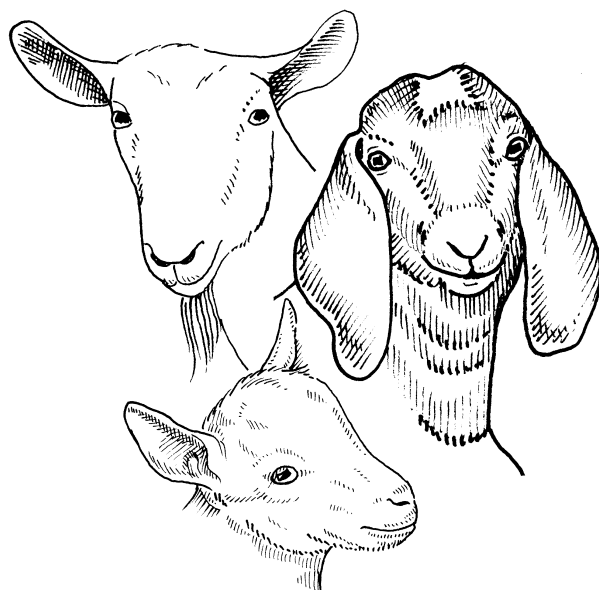


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# Ontario Goat

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**MOVING FORWARD TOGETHER!**

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**2011 Annual Report**



## President's Message– Tobin Schelgel

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Welcome to the 2012 Ontario Goat Annual General Meeting and Producer Education Day. This past year has been a whirlwind of activity for all involved in the Ontario goat industry. When I look back at 2011, I realize what a monumental year it was in terms of the many successful projects and issues that Ontario Goat has been involved in. The Ontario goat industry is ready, willing and able to be recognized as a valuable voice in not only the livestock sector but all of the agri-food industry.

Ontario Goat has come a long way in a very short period of time, both as an organization and as an industry. Together, we have organized, we have united and we have pushed forward for the issues that matter to goat producers. We have worked for the development of the goat milk, meat and fibre sectors. Yet at the same time, we have focused on issues that have impacted all goat farmers regardless of the production sector.

As you read through this Annual Report, you will see the many initiatives and projects that the Ontario Goat Board of Directors and staff have undertaken in 2011. I would like to take this opportunity to thank my fellow Board members who have all served the Ontario goat industry so well. They have dedicated countless hours away from their farm to help make our industry stronger and better. Thank you also to our amazing staff whose passion and dedication for serving our members is exemplary. I would also like to thank our Ontario Livestock Alliance partners– Ontario Veal and Ontario Goat for their support of our organization this past year. Our partnership is proof positive that we can do more together when we have common goals.

While there have been lots of issues and projects, the most important initiatives undertaken by Ontario Goat in 2011 was the development and submission of a proposal for marketing board authorities to the Farm Products Marketing Commission. The submission of this proposal was a culmination of an entire industry's efforts by providing feedback, support, attending meetings, suggesting alternatives, and helping to develop a plan for the future. None of this would happen without a united industry, and an organization to take the lead on the issues that can make a difference to our producers.

Looking ahead to 2012, it will be another important year for the goat industry. You as producers have driven us this far and your support will see us through to the final stretch. Your vote on the proposal for Ontario Goat's organizational structure is your chance to show government that the goat industry wants to be taken seriously as an industry and that we are ready to take our place among our peer agricultural commodities as a progressive, dynamic sector in Ontario's rural economy.

We are moving forward together.

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

# History and Milestones

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Founded in 1951, the original name was “The Ontario Dairy Goat Society.” In 1986, the name was changed to the “Ontario Goat Breeders Association” to better reflect the ever-changing Ontario goat and the varied products that this versatile animal provides. In 1989, the Ontario Goat Breeders Association was incorporated under the Agricultural and Horticultural Organizations Act for the Ontario Ministry of Agriculture and Food.

The main objectives of the OGBA were to develop, provide and circulate sound and objective information about goats and 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 transplant. The organization assisted in the development of the meat, fibre, and dairy products markets in Ontario, while continuing to promote the sale and export of agricultural products relevant to the goat industry.

Since its formation, the OGBA has worked hard to improve consumer education about the benefits of goat products. As part of a promotional project in partnership with Foodland Ontario in 1993, the OGBA was able to produce producer promotional packages and recipe brochures that provided nutritional information on the value of goat meat. This partnership continued in 1994 in order to promote goat milk and dairy products. In 1999, the OGBA secured funds from the Toronto Stockyards Land Development Board as a result of the historical data supporting goat marketings at the old Toronto Stockyards. The OGBA would receive an annual percentage of the lease revenue from the redevelopment of this site to support research initiatives for the goat industry.

