



People, Purpose & Passion: The Pathway to Success



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THANK YOU TO OUR 2017 AGM SPONSORS

Gold Level



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Bronze Level



2016 Ontario Goat Board of Directors



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

Anton Slingerland, <i>President</i>	Norwich
Eldon Bowman, <i>Vice President</i>	Gorrie
Dirk Boogerd, <i>Vice President</i>	Embro
Jeff Smith	Caledonia
Greg Haskett	Bright
Cindy Hope	Keene
Jason Lyons	Caledon
Michele Bowering	Ilderton
Terry McNeely	Lindsay



Back row: Terry, Eldon, Dirk, Jeff, and Jason
Front row: Anton, Michele, Cindy, and Greg.

Alliance Staff Members

The partners of the Livestock Alliance – Veal Farmers of Ontario, Ontario Goat, Canadian Goat Society, and Canadian Meat Goat Association – 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 to benefit all organizations. Our staff is our most valued resource and their passion and dedication to the two sectors is appreciated.



Jennifer Haley,
Executive Director
jhaley@livestockalliance.ca



Kendra Keels,
Industry Development Manager
kkeels@livestockalliance.ca



Nancy Stonos,
Project & Research Manager
nstonos@livestockalliance.ca



Erin MacDuff,
Policy Manager
emacduff@livestockalliance.ca



Melissa Speirs,
Project Assistant
projects@livestockalliance.ca



Laura Hamilton,
Communications Coordinator
lhamilton@livestockalliance.ca



Molly Mazerolle
Administrative Assistant
info@livestockalliance.ca

History and Milestones



Founded in 1951 as the “Ontario Dairy Goat Society”, and renamed the “Ontario Goat Breeders Association (OGBA)” in 1986 to better reflect the ever-changing Ontario goat population, the initial objectives were to develop, provide and circulate sound information about goats and to assist goat owners in the improvement and development of goat breeds. The OGBA strived to encourage and promote the advancement of the goat industry and new technologies, such as artificial insemination and embryo transfer. The OGBA assisted in the development of the meat, milk and fibre markets for goats in Ontario, while continuing to promote the sale and export of agricultural products relevant to the goat industry. In 1989, the OGBA was incorporated under the Agricultural and Horticultural Organizations Act for the Ontario Ministry of Agriculture and Food.

In 2009, the OGBA joined with the Ontario Veal Association (now Veal Farmers of Ontario - VFO) and Ontario Rabbit (until 2014) to create the Livestock Alliance (LA), a partnership that allowed the three organizations to share organizational infrastructure and staff resources. In 2016, the partnership welcomed the Canadian Goat Society (CGS) and the Canadian Meat Goat Association (CMGA). This partnership provides a greater level of efficiency to members and is an opportunity to address important industry development projects in each of the sectors. Upon entering the partnership, the OGBA became known by its short-form name: Ontario Goat (OG).

In 2012, a “Producer Expression of Opinion” vote was held by the Ontario Farm Products Marketing Commission on OG’s proposed marketing board status; the vote was not successful. OG then collaborated with producers and industry partners Hewitt’s/GayLea, and ODGC to develop an industry-wide (dairy) voluntary check-off system. The two year funding agreement allowed OG to continue working on research and industry development projects, while at the same time developing a strategic business plan focused on measurable outcomes and objectives of three priority areas: 1) industry communications; 2) consumer promotions; and 3) a dairy goat cost of production study. OG released a progress report in August 2015 showing funds had been leveraged for a return of 6:1. The two year, industry-wide, agreement expired December 31, 2015 leaving the check-off funding model to be signed onto by individual farms. OG continues to collect a set membership fee from meat and fibre goat producers and represents all goat producers. It is this arrangement that allows us to focus our efforts towards common goals and a shared vision.

