
Ontario Goat



“CHALLENGES & OPPORTUNITIES”

President's Message- Anton Slingerland



It is unbelievable that 2013 is over and what a year it was! The year was very busy and eventful for all of us involved in the goat industry; on farm, in family but also for our organization. It was a year filled with uncertainty and stress for the Ontario Goat (OG) Board and staff with many project possibilities, endless requests for more projects, information and help. With limited resources to execute these projects

and request, OG once again had its hands full.

Over the past year, representatives of a joint dairy goat working group met to discuss the needs for the Ontario goat sector and what role OG as a non-profit commodity organization will have in order to address the needs and priorities of the whole sector. I would like to thank the committee members that met several times throughout the year and specifically, John Core for facilitating the process. With John's assistance, the working group was able to come up with a way to move forward as a funded organization.

After a lot of sweat, I'm very pleased to announce that a plan was made to financially support an industry organization- Ontario Goat. With special thanks to the Ontario Dairy Goat Cooperative (ODGC) and Hewitt's for making this possible for the dairy goat sector. The plan will see the ODGC and Hewitt's, as the two main brokers of goat milk, remit that half cent check-off per litre of goat milk to OG on a monthly basis for goat milk purchased during that period.

The agreement, in place for a two-year period until December 2015, provides OG the opportunity to continue working on research and industry development projects, while at the same time, developing a strategic business plan focused on measurable outcomes and objectives. As a result, the three key priorities of this agreement will be focused on 1) industry communications; 2) consumer promotions; and 3) a dairy goat cost of production study.

At this time, the goat milk sector is the largest driver of the Ontario goat industry and that is why we have focused our efforts to secure financial support from this sector. However, we do represent all goat farmers and I hope that Ontario's goat farmers- whether licenced dairy producers, breeders, meat producers, fibre producers and others- will see the great news of this historic agreement and how it will benefit all involved in the goat sector. Meat and fibre producers will continue to pay the regular annual membership fee at this time.

Our goal and aim as an organization continues to be the meet the needs of all goat farmers in a way that will make our farms

more sustainable and more profitable in the future. As in everything, your feedback is important as we align our future projects and priorities. Let's pull together to make our industry thrive and move in a positive forward motion. Let's take those challenges we face and turn them into opportunities.

I thank you in advance for your confidence and I look forward to the future as we work to improve our industry.

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



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

History and Milestones

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

The main objectives of the OGBA were to develop, provide and circulate sound and objective information about goats and to assist goat owners in the improvement and development of goat breeds. The OGBA strived to encourage and promote the advancement of the goat industry and new technologies, such as artificial insemination and embryo transfer. The organization assisted in the development of the milk, meat, and fibre markets for goats 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 create producer promotional packages and recipe brochures that provide nutritional information on the value of goat meat. This partnership continued in 1994 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 the goat marketings at the old Toronto Stockyards. The OGBA would receive an annual percentage of the 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 (OVA) and Ontario Rabbit (OR) to create the Ontario Livestock Alliance, a partnership that allowed the three organizations to share organizational infrastructure and staff resources. This provides a greater level of efficiency to members and is an opportunity to address important industry development projects in each of the sectors. Upon entering the partnership, the OGBA became known by its short form of Ontario Goat (OG). The organization maintains its official registered business name but for communication purposes OG is used.

In June 2012, a “Producer Expression of Opinion” vote was held by the Ontario Farm Products Marketing Commission on OG’s proposal seeking marketing board status for the goat sector. The proposal sought to collect a mandatory check-off fee on both goat milk and goat meat sales. While the outcome of the vote was not successful, OG continues to believe that there is a great potential for the Ontario goat industry. In the long term, goat producers need to organize in order to work together cooperatively on the issues at hand. OG remains committed to helping producers improve their farm’s profitability and increase their bottom

Ontario Goat’s Strategic Direction

The guiding force behind the projects, issues and policies undertaken by the Ontario Goat (OG) 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 Board and staff 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.

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

2013 Ontario Goat Board of Directors

The Ontario Goat (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 meet approximately once a month either in person or on conference calls. As well, various members of the Board 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.

