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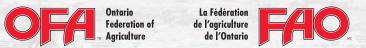


2022 ANNUAL GENERAL **MEETING**

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2022 Annual General Meeting Agenda

SUNDAY, NOVEMBER 20

Afternoon/Evening				
4:30 – 5:30 p.m.		PAC Meet & Greet	Salon E&F-Level 1	
6:00 – 9:00 p.m.		Registration	Foyer - Level 2	
6:00 – 7:30 p.m.		Northern Caucus Meeting	Salon G - Level 1	
6:30 – 7:30 p.m.		Southwest Summit	Salon H - Level 1	
7:00 – 9:00 p.m.	EXHIBITS	Opening Reception and Exhibitor Showcase • Silent Auction Opens	Foyer - Level 2	

MONDAY, NOVEMBER 21

Morning			
6:30 - 8:30 a.m.		Breakfast	Ballrooms - Level 2
7:30 a.m.		Registration	Foyer - Level 2
8:15 a.m.		Call to Order – Peggy Brekveld, OFA President	Ballrooms - Level 2
8:20 a.m.		Opening Speakers Peter Devlan, President and Alison Ewart, Dean, Centre for Research and Innovation, Fanshawe College	Ballrooms - Level 2
8:40 a.m.	ENT AUCTION OPEN	 Approval of 2021 Minutes* Receive Financial Statements, August 31, 2022 Approve the Auditor's Report Appointment of Auditors 2022-2023 Appointment of Election Chairperson and Election Procedure 	Ballrooms - Level 2
9:00 a.m.	& SLI	Resolutions	Ballrooms - Level 2
10:00 a.m.	EXHIBITS	John Vanthof, MPP - Timiskaming-Cochrane	Ballrooms - Level 2
10:15 a.m.	Ä	Exhibitor Break	Foyer - Level 2
10:30 a.m.		Geri Kamenz, Director, Co-operators	Ballrooms - Level 2
10:45 a.m.		Scotiabank Fireside Chat with Jean-Francois Perrault, Chief Economist and Janice Holzscherer, VP & National Head of Agriculture	Ballrooms - Level 2
11:45 a.m.		Mary Robinson, President, CFA	Ballrooms - Level 2
12 noon		Lunch	Ballrooms - Level 2

Afternoon			The State State of the State of
1:30 - 2:30 p.m.		Risk Management & Useful Information to Know	Salon J - Level 1
and		Two Sides of the Same Coin:	Salon H - Level 1
2:30 - 3:45 p.m.	OPS	How Planning Can Protect Farmland	
	WORKSHOPS	Financial Fluency on the Farm	Salon G - Level 1
	WO	A Fraud Talk: Recognize, Reject & Report Mass Marketing Fraud	Salon E&F - Level 1
		Simplify Your Farm Succession	Salon D&D1 - Level 1
2:30 - 2:45 p.m.		Workshop Transition	
3:45 p.m.	OPEN	Health Break	Foyer - Level 2
4:00 p.m.	AUCTION (Hon. Lisa Thompson, Ontario Minister of Agriculture, Food & Rural Affairs	Ballrooms - Level 2
4:15 p.m.	& SLIENT A	Daniel Levitan, VP of Stakeholder Relations, Hydro One Networks Inc.	Ballrooms - Level 2
4:30 p.m.	EXHIBITS	Announcements	Ballrooms - Level 2
4:45 p.m. Evening		Adjournment	Ballrooms - Level 2
6:30 p.m.	AND SALE	Ontario Harvest Celebration	Ballrooms - Level 2
		Celebrating Ontario's Finest Foods, Wines and Beer	

TUESDAY, NOVEMBER 22

Morning			
6:30 – 8:30 a.m.	Breakfast	Ballrooms - Level 2	
8:30 a.m.	Resolutions	Ballrooms - Level 2	
9:30 a.m.	Keynote Speaker, Jeff Adams, Paralympian & World Champion	Ballrooms - Level 2	
10:30 a.m.	Health Break	Foyer - Level 2	
10:45 a.m.	Grassroots Input Session	Ballrooms - Level 2	
11:45 a.m.	Presidents Closing Remarks	Ballrooms - Level 2	
12 noon Adjournment / Lunch		Foyer - Level 2	

* Order of the Day

RBC Place Floor Plans

Main Floor

YORK STREET

Second Floor



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President's Report



What's your mission, your motivation, your passion?

That question was asked by Dr. Jeffrey Barnes, the keynote speaker at a recent event that I was attending. So, what was his passion? It was Walt Disney — the parks, the stories, the movies — all of it. Barnes has put his passion into practice by becoming a world-renowned speaker by taking the life and lessons of Walt Disney and applying it not only to his own life, but to help others too. His passion drove his determination and motivation to guide his mission.

I see so much passion in farming and the pride farmers have for their community and their operations. A farmer's mission, motivation and passion are all geared around their farm and what they grow, raise or produce. It shines through their eyes when they tell you about the genetics behind their prized animal. You can taste it in the apple, the peach or the pepper and you can smell it in the field,

the pasture and the greenhouse. Ontario agriculture is an amazing industry filled with endless passion, enthusiasm and work ethic. And it's you, as delegates and key stakeholders, that make this industry such a wonderful place to work and represent.