In 2009, the OGBA joined with the Ontario Veal Association and Ontario Rabbit to create the Ontario Livestock Alliance. The funding for this initiative allowed for increased staff resources, the development of a joint organizational infrastructure, as well as the opportunity to address important industry development projects in each of the sectors. Without this funding, OR would be reliant on a completely voluntary Board of Directors with no budget for operational activities or staffing. The funding provides for the development and implementation of a plan for each association to be self-sustaining upon the conclusion of the partnership in 2013. Funding was provided by Agriculture and Agri-Food Canada’s Advancing Canadian Agriculture and Agri-Food Program delivered by the Agricultural Adaptation Council in Ontario.

Once entering the partnership with the OVA and OR, the OGBA became known by its short form of Ontario Goat (OG). The organization still maintains its official registered business name but for communication purposes Ontario Goat is used.

## Ontario Goat’s Strategic Direction

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The guiding force behind the projects, issues and policies undertaken by the OR Board of Directors is the organization’s strategic plan. It is this plan that focuses our efforts towards common goals and a shared vision.

The strategic plan is also the connection in the governance between the board and staff members. With an eye to the future, the staff and Board work together to accomplish both the mission and vision of the organization through projects and advocacy that address the specific strategic directions and goals.

### **Mission**

Ontario Goat, as a united producer organization proudly representing Ontario’s meat, milk 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 five main strategic directions, which for the most part, encompass the many issues and business of the organization. Each of these strategic directions has specific goals which are detailed in this annual report.

- Organizational Development
- Producer Programs
- Government Relations & Advocacy
- Communications
- Consumer Education

# 2011 Ontario Goat Board of Directors

The OG Board of Directors is comprised of nine active goat producers who have been 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 a given year. The elected Directors serve on a voluntary basis at this time. Over the past year, the Board met approximately monthly either in person or on conference calls. As well, various members of the Board also attended a number industry functions on behalf of the Ontario goat industry, promoting the needs of the industry and ensuring the goat voice was heard.

Tobin Schlegel, <i>President</i>	Tavistock
Terry McNeely, <i>Vice President</i>	Lindsay
Jake Boekee	Aylmer
Donna Hancock	Elora
Ian Mayberry	Ingersoll
Jason Lyons	Caledon
Christie Prins	Wooler
Ron Van Bakel	Sebringville
Anton Slingerland	Norwich

## Staff Members

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The partners of the Ontario Livestock Alliance— Ontario Veal, Ontario Goat and Ontario Rabbit— 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 all three organizations. All staff, with the exception of the Executive Director, are currently on a contract basis. Our staff is our most valued resource and their passion and dedication to the sectors is appreciated.



**Jennifer Haley,**  
**Executive Director**  
*jhaley@livestockalliance.ca*



**Kendra Keels,**  
**Industry Development Manager**  
*kkeels@livestockalliance.ca*



**Jennifer Bullock,**  
**Project Manager**  
*jbullock@livestockalliance.ca*



**Erin MacDuff,**  
**Policy Manager**  
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**Kevin Weaver,**  
**GoGen Project Coordinator**  
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**Jenna MacDonell,**  
**Communications Coordinator**  
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**Shelly Irwin,**  
**Member Relations Coordinator**  
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**Amy Anderson,**  
**Finance Administrator**  
*aanderson@livestockalliance.ca*



**Carolyn Innes,**  
**Research Coordinator**  
*cinnes@livestockalliance.ca*

# 2011: A Year in Review

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As part of a strategic plan, Ontario Goat (OG) has developed five key strategic directions designed to support Ontario Goat's mission and vision statements. Each strategic direction has long term goals that will help guide and direct the activities and projects of OG. Below are some of the projects, issues and initiative undertaken by Ontario Goat in 2011.

## ORGANIZATIONAL DEVELOPMENT

- *To ensure Ontario Goat is a strong, responsive and responsible organization through good governance, training and policy development.*

Some examples of our initiatives include:

- The Board of Directors held focus group meetings in early summer with goat producers to gain information and insight into what producers feel are important industry issues and how would a producer organization dedicated to the goat sector look like.
- The Board of Directors held open consultation meetings throughout the early fall across Ontario with goat producers to get feedback and support for the proposal seeking status under the Farm Products Marketing Act.
- In December of 2011, Ontario Goat formally submitted a proposal to the Ontario Farm Products Marketing Commission seeking marketing board status for the goat sector. This proposal would seek mandatory check-off fees on both meat and milk sales.
- The Presidents of Ontario Veal and Ontario Goat, and Ontario Rabbit met over the course of the year to discuss issues related to the partnership and to begin to look towards the future needs of the partnership once all current funding has wrapped up.
- Ontario Goat Board of Directors ensured compliance with the Agricultural and Horticultural Organizations Act by filing its annual return.
- The financial statements of Ontario Goat were reviewed and prepared by a professional accountant in order to ensure transparency and accountability for the board.