Anton Slingerland, <i>President</i>	Norwich
Ian Mayberry, <i>Vice President</i>	Ingersoll
Eldon Bowman, <i>Vice President</i>	Gorrie
Ed Donkers	Shedden
Greg Haskett	Bright
Cynthia Hope	Keene
Jason Lyons	Caledon
Terry McNeely	Lindsay
Ron Van Bakel	Sebringville

Staff Members

The partners of the Ontario Livestock Alliance– Ontario Veal Association, 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. Our staff is our most valued resource and their passion and dedication to the three sectors is appreciated. In 2013, the contract for Kevin Weaver, GoGen Project Coordinator ended. OG wants to thank Kevin for all of his work and dedication to this project and the Ontario goat industry as a whole.



Jennifer Haley,
Executive Director
jhaley@livestockalliance.ca



Kendra Keels,
Industry Development Manager
kkeels@livestockalliance.ca



Jennifer Bullock,
Project Manager
(currently on maternity leave)



Erin MacDuff,
Policy Manager
emacduff@livestockalliance.ca



Patrick O'Brien,
Executive Assistant
pobrien@livestockalliance.ca



Chris Edgar,
Administrative Assistant
info@livestockalliance.ca

2013: A Year in Review

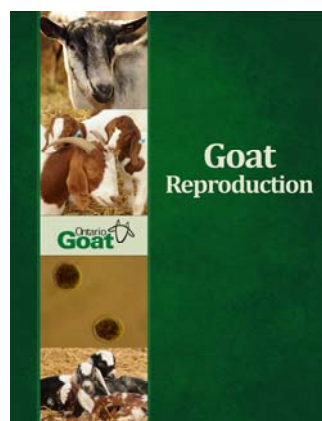
As part of a strategic plan, Ontario Goat (OG) has developed five key strategic directions designed to support Ontario Goat's mission and vision statements. Each strategic direction has long term goals that will help guide and direct the activities and projects of OG. Below are some of the projects, issues and initiatives undertaken by Ontario Goat in 2013.

PRODUCER PROGRAMS

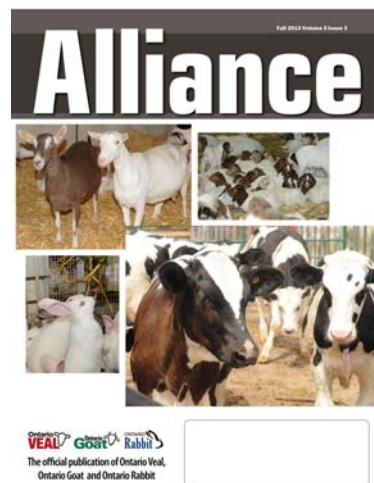
- *To develop and provide producer education programs, research and industry development initiatives geared at improving the commercial viability of goat meat and goat milk operations.*

Some examples of our initiatives include:

- OG hosted a series of goat meetings and farm tours this summer. This provided an opportunity for goat producers to come out and meet with fellow producers, industry partners, OG Board members and staff. OG was able to discuss the projects and issues that the organization is working on, along with the organization's future. The goal of the meetings was to keep the industry moving forward and all of the industry working together.
- The Goat Best Management Practices (BMP) project is well underway with an industry-wide steering committee established. This project will establish a reference manual for goat producers with BMPs for the various stages of production.
- The GoGen Pilot project wrapped up in the fall of 2013. This project saw the implementation of various management tools, such as milk recording services, classification, registration, artificial insemination, caprine arthritis and encephalitis (CAE) testing and genetic evaluations to create a complete management program for dairy goat producers.
- OG hosted several "How Management Tools and Genetic Evaluations Can Help You Make Business Decisions" workshops in several locations across Ontario.
- The Meat Goat Management and Traceability Pilot Project continued and developed program and tools for an integrated herd management system with the goal of helping producers be more efficient and ultimately profitable on their operations. OG collaborated with BIO on the development of bioTrack for goats, a web-based herd management system.
- OG coordinated a tag trial pilot for the Canadian Food Inspection Agency (CFIA) where producers will look at the retention and usage of goat tags in their herds and submit data to the CFIA for use in their policy development.
- OG secured funding through the Agricultural Biosecurity Program to complete a Prevalence of CAE study. The project built on testing already being done in Ontario and established a preliminary baseline of the CAE virus. Industry can now focus on developing resources and protocols to help goat producers in the prevention, management and removal of this disease.
- As part of the "Goat Reproductive Management through Research and Education" project, OG developed the "Goat Reproduction Manual" to assist producers in their understanding of basic reproduction in goats along with a step-by-step guide to artificial insemination. OG also hosted several goat reproduction workshops.
- OG collaborated with the Livestock Research and Industry Council to develop outcomes based research priorities for the goat sector that will be included in an overall livestock submission to OMAF with the goal of strategically positioning livestock research for future market needs and prioritizing funding.