Throughout 2016, OG worked closely with producers, industry partners and goat milk processors on a long-term industry strategy that will help the industry grow sustainably and realize its full potential. One of the main messages coming out of those discussions is that the industry needs a strong, effective, unified voice to speak on behalf of all Ontario goat milk producers. The Ontario Goat Milk Processor Advisory Committee was created to discuss the priorities and issues impacting all parts of the value chain.

The Farm Products Marketing Commission held a “Producer Expression of Opinion Vote” for all licenced goat milk producers February 27- March 10, 2017. OG is seeking official designation as an “association of producers” under Section 12 of the Ontario Farm Products Marketing Act allowing OG to collect a mandatory licence fee of \$0.005 per litre from all goat milk marketed from licenced goat milk farms. This will help provide a solid governance structure for OG with stable and predictable funding, where ALL goat milk producers contribute to the organization in a fair and transparent way.

Ontario Goat’s Strategic Direction

Mission

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

Vision

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

Strategic Directions

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

- Industry Relations & Communications
- Consumer Promotions
- Producer Education

2016: Year in Review

INDUSTRY RELATIONS & COMMUNICATIONS

- Ontario Goat (OG), together with Mariposa Dairy, Gay Lea Foods Cooperative Ltd., Saputo Inc., Crosswind Farms and C'est Bon Cheese, established the Goat Milk Processor Advisory Committee. For the first time, the committee formally brings together the producers and processors of the Ontario dairy goat industry, to discuss the priorities and issues impacting all parts of the value chain. Ontario's goat milk production has grown exponentially in volume over the past several years and projections indicate a huge growth curve requiring a strategic and coordinated approach in order for the sector to achieve its full potential.
- Ontario Goat continued its partnership in the Livestock Alliance (LA) with Veal Farmers of Ontario (VFO). Canadian Goat Society (CGS) and Canadian Meat Goat Association (CMGA) joined the partnership in February 2016. The partners share office space, administrative and human resources to better serve its members.



- Various members of the Board attended a number of industry functions on behalf of the Ontario goat industry, promoting the needs of the industry and ensuring the industry's voice is heard.



- OG, along with VFO, produces Alliance magazine quarterly. The magazine combines the communication efforts of the two organizations and provides producers with industry updates and educational articles on the goat sector.



- OG continues to distribute information via email to all producers and industry partners. Our Alliance e-update goes out to members weekly.
- OG developed a number of communication tools including news releases, factsheets, member mailings and emails aimed at providing important information to members and industry partners.
- OG continued to collaborate with the Livestock Research and Industry Council to develop outcomes based research priorities for the goat sector with the goal of strategically positioning livestock research for future market needs and prioritizing funding.
- OG cooperates with the Ontario Society for the Prevention of Cruelty to Animals (OSPCA) to resolve any goat related welfare issues.
- Antimicrobial resistance and usage continues to be a focus for the organization. Currently, there are limited products approved for goat production. OG has spent considerable time advocating with government representatives on the need for labeled products for use in the goat industry.
- OG worked on various goat health issues. It is important that the industry continues to work towards eradication protocols and certification programs for production

limiting diseases like caprine arthritis encephalitis and scrapie.

- Dr. Brad White and his team at Trent University have located the genes correlated with scrapie susceptibility. Ontario Goat received funding to test goat breeds and herds for genotypes that may confer resistance and susceptibility to scrapie. Dr. White has come out to many educational events to explain the science behind the test.
- Ontario Goat exhibited at the Canadian Dairy Expo in Stratford in April and at Canada's Outdoor Farm Show in Woodstock in September. OG used this opportunity to meet with OG members and other goat producers to discuss various issues related to the goat industry and production practices. The Ontario Dairy Goat Farm Tour video shot at Ed Donkers' farm was premiered at CDX. The video has racked up over 79,000 views so far.



