



Innovation • Leadership • Teamwork



Animal Care • Quality • Accountability

2016 Annual Report

VFO's Board of Directors

Veal Farmers of Ontario's (VFO) Board of Directors is comprised of eight veal producers from across Ontario. For VFO's inaugural year (2015), Directors were appointed by the Farm Products Marketing Commission. Going forward, Directors will be elected at the Annual General Meeting by voting members. Eventually, all Directors will be elected to a rotating three-year term.

VFO Directors work together on a variety of industry projects and issues to ensure that the best interests of Ontario's veal industry are represented. The main duty of a Director is to help set policy and direction for the VFO. Directors are responsible for attending Board meetings and participating in teleconference meetings. On average, each VFO Director spends approximately ten days each year attending Board meetings, committee meetings and other industry activities.

Your 2016 Directors:

Brian Keunen, <i>Chair</i>	Grain-Fed	Palmerston
Tom Kroesbergen, <i>Vice Chair</i>	Grain-Fed	Ailsa Craig
Judy Dirksen	Grain-Fed	Harriston
Pascal Bouilly	Milk-Fed	Cambridge
Joyce Feenstra	Grain-Fed	Belwood
Tom Oudshoorn	Grain-Fed	Auburn
Rita Maciukiewicz	Grain-Fed	Belwood
Jim Millson	Grain-Fed	Enniskillen



Back: Jim Millson, Joyce Feenstra, Tom Kroesbergen, Tom Oudshoorn.
Front: Rita Maciukiewicz, Pascal Bouilly, Judy Dirksen, Brian Keunen.

Livestock Alliance Staff

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 in order to benefit both organizations. Our staff is our most valued resource and their passion and dedication to the two sectors is appreciated.



Jennifer Haley,
Executive Director
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Kendra Keels,
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Molly Mazerolle,
Administrative Assistant
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Chair's Message– Brian Keunen



Making a Difference -

This past year has been a busy one for Veal Farmers of Ontario (VFO) Board of Directors and staff. We continue to work on many important initiatives to improve and strengthen the veal industry. With the many changes and challenges within our industry the Board of Directors and staff focused on initiatives that would lead to “making a difference” in the veal industry. “Making a difference” is our theme for this year’s Annual General Meeting and Producer Education Day.

One initiative we are very proud of is the successful marketing campaign **Ontario’s Best Veal Sandwich**. We are fortunate to have the winners preparing the winning sandwich for lunch at the Annual General Meeting and Producer Education Day; attendees will be in a special treat.

Our veal membership database continues to grow as new members become registered. If you have not already registered with VFO please contact the office as it is important to be kept up to date with your industries activities.

We thank those who have remitted their license fees for calves they have purchased for their operations and just a reminder the regulation states that under **Regulation 58/15 (i)** requires any person who receives veal cattle to deduct the money payable for the veal cattle any licence fees payable to the local board by the person from whom the veal cattle is received and to forward the licence fees to the local board.

VFO continues to work with the Veal Industry Advisory Committee (VIAC), which is comprised of representatives from a number of industry groups including Dairy Farmers of Ontario, Ontario Livestock Dealers Association, Ontario Auction Markets Association, Beef Farmers of Ontario and the Ontario Independent Meat Processors. The VIAC is chaired by Commission member Valerie Hobbs and we appreciate the support of the Commission in bringing this important group together.

As requested by the Ontario Farm Products Marketing Commission VFO has been working with Synthesis Agri-food Network to complete a comprehensive review of the new VFO regulations that came into effect April 1,

2015. This report will provide clear recommendations that will contribute to the long-term viability of VFO.

Together with our Quebec colleagues in the Canadian Veal Association (CVA) we have been working on finalizing the update to the Code of Practice for the Care and Handling of Veal Cattle as well as working on the issue of extra-label drugs and the drug approval process. Welfare, drug use and availability are all key initiatives for VFO and the CVA.

