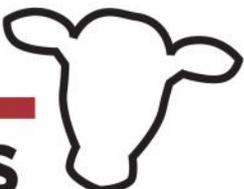


# 2017 Annual Report



**VEAL**   
**Farmers  
of Ontario**

**Your calf care partners**



## Message from our Chair, Brian Keunen

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2017 has seen some significant milestones for the veal industry, with the completion of a number of important initiatives that will directly impact and benefit Ontario's veal farmers both today and in the future as our industry continues to evolve and change.

One of the highlights of this year has been the completion of the *"Code of Practice for the Care and Handling of Veal Cattle"* (Code) review. The Code Review Committee has worked diligently over the past two years to update, review, discuss and collaborate on this important initiative. Without the commitment of all involved in the Canadian veal industry- working towards a common goal- this huge undertaking would not have been possible. The Code is an important tool in communicating with the entire supply chain our commitment to animal care and welfare on our farms.

Another milestone for the VFO was the development and completion of a number of new animal welfare resources that will help both dairy and veal farmers bring healthy, strong calves to the market. Whether through videos, articles, booklets or other educational resources, this project was a strategic priority for the VFO to ensure both dairy and veal farmers remain proactive in the management of dairy calves and finished veal cattle.

Perhaps one of the most significant milestones for the VFO was the completion of the VFO's Regulatory review that was mandated to the VFO by the Farm Products Marketing Commission as part of our initial start-up in 2015. In the VFO's final report submitted in April, we call for the revision of VFO's regulatory oversight to include veal cattle sold at auction markets as well as started calves to close the loop on where VFO license fees are applied and ensure equality for all dairy calf and veal producers. The VFO Board and staff worked collaboratively with the Commission and we look forward to having a resolution in 2018 to this outstanding issue that directly impacts the foundation of our organization.

In two short years of operation, our VFO 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 industry's activities. License fee enforcement continues to be an evolving process as we continue to educate the veal cattle industry on their regulatory responsibilities.

Together with our Quebec colleagues in the Canadian Veal Association (CVA) we have been working on a number of issues including the impact of trade agreements on the Canadian veal industry and the ability for imported veal to come into Canada which displaces our own veal products. It is critical that the CVA have a voice with the federal government on issues of national importance.

I would like to thank each of the VFO Board of Directors for their contributions this past year. Without their input and dedication around the board table, the VFO would not be what it is today. Thanks as well, to our dedicated and passionate staff for all their efforts on the many issues our organization tackles. It has been a privilege to serve as VFO Chair during such a formative time for the VFO and the veal industry.

A handwritten signature in black ink, appearing to read "B. Keunen". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

# 2017 VFO Board of Directors

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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 industry growth and viability through collaboration, innovation, marketing and education.

VFO works closely with our 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 comprised of eight veal producers from across Ontario. Directors are elected by voting members at each Annual General Meeting (AGM). All Directors are 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 VFO. Directors are responsible for attending Board meetings and participating in teleconference meetings. On



Back: *Chair*—Brian Keunen (Palmerston), Jim Millson (Enniskillen), *Vice-Chair*—Tom Kroesbergen (Ailsa Craig)  
Front: Pascal Bouilly (Cambridge), Rita Maciukiewicz (Belwood), Judy Dirksen (Harriston), Joyce Feenstra (Belwood)



Phil Kroesbergen (Mt. Brydges) was appointed to the VFO Board of Directors Spring 2017.

average, each VFO Director spends approximately 10 days each year attending Board meetings, committee meetings and other industry activities.

# 2017 VFO Staff

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VFO employs staff members who are responsible for implementing initiatives and conducting the organization's day-to-day business. As the founding partner of the Livestock Alliance, VFO shared human and office resources with our 2017 partners: Ontario Goat, Canadian Meat Goat Association, and Canadian Goat Society. 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 each of the organizations. Our staff is our most valued resource and their passion and dedication to the veal and goat sectors is appreciated.



**Jennifer Haley,**  
**Executive Director**  
*[jhaley@livestockalliance.ca](mailto:jhaley@livestockalliance.ca)*



**Erin MacDuff,**  
**Policy Manager**  
*[emacduff@livestockalliance.ca](mailto:emacduff@livestockalliance.ca)*



**Molly Mazerolle,**  
**Administrative Assistant**  
*[info@livestockalliance.ca](mailto:info@livestockalliance.ca)*



**Kendra Keels,**  
**Director, Producer & Industry Development**  
*[kkeels@livestockalliance.ca](mailto:kkeels@livestockalliance.ca)*



**Melissa Speirs,**  
**Project Coordinator**  
*[projects@livestockalliance.ca](mailto:projects@livestockalliance.ca)*

# Our Values



## Animal Care

We value calf health – animal care is our first priority



## Quality

We strive for excellence in food safety and quality



## Innovation

We foster progress through innovation and research



## Leadership

We proactively provide leadership for the veal industry



## Teamwork

We take a collaborative approach tackling industry challenges



## Accountability

We are open, transparent and strive for excellence in our work



## Our Mission

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

## Our Vision

A proactive and vibrant Ontario veal industry

# 2017: Highlights & Triumphs

## PRODUCTION & STANDARDS

2017 has been an exciting year for VFO and animal welfare remained a top priority with the launch of many new resources to equip producers with the means to continually improve the care of animals on their farms. Understanding how different groups of people, such as researchers, producers, veterinarians, or the public, view animal welfare can help groups with different focuses realize that everyone is aiming for the same goal: to maintain the excellent level of animal care on farms across Canada while striving for continuous improvement.

The Growing Forward 2 (GF2) project, “Animal Welfare Producer Education Series” wrapped up October 31, 2017. New resources developed as part of the project include animal handling videos, an animal welfare self-assessment, a booklet on early disease detection and euthanasia fact sheets. Producers will receive a package of new resources developed as part of the project in early 2018.

**VEAL Farmers of Ontario**

Leading the way in on-farm welfare producer education with new resources

- Veal Cattle Animal Welfare Assessment**
- Why assessing welfare is good for your farm**
- Getting all your calves off to a healthy start!**
- SAVE DATE**  
November 27th  
November 29th  
OTTAWA AREA  
2018  
**Dairy and Veal Healthy Calf Conference**

**Videos:**

- Calf welfare in the first 24 hours
- Transporting veal cattle
- Welfare assessment

**Booklets, posters and handouts:**

- Calf management: Detecting calf disease early
- Assessing calf health
- Why assessing welfare is good for your farm
- Euthanasia of veal cattle and dairy calves
- Euthanasia decision tree

**Workshop:**

- 2016 Building the Foundation: Dairy and Veal Healthy Calf Conference

**Articles:**

- Newborn calf care – can we do better?
- Calf feeding success with streamlined protocols: A producer success story
- Salmonella Dublin: What you need to know about an emerging disease threat in the calf industry
- What’s happening with antibiotic stewardship and where do farmers fit in?
- Assessing calf health can save money, keep disease at bay
- Approved methods of euthanasia in calves Dealing with deadstock
- How to determine the severity of umbilical hernias in calves
- Weaning grain-fed veal calves Recognizing signs of dehydration in calves
- Do newborn calves need to drink from a nipple?
- Newborn care: Give extra attention to calves breathing after a difficult birth
- Which housing system is best for calf welfare?
- Considerations for managing group housed calves
- Milk feeding management
- Veal production and iron requirements
- Transport stress and meat quality in veal cattle

VFO’s partnership with Dr. Dave Renaud at the University of Guelph continued in 2017 as he wrapped up his PhD focusing on determining factors affecting male calf health in Ontario and the associated impact on economics, health and growth. Jointly funded by VFO, Dairy Farmers of Ontario (DFO), Dairy Farmers of Canada (DFC), Grober Nutrition, Mapleview Agri Ltd. and the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), the project involved identifying key risk factors for veal calf mortality that can impact veal and dairy calves, creation of a novel calf-screening tool to identify high-risk calves upon arrival to veal operations and producer and industry education and awareness.