- OG is a founding member of the Centre for Excellence in Goat Research and Innovation and currently chairs the Board of Directors.
- OG helped to facilitate research on innovation opportunities in the goat sector with the Inter-American Institute for Cooperation on Agriculture (IICA).
- OG supported the University of Guelph's Milking Best Practices project.
- OG participates on the 4-H Sheep and Goat Sen\$e Working Committee. Sheep and Goat Sen\$e is a 4-H conference geared to youth ages 18-25. It is about developing knowledge of all aspects of an operation focused on sheep or goat production with particular emphasis on how management decisions will affect your bottom line.
- OG managed the Futurity class for goats at the Royal Agricultural Winter Fair.
- Staff responded to numerous requests for production information, animal health issues, nutritional concerns and general "getting started in goats" questions.
- Staff responded to several requests via email and telephone from industry partners and government for information about the goat sector.
- OG developed a number of communication tools including news releases, factsheets, member mailings and emails aimed at providing important information to members and industry partners.



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, continue to produce the Alliance magazine. The magazine combines the communications efforts of the three organizations and provides producers with educational articles on the goat sector. This continues to be a more efficient use of resources and has also attracted more support from industry partners.
- New in 2013, the Ontario Livestock Alliance launched an online weekly e-update to keep our members informed about the goings on of the organizations and any industry events that members should be made aware of.
- Together with the Ontario Veal Association and Ontario Rabbit, Ontario Goat exhibited at Canada's Outdoor Farm Show in Woodstock from September 10-12th. 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.

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:

- At the 2013 AGM, it was passed unanimously that the OG Board of Directors investigates a future proposal for marketing board status under the Farm Products Marketing Act. This came as reassuring news following the 2012 “Producer Expression of Opinion” vote. Most producers do remain convinced that in the long term, goat producers need to organize in order to work together cooperatively on the issues in the goat industry.
- A Dairy Goat Working Group was established with representatives from OG, Hewitt’s and the Ontario Dairy Goat Cooperative (ODGC). This group looked at reviewing existing ways of doing business in order to avoid duplication of services and initiatives. It also focused on a vision and formulated a new proposal of OG’s future.
- In December, OG, Hewitt’s and the ODGC announced an agreement between the three organizations that will see the collection of a half cent check-off per litre on goat milk beginning January 1, 2014. The agreement is in place for a two-year period until December 2015 and provides OG the opportunity to continue working on issues and projects while at the same time developing a strategic business plan focused on measureable outcomes and objectives.
- Ontario Goat continued its partnership with the Ontario Livestock Alliance (OLA)- the Ontario Veal Association (OVA) and Ontario Rabbit (OR). Together, the three partners share office space, administrative and human resources to better serve our members.
- The Presidents of Ontario Goat, Ontario Goat and Ontario Rabbit met over the course of the year to discuss issues related to the partnership and work towards the future needs of this partnership.
- The OG Board of Directors ensured compliance with the Agricultural and Horticultural Organizations Act by filing its annual return.
- The financial statements of OG were reviewed and prepared by a professional accountant in order to ensure transparency and accountability for the board.

- The OG Board of Directors and staff continued to implement governance and best management practices and ensured that the annual Board orientation was completed.
- OG along with our OLA partners conducted a feasibility study to investigate the existing infrastructure and programs currently in use by other commodity sectors to develop a membership database that could be used for emergency preparedness and information management.

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:

- The Ontario Goat Cheese campaign continued in 2013 with the website remaining to be a 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 e-newsletter, that contains recipes and tips, straight to their inbox.
- In March, to continue with our consumer marketing efforts, OG partnered with Loblaw’s, Woolwich Dairy, Celebrity International and Foodland Ontario to feature Ontario produced goat cheeses in all Loblaw’s, Zehrs, and Your Independent Grocers stores across Ontario. The feature included in-store demonstrations of cheese, recipe promotion, social media and more. Sales increased between 100% to 300% (for specific items) with increased promotion, taste sampling and coordinated efforts in-store. Check out www.ontariogoatcheese.ca for more information about all our consumer programs.
- We had approximately 60 food writers, bloggers and media people tour a goat farm to promote the dairy goat sector. Participants were very interested to see a working dairy goat operation. Goat cheese samples from a number of our cheese makers were provided with great reviews from the participants.
- OG was an exhibitor at the Royal Agricultural Winter Fair (RAWF) in Toronto. Throughout the ten days spent at the

RAWF, OG educated consumers about goat production practices, promoted the nutritional value of goat products and distributed recipe cards and educational activity books. OG also coordinated the goat milking demonstration at the RAWF Education Centre.