## PRODUCER PROGRAMS

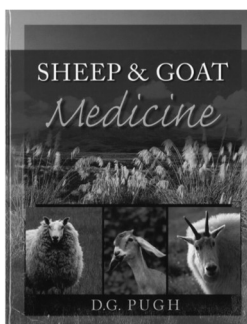
- *To develop and provide producer education programs, research and industry development initiatives geared at improving the commercial viability of goat and goat milk operations.*

Some examples of our initiatives include:

- This year the International Goat Symposium was held in conjunction with the Royal Agricultural Winter Fair. The event was held from November 3<sup>rd</sup>-6<sup>th</sup>. The 2011 IGS began in Orangeville with a one day producer education program and ended in Toronto during the RAWF with the Royal Goat Show.
- At the 2011, Sarah and William Zondag of Port Dover were awarded the inaugural "Goat Farmer of the Year Award". The Zondags operate Sunnydale Acres and are committed to their herd's improvement and production. The award was created to recognize the outstanding contributions Ontario goat farmers are making to their sector and to the livestock industry.
- Staff responded to numerous requests for production information, animal health issues, nutritional question and general getting started in goats questions.
- Together with Ontario Veal and Ontario Rabbit, Ontario Goat partnered in an application for funding from the Farm Innovation Program (FIP) to hire a contract Research Coordinator. This position will survey the on-farm research needs of the sector and assist in the development of a strategy to address the priorities.



- Thanks to project funding from OMAFRA, Ontario Goat was able to distribute valuable animal health and production resources to goat producers. The textbook resources were met with overwhelmingly positive feedback from producers.
- Ontario Goat staff developed and implemented a Weekly Goat Market Report. This report provides valuable information on the market prices of various classes of goats through data collected from sales barns. While there is much work to do to continue to improve the report, this report is a first of its kind for the goat sector.
- Ontario Goat is a founding member of the Center for Excellence in Goat Research and Innovation and in 2011 it was announced that approximately \$500,000 in initial funding had been received from OMAFRA to support goat research initiatives.
- Thanks to funding from the Farm Innovation Program (FIP), Ontario Goat began a project on the use Non-Surgical Trans-Cervical Embryo Transfer for Goats. Veterinarians from Brazil were hosted by Ontario Goat to train an Ontario vet on techniques of this procedure. This project can potentially offer Ontario goat producers the ability to actively improve the genetics in their herds.
- The GoGen pilot program began by recruiting pilot herd applications in early January 2011. A total of 14 herds were selected to participate in this three year project. The herds will implement various management tools such as milk recording services, classification, registration, AI, CAE testing and genetic evaluations to create a complete management program for dairy goat producers.
- Ontario Goat, through the GoGen project, collaborated with DHI CanWest to implement upgrades to the milk recording program for goats. With upgrades to the database, producers are now able to received goat specific reports and information. As part of the reporting goat producers will receive a milk value in order to evaluate the herds dollar value and not just production level.
- Ontario Goat received assistance from both Hewitt's Dairy and the Ontario Dairy Goat Co-operative to create an Ontario Milk Value for CanWest DHI. The Milk Value is used to measure the income of does from a test day and is accumulative to her days in milk (DIM). This will help Ontario's dairy goat herds to evaluate the herd's dollar value and not just production level.
- The GoGen Pilot Project designed and released a Meat Goat Survey which was distributed to Ontario meat goat producers. Ontario Goat also collaborated with the Canadian Meat Goat Association (CMGA) to develop and circulate this survey to all Canadian meat goat producers. The purpose of this survey is to investigate what the meat goat industry would require in a breed improvement or record of performance program in order to assist meat goat producers in managing their herds. With respect to Ontario, this survey had an excellent response rate of 45%. Work continues on the analysis.
- The joint livestock biosecurity gap analysis project continued through 2011. The goat portion of this project has identified seven key risk factors areas for transmission of CAE and other diseases, work continued being done to analyze on farm costs associated with disease and what biosecurity protocols can save money. Funding for this project



was provided by Agriculture and Agri-Food Canada's Adaptation Programming and administered by the AAC.

- Research is being conducted which is looking at Johne's disease prevention through heat treating of colostrum by Dr. Cathy Bauman. Part of her PhD degree has also involved a study which included the testing of randomly selected sheep and goat herds in order to discover the prevalence of Johne's disease in Ontario and assess the efficacy of the diagnostic tests, as well as identify factors that pose a risk for herd infection.
- Ontario Goat provided financial support for the Upper Canada Goat Show. As well, Ontario Goat provided the opportunity for a free buck evaluation program as part of the GoGen project funding.

## GOVERNMENT RELATIONS & ADVOCACY

- *To engage government and industry partners in a productive manner in order to effectively advocate for the goat and goat milk sector.*

Some examples of our initiatives include:

- Ontario Goat lobbied OMAFRA for the continuation of the very popular OMIF program that provides leveraged funding to support buy local projects.
- Ontario Rabbit also lobbied OMAFRA and the Minister for the inclusion of the goat sector in the Risk Management Program (RMP).
- Ontario Goat continues to advocate for the need for a full time dedicated Goat Specialist within OMAFRA given the growing size and importance of the goat sector.
- Industry Development Manager Kendra Keels spoke at INPAC goat seminar in Victoriaville, QC about how Ontario Goat was formed, its vision and opportunities for collaboration with Quebec
- Ontario Goat continued to advocate for the need for proportional representation, based on goat population and farm cash receipts, for the Canadian National Goat Federation (CNGF).
- Ontario Goat is a member of the Scrapie Working Committee as part of the Scrapie Canada program.