## ADVOCACY & INDUSTRY RELATIONS

2017 saw VFO continue to work closely with several key industry groups, including the Canadian Veal Association (CVA), the Veal Industry Advisory Committee (VIAC), and the Ontario Society for the Prevention of Cruelty to Animals (OSPCA), through committee work, representing the Ontario veal sector at industry functions, and participating in provincial and national initiatives that impact the veal industry.

VFO continues to work with the VIAC, which is comprised of representatives from a number of industry groups including DFO, Ontario Livestock Dealers Association (OLDA), Ontario Livestock Auction Markets Association (OLAMA), Beef Farmers of Ontario (BFO) and the Ontario Independent Meat Processors (OIMP). The VIAC is chaired by Ontario Farm Products Marketing Commission (OFPMC) member Valerie Hobbs and we appreciate the support of the Commission in bringing this important group together.

Collaborating with other livestock organizations, VFO continues to address animal welfare concerns and provide on-farm support during OSPCA farm visits in response to complaints. VFO has signed a Memorandum of Agreement (MoA) to further enhance this relationship. As part of their commitment to animal welfare, VFO submitted comments in support of the proposed changes to section XII of the Health of Animals regulations, recognizing the importance of updating the

animal transportation regulations from an animal health, welfare and economic standpoint and ensuring the Ontario veal sector's voice was heard.

Ontario's Risk Management Program (RMP) was designed to deliver predictable and timely benefits to producers to mitigate their risks in times of economic downturns. During the first years of delivery, the RMP has provided producers with the confidence to invest in their operations, and support local suppliers and businesses. This results in investments in rural communities in Ontario and the RMP is viewed as a strategic investment in Ontario agriculture. VFO, along with its other partners in the Ontario Agriculture Sustainability Coalition (OASC), held its fall lobby day in November. Ontario's RMP remains a critical program for Ontario's non-supply managed livestock farmers. The RMP has undergone three reviews, which have re-confirmed that the current program design chosen by both government and industry is the most effective way to provide livestock producers with predictable, bankable and timely support that fills the gap in the national suite of programs. A fourth review of the RMP is currently underway. Given the importance of RMP to industry and that RMP is a cost-shared program, OASC expects to be an active participant in both the federal and provincial reviews and that the \$100 million budget remains intact along with the Cost-of-Production model unless, or until, a redesigned stand-alone of shared federal-Ontario program provides the same or better level of coverage for our farmers.

Last fall Minister Leal attended the Tri-National Agricultural Accord, in Denver, Colorado. The Accord brings together senior state and provincial officials from Canada, the United States and Mexico to work collaboratively on agricultural and food trade and market development issues. Building strong relationships with other jurisdictions is critical to the success of our agricultural and food processing sector, particularly our relationship with the United States and Mexico as we renegotiate an updated North-American Free Trade Agreement (NAFTA). VFO submitted comments to Minister Leal on some of our trade and market access concerns.

VFO Executive Director Jennifer Haley attended the 6<sup>th</sup> International Veal Symposium held in La Baule, France April 2017. Over 450 producers and industry partners were in attendance to discuss industry, share information and identify challenges and opportunities for the industry in the years ahead, including thinking outside the box of the traditional veal industry in order

to address new opportunities for the future growth of the veal sector. Over 40 speakers and panelists were part of the conference program in addition to barn and retail store tours. The Symposium provided the opportunity for VFO to connect with other producer groups in Europe as well as colleagues from the American Veal Association and CVA.



*CVA President Bob Wynands, VFO Executive Director Jennifer Haley, and American Veal Association President Dale Bakke.*

#### *Industry Relationships*

VFO works closely with a number of industry partners and organizations in order to fulfill the mandate of the association, including:

*Agricultural Adaptation Council*

*Agscape*

*Canadian Veal Association*

*Christian Farmers Federation of Ontario*

*Farm & Food Care Ontario*

*Foodland Ontario*

*Les producteurs de bovins du Quebec*

*Livestock Research Innovation Council*

*Ontario Agricultural Commodity Council*

*Ontario Agricultural Sustainability Coalition*

*Ontario Animal Health Network*

*Ontario Federation of Agriculture*

*Ontario Goat*

*Ontario Independent Meat Packers*

*Ontario Livestock & Poultry Council*

*Ontario Ministry of Agriculture, Food & Rural Affairs*

*President's Council*

#### **MARKETING & PROMOTION**

Enhancing brand awareness of the Ontario Veal Appeal website and social media presence has been the focus of the 2017 marketing campaign, along with revamping the Ontario's Best Veal Sandwich contest and meeting with consumers at industry events. Vealing Delicious, VFO's

monthly consumer e-newsletter featuring new recipes, is sent to 2970 consumers. The accompanying @OntVealAppeal twitter account and Facebook page continue to be excellent avenues of connecting with consumers to increase veal consumption.

Digital Presence	
Veal Appeal	
Website	ontariovealappeal.ca
Facebook	@OntarioVealAppeal 626 followers, 659 likes
Twitter	@OntVealAppeal 925 followers, 1495 likes
Pinterest	OntarioVeal 174 followers
YouTube	OntarioVeal "The search for Ontario's best veal sandwich 2016" 293 views
Instagram	ontariovealappeal 503 followers
E-newsletter	Vealing Delicious 2970 consumer recipients

Building on the wildly successful Ontario's Best Veal Sandwich campaign from 2016, VFO is moving forward with marketing initiatives that promise to enhance and build on the success of the previous program. The goals of the new campaign are not only to grow participation in Ontario's Best Veal Sandwich – Part 2, with more restaurants seeking Ontario veal and more consumer nominations, but also to address the lack of education among foodservice workers and influencers with respect to the benefits and ease of procuring and serving local veal for their customers and increase sales of local Ontario veal. In the fall of 2017, VFO planned to launch a campaign to find the best veal sandwich created by an Ontario culinary arts program student, however the recent college strike postponed this initiative. Fall 2017 also saw the beginning of foodservice distributor outreach, with the development and distribution of marketing and promotional materials and participation in various foodservice trade shows and events, alongside a veal farmer. The strategic, integrated programs will continue well into 2018 and VFO is confident that it will increase foodservice workers, distributors and consumers' education, awareness and understanding of the quality, availability and benefits of supporting local Ontario food products.

VFO joined Foodland Ontario's Local Food Week event, Picnic in the Park, at Yonge-Dundas Square in Toronto this past June. The event was a great opportunity to

share veal recipes and resources with the public, Members of Provincial Parliament and urban media. Over 1000 samples of Pickled Ontario Veal Pepperoni were handed out to the over 6000 people in attendance.

The OIMP came together for the Meat Industry Expo 2017. Eighty-two exhibitors, including VFO, showcased their products and services to over 400 attendees over the course of the two day event in the Niagara area.

VFO also attended the fall Breakfast on the Farm event, hosted by Farm and Food Care Ontario. With 1500 visitors enjoying breakfast and touring the Perth County dairy farm, it was a great opportunity to meet with visitors, hand out recipe cards and discuss Ontario's veal industry.