- OG developed two new recipe cards, “Delicious Dinners” and “Sweet Somethings” that will be used to promote Ontario Goat Cheese to food writers and consumers. The purpose of these recipes is to educate consumers on the many varieties of goat cheeses available and their uses.
- Ontario Goat Cheese continues to maintain a Twitter account and Facebook page in order to use social media outlets to gain exposure with potential consumers.
- OG continued worked with Foodland Ontario to ensure goat sector inclusion in various programs and promotions.
- OG participated in the annual Queen’s Park Farmers Market at the invitation of our Minister of Agriculture and Premier, the Hon. Kathleen Wynne. Over 1,000 samples of various varieties of goat cheese were handed out to rave reviews from politicians and their support staff.
- OG is a member of the project steering committee for the development of a Dairy Quality Assurance (DQA) program for Ontario goat and cow cheeses; a collaboration with Dairy Farmers of Ontario.

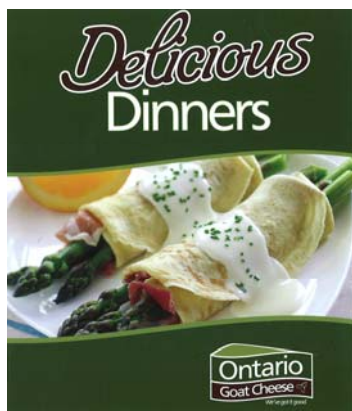
- OG has initiated discussions about a possible dairy promotion and awareness project for the health care sector.

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:

- A letter was sent in the fall of 2013 to Premier Wynne, Minister of Agriculture and Food formally requesting inclusion of goats as an eligible commodity under Ontario’s Risk Management Program (RMP). OG continues to lobby for this and will proceed with this into 2014.
- With the official launch of the Growing Forward 2 (GF2), the federal-provincial-territorial policy framework for Canada’s agricultural and agri-food sector, OG participated in numerous stakeholder consultation sessions.
- OG continues to advocate for the need for a full-time dedicated Goat Specialist within OMAF given the growing size and importance of the goat industry. By allocating OMAF staff resources to the goat sector, it will help with extension, information and innovation.



- OG is a member of the Scrapie Canada program. OG continues to lobby for distinction in scrapie incidence level separate from sheep.
- Following the drought in 2012, OG worked together with other livestock commodity groups, the Ontario Ministry of Agriculture and Food, and Agriculture and Agri-Food Canada on an assessment of the conditions. Both levels of government announced that AgriRecovery, through the Canada-Ontario Forage and Livestock Transportation Assistance Initiative, would be available to eligible goat producers who were facing severe forage shortages due to the dry weather.
- OG staff is participating on a joint industry committee dealing with the limited number of approved pharmaceutical products available to livestock producers, especially in the goat, sheep and rabbit sectors. A project is underway to assess the amount of information available on certain products used in the goat sector in other countries that can be submitted to Health Canada's Veterinary Drug Directorate.
- OG is liaising with government on ongoing issues in the goat sector like the upcoming traceability regulations, and on-farm food safety and best management practices.
- Collaborating with other livestock organizations, OG continues to address animal welfare concerns and represent the farmer's concerns with the Ontario Society for the Prevention and Cruelty to Animals (OSPCA).
- OG has been following the recent trade talks with the European Union and the Comprehensive Economic & Trade Agreement (CETA) with them. It is important to understand the potential impact that this new agreement will have on the dairy goat sector and OG will continue to monitor the issue.
- OG was a representative on the Goat Biosecurity Advisory Committee, along with representatives from CNGF, Ontario Goat, producers from across Canada, veterinarians, academia and provincial and federal governments. The group developed the National Biosecurity Standards for Goats in collaboration with CFIA, which was released in the spring of 2013.
- OG continued to advocate for the need for proportional representation, based on goat population and farm cash receipts, for the CNGF.
- As a member of the Canadian Livestock Genetics Association (CLGA), OG is the only goat organization providing feedback on such issues as important export development initiatives, Health Canada policies for importation of animals and CFIA regulations.
- OG continues to work with Farm & Food Care Ontario and OMAF to advance education in responsible farm animal care and handling.
- OG works closely with a number of industry partners and organizations in order to fulfill the mandate of the association, including:
 - ✓ Agricultural Adaptation Council
 - ✓ Canadian Livestock Genetics Association
 - ✓ Christian Farmers Federation of Ontario
 - ✓ Farm & Food Care Ontario
 - ✓ Ontario Agricultural Commodity Council
 - ✓ Ontario Agri-Food Education
 - ✓ Ontario Federation of Agriculture
 - ✓ Ontario Livestock & Poultry Council