Ontario Goat continues to lobby for a distinction in scrapie incidence level separate from sheep.

- Ontario Goat provided comments on the traceability and animal identification framework for the national goat industry that is being administered by the CNGF.
- As a member of the Canadian Livestock Genetics Association (CLGA), Ontario Goat is the only goat organization providing feedback on such issues as important export development initiatives, Health Canada polices for importation of animals or CFIA regulations.
- Continued to work with Food and Farm Care–Ontario (the new name for the amalgamated Ontario Farm Animal Council and AGcare) and OMAFRA to advance education in responsible farm animal care and handling.
- For the first time, Ontario Goat participated in the Minister's Annual Queen's Park Farmers Market where we were able to sample goat cheese stuffed veal meatballs to MPPs, bureaucrats and others.
- Ontario Goat works very closely with a number of industry partners and organizations in order to fulfill the mandate of our organization. Ontario Goat has memberships with the following organizations:
  - ✓ Ontario Agricultural Commodity Council
  - ✓ Agricultural Adaptation Council
  - ✓ Ontario Livestock and Poultry Council
  - ✓ Farm and Food Care
  - ✓ Canadian Livestock Genetics Association
  - ✓ Canadian National Goat Federation





## COMMUNICATIONS

- To develop internal and external communications tools for goat producers, industry partners, consumers and other stakeholders.

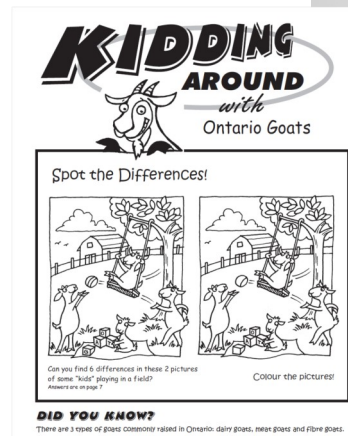
Some examples of our initiatives include:

- Ontario Goat, along with its partners in the Ontario Livestock Alliance launched the *Alliance* magazine. The magazine combines the communication efforts of all three organizations and provides producers with educational articles and information relevant to the goat sector. This is a more efficient use of resources and has also attracted more support from industry.
- Ontario Goat developed a brand new resource aimed at young children called the Kidding Around with Ontario Goats Activity booklet. Ontario Goat distributes these booklets at various local fairs and agri-food education events in order to promote a better understanding of goat production.
- Industry Development Manager Kendra spoke to over 110 goat producers and future goat producers at the Grey Bruce Goat Day in early January in Elmwood, Ontario.
- Ontario Goat developed a regular series of e-blast emails in order to inform its members about current issues and initiatives that Ontario Goat is involved with.
- Staff responded to several requests via email and telephone from industry partners and government for information about the goat sector.



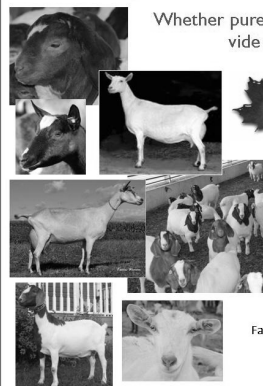
Ontario VEAL Ontario Goat Ontario Rabbit  
The official publication of Ontario Veal,  
Ontario Goat and Ontario Rabbit.

- Ontario Goat supported the *Power of Canadian Genetics* publication, organized by the CLGA, by writing a profile of the Canadian goat industry as well as submitting an advertisement promoting Ontario goat genetics to international customers.
- New display materials were created in order to promote the organization at various shows and events. Ontario Goat was also able to participate in a campaign to thank our members and encourage producers to support the organization by distributing work gloves with the three organization's logos.
- Together with Ontario Veal and Ontario Rabbit, Ontario Goat was an exhibitor at Canada's Outdoor Farm Show in Woodstock from September 13<sup>th</sup> -15<sup>th</sup>. As well, the group had a display at the International Plowing Match and Rural Expo in Chute-a-Blondeau from September 20<sup>th</sup>-24<sup>th</sup>.



### Put the power of Ontario goat genetics in your herd!

Whether pure bred or commercial focus, Ontario goat herds provide superior genetics for top producing goats.



Come to Ontario to see proven results in action.

Canadian goat genetics are available to grow your herd.

Ontario Goat proudly serves the meat, milk and fibre sectors.

**Ontario Goat**

449 Laird Road, Unit 12  
Guelph, Ontario, Canada, N1G 4W1  
Tel: 519-824-2942 Fax: 519-824-2534  
www.ontariogoat.ca

**International Goat Symposium**

Come to the 2011 IGS and stay for the Goat Shows at the RAWF

November 2-6th, 2011 Orangeville/Toronto  
Farm tours, expert International Speakers and education program, Trade Show, Dairy and Boer Goat Shows at the Royal Agricultural Winter Fair, and more!