This past year VFO hosted and organized a very successful *Building the Foundation: Dairy and Veal Healthy Calf Conference*. Maximizing calf health, through effective management, is fundamental to building healthy and productive herds for dairy, veal and dairy-beef producers. Animal care is a top priority for VFO and we were pleased with this year’s conference and the extended reach of healthy calf promotion to not only producers but to veterinarians and industry partners. VFO is *your calf care partner!*

Our *Livestock Alliance* partnership continues to work well, this last year we opened the doors for two more organizations to be part of our partnership, The Canadian Goat Society and The Canadian Meat Goat Association, through this partnership we are able to pool resources in order to deliver superior member services with a dedicated group of specialized professionals. Veal is the founding member of the *Livestock Alliance*.

On behalf of our Board and Staff I would like to thank Marilyn Sewell who has retired from the Ontario Farm Products Marketing Commission for her work to help the VFO achieve its organizational goals. Marilyn Sewell is being honoured with the Board of Directors Award for 2016 at this year’s AGM.

I would also like to thank the VFO Board of Directors for their contributions this past year, without their input and dedication VFO would not be what it is today. Thanks as well, to our dedicated and passionate staff for all their efforts. We are all looking forward to what 2017 and beyond will bring, together we can make a difference!

A handwritten signature in black ink, appearing to read "B. Keunen".

*Proudly serving Ontario’s
grain-fed and milk-fed veal farmers*

Structure & Organization

The Ontario veal industry has realized a long sought after goal with the creation of the Veal Farmers of Ontario as Ontario's newest marketing board. The regulations under the Farm Products Marketing Act creating the Board came into force on April 1, 2015. VFO now has the regulatory power to collect its own licence fees set at \$4.00 per head, the same amount that was collected by the Beef Farmers of Ontario. Veal producers will now be exempt from the beef check-off system so there will not be a double collection of fees. VFO continues to work closely with veal producers, dairy producers, sales barns, dealers and processors to ensure compliance of the new regulations. With VFO now operational, the Ontario Veal Association (OVA) has dissolved.

Veal Farmers of Ontario (VFO) is a producer-run organization that represents the interests of Ontario's grain-fed and milk-fed veal producers. VFO is committed to promoting and enhancing Ontario's veal industry through innovation, marketing, advocacy, and education.

VFO works closely with our other industry partners including government, and others within the red meat and livestock sectors. VFO endeavors to make the industry better on behalf of producers, packers, processors, feed companies, pharmaceutical companies, retailers, and other service and equipment suppliers.

The business of VFO is handled by a Board of Directors consisting of eight veal producers. VFO employs staff members who are responsible for implementing initiatives and conducting the organization's day-to-day business.

Our History: the OVA

In 1990, the Ontario Veal Association (OVA) became an incorporated organization under the *Agricultural and Horticultural Organizations Act* thereby replacing the previous organizations whose interests were specific to the grain-fed and milk-fed sectors of the veal industry.

In the past, the OVA was the acting Ontario Cattlemen's Association's (now known as Beef Farmers of Ontario or BFO) Veal Committee. However, when the 2003 BFO organizational review was completed the Veal Committee was eliminated. This allowed the OVA to investigate creating its own organization with regulatory powers under the *Farm Products Marketing Act*.

In March 2013, the OVA had a "Producer Expression of Opinion" vote by the Ontario Farm Products Marketing Commission to determine if the organization would be formally established under the *Farm Products Marketing Act*. Overwhelmingly, the results indicated supporting the creation of a veal marketing board. The OVA worked closely with the Commission and BFO to develop a plan to remove veal from the existing legislation and ensure a seamless transition for both organizations.

Today's VFO owes a great debt to the Past Presidents of the OVA— people whose leadership and vision have helped create the independent organization we have today.