- OG continues to work with Farm and Food Care Ontario and OMAFRA to advance education in responsible farm animal care and handling.
- Ontario Goat continues to maintain a Twitter account and also launched a Facebook page using social media to get news and resources out to industry and members.
- Staff responded to requests via email and telephone from industry partners and government for information about the goat sector.
- OG works closely with a number of industry partners and organizations in order to fulfill the mandate of the association, including:
 - ✓ Agricultural Adaptation Council
 - ✓ Christian Farmers Federation of Ontario
 - ✓ Farm & Food Care Ontario
 - ✓ Ontario Agricultural Commodity Council
 - ✓ Ontario Agri-Food Education

- ✓ Ontario Federation of Agriculture
- ✓ Ontario Livestock and Poultry Council
- ✓ Toronto Stockyards Land Development Board

PRODUCER EDUCATION & RESOURCES

- OG partnered with Veal Farmers of Ontario (VFO) for an on-farm animal welfare initiative that is developing body condition scoring resources, animal handling videos, assessments of animal welfare practices on farm, disease detection, and on-farm euthanasia fact sheets. Resources released in 2016 include the *Prevention and Detection of Disease in Kids* booklet, *Practical Goat Husbandry*, and *Dry-Off Management*.
- Ontario Goat released two videos in 2016. The first, a dairy goat farm tour and introduction to the Ontario Goat industry, has over 79,000 views. The second is Goat Kid Welfare in the First 24 Hours, part of the Goat Welfare Project series.



Success from the start!



- Ontario Goat released the results of the 2015 "Ontario Dairy Goat Cost of Production (COP) & Benchmarking Study" in October. The 2015 COP for one litre of goat milk is \$1.30. This is a slight decrease from the 2014 results of \$1.37/litre, which is largely attributed to a small reduction in the interest on debt values. The top five farms on the project continue to fall under the average at \$0.87/litre. The top three costs for dairy goat farmers continue to be feed, labour and interest on debt. It incorporates a value for labour which gives producers a true value for the work done on the farm either by themselves or by hired employees.

- OG continues to have its Best Management Practices for Commercial Goat Production Manual (BMP) available. Through a comprehensive literature review and guidance from industry, producers, and government, OG developed this educational resource for current and new goat producers in the dairy, meat, and fibre sectors to improve or implement established best practices on their farms.
- OG, with Eastgen and Gay Lea Foods, again hosted two very successful Profitability Workshops in Woodstock and Listowel. Topics included kid management, Cost of Production, Scrapie susceptibility genotyping, and the always popular producer panel.
- The Goat Gazette, OG's monthly e-newsletter, continues to gain readership. It provides over 800 goat producers and industry partners with topical production and management information addressing current production issues. An archive of previous issues can be found on our website at www.OntarioGoat.ca/GoatGazette.

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



CONSUMER PROMOTIONS

- OG continued to work with Foodland Ontario to ensure goat's inclusion in various programs and promotions. (See page 11.)
- As part of Ontario's *Local Food Week* Queen's Park Market, Ontario Goat Cheese samples were given out to MPPs, government staff, and public visiting the event. Thanks to Woolwich & Mariposa for their donations.



- OG continues to look for opportunities for goat meat in the various ethnic meat markets.



Ontario Goat
 449 Laird Road, Unit 12, Guelph, Ontario N1G 4W1
 Tel: 519-824-2942
 Fax: 519-824-2534

www.ontariogoat.ca

www.ontariogoatcheese.ca



@OntarioGoat



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Ontario Livestock and Poultry Council



Highlights of OLPC's 2016 Activities

Submitted by: Susan Fitzgerald

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

At our bi-monthly meetings, we hear updates and presentations on biosecurity projects and animal disease concerns. This report summarizes some of that information.

On-going Disease Cases

Seneca valley virus – In September, six loads of sows were rejected by the USDA as Seneca valley virus looks similar to Foot and Mouth Disease. Ontario tracing has found cases at assembly yards but nothing on the originating farms. They are looking to shorten the time of holding at the assembly yards to two days to prevent assembled animals from developing the virus.