PLAN TO ATTEND!

For more details check out [www.goatsymposium.com](http://www.goatsymposium.com)



## CONSUMER EDUCATION

- To increase goat milk consumption through promotions, marketing and education programs targeted to the goat milk category as a whole and specific goat milk products within the category
- To raise the level of consumer awareness for goat meat and fibre through promotions, marketing and education programs.

Some examples of our initiatives include:

- Secured funding through the Ontario Market Investment Fund, along with industry contributions to develop an Ontario Goat Cheese campaign. Together Ontario goat producers and industry partners were able to raise \$100,000 for matching funds.
- Ontario Goat's marketing campaign launched a distinctive new logo, along with the tagline "We've Got it Good" and a new website ([www.ontariogoatcheese.ca](http://www.ontariogoatcheese.ca)). The website will become the hub of information for consumers looking to find goat cheese recipes, nutritional information and where to purchase Ontario goat cheese. Consumers can visit the website and sign up to receive the monthly eNewsletter containing recipes and tips straight to their inbox.
- A consumer attitudinal and usage survey will help the Ontario Goat Cheese campaign to better understand

consumer's perceptions of goat cheese and how to encourage consumers to increase their consumption.

- Ontario Goat developed 12 new recipes that were used to promote Ontario Goat Cheese to food media writers and consumers. The purpose of these recipes is to educate consumers on the many varieties of goat cheese available. As a result, two new recipe booklets were developed for distribution to consumers.
- Ontario Goat Cheese teamed up with Ontario Veal and was on hand at the Niagara Food and Wine Expo in the Scotiabank Convention Centre Niagara from May 27<sup>th</sup> - 29<sup>th</sup>.
- Ontario Goat Cheese had a booth at the Delicious Food Show from October 20<sup>th</sup>-23<sup>rd</sup>. The ambassadors handed out approximately 4,500 Ontario goat cheese samples
- The team also attended the Gourmet Food and Wine Expo from November 17<sup>th</sup>- 20<sup>th</sup> at the Metro Convention Centre in Toronto, more than 7,500 goat cheese samples were tasted.
- The first eNewsletter was released to more than 2,300 subscribers. The campaign also added a Twitter account and Facebook page in order to begin using social media outlets to gain exposure with potential consumers.
- Ontario Goat worked with Foodland Ontario to promote Ontario goat cheese to consumers through its website and facebook postings.

**Ontario Goat Cheese**  
We've got it good!  
November 2011

The holiday season is fast approaching and that means a whirlwind of parties and entertaining family and friends. Ontario Goat Cheese has some amazing appetizer ideas that are sure to impress your guests.

**Pecan Goat Cheese Bites**  
A simple appetizer infused with balsamic syrup and herbs and rolled in chopped toasted pecans. Though it has a richness reminiscent of a truffle it's a much healthier option.  
[VIEW RECIPE](#)

**Bacon and Ontario Goat Feta Stuffed Mushrooms**  
The salty tanginess of Ontario goat feta and subtle sweetness of the shallots pairs perfectly with the smoky bacon and earthy mushroom flavours in our Bacon and Ontario Goat Feta Stuffed Mushrooms. Even though this recipe makes three dozen - these delicious appetizers won't last long.  
[VIEW RECIPE](#)

**It only tastes decadent**  
Given the luxuriously creamy texture of goat cheese, it may surprise you to learn that it's actually lower in calories and fat than many other types of cheese. A one ounce (28 gram) serving of chevre typically has about 70 calories and only 6 grams of fat.

We are your local Ontario daily goat farmers and processors and We've got it good! Our passion for our products is equalled only by our commitment to innovation, excellence and great taste.  
[www.ontariogoatcheese.ca](http://www.ontariogoatcheese.ca)  
forward to a friend |



# Farm & Food Care Ontario—Report Card

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

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In January, 2012, an amalgamation resulted in the Ontario Farm Animal Council (OFAC) and Agricultural Groups Concerned about Resources and the Environment (AGCare) becoming Farm & Food Care Ontario ([www.farmfoodcare.org](http://www.farmfoodcare.org)). The new coalition is the first of its kind in Canada bringing together the crops, horticulture and livestock sectors.

Since its creation in 1987, OFAC has consistently worked with its members and other like-minded groups across Canada and the United States to promote responsible farm practices and to find new and innovative ways of talking to the public about food and farming.