Jim Walton	1990-92, 94
Mike Chambers	1993
Jim Hambleton	1995-96
Ian Foster	1997-2000, 04
Chris Palmer	2001-03
Judy Dirksen	2005-14

VFO Strategic Philosophy

Mission:

Veal Farmers of Ontario provides leadership to promote industry growth and viability through collaboration, innovation, marketing and education.

Vision:

A proactive and vibrant Ontario veal industry.

Values:

- Animal Care
- Quality
- Innovation
- Leadership
- Teamwork
- Accountability

Focus Areas:

- Production & Standards
- Advocacy & Industry Relations
- Marketing & Promotion
- Operations
- Member Relations

OUR VALUES

- ✓ Animal Care
- ✓ Quality
- ✓ Innovation
- ✓ Leadership
- ✓ Teamwork
- ✓ Accountability

www.ontarioveal.on.ca
www.calfcare.ca

2016: Highlights & Triumphs

Keeping in mind the five focus areas of VFO's Strategic Vision, here are some highlights of our accomplished in 2016.

OPERATIONS

Marketing Board

- Veal Farmers of Ontario continues to collect licence fees under the Farm Products Marketing Act. Since April 1, 2015, VFO has had the regulatory power to collect its own licence fees set at \$4.00 per head.

New Alliance Partners

- VFO continued its partnership in the Livestock Alliance (LA) with Ontario Goat. The Canadian Goat Society (CGS) and Canadian Meat Goat Association (CMGA) joined the Alliance in March. The partners share office space, administrative and human resources, reducing expenses, to better serve all members.

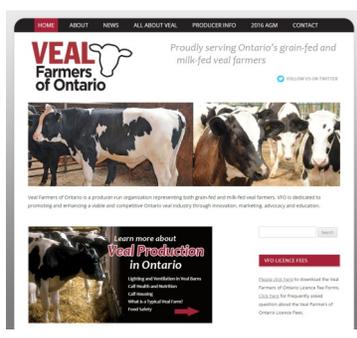
MEMBER RELATIONS

Resource & Program Communications

- VFO's Calf Care Corner e-news is delivered bimonthly to members and industry partners and promotes improving young calf health to benefit dairy and veal producers. Additional resources can be found at calfcare.ca. VFO is your calf care partner.



- VFO, with Ontario Goat, produces *Alliance* magazine, which provides producers with educational articles on veal production and industry news.
- In the weekly *Alliance* e-update, VFO distributes information via email to members and industry partners.
- VFO maintains its website ontarioveal.on.ca uploads new information and resources as they are released.
- Staff responded to several requests via email and telephone from members, industry partners and government for information about the veal sector.



Producer Events

- VFO once again participated at the Canadian Dairy XPO, Southwest Dairy Symposium, and Canada's Outdoor Farm Show connecting with new and existing members, discussing industry issues and distributing resources
- The seventh biannual *Building the Foundation: Dairy and Veal Healthy Calf Conference* took place November 29 and December 1. There were over 350 attendees making this event the largest to date. Participants heard from an excellent lineup of calf experts.

PRODUCTION AND STANDARDS

Code of Practice

- VFO, together with the Canadian Veal Association (CVA) and the National Farm Animal Care Council (NFACC) spent 2016 updating the Veal Code of Practice. The revised Code was open for public comment December 12, 2016 - February 14, 2017. There will be a meeting March 23-24 to review the comments. The updated Code will be released Fall 2017.

Antimicrobial resistance (AMR)

- Both Veal Farmers of Ontario and the Canadian Veal Association have been working hard on the antibiotic usage and resistance issue. This issue draws a lot of attention from many levels of government and industry and is complex. There are new regulations coming as to how veal producers use antibiotics and stricter guidelines around veterinary-patient-client relationships. Category I products like ceftiofur, danofloxacin and enrofloxacin are under heavy scrutiny and if these products are being used on your farm now is the time to discuss with your herd veterinarian how the usage can be reduced and eliminated from production. If veal farmers are not sure how this will affect them do not hesitate to call the office.