With such variety in climate and crops from one end of the province to the other, it may seem that Ontario agriculture has few connections. But even with over 200 commodities grown, raised and produced, we as farmers are all connected.

We know the connection the soil, sun and water have with the food we produce. We know that it takes hard work and perseverance to bring our crops from seed to harvest. We know that we must nurture and preserve the land we farm for future generations. We have known hardships like drought, wind, hail, rain and disease that reduces our dreams to nothing, and we have known long days and short nights. And still, "hope sustains the farmer".

As both a long-time board member and now as President, I have had the pleasure of seeing many of your farm operations in person. Interesting places like the fish farm in Manitoulin and the mushrooms I saw growing in eastern Ontario. Baby birds that were just losing

their fluffy feathers and sweet corn whose ears rang from the bird bangers.

I have also heard of the many challenges faced this year, from the derecho storm that levelled barns and maple tree stands, to unusual freezing events in the vineyards and orchards, to significant concerns about input costs, inflation and interest rates, and avian influenza.

Through it all, OFA has worked hard to support our farm members. I see our efforts in trying to bring the fertilizer tariffs back to the industry and seeking exemptions of carbon pricing on farm fuels. I see it in conversations we've had about the importance of protecting and preserving farmland to ensure we have the natural resources to continue feeding Ontario. Canada and the world now and into the future. I see it in the number of government submissions that OFA has submitted on everything from rural infrastructure such as roads, bridges, broadband and energy policies to fertilizer emissions, labour strategy and animal welfare issues. And I see it as we look to support farmers through their darkest days, encouraging one another to lend a hand, listen or reach out for help when our mental health needs a boost. I am proud of our work on these and so many other files and what we have accomplished across the industry. The work is never done, and we will continue to push our strategic priorities forward, but for now let's take a moment to celebrate our wins and tip our hat to farmers and industry partners across the province that have contributed to the success of OFA and agriculture in Ontario.

Now, what is OFA's motivation, passion and mission? I will sum it up with two thoughts.

One is that farming doesn't happen without the farmer. They are vital to any operation which is why we continue to examine policies and regulations with an eye on what is best for the farmer today and for generations to come.

The second is our mission statement: Farms and Food Forever. Lofty goal. But one that we strive for every day.

No matter where you are in the province, what you farm, how you farm or what you've been through, as an industry and as farmers – we are all connected. We stand with each other, hold each other up when times are tough and celebrate small wins and big successes when the

opportunity arises.

Thank you for always working towards your mission with passion and motivation. It inspires us at OFA every day.

Sincerely,

Peggo Bukveld.

Peggy Brekveld President



General Manager's Report



The Annual General Meeting is our opportunity to celebrate our year in review and take stock of our successes and challenges.

Coming out of the COVID-19 pandemic, connecting with Ontarians has been a key theme for our organization this past year, to create connections and have conversations with people beyond just our sector, and establish relationships built on common ground and mutual understanding.

This approach has helped significantly extend the influence and reach of the OFA and I'm incredibly proud of what all of us have been able to accomplish this past year because of that.

In the public eye

Land use policy, farmland preservation, and protecting domestic food production have been at the forefront of the OFA's advocacy efforts this year, and through our Homegrown campaign, more than 42,000 Ontarians have signed an OFA-led petition urging governments to preserve and protect our ever-shrinking farmland.

In partnership with Farm & Food Care Ontario, we celebrated Ontario Agriculture Week with a series of food-focused events across the province as part of an initiative called Source Local. Source Local is a year-long pilot project to showcase the shared values of family, community and food between farmers, consumers and others involved in food production.

Source Local and the OFA's
Revive Fund provided funding
at the local level for additional
public outreach projects, and
I'm proud of how our local
federations and their members
stepped up to make a difference with a range of activities

from road safety resources and a migrant worker appreciation barbecue to field crop awareness signs and food bank initiatives.

This year also saw OFA launch a province-wide billboard campaign, accompanied by audio ads played during radio traffic updates, to draw attention to slow-moving farm vehicles and how to safely share the road with large equipment. This project was a direct result of feedback from members and a resolution from a previous AGM, and it's been satisfying to see the positive response from across our communities.

We've seen big strides on farmer mental health with the launch of the Farmer Wellness Initiative earlier this year. We appreciate the willingness of the Ontario Ministry of Agriculture, Food & Rural Affairs and Agriculture and Agri-Food Canada to invest in the long-identified need for farmer mental health supports and make urgently needed solutions a reality.

In the media

OFA's reach extended into the media this year once again. In addition to scores of media interviews from local publications to the Toronto Star, CTV, Global News, CBC Radio and Radio-Canada, there are two media appearances that stand out in particular. OFA appeared on TVO's The Agenda with Steve Paikin to participate in a segment on farmland preservation, and we were on Breakfast Television in July, talking local food and farming at the height of peach season in Niagara

In person

Our concerted effort at making connections and building relationships across all levels of our organization gave us some unique opportunities this year to directly engage with political leaders and take them to Ontario farms and businesses.

We hosted federal agriculture minister Marie-Claude Bibeau on a tour of farms and a local issues round table in Northern Ontario, and gave MP Kody Blois, who is also chair of the

federal Standing Committee on Agriculture and Agri-Food, a first-hand introduction to the challenges and opportunities of Ontario agriculture on a twoday tour of Niagara Region this summer.