Here are some highlights of the group's activities in 2011:

## Providing expertise and leadership on issues:

- Campaigns and pressure tactics on the food industry are on the news regularly. There is a critical need to bridge the gap between farming and the food industry executives who buy our products. Canada's provincial Farm Animal Councils, with leadership from OFAC and AGCare, initiated a **Farm Issues/Food Industry strategy project**. Ultimately the project will help to ensure that the food supply chain has access to science-based, practical information when they're implementing buying policies related to farm practices. Three forums were held in 2011 including one for 35 food industry executives.
- OFAC and AGCare offered two **Speak Up team** training sessions for Ontario farmers in 2011. The goal of this training is to create confident spokespeople on issues related to food and farming. Hundreds of farmers across Canada have now participated in this Ontario-led initiative.
- OFAC staff continued building its **Young Ambassador** training program in 2011 with presentations to 290 young ambassadors. These included agricultural college students, junior farmers, 4-H members, fair ambassadors and queens of the furrow.
- In 2011, staff gave 77 presentations and training workshops to farmers, commodity staff, agri business employees, service club members and

politicians. Staff also conducted 71 media interviews.

## Advancing responsible farm animal care:

- OFAC staff assisted with a farm animal training session for **OSPCA inspectors** held in Guelph and sponsored the biosecurity materials and supplies for the session. Three livestock emergency training workshops were also held for first responders (police and firefighters).
- In 2011, OFAC continued to respond to **Helpline calls** from across the province as well as numerous other calls from farmers and others looking for advice, education or assistance. OFAC also worked with OCA to develop a new Helpline reporting system and hosted a training session for beef Helpline representatives.
- Focusing on farm youth is a strong priority for OFAC. Staff continued building its **Young Ambassador** training program in 2011 with presentations to 290 young ambassadors including agricultural college students, junior farmers, 4-H members, fair ambassadors and Queens of the Furrow. OFAC also partnered with 4-H Ontario to offer an Ag-mazing race competition for 4-H members.

## Education and Events:

- In 2011, OFAC and AGCare led farm tours for students from three Ontario **culinary colleges**. Students from Fanshawe College in London, Sir Sandford Fleming College in Peterborough and George Brown College in Toronto toured a number of Ontario livestock and crop farms learning about the work that goes into raising the products they use in their college kitchens. Foodland Ontario generously sponsored the lunches for each tour.
- The 2011 **Toronto media tour**, sponsored in part by the Perth Federation of Agriculture and Foodland Ontario, resulted in a sold out tour for 50 attendees to farms and food facilities in Perth County. Attendees including representatives from Toronto Sun, Toronto Star, Food and Drink, Kraft Canada, Reader's Digest, Foodland Ontario and more.
- The **FarmzOnWheelz** exhibit was the recipient of a regional Premier's Award for Agricultural

Innovation. It was at seven events over 135 days in 2011 reaching 1.15 million people.

- Oprah and Owen, OFAC and AGCare's **spokes-robots**, continue to be two of the organizations' more popular attractions. They were at 17 events in 2011.
- It was estimated that **57,500 Ontario students** visited at least one of OFAC's displays at various locations throughout the 2011 fair and exhibition season.
- The annual children's **creativity contest** received more than 1600 entries – up from 961 entries in 2010 and only 40 in the contest's first year – 2006. The contest encourages students to document their visit to a farm, farm exhibit or fall fair by drawing a photo and telling a story about their experience.
- A total of 5,234 Ontario schools also received a mailing containing several new farm resources including the Real Dirt on Farming, a virtual farm tour CD and the accompanying teachers' guides for both.
- New in 2011, young Canadians between the ages of 16 and 24 were encouraged to get out their video cameras to capture and create clips about Canadian farming for the chance to win a wide variety of prizes. The **Farm Flicks** contest was sponsored by the Farm Care Foundation.

#### Public Outreach:

- A total of 7,000 copies of the 2012 **Faces of Farming calendar** were printed and mailed to politicians (federal, provincial and municipal), media, grocery stores and butcher shops.
- Seeking new ways of reaching the public with a special focus on social media was a big focus of 2011. Farm & Food Care now has about 1600 followers on **Twitter** as well as about 200 followers on **Facebook**. A YouTube channel was also launched featuring 80 Ontario videos of Ontario farms and farm practices.
- OFAC and AGCare worked with OAFE and Farmers Feed Cities on recruiting teachers for a "**Friend a Farmer**" program designed to connect farmers to students from an urban classroom.
- The popular **virtual farm tour website** now attracts about 7,000 unique visitors each month. A total of 23 tours are now on line with more planned for 2012.

- OFAC and AGCare worked on behalf of Ontario commodity groups to the [www.farmingsources.com](http://www.farmingsources.com) website which serves as a **media database** on agricultural issues. It is searchable by organization and by topic and also features an ongoing index of current Ontario agriculture news stories from OFAC's members.

With the creation of Farm & Food Care Ontario, the organization is excited about its role in building a stronger voice for Ontario's agri-food sector. A sincere thank you to Ontario Goat's commitment as a member of OFAC and now to Farm & Food Care Ontario and its efforts in cultivating awareness and building trust in food and farming in Ontario.

For more information: [www.farmfoodcare.org](http://www.farmfoodcare.org)

# Ontario Ministry of Agriculture, Food and Rural Affairs



*Submitted by: Rick Norkooli, Ontario Ministry of Agriculture, Food and Rural Affairs, Manager Beef Cattle, Sheep, Goats, Alternative Livestock and Aquaculture*

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A brief outline on some of the goat industry related activities OMAFRA Agriculture Development staff were involved in 2011.