## OPERATIONS

VFO's membership database continues to grow, increasing to 1976 producers in December 2017, up from 1186 in December 2016.

As requested by the OFPMC, VFO worked with Synthesis Agri-Food Network to complete a comprehensive review of the VFO regulations. The report, submitted April 2017, provided clear recommendations that will contribute to the long-term viability of VFO, including enhancements and further clarification to Regulation 272/14 (Veal Cattle - Plan) and Regulation 58/15 (Veal Cattle - Marketing) as required and outlined by the OFPMC.

In the fall of 2017, the OFPMC appointed two external consultants to meet with VFO, DFO, BFO and other stakeholders, to perform a review, provide an analysis and make recommendations to the OFPMC with respect to the veal regulatory review. VFO will continue to collaborate with the OFPMC to ensure the dairy calf and veal cattle sectors remain viable.

## MEMBER RELATIONS

VFO is committed to promoting and enhancing Ontario's veal industry through innovation, marketing, advocacy and education. This includes developing and implementing communication strategies for producers, processors, government and the general public through a quarterly magazine, weekly and bi-monthly e-newsletters, social media and web services, along with attendance at industry events.

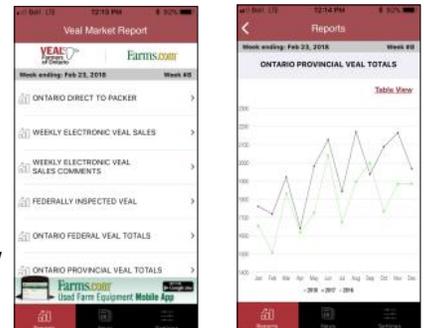
VFO's Calf Care Corner e-newsletter is released bi-

monthly to 1067 members and industry partners. Calf Care Corner also has a Facebook page (and twitter account) dedicated to sharing calf raising tips to ensure all calves get off to a healthy start. A monthly column in Dairy Farmers of Ontario's Milk Producer publication provides an additional avenue to share information pertaining to neonatal calf health with producers.



be a well-used communication tool for communicating with farmers.

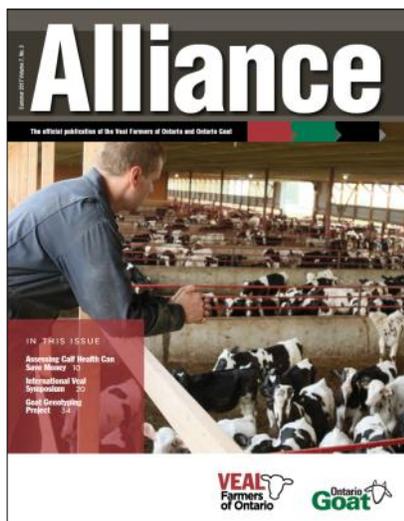
The Veal Market Report app for iPhone and Android, along with the weekly e-distribution of the market report, continues to provide producers with timely market information so they can make informed business decisions. To date there are 164 iOS users and 89 Android users, with 2017 adding 59 new iOS users and 45 new Android users.



Online Presence		
	VFO	Calf Care Corner
Website	Ontarioveal.on.ca	Calfcare.ca
Facebook	@HealthyCalfConference 136 followers, 138 likes	@CalfCareCorner 729 followers, 722 likes
Twitter	@OntarioVeal 730 followers, 209 likes	@CalfCareCorner 184 followers, 34 likes
YouTube	"Transporting Veal Cattle" 7054 views	
E-newsletter	Alliance e-update 202 recipients	



Alliance magazine, VFO's joint publication with Ontario Goat, provides producers with educational articles on veal production by staff and guest writers, along with industry news. VFO also distributes information electronically via the weekly Alliance e-update. The ontarioveal.on.ca website, maintained by VFO, keeps producers informed and provides additional access to new resources as they become available.

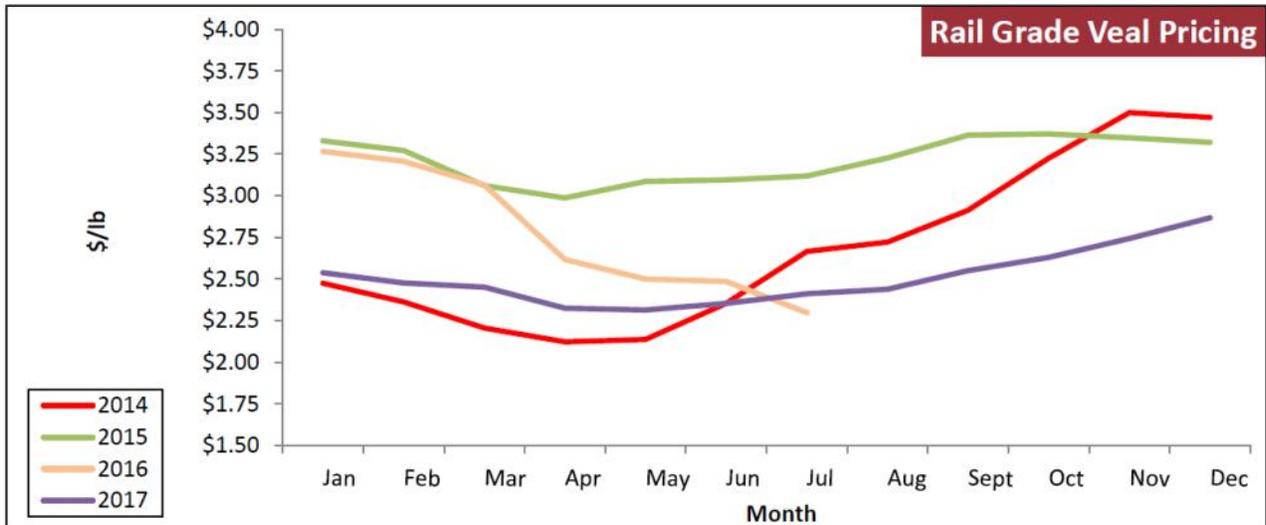
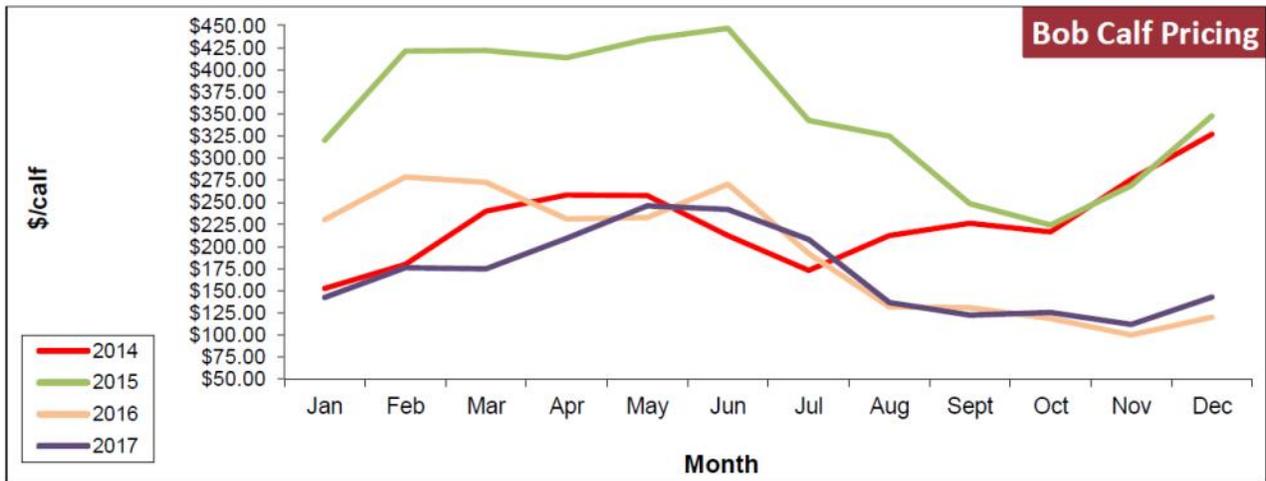
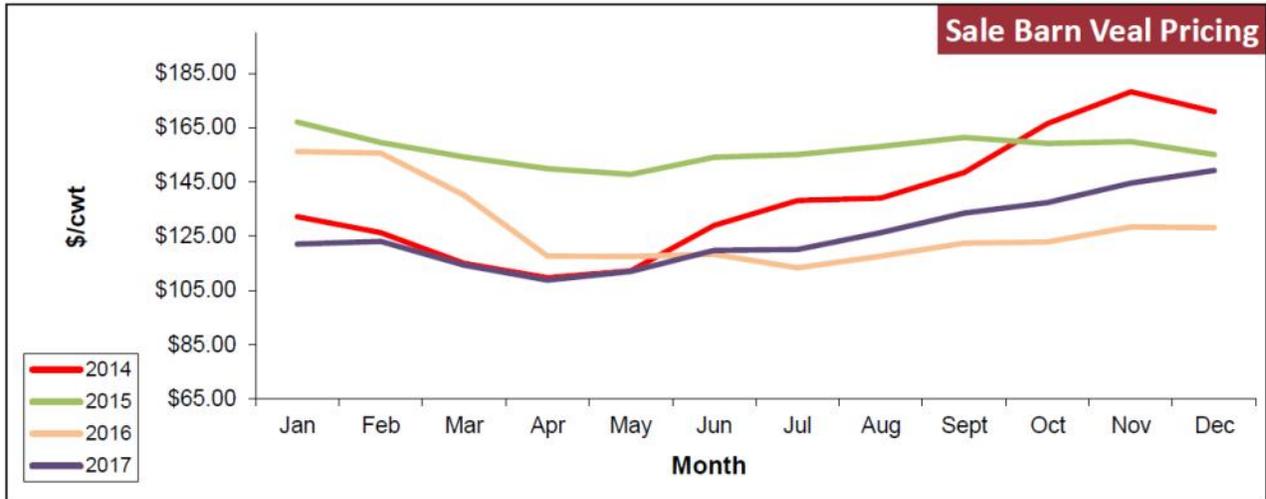