This past year saw not one but two election campaigns in Ontario, and OFA members and board directors engaged candidates provincially and municipally with tools and resources developed by our staff team alongside regular government relations and advocacy work. It made for a busy year, but no matter what came our way, the OFA team was always able to pull together for successful outcomes.

And finally, one of the greatest aspects of this past year was the return to in-person events. People were eager for a return to "normal", and it was great to see so many of our members as both volunteers and attendees at big shows like Canada's Outdoor Farm Show and the International Plowing Match in Eastern Ontario. Whether the

events were regional or provincial, our team stepped up and did an excellent job to make sure OFA was there and well represented.

As an organization, our job is to be the voice of Ontario's farmers and make sure that voice is heard in the greater political landscape of our province so that agriculture can continue to be viable, profitable and sustainable.

None of this would be possible without the hard work, passion and commitment of the OFA's board, staff, policy advisory committee members, county federations and you, the members. Our achievements are your achievements, and we couldn't make it happen without your effort and your support.

Sincerely,

Cathy Lennon

General Manager

Lathy lennon

2021 AGM Minutes



1. Call to Order

President Peggy Brekveld called the 2021 Virtual OFA Annual General Meeting (AGM) to order.

2. Hon. Doug Ford – Premier of Ontario

Premier Doug Ford addressed the delegates virtually.

Premier Ford thanked Ontario's farming families for their ongoing resiliency and commitment in keeping Ontarian's plates full of fresh, high-quality and affordable food as we continue to navigate the pandemic.

Minister Hardeman added that he will continue to strive for improvement to government agricultural programs and represent Ontario farmers' best interests.

3. Agenda Approval

Motion: Booker/Parks ... "THAT the 2020 Virtual Annual General Meeting Agenda be approved."



4. OFA Year in Review Highlights

An OFA Year in Review video was presented which visually captured the OFA's accomplishments in 2021.

The video highlighted advocacy efforts, key issue and priority wins with government, local federation outreach projects, mental health and farmland preservation campaigns.

5. Approval of 2020 Minutes

Knapton/Dignard ... "THAT the 2020 AGM Minutes be approved."



6. Receive Financial Statements and Auditors Report August 31, 2020

Motion: Martensson-Hemsted/Dolson ... "THAT the Auditor's Report and OFA Financial Statements for the period of September 1, 2020 - August 31, 2021 be approved."



7. Appointment of Auditors 2021-2022

Motion: Maurice/Merriam ... "THAT the OFA Annual General Meeting delegates accepts the OFA Board of Directors recommendation to have BDO Canada as OFA's Auditor for the 2021/22 fiscal year."



8. Appointment of Election Chairperson

Motion: Bolton/Martin ... "THAT Cathy Lennon be appointed as Elections Chair."



9. Mary Robinson, President, Canadian Federation of Agriculture

Mary Robertson, President of the Canadian Federation of Agriculture (CFA) gave an update on CFA's activities in 2021 which included:

- **BRM** improvements
- Next Policy Framework Funding which included a request for additional funding for growth in the sector
- Labour Temporary foreign worker program
- Collaborated with the Canadian Agricultural Human Resource Council (CAHRC) on a National Workforce Strategy
- Grocery Code of Conduct
- **Environment and Climate Change**
- Animal Activism
- Hay West 2021

10. Election of Director-at-Large

Elections Chair Cathy Lennon introduced the following nominees for OFA Director At Large:

Erica Miles Barclay Nap Sara Wood

Each candidate addressed the delegates via a pre-recorded video which was then followed by a question-and-answer session.

Cathy Lennon declared Sara Wood elected as Director At Large for a three-year term.

11. Keynote Speaker – Terry O'Reilly

A definite highlight of the event was keynote speaker Terry O'Reilly who is a known voice on CBC radio and for his podcasts.

Mr. O'Reilly was engaging with his "The Power of Storytelling" which is a compelling case for storytelling by connecting to hearts instead of minds when communicating.

Mr. O'Reilly stated, "You can't open new doors with old keys," reminding delegates to use new techniques and personal anecdotes when speaking with those unfamiliar with farming.

12. Hon. Lisa Thompson, Minister of Agriculture. Food and Rural Affairs

The Hon. Lisa Thompson, Minister of Agriculture, Food and Rural Affairs addressed the AGM delegates virtually.

Minister Thompson voiced her appreciation for collaboration as 2021 saw great strides in key priorities such as mental health, rural broadband expansion, farmland preservation, meat processing investment, BRM program improvement and adverse weather supports.

13. Resolutions

Leeds

OFA By-law amendment to designate an **OFA** Region

Motion: Passey/Danis ... "THEREFORE BE IT RE-SOLVED that the Ontario Federation of Agriculture (OFA) Board of Directors amend OFA's By-laws to allow an OFA Member the option to designate the OFA Region where they farm or carry on business, or the closest Region thereto, instead of remaining assigned to the Region in which they reside, and

FURTHER BE IT RESOLVED that the OFA Board of Directors enact an amended By-law to enable an OFA Member to designate their OFA Region before the Annual Regional meetings are held in 2022."