TB in Alberta and Saskatchewan – In late September, the USDA notified the CFIA that a case of bovine TB had been detected in a cow from Alberta when it was slaughtered in the United States. There was one farm where six positive animals were identified. The issue was that those animals were on a common grazing property with 18 other herds. That led to a large trace out exercise. Approximately 50 premises were under quarantine and movement controls at the end of 2016. The total number of animals quarantined was approximately 26,000, including the infected herd.

Scrapie – A case of scrapie was detected in Quebec on November 14th as part of the surveillance program. The subject sheep were on multiple premises; two flocks were quarantined.

Bovine anaplasmosis - In November, anaplasmosis was confirmed in a Holstein cow in Wellington County. The cow was anemic, and had signs of weakness, anorexia, constipation and mild colic. OMAFRA worked with the affected producer and herd veterinarian to provide assistance in managing the disease on the farm. Bovine anaplasmosis was last diagnosed in Ontario in 2013 in a dairy herd in Eastern Ontario but it is endemic in the U.S.

Rabies – Ontario has been experiencing an outbreak of raccoon rabies and Arctic fox rabies primarily in raccoons and skunks. Positive rabies cases declined with the cold weather. There has been one case of a rabid llama with the raccoon variant. The other animals on that property were quarantined. In November, there was a dairy cow that tested positive for the Arctic fox variant. There was also a skunk

in Huron with the fox variant; this was the first case in Huron in eight years. A group of beef cattle were quarantined for 60 days as a result. The Ministry of Natural Resources and Forestry conducted rabies baiting in 2016 to vaccinate the raccoon population. The Huron area will be baited in the spring but the other areas baited in 2016 will only be baited in the fall to vaccinate the 2017 juveniles. Total number of raccoons and skunks found with rabies in 2016 to the end of November was 243.

Wildlife Surveillance of Echinococcus Multilocularis

Echinococcus multilocularis is a tapeworm that can cause serious liver damage in certain mammals including, foxes, coyotes, domestic dogs and humans. Ontario wildlife surveillance of coyotes and foxes found that 50% are testing positive. There appears to be a hot spot around the Hamilton area which is also where the European strain was identified in dog and lemur cases. Ontario government agencies are working on public health messaging to vets and physicians and considering making cases in humans reportable.

Zika Virus

One type of mosquito that could transmit Zika virus was found in the Windsor/Sarnia area during the second half of 2016. It is believed to be a transient population which likely came via fruit shipments. This particular mosquito is not the primary vector of Zika virus but is able to transmit it although the ones in Windsor were negative for Zika. The population was expected to die with frost. The Ministry of Health and Long-term Care is updating their surveillance with different traps which are more appealing to the mosquito strain of interest. Any cases of Zika in Ontario have been travel related.

Wild/Feral Swine in Ontario

The University of Saskatchewan is doing research on wild swine as there is a large population in that province. Alberta, British Columbia, and Manitoba also have established populations. There have been several confirmed sightings in Ontario in three pockets so we do have them here as well. The key message is that they are extremely difficult to eradicate once established. The population grows quickly and can do tremendous damage to crops and property as well as pose a risk to domestic swine health. The University of Saskatchewan group hosts a Facebook with updates on their work and wild swine in general: Wild Hog Watch (Feral Wild Boars) www.facebook.com/WildHogWatch/?fref=st.

AMR Patterns in Salmonella and E. coli in Ontario Livestock Farms

Stefanie Kadykalo, a post-graduate student at the University of Guelph, gave a presentation to OLPC members in December on her project looking at whether utilizing pre-existing data sets from Animal Health Laboratory submissions may provide cost-effective information on emerging resistance patterns.

Ontario Livestock and Poultry Council

Highlights of OLPC's 2016 Activities



Continued...

Antimicrobial test results from the AHL were analysed for Salmonella and E. coli isolates from chickens, swine and cattle between 2007 and 2015. Salmonella resistance to ampicillin and ceftiofur in chickens dropped by almost 20% between 2013 and 2015. However, resistance in Salmonella to sulphonamides, spectinomycin and tetracycline showed a slight increase (10% to 15%). For E. coli in chickens, there was high resistance to ampicillin and tetracycline and increasing resistance to sulfisoxazole and gentamicin. In swine, there was high resistance to ampicillin, tetracycline, and sulfisoxazole. And, in cattle, there was high resistance to sulfisoxazole and increasing resistance to cephalothin and ampicillin.