Premier Kathleen Wynne, Minister of Agriculture and Food opening the Queen's Park Farmers Market 2013



Executive Director, Jennifer Haley with Jeff Leal, Minister of Rural Affairs and MPP for Peterborough

Farm & Food Care Ontario

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



January 1 marked the two-year anniversary of Farm & Food Care Ontario, a coalition formed from the amalgamation of the Ontario Farm Animal Council and AGCare.

The Ontario Livestock Alliance is a gold member of Farm & Food Care and thus plays a key role in the organization's success.

Here are some highlights of Farm & Food Care's activities in 2013:

Providing expertise and leadership on issues:

- Led the management of the national **Agriculture Issues** pilot project – a program that provides issues expertise and management issues targeting agriculture and food production practices.
- In February, an annual **food industry forum** was held for food industry executives. The sessions are designed to build relationships and provide facts on farming. 50 restaurant and grocery executives attended and rated the session with a value of 4.23 out of 5.

Advancing responsible farm animal care:

- The **Animal Care Advisory Council**, with representation from Farm & Food Care's platinum, gold and silver members, held three meetings in 2013. Topics discussed at meetings included livestock emergency response, special interest groups and their tactics, euthanasia and a review and discussion on the Codes of Practice. Kendra Keels (OVA's Industry Development Manager) is the current chair of this Council.
- The **Helpline service** responded to 13 calls in 2013 for dairy and beef cattle, poultry, goats and sheep.
- 25 representatives were trained through Beef Farmers of Ontario, to respond to **Helpline calls** across the province. Farm & Food Care also participated in farm animal training for OSPCA inspectors.
- A four part video series was developed related to **livestock emergency responses**. The series takes a look at the basics of handling farm animals in a calm manor, how to deal with loose livestock, tips for responding to accidents involving farm animals, and priorities in dealing with a livestock emergency. The videos are all housed on www.livestockwelfare.com and on YouTube.

- FFC is facilitating development on **euthanasia training resources** for all farmed animal species. A borrowing agreement has been implemented for farmers wanting to try either the Zephyr or TED (turkey euthanasia device).
- FFC participates on the National Farm Animal Care Council, the OMAF Research Priority TAG team and OMAF Animal Welfare Task Team.
- *Cultivating a Sustainable Future – Highlighting Environmental & Animal Welfare Opportunities* was a two day conference that FFC hosted in February.
- A quantitative survey of 400 Ontario livestock farmers was conducted related to their animal care practices, issues and challenges. Results of that survey will be distributed broadly in 2014.

Promoting and advancing responsible farm environmental practices:

- An **Environmental Advisory Council**, with representation from Farm & Food Care's platinum, gold and silver members, held four meetings in 2013. Topics discussed at meetings have included Source Water legislation, regulatory changes that will bring greenhouse effluent under the Nutrient Management Act; Obsolete pesticide collection programs and bee health.
- Farm & Food Care sits on the **Uncontrolled Electricity Agriculture Working Group** – a coalition of members from Farm & Food Care, Ontario Federation of Agriculture, Christian Farmers Federation of Ontario, interested farmers, electrical experts, and consultants. The working group intends to address uncontrolled electricity issues in the province of Ontario by bringing together stakeholders, academia and policy makers to direct research into the scope and causes of uncontrolled electricity in order to develop solutions for electrical distribution systems.
- Farm & Food Care Ontario is supporting the launch of the **Community Collaborative Rain, Hail and Snow (CoCoRaHS)** program in Ontario. CoCoRaHS operates through a network of volunteer observers who take daily readings and enter them through the program website, www.cocorahs.org/canada.