Leeds

Business Risk Management

Motion: Passey/Renaud ... "THEREFORE BE IT RE-SOLVED that the Ontario Federation of Agriculture (OFA) work with Beef Farmers of Ontario, Agricorp and the Minister to develop a multi-year approval process for agriculture support program, so that, year-over-year, coverage expectations are predictable and repeatable and on time."



Leeds

The Co-operators Dropping Coverage of Older Dairy Barns & Operations

Motion: Renaud/Dunster ... "THEREFORE BE IT RE-SOLVED that the Ontario Federation of Agriculture (OFA) demand that The Co-operators Insurance company reverse its decision to no longer insure dairy operations whose barns are older."



Lanark Wild Parsnip

Motion: Oliver/Knapton ... "THEREFORE BE IT RESOLVED that the Ontario Federation of Agriculture (OFA) lobby the Ontario Government and Regional Warden's Councils to take a more proactive approach with their protocols to control wild parsnip and other noxious weeds on public lands, and along Provincial and Municipal roadsides and ditches, and

FURTHER BE IT RESOLVED that OFA encourage appointed weed inspectors to facilitate the control of Wild Parsnip along Provincial and Municipal roadways, and on private properties.



Oxford Carbon Credit Program

Motion: Boogerd/Barnett ... "THEREFORE BE IT RE-SOLVED that the Ontario Federation of Agriculture lobby the related ministries to implement a carbon credit payment program."



York

OFA Time Sensitive Response Policy & Procedure

Motion: Coates/Empringham ... "THEREFORE BE IT RESOLVED that the Ontario Federation of Agriculture (OFA) develop a policy and procedure in order to facilitate ta response to time sensitive issues of a scope or impact beyond a local county issue that does not meet the timeframe of regularly scheduled Board meetings to allow for an OFA Board position to be developed within a necessary time frame."



Ottawa

Wild/ Feral Pigs in Ontario

Motion: Mussell/Williamson ... "THEREFORE BE IT RESOLVED that the Ontario Federation of Agriculture (OFA) lobby the Minister of Agriculture, Food & Rural Affairs and the Ontario Government to implement programs to eradicate wild pigs and get Ontario to be a wild pig free province, and

FURTHER BE IT RESOLVED that the OFA encourage its members to report any sightings to (Ontario Pork) and the Ontario Ministry of Natural Resources and Forestry."



Bruce Infrastructure Funding

Motion: Gillespie/Nichols ... "THEREFORE BE IT RE-SOLVED that the Ontario Federation of Agriculture collaborate with all relevant municipal stakeholders to jointly lobby the province for additional infrastructure funding targeted at rural municipalities."



14. OFA initiatives focused on Connecting with **Ontarians**

President Peggy Brekveld introduced a public awareness campaign that OFA had initiated in early 2021 titled "Home Grown" which focusses on protecting Ontario's farmland and domestic food production.

OFA aims to tell the Home Grown story through a compelling narrative and intends it to be a multi-year campaign, reaching the public audience from all angles including web, social media, print and digital. OFA had also launched a complimentary resource to the campaign – a video titled – "This is Agriculture".

President Brekveld also announced the launch of a new public trust / consumer outreach program, in partnership with Farm & Food Care Ontario. It is titled Source Local, and will be a year-long pilot project that aims to connect Ontarians to farmers, families and those directly involved in Ontario's food value chain.

15. Announcements

A special farewell and words of appreciation were shared to outgoing valued team members of both staff and board, including staff members Laura Jeffery and Heather Derks as well as retiring directors Keith Currie (Past President), Hugh Simpson, Brent

Royce and Rejean Pommainville. Each have left a lasting impression, impact and have worked tirelessly for the betterment of Ontario's agriculture sector. New board members Ethan Wallace, Vanessa Renaud, Paul Maurice and newly elected At-Large Director Sara Wood were introduced and welcomed into their roles on the OFA Board.

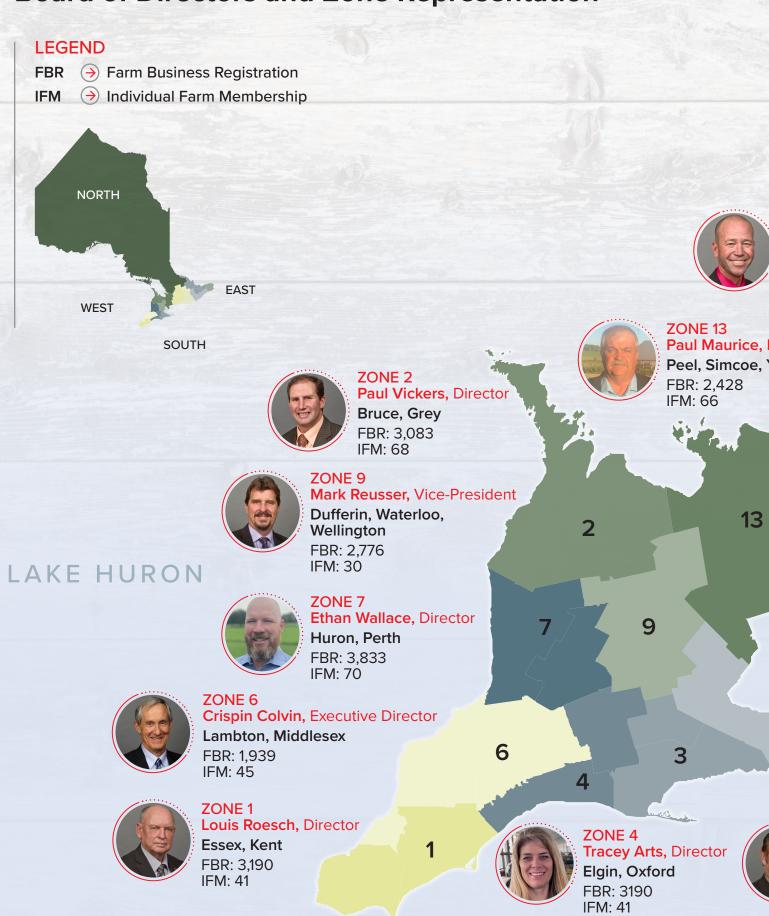
This year's OFA bursary recipients were Alison French (Bolton), Kristen Kelderman (Carry Place) and Sabrina Van Schyndel (Woodstock).