Traceability

- VFO, through the Canadian Veal Association, continued to sit on the Industry Government Advisory Committee (IGAC). VFO also works with the National Cattle Implementation Plan Committee on traceability regulations and how veal producers will be impacted.

Welfare Resources

- VFO continued their on-farm animal welfare project under GF2. New resources were developed on animal handling videos, assessments of animal welfare practices on farm, disease detection, and on-farm euthanasia fact sheets. The project wraps up October 2017.

- VFO collaborated with the Livestock Research and Industry Council to develop outcome-based research priorities for the veal sector that will be included in an overall livestock submission to OMAFRA with the goal of strategically positioning livestock research for future market needs and prioritizing funding.

CONSUMER MARKETING & PROMOTIONS

Ontario's Best Veal Sandwich

- VFO is proud to crown Southhampton restaurant Highview Food & Drink as the winner of Ontario's Best Veal Sandwich 2016. The winning entry was chosen from among three finalists - Cucino Mauro (Toronto), Highview Food & Drink (Southampton), and Panini Italian Sandwiches (Woodbridge) - who prepared their culinary contenders under the glare of the Chef Stage lights at the Gourmet Food & Wine Expo November 19th in Toronto. Celebrity judges John Catucci and Chef Jo Lusted, along with lucky draw winner Keith Strickland, selected the winning sandwich.



Breakfast On The Farm

- VFO was again at the popular Breakfast on the Farm event hosted by Farm and Food Care Ontario. The event was June 11 at Veldale Farms in Oxford County. Over 2000 visitors enjoyed breakfast and toured the dairy farm which included a pen of veal cattle. VFO handed out recipe cards, stickers and other resources, educating visitors on veal production in Ontario.

Ontario Veal Appeal

- VFO continues to administer its consumer focused Ontario Veal Appeal website and social media pages; as well as *Vealing Delicious*, our consumer recipe e-blast which is distributed monthly. Visit ontariovealappeal.ca for more information about our consumer programs.

Educational Resources

- Over 10,000 resources were distributed to schools and at fairs across the province in 2016.

ADVOCACY & INDUSTRY RELATIONS

RMP

Extensive work continues to be done on the Risk Management

Program by VFO and its Ontario Agriculture Sustainability Coalition (OASC) partners. OASC continues to collaborate with the Ontario government on improvements to the RMP. The economic study commissioned by OASC and authored by Harry Cummings late in 2016, reported that for every dollar invested by the province, \$2.24 is returned. These investments include proactive long-term spending on items such as biosecurity and innovation. VFO took part in several meetings with key Members of Provincial Parliament and senior government officials to educate and continue promoting the value of RMP to Ontario's farmers. With an uncertain political and budgetary climate, and with even more uncertain commodity prices, OASC has used every opportunity to advocate that message and that the \$100 million must remain in place for RMP.

Industry Relationships

- Together with our Quebec counterparts, VFO continues to work as a founding member of the Canadian Veal Association (CVA) in order to raise the level of awareness of veal issues at the Federal level.
- Collaborating with other livestock organizations, VFO continues to address animal welfare concerns and represent the farmer's concerns with the Ontario Society for the Prevention and Cruelty to Animals (OSPCA). VFO has signed a Memorandum of Agreement (MOA) to further enhance this relationship.
- VFO continues to work with Farm and Food Care Ontario and OMAFRA to advance education in responsible farm animal care and handling.
- VFO attended a number of industry functions representing the Ontario veal industry. As well, VFO attended a number of key government meetings with MPPs and MPs to ensure that the veal voice was heard.
- During Local Food Week in June, mini veal sandwiches were served to MPPs and government staff at the Queen's Park Market .
- VFO works closely with a number of industry partners and organizations in order to fulfill to mandate of the association, including:
 - ✓ Agricultural Adaptation Council
 - ✓ Canadian Veal Association
 - ✓ Christian Farmers Federation of Ontario
 - ✓ Farm & Food Care Ontario
 - ✓ Ontario Agricultural Commodity Council
 - ✓ Ontario Agricultural Sustainability Coalition
 - ✓ Ontario Agri-Food Education
 - ✓ Ontario Federation of Agriculture
 - ✓ Ontario Goat
 - ✓ Ontario Independent Meat Processors
 - ✓ Ontario Livestock and Poultry Council
 - ✓ Ontario Ministry of Agriculture, Food and Rural Affairs
 - ✓ President's Council

