitoba but, again, they are restricted to assembly yards. U.S. media stories are reporting increased cases in the U.S. Midwest. In 2015, there were a total of 200 cases in the U.S. as a whole, but this year, there were 300 cases in Wisconsin alone. OMAFRA and the Animal Health Lab are involved in a study of herds in Ontario to see if they have been exposed to Seneca virus. To date, surveillance for Seneca virus has only taken place at high risk points. This study will be looking at herds without lesions.

Bovine TB in Alberta and Saskatchewan

The on-farm testing of trace-in herds (approximately 15,000 animals) is complete. There were 71 premises to be tested, 60 have been released from quarantine. Premises will continue to be released as laboratory and post-mortem examination results are received. Trace-in herds are tested to determine if they were the source of infection but it is possible that the source will not be found.

The one infected premises which had six animals infected with the same strain of bovine TB has been released from quarantine. Four premises that housed co-mingled herds are under quarantine (with no cattle) and will be released once cleaning and disinfection is completed.

One trace-out herd (a herd that received animals from the infected herd in the past five years) is under quarantine.

To date, approximately 11,500 animals associated with the infected, co-mingled, trace-out and trace-in herds have been destroyed with

compensation paid to the owners and approximately 26,000 animals have been released from quarantine.

West Nile Virus

The number of cases of West Nile virus in Ontario, as at October 30, 2017, was 21 cases in horses and many in wild birds (approx. 61). All horses had neurological signs; some were euthanized and some were treated. The horse cases were widespread; there was no particular hot spot although Bruce County had four cases and Simcoe and Niagara each had three. The Ontario Association of Equine Practitioners will try to partner with another group to bring awareness to vaccinating horses for West Nile.

Epizootic Hemorrhagic Disease

Two white-tailed deer from London were submitted to the Canadian Wildlife Health Cooperative in early September. They tested positive for epizootic hemorrhagic disease (EHD) but negative for Chronic Wasting Disease.

EHD can affect domestic livestock and farmed cervids. An industry advisory was issued by OMAFRA. The risk of transmission to domestic livestock is low but in white-tailed deer there can be direct transmission, otherwise it is transmitted via midges. EHD is not transmitted to livestock simply by being in the same field with wild deer.

If members of the public come across a sick or dead deer, they are asked to report it by calling the Canadian Wildlife Health Cooperative at 1-866-673-4781 or the Natural Resources Information Centre at 1-800-667-1940.

Farm & Food Care Ontario

Continued from page 12...



Strategic Plan

Farm & Food Care Ontario underwent a year-long Strategic planning process in 2017 that included significant opportunities for member input and engagement. That plan was approved by the Board of Directors in November and will serve as a foundation for the organization's work over the next three years.

Through that process, our membership confirmed that Farm & Food Care Ontario's top priority should be continued engagement with the Ontario public – primarily through targeted food influencer groups. The strategic plan consultation process also showed strong support for the work done by Farm & Food Care Ontario's councils, both on the environmental and animal care sides. An increased focus is being

given to these councils moving forward. The goal is for the councils to serve as technical working groups, helping to determine priority areas for Farm & Food Care Ontario projects.

The Board of Directors has committed to reviewing the strategic plan annually to ensure it is still meeting the need of the membership.

To learn more about these and other initiatives, visit www.FarmFoodCare.org. Comments and questions can also be directed to info@farmfoodcare.org

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