- Coordination of the 2013 **Ontario pesticide use** survey for the Ontario Ministry of Agriculture and Food and the Ministry of Rural Affairs is underway. All Ontario field crop, vegetable, fruit and specialty crop farmers are asked to fill out a confidential survey of Pesticide Use.
- WRAMI is an 18 month (2013-2014) program, and will allocate approximately \$1,000,000 to various demonstration and pilot scale projects, and to communicate the results to Ontario farmers. The objective of the **WRAMI initiative** is to help Ontario farmers be better prepared for low water response, drought preparedness and adapt their water use practices to deal with the growing impacts of climate change.

Public Outreach:

- In 2013, Farm & Food Care led tours for **180 students and 14 instructors** from six Ontario culinary colleges including Fanshawe, St. Clair, Fleming, Georgian, Liaison and Lambton. Since 2006, 38 tours have been organized for approximately 1000 students.
- Farm tours were organized for **90 food writers and reporters** in both Toronto and Ottawa this year with support and participation from many commodity organizations.
- An inaugural **Breakfast on the Farm** event was held in June on a dairy farm near New Dundee, attracting 2,000 guests.
- The annual children's **creativity contest** received 1,350 entries. 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 7,750 copies of the 2013 **Faces of Farming calendar** were printed and mailed to politicians (federal, provincial and municipal), media, grocery stores and butcher shops. A new website was launched at www.facesoffarming.ca to profile all of the participants that have appeared in past calendars.
- Reaching out through social media continues to be a big focus of the organization. Farm & Food Care now has about 4,700 followers on **Twitter** (up 2,000 in the last year) as well as 875 followers on **Facebook**.
- **40 farm profile** stories were written and released to Ontario media about Ontario farm families. An additional 146 blogs on farm topics were posted to either:

www.letstalkfarmanimals.ca

www.caringfortheland.com

Cultivating Agricultural Ambassadors:

- Four Speak Up team training sessions were held for **55 farmer participants**.
- Four **young agricultural ambassador** training sessions were held for 305 students and youth.
- FFC supported the development of the Dinner Starts Here young blogger program.
- **100 farmers** attended a free social media training workshop held in conjunction with FFC's 2013 AGM.

More information on Farm & Food Care Ontario's activities can be found on its websites at www.farmfoodcare.org. Anyone interested in more information about Farm & Food Care can subscribe to its monthly e-newsletter by emailing info@farmfoodcare.org.

The annual meeting will be held April in Milton.

organization's meeting will 15-16, 2014



About 100 volunteers helped make Ontario's first Breakfast on the Farm event a success



A goat cheese tasting was organized as part of the spring media tour



Jason Lyons, OG Board member talks with visitors to his dairy goat barn on Farm & Food Care's spring farm media tour