16. President's Closing Remarks

President Peggy Brekveld thanked the sponsors of the AGM for their support and also thanked the OFA Board and staff for all their hard work in 2021.

17. Adjournment

Board of Directors and Zone Representation





ZONE 15 Bill Groenheide, Director

Algoma, Cochrane, East Nipissing/Parry Sound, Manitoulin-North Shore/Sudbury West, Muskoka, Temiskaming, West Nipissing/Sudbury East, Rainy River, Kenora/Dryden, **Thunder Bay**

FBR: 1,445 IFM: 18

15 **NORTHERN REGION**

ZONE 10 Steve Brackenridge, Director

Durham, Peterborough, Haliburton, Victoria

FBR: 2.628 IFM: 33

ZONE 8 Jenn Doelman, Director Arnprior, Lanark, Ottawa, Renfrew

FBR: 1,893 IFM: 32

14

Director York

8

11

12 10



ZONE 14 Vanessa Renaud, Director

Glengarry, Prescott, Russell, Stormont

FBR: 1.590 IFM: 22



5

ZONE 12 Bruce Buttar, Director

Hastings, Lennox & Addington, Northumberland, Prince Edward

FBR: 2.022 IFM: 30



ZONE 11 Jackie Kelly-Pemberton, Director

Dundas, Frontenac, Grenville, Leeds

FBR: 1,466 IFM: 10



ZONE 5 Drew Spoelstra, Vice-President

Halton, Hamilton-Wentworth, Niagara

FBR: 2,168 IFM: 35



Peggy Brekveld,

Director at Large

President /



Sara Wood, Director at Large



Teresa Van Raay, Director at Large

ZONE 3 Larry Davis, Director Brant, Haldimand, Norfolk

FBR: 2,322 IFM: 37





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Agenda

Speakers



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Speaker Biographies



KEYNOTE SPEAKER Jeff Adams

This three-time Paralympic Champion and six-time World Champion in wheelchair racing is living proof that focus, de-

termination, and spirit are the keys to achieving "gold medal" dreams. Combining his unique understanding of life's challenges with his experience as a world-class athlete, Jeff Adams shares proven methods that help people meet their goals and achieve success. He has faced monumental challenges admirably, competing in six consecutive Summer Paralympics, from 1988 to 2008, and winning a total of three gold, four silver, and six bronze medals.

After retiring from competition, Adams transitioned from sport to business, founding two medical device engineering companies, which he sold in 2016 to return to school to study law. He graduated from Osgoode Hall Law School in April of 2020, and is currently working at Faskin Martineau LLP, a Bay Street law firm, specializing in labour and employment and human rights law.

Adams previously served as Chair of the Accessibility Committee for the Toronto 2008 Olympic Bid Committee, co-Chair of the Ontarians with Disability Advisory Council, and the Equity Advisory Group at the Law Society of Ontario. He is also a recent inductee into Canada's Sports Hall of Fame.



Peter Devlin President, Fanshawe College

Peter Devlin is Fanshawe College's fifth President. Prior to

joining Fanshawe in 2013, Peter served 35 years in the Canadian Armed Forces and retired commanding the Canadian Army at the rank of Lieutenant General. He has several UN. NATO and Coalition tours and his awards include Orders of Military Merit from the US, Brazil and Colombia, the Canadian Meritorious Service Cross, France's National Order of the Legion of Honour, and Commander of the Canadian Order of Military Merit.

President Devlin serves on the education sector boards of Colleges Ontario, Colleges and Institutes Canada, Polytechnics

Canada, as well as the London Economic Development Corporation and the Canadian Association of Defence and Security Industries.

He received an undergraduate degree in Honours Economics from Western University, graduate degree in Strategic Studies from the US Army War College, a certificate in Advanced Executive Management from Queen's University, and the Corporate Governance Designation from the Institute of Corporate Directors. He received an Honorary Doctorate from the Royal Military College of Canada.