VFO attended the South Western Ontario Dairy Symposium, the Canadian Dairy XPO, and Canada's Outdoor Farm Show in 2017, connecting with new and existing members, discussing industry issues, promoting calf care and distributing resources.

Along with producer education, VFO was fortunate to be involved with providing information to students asking to learn more about veal. VFO was pleased to offer resources to 4-H veal production clubs running in Ontario this year, along with presentations to the Bovine Club at the University of Guelph. VFO also worked with Ridgetown College to draft a lecture on veal production due to popular demand. 14,800 educational resources were distributed to schools and fairs.

The @OntarioVeal twitter account, designed for producers, continues to

# 2017 Market Graphs



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INDEPENDENT AUDITOR'S REPORT

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To the members of: Veal Farmers of Ontario

We have audited the accompanying financial statements of Veal Farmers of Ontario, which comprise the statement of financial position as at December 31, 2017 and the statements of changes in net assets, revenues and expenditures and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

**Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not for profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

**Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained in our audit is sufficient and appropriate to provide a basis for our audit opinion.

**Opinion**

In our opinion, these financial statements present fairly, in all material respects, the financial position of Veal Farmers of Ontario as at December 31, 2017 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not for profit organizations.



Guelph, Ontario  
February 28, 2018

Chartered Professional Accountants  
Licensed Public Accountants

VEAL FARMERS OF ONTARIO  
STATEMENT OF FINANCIAL POSITION  
AS AT DECEMBER 31, 2017

	2017	2016
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 190,797	\$ 121,721
Short term investments (note 4)	1,043,150	1,027,922
Accounts receivable	134,402	125,374
Prepaid expenses	<u>0</u>	<u>750</u>
	1,368,349	1,275,767
<b>CAPITAL ASSETS (note 5)</b>	<u>31,152</u>	<u>42,688</u>
	<u>\$ 1,399,501</u>	<u>\$ 1,318,455</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 32,118	\$ 29,612
Government remittances payable	10,568	20,132
Deferred project income (note 8)	<u>0</u>	<u>10,425</u>
	<u>42,686</u>	<u>60,169</u>
<b>NET ASSETS</b>		
<b>INTERNALLY RESTRICTED FUND</b>	500,000	500,000
<b>UNRESTRICTED FUND</b>	<u>856,815</u>	<u>758,286</u>
<b>NET ASSETS</b>	<u>1,356,815</u>	<u>1,258,286</u>
	<u>\$ 1,399,501</u>	<u>\$ 1,318,455</u>

STATEMENT OF CHANGES IN NET ASSETS  
FOR THE YEAR ENDED DECEMBER 31, 2017

	Internally Restricted Fund	Unrestricted Fund	Total 2017	Total 2016
<b>NET ASSETS, beginning of year</b>	\$ 500,000	\$ 758,286	\$ 1,258,286	\$ 1,293,531
Net surplus (deficit) of revenues over expenditures for the year	<u>0</u>	<u>98,529</u>	<u>98,529</u>	<u>(35,245)</u>
<b>NET ASSETS, end of year</b>	<u>\$ 500,000</u>	<u>\$ 856,815</u>	<u>\$ 1,356,815</u>	<u>\$ 1,258,286</u>

**VEAL FARMERS OF ONTARIO**  
**STATEMENT OF REVENUES AND EXPENDITURES**  
**FOR THE YEAR ENDED DECEMBER 31, 2017**

	2017	2016
<b>REVENUES</b>		
License fees	\$ 563,919	\$ 531,799
Toronto Stock Yard distribution (note 9)	218,027	213,904
Cost sharing recovery	183,800	115,167
Project income	88,576	49,672
Advertising	26,510	10,090
Interest	15,242	14,463
Annual general meeting	3,458	3,970
Memberships, conferences and workshops	80	54,406
	<u>1,099,612</u>	<u>993,471</u>
<b>EXPENDITURES</b>		
Wages and benefits	545,625	560,987
Program expenses	154,661	162,088
Consumer education and communication	104,862	64,897
Rent	54,172	51,597
Director expenses	53,129	43,961
Producer communications	21,295	21,597
Office	16,279	23,160
Amortization	11,536	10,924
Professional and bookkeeping fees	9,150	33,851
Telephone	8,401	9,038
Utilities	7,232	7,778
Memberships	6,079	16,228
Repairs and maintenance	4,611	12,932
Insurance	2,238	1,960
Interest and bank charges	1,813	1,938
HST expense	0	5,780
	<u>1,001,083</u>	<u>1,028,716</u>
<b>NET SURPLUS (DEFICIT) OF REVENUES OVER EXPENDITURES for the year</b>	<b>\$ <u>98,529</u></b>	<b>\$ <u>(35,245)</u></b>