Goat Centre of Excellence



Submitted by: Andy Mitchell, Centre of Excellence, Executive Director

1. The Centre of Excellence (COE) is a partnership amongst Ontario Goat, Ontario Dairy Goat Cooperative, the University of Guelph, Trent University and the Greater Peterborough Innovation Cluster. The Centre was incorporated in 2010 with a mandate to facilitate research activity in the goat sector.
2. A research committee has been established and is made up of board members, industry members and academics. A list of research priority areas has been developed and include:
 - a. Market Penetration/Development and Applied Research
 - b. Genetics
 - c. Production and Animal Health
3. The COE has been successful in attracting cash contributions from a variety of sources both during its start-up and its operations. Contributions have been received from:
 - a. Agricultural Adaptation Council (AAC)
 - b. OMAF
 - c. Trent University
 - d. University of Guelph
 - e. Peterborough Innovation Cluster
 - f. Peterborough Community Futures
4. The Centre is presently developing additional funding applications to:
 - a. Rural Economic Development Program
 - b. Fed. Dev. Ontario
 - c. AAC- Growing Forward II
 - d. OMAF- Local Food Fund
5. Since our last report the Centre has undertaken the following activities:
 - a. Hosted a workshop for area producers in Peterborough
 - b. Published research summaries for its two completed projects:
 - i. On-farm assessment of management practices associated with transitioning does between lactations and how these impact production and goat welfare.
 - ii. Development of the Goat DNA Bank and DNA Database; Ontario's Saanen Goat Herd as the Model and Baseline
 - c. Completed and posted an online literature scan
 - d. Entered into additional research agreements in respect of three projects:
 - i. Prevalence and strain identification of *Coxiella brunette* in goat farms and associated wildlife.
 - ii. Benchmarking Ontario Consumer Usage and Attitudes for Goat and Milk Product
 - iii. Identify single-nucleotide polymorphisms (SNPs) associated with milk production traits in Saanen dairy goats
6. Total approved research funding by the COE totals \$233,900. This investment is leveraging additional cash contributions of over \$100,000. Research activities have been undertaken at three institutions: Laurentian University, Trent University and the University of Guelph. One project is being industry led through Ontario Goat.
7. During the coming year, the COE will be concentrating on the completion of the round two projects. In addition, it will utilize a portion of its research funding to launch a research project(s) which will meet the short term needs of producers. Rather than making a general call for proposals, the Centre will determine a priority piece of work that producers want performed and then issue a specific call to have that work completed. In that respect, the following is being undertaken:
 - a. Circulating a survey to solicit ideas from producers
 - b. Canvassing research committee members for suggestions
 - c. Developing a terms of reference based on the input
 - d. Issuing a call for proposals
8. The Centre will also be disseminating results to producers from the three projects noted in paragraph 5d. above and will be seeking additional research and operating funding.

Ontario Livestock and Poultry Council



Highlights of OLPC's 2013-2014 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, the University of Guelph, the Ontario Ministry of Agriculture and Food (OMAF), the Canadian Food Inspection Agency (CFIA), the Ministry of Health and Long-term Care and the Ontario Society for the Prevention of Cruelty to Animals. The OLPC is industry funded and facilitates biosecurity and emergency management preparedness relating to foreign animal disease (FAD) and other transmissible livestock and poultry diseases.

Poultry Simulation – June 2013

The OLPC provided coordination support for a Poultry Foreign Animal Disease Workshop on June 13, 2013 in Guelph with 90 individuals participating in the day. Attendees represented a broad cross-section of the poultry industry including producers, veterinarians, feed and service suppliers, processors, and government.

The objective of the workshop was to improve the preparedness of the poultry industry for a foreign animal disease outbreak and to familiarize stakeholders with the Incident Command System which would be used during an emergency response.

The morning program consisted of a number of speakers and presentations. The topics were focused on government response in the event of a FAD in Ontario and what would be needed from the poultry industry. The afternoon session focused around a tabletop disease exercise. Each table was assigned a role to play within the Incident Command System structure, e.g. Command, Information, Liaison, Finance, Operations, Planning, and Logistics. The role-playing was designed to stimulate conversation among stakeholders regarding the necessary assets, vulnerabilities and response resources including personnel, skill sets, equipment and supplies.

The ratings and comments on the feedback sheets submitted by attendees were very good. Ninety percent of the respondents rated the day good to excellent regarding raising their awareness of emergency management within the context of a foreign animal disease. Sixty percent indicated they heard or learned something at the workshop that they

would consider implementing in their business or association activities.

Growing Forward 2 Biosecurity Workshops

OMAF has asked OLPC to develop resources to be used in farmer biosecurity workshops under Growing Forward 2. The Ontario Soil and Crop Improvement Association will deliver the workshops in conjunction with the commodity groups and other technical resource people (e.g. veterinarians, veterinarian technicians, crop advisors, etc.). OLPC will be responsible for developing the material for use in the workshops. The sectors with national biosecurity standards will be offered commodity specific workshops. These include: beef, dairy, swine, sheep, goats, mink, bees, poultry, grains and oilseeds and potatoes.

Q-Fever Surveillance Project

At the August OLPC meeting, Shannon Meadows from the University of Guelph gave a presentation on the results of her Q-Fever Surveillance Project. Q-Fever is a zoonotic disease caused by a bacterium called *Coxiella burnetii*. In animals this disease is referred to as Coxiellosis and in humans Q-Fever. The main route of human infection is through inhaling air contaminated with *Coxiella* organisms. The pasteurization process does kill the bacteria, but if people are consuming unpasteurized dairy products that can also be a potential method of infection.