Alison Ewart

Dean, Centre for Research &
Innovation

Alison is currently the Dean for the Centre of Research and Innovation at Fanshawe College. In this role she oversees the applied research activities for the college, focusing on building partnerships and projects with companies and organizations to support their research needs. Prior to coming to Fanshawe, Alison spent 13 years working at Mitacs, a national organization dedicated to increasing innovation within Canada. She held numerous roles during her

time at Mitacs before becoming Vice-President, Programs where she led the design, development, and implementation of Mitacs' suite of programs ensuring that quality outcomes were achieved. She is active in the community, serving on boards of directors for the YMCA SWO. the Western Sarnia-Lambton Research Park, and Habitat for Humanity, Sarnia/Lambton. Alison holds a Bachelor's degree from Queen's University and a PhD degree from the University of British Columbia.



John Vanthof
MPP Timiskaming-Cochrane

Being the Member of Provincial Parliament for Timiskaming Cochrane is a big change from my previous job. My wife and I have been full time dairy farmers in Earlton for the last 30 years. Some things about the jobs are the same; I go to work early and I don't quit until the job is done.

For years I have spent my free time helping to fight for issues that were important to Northerners and together we have fought some tough battles. Now, I have been given the opportunity to speak on your behalf as the Member of Provincial Parliament and I pledge to treat this position with the utmost respect that it deserves and to be your voice in parliament.

My motto when faced with hard issues has always been to surround myself with team players and then motivate them to perform at their peak. That has not changed. My staff members are the front line of the local team and I urge you to contact them with your concerns.

Together, we will ensure that you have access to all provincial services available and we will stand up for you when legislation needs to be changed. Feel free to contact us with your concerns and be assured that we will do everything in our power to "Put People First".



Geri Kamenz Director, Co-operators

Geri Kamenz joined The Co-operators board in April 2014. He is a member of the Audit Committee and a former member of the Risk and Compensation and Sustainability and Citizenship committees. Geri served in the capacities of alternate delegate and delegate to The Co-operators representing the Ontario Federation of Agriculture from June 2007 to April 2014.

Geri stepped down as chairperson of the Ontario Farm Products Marketing Commission at the end of 2016, having served

in the position for over eight years as the longest-serving chairperson in the history of the Commission. He served as president of the Ontario Federation of Agriculture from 2006 to 2008.

Geri owns and operates a first-generation multiple-enterprise farm business. He was formally educated as an Aviation Engineering Technologist and pilot, and served in the Canadian Armed Forces and in commercial flying before pursuing a career in agriculture.



Jean-Francois Perrault Senior Vice-President and Chief Economist, Scotiabank

Jean-François Perrault joined Scotiabank in 2015 as Senior Vice-President and Chief Economist. He leads a team of Economists to support Scotiabank's domestic and international business lines and clients from retail to capital markets, providing Scotiabank's senior executives, business lines and customers with perspectives. insights and forecasts on economic, financial market and policy developments.

Prior to joining Scotiabank, Jean-François held prominent roles with the federal government, the Bank of Canada, the International Monetary Fund and the World Bank.

SPEAKER BIOGRAPHIES



Janice Holzscherer
Vice President & National
Head of Agriculture

In the role of Vice President and National Head of Agriculture, Janice is responsible for the overall strategic positioning, growth and management of the National Agriculture team across Canada. She was appointed to this position in August 2016.

Janice joined Commercial Banking at Scotiabank in 2007 and has held progressively senior roles within the Canadian Bank in Toronto, Kitchener Waterloo and Listowel, Ontario. Prior to

Scotiabank, Janice held senior positions in the investment industry. Janice holds a CFA, a Bachelor of Economics and History (Honours) from Trinity College, University of Toronto.

Janice has a passion for agriculture and is an avid equestrian. She resides on a farm in SW Ontario with her husband and they have three children all of whom are attending post-secondary education.



Mary Robinson
President, Canadian
Federation of Agriculture

Mary Robinson is a managing partner of a 6th generation family farm operation, Eric C. Robinson Inc. and its sister company Island Lime and serves on the boards of associated companies PEI Agromart and Midlsle Farms. She holds a degree in economics and business and has worked in Canada and in Scotland in all facets of the potato industry (agronomy, food processing, and production).

She joined the PEI Federation of Agriculture board in 2008

and led the Federation as President from 2015 to 2017. After serving on the Canadian Ag HR Council board for seven years, Mary became CAHRC's first female chair in 2017. Mary currently serves on the Board of Directors for the WFO.

For many years Mary has been a leading advocate for the agriculture industry, delivering witness testimony and key messaging at provincial and federal levels to senior government officials.



Hon. Lisa Thompson

Minister, Ontario Ministry of Agriculture, Food & Rural **Affairs**

Lisa was first elected to Queen's Park in October 2011, re-elected in June, 2014, and she was elected for a third term in June, 2018 by more than 50% of the

vote in Huron-Bruce, as part of the Ontario PC government.

On June 18, 2021, Lisa was proudly appointed Ontario's 40th Minister of Agriculture. Food and Rural Affairs by Premier Doug Ford. Prior to being Agriculture Minister, Lisa served as Minister of Government and Consumer Services, Ontario's Registrar General and Minister of Education. Additional to her parliamentary roles, Lisa is honoured to represent Ontario as Chair for Commonwealth Women Parliamentarians—Canada Region.