Farm & Food Care Ontario

Submitted by: Kelly Daynard, Farm and Food Care Ontario, 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. These 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. Applications for 2017 host farms are currently being accepted; the application is available through www.FarmFoodCareON.org.

Ontario Independent Meat Processors



Submitted by: Laurie Nicol, Executive Director

The Ontario Independent Meat Processors (OIMP) is a not-for-profit association representing Ontario abattoirs, processing plants, butcher shops, suppliers and commodity partners. OIMP believes a strong agricultural sector is dependent upon a cooperative and mutually beneficial relationship between producers and processors. We are very fortunate to have the support from the Veal Farmers of Ontario, and were excited to watch Ontario's Best Veal Sandwich competition unfold.

OIMP, as a single and unified voice for meat and poultry processors since 1980, provides industry leadership on matters that directly affect our members from government advocacy, to research, to promotion of Ontario meat and poultry.

OIMP plays an important role in keeping government informed on industry challenges which include regularly bi-monthly meetings with senior management from OMAFRA's Meat Inspection program and our participation at the Open for Business table, chaired by the Minister of Agriculture, Food and Rural Affairs. OIMP co-chairs the Food Integrity Committee - an initiative "to decrease the prevalence of food fraud in Ontario to help protect the sustainability of the agri-food industry (safety, economics, etc.) and maintain consumer trust". OIMP also represents the processors at the Veal Industry Advisory Committee.

Last year OIMP staff visited 530 meat plants across the province which helps us in providing an informed voice to positively influence government policy. We provided assistance to plant operators addressing 413 operational and regulatory challenges including issues around animal welfare. The lack of skilled labour, increased costs (primarily hydro), and regulatory burdens remain the top three issues facing our membership.

Keeping members informed is vital. Word on the Block, our bi-weekly eBulletin and our Technical eBulletin provide timely information. BLOCKtalk, our quarterly magazine, featured Ontario Veal in the fall issue which was delivered to over 2,000 individuals. Our website www.oimp.ca was professionally redesigned and remains a valuable resource.

Ontario's consumer market has a growing proclivity for purchasing local, and corner butchers, who know their farmers, are seen as more likely to sell local meat and poultry than chain or big box stores. Using all consumer touch points, OIMP promotes the 'Find a Butcher' searchable database on www.ontariomeatandpoultry.ca as a means to drive traffic to members, and as a result 23,749 unique visitors came to the site in 2016 (up 8% over 2015).



Our fall consumer eNews, featuring veal, was delivered to 7564 consumers with an open rate of 28%. OIMP ran six promotional Facebook campaigns over the year - three two-week campaigns over the summer directing consumers to OIMP members, and three benefiting Ontario Food Banks with nearly \$4,000 in meat donated. These activities resulted in almost 500 new Facebook fans (total 12,060) and added 282 new Twitter followers (total 1,686). The 'Appeal of Ontario Veal' board on Pinterest has 60 pins and 385 followers.

OIMP continues to promote Ontario Meat and Poultry to consumers as the official sponsor of the Flavours section at the One of a Kind Christmas Show & Sale with an estimated attendance of over 144,000 people where we promoted our online Find a Butcher locator, a local food finder app called Carptor, and distributed Ontario Veal recipes.