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED DECEMBER 31, 2017**

	2017	2016
<b>CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES</b>		
Surplus (deficit) of revenues over expenditures for the year	\$ 98,529	\$ (35,245)
Items not requiring an outlay of cash		
Amortization	11,536	10,924
Unrealized gain/loss on investments	<u>(15,228)</u>	<u>(14,449)</u>
	94,837	(38,770)
Changes in non-cash working capital		
Accounts receivable	(9,028)	78,021
Prepaid expenses	750	3,258
Accounts payable and accrued liabilities	2,506	(13,503)
Government remittances payable	(9,564)	20,836
Deferred income	<u>(10,425)</u>	<u>5,858</u>
	<u>69,076</u>	<u>55,700</u>
<b>CASH (USED IN) INVESTING ACTIVITIES</b>		
Additions to capital assets	<u>0</u>	<u>(7,482)</u>
<b>NET INCREASE IN CASH</b>	<b>69,076</b>	<b>48,218</b>
<b>NET CASH, BEGINNING OF YEAR</b>	<b><u>121,721</u></b>	<b><u>73,503</u></b>
<b>NET CASH, END OF YEAR</b>	<b>\$ <u>190,797</u></b>	<b>\$ <u>121,721</u></b>

**VEAL FARMERS OF ONTARIO**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED DECEMBER 31, 2017**

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**1. PURPOSE OF THE ORGANIZATION**

Veal Farmers of Ontario is a tax exempt producer-run organization established by Provincial legislation under the Farm Products Marketing Act to support the veal industry in Ontario through innovation, marketing, advocacy and education.

**2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

The financial statements have been prepared in accordance with Canadian accounting standards for not for profit organizations and include the following significant accounting policies:

**(a) CAPITAL ASSETS**

Capital assets are recorded at cost and amortized on the basis of their estimated useful life using the following methods and rates:

Furniture and fixtures	- 20 % declining balance basis
Leaseholds	- 5 years straight line basis

Amortization is recorded at 50% of the above rates in the year of addition.

**(b) IMPAIRMENT OF LONG LIVED ASSETS**

Long lived assets are tested for recoverability whenever events or changes in circumstances indicate that their carrying amount may not be recoverable. An impairment loss is recognized when the carrying value exceeds the total undiscounted cash flows expected from their use and eventual disposition. The amount of the impairment loss is determined as the excess of the carrying value of the asset over its fair value.

**(c) USE OF ESTIMATES**

The preparation of financial statements in conformity with Canadian generally accepted accounting principles for not for profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the year. Significant areas requiring management's estimates include the useful lives of capital assets. Actual results could differ from those estimates.

**(d) FINANCIAL INSTRUMENTS**

Measurement of financial instruments

The organization initially measures its financial assets and liabilities at fair value, except for certain non-arm's length transactions. The organization subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash, short term investments and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

VEAL FARMERS OF ONTARIO  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED DECEMBER 31, 2017

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2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

(e) FINANCIAL INSTRUMENTS (continued)

Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. If an impairment has occurred, the carrying amount of financial assets measured at amortized cost is reduced to the greater of the discounted future cash flows expected or the proceeds that could be realized from the sale of the financial asset. The amount of the write-down is recognized in net surplus. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in net surplus.

Transaction costs

The organization recognizes its transaction costs in net income in the period incurred. However, financial instruments that will not be subsequently measured at fair value are adjusted by the transaction costs that are directly attributable to their origination, issuance or assumption.

(e) FUND ACCOUNTING

Unrestricted fund

The unrestricted fund reports resources available for the organization's general operating activities.

Internally restricted fund

The internally restricted fund reports resources allocated by the organization for expenditures in future years and that are not to be distributed for general operating activities.

(f) REVENUE RECOGNITION

The organization follows the restricted fund method of accounting for contributions in which externally restricted contributions are recognized upon receipt in the appropriate fund corresponding to the purpose for which they were contributed. Externally restricted contributions of the unrestricted fund are recognized as revenue when the related expenditure occurs. Unrestricted contributions are recognized in the unrestricted fund when received or receivable and collection is reasonably assured.

3. FINANCIAL INSTRUMENTS

Unless otherwise noted, it is management's opinion that the organization is not exposed to significant interest, credit, currency, liquidity, or other price risks arising from their financial instruments.

The extent of the organization's exposure to these risks did not change in 2017 compared to the previous period.

The organization does not have a significant exposure to any individual customer or counterpart.

**VEAL FARMERS OF ONTARIO**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED DECEMBER 31, 2017**

**4. SHORT TERM INVESTMENTS**

Short term investments consist of:

	<b>2017</b>	<b>2016</b>
BMO Cashable GICs, interest at 0.90% compounded annually, increasing to 1.00% in year two and 1.05% in year three, maturing February 20, 2018	\$ 103,128	\$ 101,951
BMO GIC, interest at 1.60% compounded annually, increasing to 1.85% in year two and 1.95% in year three, maturing December 22, 2020	524,644	516,009
BMO GICs, interest at prime less 2.40% compounded annually, maturing December 21, 2018	<u>415,378</u>	<u>409,962</u>
	<u>\$ 1,043,150</u>	<u>\$ 1,027,922</u>

**5. CAPITAL ASSETS**

	<b>Cost</b>	<b>Accumulated Amortization</b>	<b>Net 2017</b>	<b>Net 2016</b>
Furniture and fixtures	\$ 3,779	\$ 1,602	\$ 2,177	\$ 2,721
Leaseholds	<u>54,958</u>	<u>25,983</u>	<u>28,975</u>	<u>39,967</u>
	<u>\$ 58,737</u>	<u>\$ 27,585</u>	<u>\$ 31,152</u>	<u>\$ 42,688</u>

**6. BANK INDEBTEDNESS**

The organization has utilized \$0 (2016 - \$0) of an authorized operating line of credit with a limit up to a maximum of \$50,000. The line of credit bears interest at prime plus 1.5%. The line of credit is secured by a GIC with principal of \$75,000. No conditions regarding this loan have been breached at year end and no accrued interest relating to this loan is owing.

**7. COMMITMENTS**

The organization has various operating leases for the premises and equipment. Future minimum lease payments are as follows:

2018	\$ 53,382
2019	36,177
2020	<u>442</u>
	<u>\$ 90,001</u>

**8. DEFERRED PROJECT INCOME**

Deferred project income, which consists of government project revenue received exceeding project expenses, is as follows:

	<b>2017</b>	<b>2016</b>
Balance, beginning of the year	\$ 10,425	\$ 4,567
Less amount recognized as revenue in the year	(10,425)	(4,567)
Plus: project income exceeding project expenses	<u>0</u>	<u>10,425</u>
Balance, end of year	<u>\$ 0</u>	<u>\$ 10,425</u>

**9. TORONTO STOCKYARDS LAND DEVELOPMENT BOARD**

The former Toronto stockyards land has been developed as a commercial rental property by the Toronto Stockyards Land Development Board. The organization receives a dividend from this organization.

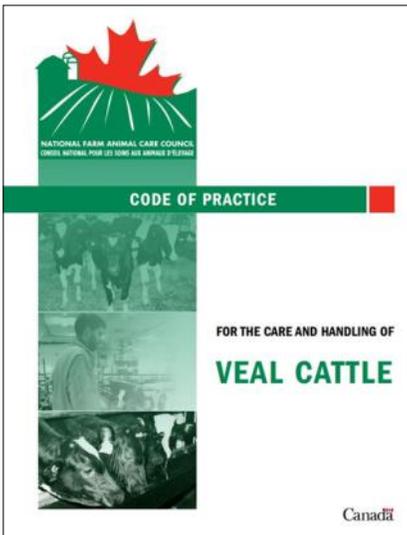
# Canadian Veal Association



# Association canadienne du veau

Together with our Quebec counterparts, VFO continues to work as a founding member of the CVA in order to raise awareness of issues impacting the veal sector at the Federal level and address a number of priority issues that include the drug labeling and approval process, antimicrobial use and resistance, animal welfare, on-farm food safety and the impact of European veal imports.