## Ontario Wildlife Damage Compensation Program

This new program came into effect July 1, 2011 and expands the current list of wildlife species and variety of livestock that farmers can be compensated for, and increases the maximum compensation rates for farmers. The new maximums for goats are \$600 for non-registered stock and \$1000 for registered stock. Full details can be found at [www.ontario.ca/predation](http://www.ontario.ca/predation).

## Feed Industry Day

Each year OMAFRA Ag. Development staff host a one-day education program for the feed industry. As part of 2011's program, attendees learned how to body condition score goats during one of the live hands-on demonstrations. In the classroom portion of the program, attendees were updated on the buck kid milk feeding trial run at the Grober Young Ruminant Facility in Woodstock.

## Goat State of Industry Report

OMAFRA has been compiling a Goat State of Industry Report for many years. This report is updated annually, and provides a summarized synopsis of key industry statistics and industry trends, for both the meat and dairy goat sectors of the industry.

Highlights from the 2011 report:

### Meat Goat Sector

22.2% increase in 2010 Ontario slaughter (37,085 head) over 2009 figures

Ontario slaughter accounts for 66.5% of national (55,790 head)

18% increase in 2010 goat meat exports (83,603 kgs valued at \$0.42 million)

48.4% increase in 2010 goat meat imports (1,971 tonne) over 2009

### Dairy Goat Sector

3.9% decrease in 2010 goat cheese imports (136.3 tonnes) from 2009.

Continued steady decline in goat cheese imports since 2006 (170.7 tonnes)

Number of goat milk producers in 2010 (252) held steady compared to 2009 (254)

An estimated 28 to 30 million litres of goat milk shipped to processors in 2010 with farm gate value of \$23.8 million

2012 report will focus primarily on goat industry data from the 2011 Agriculture Census which is due for release in May 2012.

## 2012 OMAFRA Projects

2nd Goat Lenders Conference is being planned for summer 2012 in partnership with Ontario Goat. The first ever Goat Lenders Conference was organized in cooperation with Ontario Goat, and held in October 2010.

Twenty-seven lenders from Ontario agriculture lending institutions attended to learn first-hand from producers, processors and goat industry partners. Each producer provided detailed cost of production figures for the lenders to help them assess a client's ability to make an operation successful. Attendees were provided a CD of the day's proceedings.

Ag lenders found the conference informative. The following comment from one attendee summarizes well the participants' evaluation of the day. "I will be following up my attendance at the conference with an industry paper to be made available to all our lenders. This should help position (our institution) as a lender of choice to the goat industry."

Hoof Health & Trimming Workshop – a full day workshop is being developed to be piloted in late summer of 2012. The workshop will focus on methods to maintain hoof health, impact on productivity and hands-on trimming sessions demonstrating equipment from several Ontario equipment suppliers. Because of the hands-on nature registrations will be limited to 20 attendees.

For more information please contact Anita O'Brien at [anita.obrien@ontario.ca](mailto:anita.obrien@ontario.ca) or 613-258-8299.

## Highlights of OLPC's 2011 Activities

*Submitted by: Susan Fitzgerald*

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### **Municipal Emergency Management Sessions**

Those involved in the agriculture sector have given careful consideration to the impact of animal disease outbreaks and have put in place practices which will prevent disease from occurring or reduce its spread if it does arise. However, should a transmissible animal disease outbreak occur, and especially one with the potential to infect humans, municipalities and public health officials will also be involved. For this reason, the OLPC wants to encourage municipalities to consider how agriculture should be incorporated into their emergency response plans.

Beginning in 2009, the OLPC Biosecurity Committee began looking at ways to raise awareness with municipalities and public health officials regarding biosecurity and emergency preparedness. Our initial outreach activities included sending biosecurity information kits to Public Health Units and the Emergency Management Officers for municipalities. OLPC also hosted a workshop at the Ontario Good Roads Association/Rural Ontario Municipal Association (ROMA) Annual Convention and held two Municipal Emergency Management Sessions in Guelph and Belleville.

The goal was to introduce these officials to OLPC and some of our activities regarding livestock disease prevention and preparedness. Presentation topics included: the roles and responsibilities of CFIA, OMAFRA, and municipalities; principles of disease spread, issues to consider when working with livestock and poultry during an emergency response; and a general agriculture 101 presentation. The latter topic was added after our first session as we discovered the majority of attendees had limited knowledge of agriculture.

The feedback from attendees at these events was very positive but did illustrate that there was a wide variance within the groups regarding the degree of preparedness for dealing with a livestock and poultry disease or emergency situation.

The Ontario Association of Emergency Managers (OAEM) asked OLPC to deliver a similar but shortened version of the program we offered for municipalities for their February 2012 professional development day. OAEM includes emergency response personnel from industry and private companies as well as municipalities. The session was very well received and we have been asked to organize a similar session for Leeds-Grenville in June 2012.