Ontario's Finest BUTCHER

We had 12 butchers competing in the Ontario's Finest Butcher competition and Ontario Veal loin was featured as one of the three 'black box' proteins in the final round.



The final round was videotaped and can be viewed on our YouTube channel www.youtube.com/user/OntMeatPoultry.

Farm & Food Care Year In Review 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

Foodland Ontario - Promoting Ontario Veal

Submitted by Sandra Jones, Client Services Officer, Foodland Ontario

Public Relations:

Total Editorial Value: \$100,112

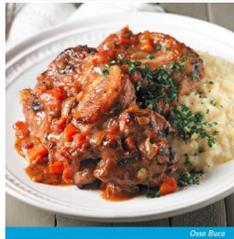
Fresh Perspectives Newsletter

Foodland Ontario's Fresh Perspectives newsletter encourages more than 600 print and broadcast media outlets to write and talk about fresh Ontario food.



Television

Veal was featured in 7 television appearances in 2016 reaching an audience of 46,000 Ontario consumers -- editorial value of \$80,400.



Print Articles

Veal appeared in 9 print articles with a circulation of 276,906 Ontario consumers -- editorial value of \$19,712.

Social Media:



Facebook

171,000 Likes



Twitter

29,400 Followers



Instagram

5,700 Followers



Pinterest

2,120 Followers



Facebook

On Facebook, Foodland Ontario's posts in relation to veal reached 36,804 people in 2016. These posts generated the following:



40 Likes



9 Shares



5 Comments



Try changing up the menu this May 2-4 weekend! Grill up some tasty local veal chops and enjoy them with Argentina's version of salsa- chimichurri. #loveONTfood <http://bit.ly/1NoCymu>



With the perfect combination of sweet and savoury, these Maple Dijon Veal Saltimbocca Skewers make a great weeknight dinner. qoo.ly/ncsb7



Pinterest

On Pinterest, Foodland Ontario's posts in relation to veal in 2016 generated 38 repins.



Twitter

On Twitter, Foodland Ontario's tweets in relation to veal in 2016 generated the following:



8,755 Impressions



24 Likes



20 Retweets

Radio Tags:

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

"This report is brought to you by Foodland Ontario. Fresh Ontario veal is available in stores, farmers' markets and on-farm markets. After all...Good things grow in Ontario. Paid for by the government of Ontario."

Recipe Brochures:

These free recipe brochures are available across the province at grocery retailers, farmers' markets, and on-farm markets. Over 500,000 copies of each seasonal brochure are distributed. In the Spring/Summer recipe brochure, veal was featured in the Mozzarella-Stuffed Veal Meatballs recipe.



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. Veal was featured in this study and some results are below:

# of Stores with Veal Availability		Average Linear Feet of Veal	
Non-Canadian Product	3	Non-Canadian Product	0
Canadian Product	21	Canadian Product	2
Ontario Product	25	Ontario Product	1

Of stores selling veal 53% sold it in the self-service area

Recipe Videos:

Veal Farmers of Ontario partnered with Foodland Ontario to develop videos featuring Ontario veal recipes in 2016.

www.ontario.ca/foodland/food/veal

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. 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 article 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

Highlights of OLPC's 2015 Activities

Continued...

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.

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: 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.

Ontario Pork On-Farm Emergency Preparedness Project

Ontario Pork is in the process of writing an on-farm emergency preparedness guide. Emergencies covered in the manual include: deadstock; disease outbreaks; fires; grain entrapment; silo and manure gas; hazardous material spills; livestock transport; personal injury; power outages; severe storms; and, structure collapse. Ontario Pork will share the guide with other interested commodities when complete in 2017.

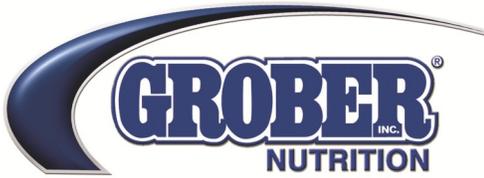


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