Lisa was born and raised near Wingham in Huron County, but now calls Bruce County home as she lives near Teeswater on a farm that has been in her husband's family for 120 years. Lisa is a graduate of the University of Guelph and is also an alumnus of Class 6 of the Advanced Agricultural Leadership Program and the George Morris Executive Leadership Program. Before entering into politics, Lisa served as the General Manager of the Ontario Dairy Goat Cooperative (ODGC).

Lisa has a long history of being an active and engaged citizen, working with many community organizations. She is a past Chair of the Ontario 4-H Foundation and also served as Vice-chair of Ontario Agri-Food Education Inc. (now known as Agscape).



Workshop Speakers

Risk Management and Useful Information to Know

Ben Eastman Senior Consultant, Co-operators

Ben Eastman is the Senior Consultant,
Farm for the Co-operators. Having grown up on a dairy and cash crop operation that his family still owns and operates today Ben leverages solutions built for the Canadian farmer. He is passionate about ensuring the future viability of Ontario agriculture through risk management practices.

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Chris Davey Risk Specialist, Co-operators

Chris Davey is a Risk Specialist, and has worked at Co-operators in the Risk Engineering and Management team for 15 years. He is located in Atlantic Canada, and serves all members from coast to coast to coast. Chris has been working on farms since he was a little kid and remains connected to his local farming community to this current day. Chris runs a small family owned/operated Apiary on his property

to help local growers with their pollination needs.

Two Sides of the Same Coin: How Planning Can Protect Farmland and Build Homes

Emily Sousa

Policy Analyst, OFA

Emily Sousa is a Policy Analyst with the Ontario Federation of Agriculture, specializing in agricultural and rural land use planning and farm property files. Emily obtained a Master's degree in Rural Planning and Development at the University of Guelph. She is currently a

candidate Registered Professional Planner with the Ontario Professional Planners Institute and has previously worked with the Ontario Agri-Food Innovation Alliance as a policy analyst researching best practices for on-farm diversification across Ontario.

Beyond her role at OFA, Emily is an advocate for farmland pro-

tection, smart growth, agricultural viability, and ensuring rural communities, priorities, and voices are represented in land use planning matters.

Financial Fluency on the Farm

John Loeppky

Senior Manager, Farm Management Consulting Group, MNP

John Loeppky is a Senior Manager in the Farm Management Consulting group in the Winnipeg office. Drawing on more than 21 years of experience in the agricultural and financial industries across western Canada. John started at MNP in January 2017 and has provided great support to his clients in strategic and succession planning, financial projections and operational reviews, business planning, refinancing and cost of production analysis. John graduated from

the University of Manitoba with a Bachelor of Science in Agriculture.

John has over 18 years of experience in the farm financial industry. Prior to starting his consulting career, he worked at Royal Bank of Canada for ten years and ATB for 3 years as an agriculture account manager. In both roles he was responsible for maintaining and growing a portfolio of primary agriculture and agri-business clients.

John grew up on a mixed grain and hog farm in south-eastern Manitoba. While growing up on his family farm, John was involved in his local 4-H group

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which deepened his roots to his local agricultural community. These relationships and experiences have lasted him throughout his career and has served as a testament to his dedication to Manitoba agriculture. Whether he is chatting to a large grower, or a small niche farm. John's practical farming knowledge has allowed him to bring a high level of clarity and service to his client's problems.

A Fraud Talk: Recognize, Reject and Report Mass **Marketing Fraud**

Carol Gilmour

Senior Support Unit Volunteer, Canadian Anti-Fraud Centre

Carol Gilmour has been a member of the Canadian Anti-Fraud Centre (CAFC) for 24 years. Over the last 2+ decades she has witnessed mass marketing frauds become more and more sophisticated. Coupled with never-before-seen numbers of Canadians turning to the internet for their groceries, everyday shopping, banking and companionship...the pool of potential victims has increased dramatically. This fraud talk aims to raise public awareness on the current frauds targeting Canadians and explain the roll of the Canadian Anti Fraud Centre - which is key to lessoning the chances of you and or someone you care about becoming a victim of fraud. Carol strongly believes in the words

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of the CAFC's founder: "You can't catch all the bad guys-so our goal has to be, to have the best educated consumers of any country in the world."

Simplify your Farm Succession

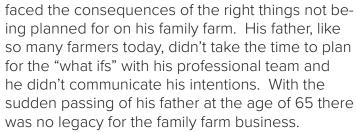
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Darrell Wade

Founder, Farm Life Financial

Darrell Wade grew up on his family farm in Southern Ontario. This was until the year 2000 and the sudden loss of his father and his family



Darrell then joined the financial services industry where he now dedicates his time to helping other family-owned farms implement customized succession plans. His mission is to ensure no other family experiences a loss like his family did.

Darrell is the founder of Farm Life, which currently helps clients across Ontario find stability on their farm and ensure the farm can live on for future generations to come. His role is to empower farm families to keep farming and ensure there is family harmony when building tax efficient succession plans.

He is certified through the Canadian Association of Farm Advisors and is a certified Family Enterprise Advisor.

Andrew Leach Advisor, Farm Life Financial

Andrew works with multi-generational family farms to provide clarity on the options available for the succession of the farm. He helps guide farm families to make informed decisions on how to not only begin the succession journey, but how to successfully take their plan to the finish line. Many people look at succession purely as a financial puzzle, but it is equally important

ish line. Many people look at succession purely as a financial puzzle, but it is equally important to balance the needs of the family unit. Andrew works with families to find the balance between the farms family and financial goals, and to ensure the longevity of the farm is protected through the development of the next generation of farm owners.