### **Mass Carcass Disposal Planning Resources for Municipalities**

At the Belleville municipal emergency response session, noted in the article above, there was a particular interest in working through exercises to identify carcass disposal sites and also development of emergency response plans involving livestock and poultry. Mass carcass disposal has been raised as an unresolved issue by the agriculture sector for several years and now municipalities are becoming aware of the challenges with which they might be faced.

In 2011, OLPC was successful in receiving funding approval under the Agricultural Biosecurity Program for a project to develop Mass Carcass Disposal Planning Resources for use by Ontario municipalities.

We will be using materials produced by Alberta Agriculture as a template to produce a guide and workbook which will be used in the next phase of our outreach activities with municipalities. The goal is for the municipalities to assess their options for mass carcass disposal: consider where suitable sites might be within their boundaries (from a hydrogeological and land use standpoint); what resources they would require in terms of equipment and biosecurity; and consider disposal options other than burial.

A review committee including representatives from CFIA, OMAFRA and Ministry of Environment as well as OLPC are currently reviewing the Alberta documents and noting any areas which require changes to reflect Ontario legislation and recommendations. We have had considerable interest from the municipalities interested in accessing the materials when available (estimate end of August).

### **Biosecurity Education and Awareness Project**

In June 2011, OMAFRA approached OLPC regarding the delivery of a project to create biosecurity education tools which would heighten awareness and increase knowledge across livestock and crop sectors. Two industry input groups (livestock and plants) were formed to provide guidance on the development of the biosecurity education material. The participants represent commodity groups as well as service providers. During October, initial meetings with the industry input groups and the Oversight Committee were held. The Oversight Committee includes OMAFRA and CFIA Office of Biosecurity representatives.

Based on the feedback received from the input groups, there will be four educational pieces produced: a biosecurity binder/workbook (one for livestock and one for plants), a video, a biosecurity poster targeting farm workers and

contractors, and on-farm biosecurity signs. The on-farm signs have been produced and the other resources will be completed by June 2012. All material, except for the signs, will also be available in electronic format via the OLPC website.

#### **Development of Regulations under the Animal Health Act**

OLPC continues to monitor the progress of the development of Regulations under the Animal Health Act, 2009. Several OLPC representatives were invited to provide input to OMAFRA regarding some guiding principles relating to emergency response and sharing of information. The group met with OMAFRA staff in June and discussed the differentiation between private business and public interest.

The consulting documents on the Hazard Reporting and Compensation Regulations were posted on March 9, 2012. The consultation period goes until the end of April. OLPC members will be discussing the document and providing a submission to OMAFRA.

#### **OMAFRA Animal Health Forum**

OMAFRA's annual Animal Health Forum was held on March 8, 2012 at the Delta Hotel, Guelph. The event was a meeting of government, academic and industry organizations working in animal health and welfare. The agenda included updates on research projects and other initiatives. OLPC was invited to give a presentation on recently completed and current initiatives.

#### **Ontario Zoonotic Influenza Working Group**

OLPC has representatives on the Ontario Zoonotic Influenza Steering Committee and the Ontario Zoonotic Influenza Working Group (OZIWG) both of which are co-chaired by OMAFRA and the Ministry of Health and Long-term Care. The objectives of the OZIWG are:

- To improve coordination and collaboration among government and non-government organizations with regard to zoonotic influenza issues, including the maintenance of communication networks between these organizations.
- To facilitate provincial linkage to, and alignment with, national zoonotic influenza initiatives.  
To identify, prioritize and encourage amendment of gaps in prevention, preparedness, detection, response and recovery to zoonotic influenza outbreaks in Ontario, in a coordinated manner.

#### **Update on Incorporation and Board Elections**

The Ontario Livestock and Poultry Council was legally incorporated in 2011. The new Board structure for the corporation consists of seven directors representing six sector groups and an elected Chair. Each of the sectors elected their representative in October 2011 as noted below. The Chair, and seventh director, was also elected by the membership in October.

#### Two-year Term

Major Livestock – Richard Horne, Ontario Cattlemen's Association  
Poultry – Harry Pelissero, Egg Farmers of Ontario  
Veterinarian Associations – Doug Raven, Ontario Veterinary Medical Association

#### Three-year Term

Minor Livestock – Jennifer Bullock, Ontario Livestock Alliance  
Agriculture and Food Associations and Coalitions – Susan Collier, Association of Ontario Chicken Processors  
Individual Agri-Businesses – Ian Richardson, e-Biz Professionals

Chair: Gordon Coukell, Alcoma Farms

#### **Priority Setting and Strategic Planning**

The Board reviewed OLPC's activities and, based on rankings provided by the members, have distilled them down to three main areas:

- increase on-farm biosecurity awareness and encourage implementation;
- assist with coordination of emergency preparedness efforts; and,
- continue advocacy efforts in relation to the Animal Health Act, 2009 and proposed Regulations

These are the areas on which we will be focusing efforts in the next year.

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