The conclusion was that analysis of clinical isolates may provide an effective surveillance tool for updating veterinarians on emerging patterns of antimicrobial resistance in food animals. However, there are limitations of such a dataset for predicting overall trends and guiding treatment decisions.

Cluster Analysis of Campylobacter on Southern Ontario Farms

A second presentation at the December meeting was by Mythri Viswanathan regarding her study to identify the potential sharing of Campylobacter subtypes between livestock and wildlife. On 25 subject farms, 33 livestock and 26 wildlife C. jejuni isolates were subtyped. Only one subtype was seen in both wildlife and livestock isolates. The majority of wildlife was susceptible to all antimicrobials. Tetracycline resistance was the only resistance seen in wildlife species sampled. Macrolide resistance in swine did not seem to extend to wildlife found on swine farms.

Goat Centre of Excellence



The Centre of Excellence (COE) is a formally incorporated non-profit organization with the mandate to facilitate research for the benefit of the goat sector. The vision of the COE is to promote the growth and competitiveness of the goat sector by servicing consumer demands for consistent, quality products in the marketplace. There is no doubt that the goat industry is a growing industry in Ontario and is in need of research support to enhance competitiveness. In 2016, the COE wrapped up all of the outstanding research projects from which the initial funding had been allocated. Moving into 2017, the COE will look for additional funding opportunities to continue to support important research that will benefit the goat sector.

The establishment and long term support of the Centre of Excellence will help to ensure:

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

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

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

The COE is very pleased to have been able to fund six important projects impacting the goat sector including:

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

The COE distributed a research summary booklet to goat producers and industry partners in order to share the results of these six important projects. Additional research summaries and information can be found at goatresearch.com.

Farm & Food Care Ontario

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



As a member of Farm & Food Care Ontario, the Ontario Livestock Alliance plays an integral role in the organization's success. Several initiatives over the last year relate directly to Ontario's livestock producers.

ANIMAL CARE

Farm & Food Care staff work under the direction of its Animal Care Advisory Council, which provides a forum for input, ideas, dialogue and proactive discussions of on-farm animal care issues. The council, with representation from Farm & Food Care's platinum, gold and silver members, held three meetings in 2016.

Barn Fire Prevention

In an effort to improve barn fire awareness and prevention, Farm & Food Care Ontario has started a free lending program for FLIR cameras – devices that use thermal imaging to show differences and range in temperature. By directing them at walls, outlets, and other apertures within a structure, they can help producers detect electrical components that are overloaded or corroded. These tools come as either a separate hand-held unit, or as a smartphone plugin; both are available through this free lending program. This project was funded in part through Growing Forward 2 (GF2), a federal-provincial-territorial initiative. The Agriculture Adaptation Council assists in the delivery of GF2 in Ontario.

Farm & Food Care Ontario is also working with The Ontario Mutual Insurance Association and Agriculture Adaptation Council to develop a hotspot pre-ignition fire-detection system. \$150,000 has been secured to develop a durable and affordable in-barn methane and heat detection systems. Prototypes are currently in development, with on-farm trials planned for next summer.

IMPACT Program

The IMPACT (Innovative Management and Practical Animal Care Training) program was completed in the spring of 2016, with a large suite of resources available both on and offline.

As a continuation of the IMPACT program's online training modules, a certification in animal care is being pursued to further improve public and industry assurance on animal welfare, and allow producers to confidently demonstrate training in farm animal Codes of Practice. Other commodity partners are being sought.

The IMPACT Mobile App was also launched in 2016. This free mobile application is available for both iPhone and Android users, and contains videos, calculators, identification information and much more for a range of animal welfare subjects and species. To download, search "Farm IMPACT App" in Apple or Google Play stores.