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Two Public Trust Campaigns

OFA's communications team has worked closely with Enterprise Canada to execute and grow Homw Grown, the public trust campaign we launched in 2021 to raise awareness about the importance of preserving Ontario farmland. With an integrated campaign that brings together targeted digital advertising with organic social media engagement and traditional media relations, we have been promoting local food in season and connecting that to the farmland where it originated.

Ontario Federation of Agriculture Agriculture Page 160 by Ontario Pederation of August Pedera

1. Home Grown

We are now a full year-plus into our Home Grown public trust campaign, and the momentum has been steadily building, evoilving from a campaign that was focused specifically on Minister Zoning Orders to one that takes a more holistic approach to farmland preservation in Ontario.

This year, the campaign has been influenced by several external factors.

In the spring, updated data from the 2021 Census of Agriculture was released, and it added fuel to our message. The new data showed that Ontario is losing an average of 319 acres of productive farmland every day — up from 175 acres in the 2016 census.

That 319 figure became central to our messaging. It has been the largest driver of earned media coverage for the campaign, and is the foundation of a tactic illustrating how meaningful that 319 acres is. For example, with ads, social content and media collateral, we are showing that 319 acres supports:

 An orchard that produces 23.5 million apples.

- Enough grapes to make
 1.2 million bottles of wine.
- A field where 75.6 million carrots are grown.
- Grains that go into 1.2 million boxes of cereal.
- A patch where 37.1 million strawberries are harvested.

This approach is supported by a renewed focus on the food that is grown and raised in Ontario. We engaged the media with stories based on the harvest of strawberries, cherries, peaches and corn, as well as a story on incorporating Ontario meat into the Thanksgiving feast. Our e-blasts throughout the summer and early fall not only promoted the Ontario crops that are in season, but also showcased farmers' markets and roadside stands where local produce can be purchased.

We also produced a campaign video. Titled This is Agriculture, it featured the many different ways we engage with agriculture in our daily lives — showcasing footage from the Ontario Food Terminal, a Christmas tree farm, an apiary, a greenhouse, a butcher shop, a laboratory, a cidery and a distillery. The video

can be viewed on OFA's You-Tube page and is at the top of our campaign website at homegrownofa.ca.

In our first year, we attracted 85,000 visits to the campaign website and built an email subscriber list of 15,000. Signatures on our online support wall are approaching 41,000.

Traditional media coverage has spanned the province, including television spots on CP24 and CTV, radio interviews on Newstalk 1010 and many local stations across Ontario, a spot on the Toronto Sun's food page that was carried nationally across the Postmedia network and mentions in practically every local and community newspaper in the province. In total in 2022, we have driven 789 earned media mentions, reaching a potential audience in excess of 256 million

As we move into Year 2 of Home Grown, we are expecting continued growth and robust discussion on preserving and protecting the land that feeds Ontario, Canada and beyond.



2. Source Local – inspiring support for local food

A year-long partnership between the Ontario Federation of Agriculture and Farm & Food Care Ontario (FFCO) resulted in the creation of the Source Local project.

The consumer engagement initiative aims to inspire support for food and farming, beginning with local community activations, followed by larger events in urban and suburban centres. Its goal is to connect Ontarians to farmers, families and those directly involved in Ontario's food value chain.

The project was launched at the OFA AGM in November 2021 with a video featuring farmers and consumers explaining why sourcing local food is important to them.

As a key component of the initiative, local federations were encouraged to submit applications for up to \$1,000 in funding to complete Source Local events in their communities, 17 federations have now completed projects which included developing signage to be posted along local walking trails and distributing The Real Dirt on Farming magazines and teachers' guides to area schools.

Three federations hosted Meet a Farmer events at locations including Drive In theatres. Several federations developed promotional videos featuring farmers and farm businesses and, in Eastern Ontario, a new farm and food children's colouring book was developed and distributed at the International Plowing Match with funding from the program.

Provincially, four pop-up events

were planned during Ontario Agriculture Week (October 3 to 9) in Thunder Bay (Marina area), London (Dundas Square), Ottawa (Algonquin College) and Halton (Andrews Farm Market and Winery) and staffed by OFA farmer volunteers as well as OFA and FFCO staff. Overall, about 1,500 people attended the four events where they enjoyed free meals and met local farmers. In Ottawa, a significant donation was also made to the college's food cupboard program for students who are experiencing food insecurity. A social and digital media strategy accompanied the project. A microsite was developed to promote local food events and a library of 250 graphics were created for Twitter, Facebook and Instagram for local federations and other groups to download.

To learn more, visit www.SourceLocalOntario.ca



Exclusive offers just for you

Every OFA member has access to special savings and services through our Benefit Program. It's another way we add value to your farm business, and an extra benefit for choosing OFA as your farm organization. Learn about the offers from all these partners at www.ofa.on.ca/benefit.

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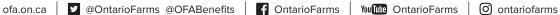














Farmers and the agricultural community are critical for the well-being of all Ontarians—and it's important they have the power they need to grow and thrive.

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- Connecting solar /wind generation equipment to our grid
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