Shannon's project randomly selected 148 small ruminant farms in both meat and dairy sectors proportional to total farms per sector in Ontario: 50 meat sheep farms; 34 meat goat farms; 22 dairy sheep farms; and, 42 dairy goat farms. With dairy sheep flocks, there was a higher proportion of farms testing positive (64%) than meat sheep flocks (42%), and also a higher proportion of animals positive per farm (24.3% vs. 10.2%). Meat sheep and meat goats had similar farm-level (42% and 44%, respectively) and animal-level positives (10.2% and 10.8%, respectively). Dairy goats had the highest farm-level prevalence at ~79%, and also had the highest animal-level prevalence at 43.7%. The main risk factor was the size of the female herd. Risk was decreased if the kidding area was disinfected, replacement animal access to kidding area was restricted, and does were quarantined after abortions.

Exposure was very common among sheep and goat farm

workers however this does not correspond directly to clinical disease. All farm workers who gave a blood sample were given their results and factsheets on Q-Fever. Those with positive results were advised to visit their doctors for further diagnostic testing.

As of February, animal cases are immediately notifiable in Ontario. Diagnostic labs will report positive samples so that provincial veterinarians can provide guidance to the producer or their veterinarian on minimizing further spread.

Overview of the Role and Responsibilities of the OIE

Dr. Shane Renwick, Director of Animal Health Science Foresight with the Canadian Food Inspection Agency was a guest speaker at the December OLPC membership meeting. Shane gave an overview of the OIE, its role and responsibilities.

The World Organisation for Animal Health was formed in 1924 under the name "*Office International des Epizooties*" (OIE). It was established to ensure better cooperation between nations to counter the spread of animal disease. Today, the OIE facilitates intergovernmental cooperation to improve animal health throughout the world. There are 178 member countries that provide voluntary financial contributions to fund the organization. Canada's annual membership is \$200,000 and \$500,000 is donated to the OIE World Fund.

There are six key objectives of the OIE:

- Ensure transparency of the animal disease situation globally
- Collect, analyze and disseminate veterinary scientific information and disease control methods
- Encourage international solidarity in animal disease control
- Safeguard world trade by publishing health standards for international trade in animals and animal products
- Improve the legal framework and resources of Veterinary Services
- Provide a better guarantee of food of animal origin and to promote animal welfare through a science-based approach

Reports are posted in the World Animal Health Information System (WAHIS) database (<http://web.oie.int/wahis>) along with exceptional animal health events.

National Farmed Animal Health and Welfare Council Update

At the October OLPC meeting, Dr. Norm Willis gave an overview of the National Farmed Animal Health and Welfare Strategy and the National Farmed Animal Health and Welfare Council. The purpose of the Council is to establish a more harmonized and integrated approach to the management of the farmed animal health and welfare continuum and system

in Canada.

The Council provides scientific, strategic policy advice and recommendations on farmed animal health and welfare matters to FPT Regulatory Assistant Deputy Ministers, CFIA, industry, and non-government stakeholders. Implementation is not in the mandate. Additional information is available on their website <http://www.ahwcouncil.ca/>.

On-Farm Biosecurity Resources

OLPC offers free biosecurity resources for producers to use when considering and applying biosecurity practices on farm. The resources will also assist commodities get ready to implement their specific national biosecurity standards when available. The free biosecurity resources which are available from OLPC include:

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

Copies of these items can be viewed on or downloaded from our website www.ontlpc.ca and hard copies may be ordered from the OLPC office.

OLPC Membership and Board

There are currently 25 regular members, four associate members and six ex-officio members including livestock and poultry groups, farm service, feed, processing and veterinary organizations. The OLPC Board consists of seven directors representing six sector groups and a Chair elected by the membership. The Vice-Chair is elected by the Board.

Chair: Gordon Coukell, Alcoma Farms

Term Expires 2015

Major Livestock- Mike DeGroot, Ontario Pork
Poultry- Albert Visser, Egg Farmers of Ontario
Veterinarian Associations- Steve Wolfgram, Ontario Association of Swine Veterinarians

Term Expires 2014

Minor Livestock- Jennifer MacTavish, Ontario Sheep Marketing Agency
Agriculture and Food Associations and Coalitions- Susan Collier, Association of Ontario Chicken Processors and OLPC Vice-Chair
Individual Agri-Businesses- Ian Richardson, e-Biz Professionals

THANK YOU TO ONTARIO GOAT'S ANNUAL SPONSORS



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



THANK YOU TO OUR AGM SPONSORS



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