Livestock Emergency Preparedness

Farm & Food Care Ontario is working with trucking companies, commodity organizations and insurance companies to gather truck rollover emergency resources in Northern and Southern Ontario. Resources are being compiled for responder use.

Ground Current and Stray Voltage

In consultation with the Ontario Federation of Agriculture, Christian Farmers Federation of Agriculture, Farm & Food Care Ontario and other agricultural partners, Hydro One launched a Rapid Response Team in September to more effectively deal with on-farm ground current issues. More information about stray voltage and the Rapid Response Team is available on Hydro One's website: www.HydroOne.com.

The Animal Care Team

Farm & Food Care Ontario was pleased to welcome Morgan Ellis and Brent Royce to the Animal Care team in 2016. Their work will contribute to these and other new projects in the coming year.

PUBLIC OUTREACH

Speaker Training

Proactive communication is critical to the continued success of Canadian agriculture. With this in mind, Farm & Food Care Ontario ran 10 speaker training sessions for farmers, agribusiness professionals, veterinarians and students in 2016 as well as a media training session and a webinar for 4-H members prior to the Royal Agricultural Winter Fair.

Breakfast on the Farm

Two Breakfast on the Farm events were held in 2016. The first was Veldale Farms, a dairy and grain farm in Woodstock, while the second event – aptly renamed "Breakfast from the Farm" – brought the farm to Kitchener-Waterloo Oktoberfest. Each event featured a free breakfast for the first 2,000 attendees and provided a unique chance for members of Ontario's agriculture community to communicate directly with the public.

Farm & Food Care Ontario

Continued...



Local Food Week and Ontario Agriculture Week

Farm & Food Care was pleased to work with Foodland Ontario on both the Local Food Week and Ontario Agriculture Week celebrations. The #loveONTfood contest generated 20,000 impressions, and received 519 entries. In October, 190 people joined a twitter party about local food and everything agriculture, creating a reach of nearly 6.2 million impressions. A photo contest highlighting Ontario food and agriculture was also held, receiving 390 entries from across the province.

Submitted entries had to celebrate Ontario Agriculture Week. Prizes were awarded to 13 entrants.

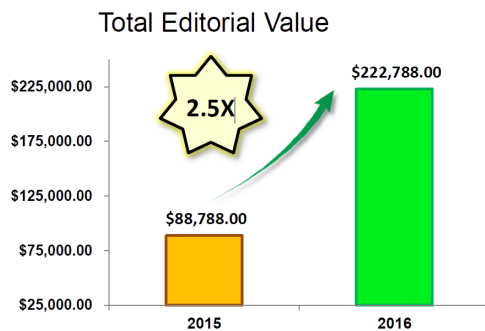
This is only a sample of the activities run in 2016. If you have questions on any of these topics, please contact Farm & Food Care Ontario at info@farmfoodcare.org

Foodland Ontario - Promoting Ontario Goat Products



Submitted by Sandra Jones, Client Services Officer, Foodland Ontario

Public Relations:



Foodland Ontario Calendar:

Foodland Ontario's Fresh Perspectives newsletter encourages more than 600 print and broadcast media outlets to write and talk about fresh Ontario food. In 2016, five issues of the food/lifestyle media newsletter featured articles about goat cheese. In addition, goat meat was promoted in our January/February issue with the Caribbean-style goat curry recipe.



Caribbean-style goat curry: Savour a spicy curry made with cubed Ontario goat meat, potatoes, onions and garlic. Serve with rice.



Recipe Releases

Goat cheese was featured in a pasta recipe in our August 2016 recipe release.