Antimicrobial resistance is a growing global issue. Health Canada has been working diligently to honour the commitment Canada agreed to as part of the global changes. VFO and the CVA have been working closely with Health Canada on the regulatory changes and will continue to advocate for veal producers. In 2017, the CVA contracted Dr. Reny Lothrop to provide a review of all aspects of usage and resistance to assist veal producers across Canada to continually improve the health and welfare of veal cattle on-farm.



2017 also saw the completion of the update to the "Code of Practice for the Care and Handling of Veal Cattle" (Code). As part of the Code Committee, the CVA was involved in the review of over 11,000 comments from 928 people. The Code was finalized Fall 2017 and made available online in November. The changes in the Code reflect current science as well as industry consensus.

The result is a Code that is scientifically informed, practical and reflects societal expectations for responsible farm animal care.

In addition to mitigating risks at the farm level, Ontario's veal producers are committed to producing a safe and high quality product. With the commitment by government in the areas of food safety and traceability, the Ontario veal industry must ready itself for changes that may come. To date the industry has worked hard as part of the CVA on the development of the National On-Farm Food



Safety Program (Verified Veal Program) and has been working closely with the national Cattle Implementation Plan committee to ready the industry for the proposed traceability regulations.

The Verified Veal Program (VVP) is an easy to use on-farm food safety program that outlines a set of producer-developed protocols designed to meet the consumer demand for safe, high quality food. Many of these protocols are already being followed on Ontario veal farms. While program uptake in Ontario has been slow, as other commodities continue to incorporate additional modules into their quality assurance programs pertaining to animal welfare, biosecurity, etc., it becomes more and more important that veal producers take this first step in adopting our own national program. 2017 saw the addition of one Ontario producer to the national program.



The CVA has also been involved in lobby efforts at the Federal level on behalf of all veal producers. The CVA believes that funds should also be set aside for the Canadian veal sector in order to become more efficient, more competitive and to stave off European imports. Having just completed the Code, the veal industry has identified a need for investment in improved animal housing and barn infrastructure. The veal industry needs to be more energy and labour efficient in order to lower our cost of production but a huge investment is required to make these transitions. Pile on top of this increased restrictions for the use of antimicrobials in the livestock sector and not having access to the same products as European veal producers have and there is cause for concern. The CVA is also concerned that given our smaller size in comparison to the other livestock sectors we become more susceptible to any type of market fluctuation. VFO, together with our Quebec counterparts, are working through the CVA to bring this message to our federal government.

As a Silver Member of Farm & Food Care Ontario, VFO plays an important part in the success of Farm & Food Care Ontario's public outreach, environmental and animal welfare initiatives.

## **The Real Dirt on Farming 2017**

With financial support from VFO, the fourth edition of *"The Real Dirt on Farming"* was unveiled in November. Information in the resource has been revised and updated using a wide variety of credible and accessible sources, including Statistic Canada's 2016 Census of Agriculture.

The publication addresses common questions and misconceptions about Canadian food and farming, as well as other subjects that the general public has indicated are important to them. Livestock farming is covered in extensive detail – along with other hot topics relevant to the sector, such as antibiotic use and food traceability. Participation from all major commodity groups through the content review process helped ensure the accuracy of each section.

A full 60 page publication is currently available online at [www.RealDirtonFarming.ca](http://www.RealDirtonFarming.ca). A shorter digest version, as well as French translations, will be available shortly.

## **Media & communications training**

Two media training sessions were held for farmers and agribusiness professionals in 2017. These sessions are designed to help individuals prepare for media interviews and adapt to situations requiring crisis communications. These sessions occur in the spring and autumn each year, with approximately 10 spots available in each.

Farm & Food Care Ontario also ran a speak-up training workshop for young agricultural leaders, as well as a communication training webinar for 4-H participants attending this year's Royal Agricultural Winter Fair. In the latter, participants learned how to effectively handle difficult situations, such as event disruptions, as well as improve their communication skills as agricultural ambassadors; 40 members and 4-H leaders were engaged through the online session.

## **Breakfast on the Farm**

Breakfast on the Farm is Farm & Food Care Ontario's largest public event series. 4000 people and over 350 volunteers visited Ontario's farms during two Breakfast on the Farm events in the summer of 2017. 2500 people attended the June 24 event at a Shedden-area dairy goat farm, with another 1500 visiting a dairy cow farm near Listowel on September 16. VFO has an ongoing invitation to be an exhibitor these events.

## **Truck rollover project**

A livestock truck rollover project was initiated in 2017 with funding from the Agriculture Adaptation Council. A team of advisors was created to attend truck accidents involving livestock. This team took part in specialized training on animal handling and responder safety over a three-day period. This has been a collaborative project between Farm & Food Care and BFO, with assistance from the Wellington County Fire Department, Luckhart Transport Ltd. and

others.

Farm & Food Care Ontario also hosted two additional Emergency Livestock Training Workshops in collaboration with fire departments in Listowel and Glencoe. These were both fully attended with 35 to 40 attendees at each session, including a representative from VFO. The courses brought together emergency responders from different regions, plus many interested in learning more about animal behavior and management during livestock emergencies. A resource guide based on the workshops and associated resources was developed and distributed to 450 fire departments across the province.

## **Animal Care Certificate**

Farm & Food Care Ontario launched an Animal Care Certificate Program, based on the nationally developed Codes of Practice for six species. This training and certification is available free of charge until the end of May 2018. The program was launched in early September with six modules available.

## **Animal Care Helpline**

The Farm Animal Care Helpline, operated by Farm & Food Care Ontario, received 60 calls in 2017. Staff also met several times with managers from the OSPCA to build relationships and help expedite action on calls referred through the Helpline. Education and awareness through producer organizations about animal care and a better relationship between individual commodity groups and the OSPCA has served to reduce the number of instances where OSPCA officers are at a farm without proper information or background.

## **Sharps pick-up & disposal**

In an effort to safely remove sharps from farms, Farm & Food Care Ontario staff attended the 2017 Pork Congress in Stratford to assist Ontario Pork in a pilot program collecting veterinary sharps. This program was highly successful, and the similar initiatives are being explored with other commodity groups in 2018.

## **Hot-spot barn fire research project**

With partnership from the Ontario Mutual Insurance Association and the Agricultural Adaptation Council, Farm & Food Care Ontario worked to develop a prototype in-barn prevention device. This prototype is now undergoing in-barn testing and evaluation.

## **Timing Matters working group & sustainability**

Farm & Food Care Ontario is working with livestock commodity groups on a response to the issue of winter manure spreading through the OMAFRA-led Timing Matters working group. This initiative began in September, with Farm & Food Care acting as secretariat. Staff also participated in the Farm Food and Beyond working group and Agricultural Management Institute Food Policy meeting. Further discussions with government and membership to help with communication activities related to Lake Erie phosphorous issues are ongoing.

*Continued on page 25...*

# Ontario Independent Meat Processors



Submitted by: Laurie Nicol, Executive Director

The OIMP is a not-for-profit association representing Ontario abattoirs, processing plants, butcher shops, suppliers and commodity partners. As a unified voice for meat and poultry processors since 1980, we provide industry leadership on matters that directly affect our members from government advocacy, to research, to promotion of Ontario meat and poultry.