Pasta with Nectarines

3 1/2 cups (875 mL) farfalle (bow tie) pasta
2 oz (60 g) spicy pancetta, diced
4 Ontario Nectarines, pitted and thinly sliced
2 1/4 cups (300 mL) crumbled Ontario Goat Feta Cheese (about 6 oz/175 g)
2 tbsp (25 mL) olive oil
2 tbsp (25 mL) apple cider vinegar
1/2 cup (125 mL) fresh basil leaves, well packed, torn into small pieces
2 tbsp (25 mL) fresh mint leaves, well packed, finely chopped

In large pot of boiling water, cook pasta until al dente.
Meanwhile, in medium skillet over medium heat, cook pancetta until crisp. Remove to paper towel-lined plate.
In large bowl, gently toss together nectarines, shallots and feta. Drain pasta; add to nectarine mixture. Add oil and vinegar and gently toss. Sprinkle with pancetta, basil and mint and gently toss. Serve immediately.



Television

Goat cheese was featured in 9 television appearances in 2016, reaching an audience of **79,000 Ontario consumers** -- editorial value of \$190,400.

Photo taken at television station



Print Articles

Goat cheese appeared in 15 print articles with a circulation of **395,353 Ontario consumers** -- editorial value of \$32,388.

Pasta with nectarines a twist on Italian flavour

Sweet nectarines and fresh herbs balance tangy goat feta and spicy pancetta in this summery pasta dish.

Preparation Time: 10 minutes
Cooking Time: 15 minutes
Serves: 4

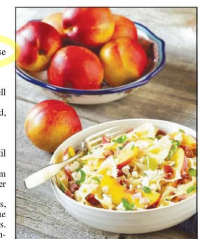
Ingredients

- 3 1/2 cups (875 mL) farfalle (bow tie) pasta
- 2 oz (60 g) spicy pancetta, diced
- 4 nectarines, pitted and sliced thinly
- 2 shallots, diced
- 1 1/4 cups (300 mL) crumbled goat feta cheese (about 6 oz/175 g)
- 2 tbsp (25 mL) olive oil
- 2 tbsp (25 mL) apple cider vinegar
- 1/2 cup (125 mL) fresh basil leaves, well packed, torn into small pieces
- 2 tbsp (25 mL) fresh mint leaves, well packed, finely chopped

Preparation

- In large pot of boiling water, cook pasta until al dente.
- Meanwhile, in medium skillet over medium heat, cook pancetta until crisp. Remove to paper towel-lined plate.
- In large bowl, gently toss together nectarines, shallots and feta. Drain pasta; add to nectarine mixture. Add oil and vinegar and gently toss. Sprinkle with pancetta, basil and mint and gently toss. Serve immediately.

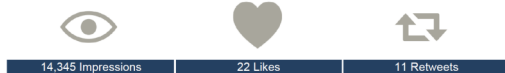
Nutritional information
1 Serving
Protein: 30 grams
Fat: 22 grams
Carbohydrates: 74 grams
Calories: 566
Fiber: 5 grams
Sodium: 715 mg



Foodland Ontario - Promoting Ontario Goat Products

Continued...

5) Social Media



3) Foodland Ontario Calendar

Over 500,000 copies of our Foodland Ontario calendars are distributed across the province at grocery retailers, farmers' markets and on-farm markets. The February 2016 recipe featured Chicken Soup with Goat Cheese Dumplings. The December 2016 recipe photograph featured a wide selection of Ontario cheeses, including goat cheese.



4) Foodland Protein Baseline Grocery Study

In 2016 Foodland conducted a protein grocery study to better understand the market. The study used data from 301 stores. 9% of the visited stores did offer goat meat via self-service.

5) Radio

Ontario goat was featured in March and November on radio across the province. Consumers were reminded that "fresh Ontario goat cheese is available in stores, farmers' markets and on-farm markets" in 60 English and 8 French markets.



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

People, Purpose, Passion: The Pathway to Success



Notes

THANK YOU TO ONTARIO GOAT'S 2017 ANNUAL SPONSORS

Alliance Level



FLORADALE FEED MILL LIMITED
Finest in feeds and service for over 50 years!



Gold Level



Pioneer Dairy

Milking - Feeding - Bedding - Stabling - Lighting

Silver Level



Bronze Level

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