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 VFO and were pleased to make a presentation to the VFO Board last year outlining the support OIMP provides to the industry.

Our members depend upon us for Technical and Regulatory support and to advocate on their behalf. Last year we helped plant operators by addressing 368 operational and regulatory challenges. Issues included: E coli carcass interventions, Emergency Preparedness for Foreign Animal Disease, Animal Welfare and Humane Slaughter.

With feet on the ground, OIMP staff made over 500 visits to meat plants across the province. Connecting with industry helps us to provide an informed voice to government at our bi-monthly meetings with senior management from OMAFRA's Meat Inspection program. Last year our Technical Director reviewed nine Meat Plant Guidelines and 14 Meat Inspection Policy & Procedure documents providing an industry lens to positively influence policy decisions. Ensuring industry's voice is brought forward, OIMP provided comments on Employment Standards Act, Safe Food for Canadians Regulations, Food Premise Regulations, and Health Canada Labelling.

OIMP continues to co-chair the Food Integrity Committee – a government and industry initiative *“to decrease the prevalence of food fraud in Ontario to help protect the sustainability of the agri-food industry and maintain consumer trust”*.

OIMP undertook three GF2 projects:

1. Assisting plant operators with hygienic slaughter, sanitation training and providing luminometers to help validate sanitation activities.
2. OIMP Board training on Governance and Strategic Planning.
3. Collaborated on BFO's Beef Fingerprint project.

We were also actively involved in discussions around the new programming for the next funding program (CAP).

Addressing our industry's Labour Market challenges, we work closely with the Food Processors HR Council, and participate

on the Taste Your Future – Career Implementation Committee.

Using a variety of social networking channels, OIMP continues to promote purchasing local.

Our fall consumer eNews, featuring Ontario veal, was delivered to 7000 subscribers. We saw over 28,000 visits to the [ontariomeatandpoultry.ca](http://ontariomeatandpoultry.ca) website, with people looking for a butcher using our 'Find a Butcher' searchable database, and for recipes. As the official sponsor of the Flavours section at the One of a Kind Christmas Show & Sale we promoted Ontario meat and poultry to an estimated attendance of over 144,000 people. Through our three promotional Facebook campaigns, and with product from our Finest Butcher eliminations, OIMP supported Ontario food banks with \$5,000 in meat donations. We also participated in a campaign, Fill Every Plate, that raised an additional \$3,900 for food banks to help feed families during the summer when donations are down.



The search for Ontario's Finest Butcher and Finest Meat took place in 2017 with awards presented at the Red Carpet Gala in front of 245 attendees. VFO Chair Brian Keunen presented awards in two product categories including a Platinum Award for Halenda's Veal Wiener. The final round of the Ontario Finest Butcher Competition and behind the scenes coverage of the Ontario Finest Meat Competition™ judging can be viewed on our YouTube channel Ontario Meat & Poultry.

VFO was one of 80 companies exhibiting at our Meat Industry Expo where 400 industry representatives walked the show floor looking to make connections and find solutions for their processing/retailing needs.



# Foodland Ontario

Submitted by: Erin Beaulieu, MPH RD, Program Assistant



## Public relations

### Print articles

There was one recipe picked up for Ontario Veal — Maple Dijon Veal Saltimbocca Skewers. (Niagara Farmers' Monthly—Smithville, Ontario). Audience reach of 38,300.

### Fresh Perspectives

Foodland Ontario's Fresh Perspectives newsletter encourages more than 600 print and broadcast media outlets to write and talk about fresh Ontario food. Ontario veal was featured once in our spring edition, twice in our autumn edition.

Spring 2017

### **Fire up the grill for Victoria Day**

Kick off the unofficial start of summer on May 22 with our buffet-style barbecue menu ideas:

**Juicy burgers:** Mix lean ground beef and veal with egg, breadcrumbs and dry mustard for a delicious **Bacon Cheddar Burger**. Hosting a vegetarian guest? Throw a few portabella mushrooms on the grill for a meat-free burger option.

Fall 2017

### **Ontario Oktoberfest**

Every October, Kitchener-Waterloo is home to the largest Oktoberfest outside of Munich, Germany. Celebrated from October 6 to 14, it's a great time to enjoy Bavarian-inspired foods at home too. Try these ideas made with local Ontario foods:

**Easy appetizers:** Using a food processor, whip up a Bavarian beer garden favourite: **Obatzda**, a creamy cheese spread made with Ontario Cheddar. Serve it with broccoli florets or carrot sticks.

**Meaty mains:** Make your own schweinebraten (roast pork), wurst (sausages) or schweinshaxe (roasted ham hock). Try our **Weissburger with Curry Sauce**, made with patty-shaped veal sausages.

**Bavarian side dishes:** Serve knödel (potato dumplings), German potato salad, Käsespätzle (cheese noodles) or sauerkraut.

**Oktoberfest desserts:** Bake your own pear strudel or kuchen, a German cake, with apples or cranberries.

### **Easy autumn grills**

The weather may be cooling, but autumn is still a wonderful time for grilling. Fire up the barbecue for these memorable dishes:

**Sunday roasts:** Rub roast beef with oil, herbs and spices then marinate it in the refrigerator for a few hours or overnight. Cook over indirect heat until it reaches the desired temperature and serve it alongside grilled sweet potatoes and corn on the cob.

**Tasty chops:** Barbecue honey-marinated pork chops and apple slices or **Grilled Veal Chops with Pepper Sauce**.

**Root vegetable medley:** Cut carrots, parsnips, onions and potatoes into bite-sized pieces. Parboil until partially cooked. Drain and toss with oil, salt and pepper and barbecue in a grilling pan until tender. Serve with grilled steak, chicken or rainbow trout.



### **Social Media**

Foodland Ontario current social media performance:

Facebook	Twitter	Instagram	Pinterest
173,240 likes	31.6K followers	9,352 followers	2,301 followers

### Facebook

On Facebook, Foodland Ontario's posts in relation to Ontario veal reached **523,299 people**. These posts generated the following:





**593 Likes** | **159 Shares** | **93 Comments**

Foodland Ontario  
 December 18, 2017 · 48  
 Serve this Mushroom Veal Marsala with plenty of Ontario mushrooms and herbs for the best flavour #loveONTfood <http://go.1y/gZz6f>



Like Comment Share

Alex Rodgers and 485 others





**3 Impressions** | **0 Click-throughs** | **0 Re-pins**



### Recipe Brochures and Cards

700,000+ English (and 5000 French) copies were distributed. These brochures are available for free from the Foodland Ontario website for those who have a Foodland Ontario logo agreement.

### Spring-Summer 2017 Recipe Brochure

Veal was featured in our *Veal Pesto Burger* recipe.

#### • VEAL PESTO BURGERS •

PREPARATION TIME: 15 minutes • GRILLING TIME: 20 minutes

Combine 1-1/2 lb (750 g) Ontario Ground Veal, 1 lightly beaten Ontario Egg, 1/4 cup (50 mL) dry breadcrumbs, 2 tbsp (25 mL) prepared basil pesto, 1/2 tsp (2 mL) salt and pinch of pepper. Shape into 6 burgers.

In bowl, toss 1 sliced Ontario Onion, 1 Ontario Sweet Yellow Pepper sliced into strips and 1 tbsp (15 mL) olive oil. Place in grill basket; grill, covered over medium-high heat, turning occasionally, until tender, about 5 minutes.

Place burgers on greased grill over medium-high heat. Grill, covered, 5 to 7 minutes per side or until no longer pink inside and thermometer inserted sideways into centre reads 160°F (71°C). Top with sliced Ontario Bocconcini Cheese; grill to melt.

Cut 1 Ciabatta baguette into 6 pieces, slice in half lengthwise and toast. Spread baguette bottom with tomato sauce. Top with burger, grilled peppers and onion, fresh Ontario Basil Leaves and baguette top.

**NUTRITIONAL INFORMATION: 1 Patty**  
 Protein: 22 grams | Fat: 9 grams | Carbohydrate: 4 grams  
 Calories: 188 | Fibre: 0 grams | Sodium: 350 mg



### Twitter

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





**6,232 Impressions** | **31 Favourites** | **9 Retweets**

### Instagram

On Instagram, Foodland Ontario's posts in relation to Ontario veal generated the following:





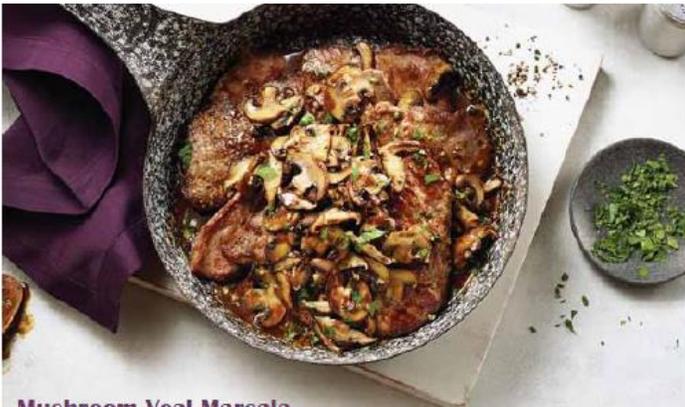
**15,599 Impressions** | **718 Likes** | **25 Comments**



### Pinterest

On Pinterest, Foodland Ontario's posts in relation to Ontario veal generated the following:

Veal was featured in our *Mushroom Veal Marsala* recipe.



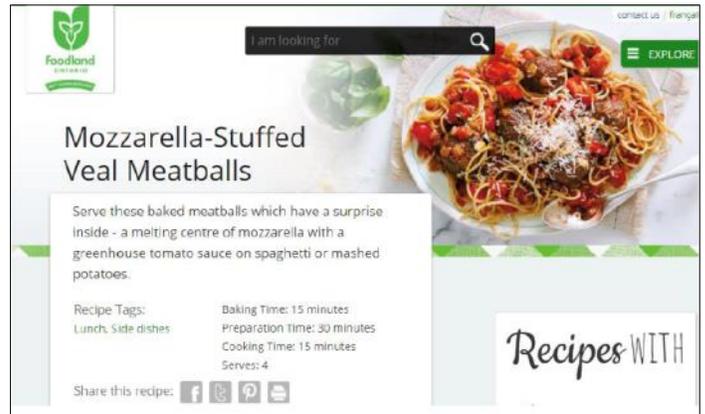
### Mushroom Veal Marsala

1-1/2 lbs (750 g)	Ontario Veal Scaloppini	Preparation Time: 20 minutes
	Salt and pepper	Cooking Time: 20 minutes
1/4 cup (50 mL)	all-purpose flour	Serves 6
1/4 cup (50 mL)	olive oil	
2 tbsp (25 mL)	butter	
2-1/2 cups (625 mL)	sliced Ontario Crimini Mushrooms (about 8 oz/250 g)	Season veal with salt and pepper. Coat with flour, shaking off excess. Set aside.
1-1/2 cups (375 mL)	sliced Ontario Shiitake Mushrooms, caps only (about 6 oz/175 g)	In large skillet, heat 2 tbsp (25 mL) of the oil and 1 tbsp (15 mL) of the butter over medium heat. Add mushrooms, garlic and thyme. Cook for 3 minutes, stirring, until soft. Remove mushrooms to plate. Add remaining oil and butter to skillet. Add veal, in batches, cook for about 1-1/2 minutes per side or until done. Transfer to plate.
1	large clove Ontario Garlic, chopped	Add wine to skillet and cook for 1 minute, scraping up any bits from the bottom. Stir in broth; cook for 3 minutes until sauce thickens. Return veal and any accumulated juices to skillet, coat with sauce on both sides. Add reserved mushrooms; cover and heat through. Sprinkle with parsley.
1-1/2 tsp (7 mL)	fresh Ontario Thyme Leaves (or 1/2 tsp/2 mL dried)	
2/3 cup (150 mL)	sweet Marsala wine	
1 cup (250 mL)	crackan broth	
2 tbsp (25 mL)	finely chopped fresh Ontario Parsley	

**Nutritional Information:** | Serving  
 Protein: 26 grams | Fat: 14 grams | Carbohydrate: 14 grams | Calories: 315 | Fibre: 1 gram | Sodium: 230 mg

## Online Recipes

There are a variety of recipes on the Foodland Ontario website that feature veal.



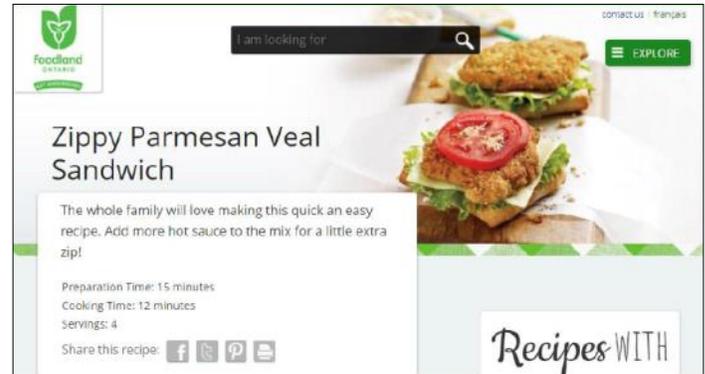
### Mozzarella-Stuffed Veal Meatballs

Serve these baked meatballs which have a surprise inside - a melting centre of mozzarella with a greenhouse tomato sauce on spaghetti or mashed potatoes.

Recipe Tags: Lunch, Side dishes

Baking Time: 15 minutes  
 Preparation Time: 30 minutes  
 Cooking Time: 15 minutes  
 Serves: 4

Share this recipe: [Facebook] [Twitter] [Pinterest] [Email]



### Zippy Parmesan Veal Sandwich

The whole family will love making this quick an easy recipe. Add more hot sauce to the mix for a little extra zip!

Preparation Time: 15 minutes  
 Cooking Time: 12 minutes  
 Serves: 4

Share this recipe: [Facebook] [Twitter] [Pinterest] [Email]



### Maple Dijon Veal Saltimbocca Skewers

Saltimbocca, meaning "jump in your mouth," is the perfect term for these skewers of Ontario veal. The flavour twist of garlic, maple syrup, sage and Dijon mustard makes them pop, leaving everyone wanting more. They're perfect for entertaining or a quick weeknight meal served with pasta.

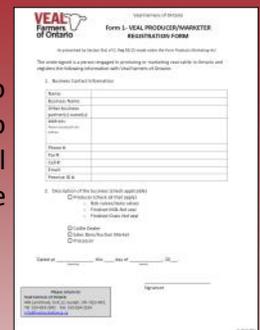
## Form 1 Registration

Are you a veal producer? Do you receive regular communications from Veal Farmers of Ontario (VFO)? If not, perhaps we do not have your current information on file. In order to receive up to date communications from VFO you need to fill out Form 1. Form 1 identifies you as a veal producer, whether that is bob calves, grain-fed or milk-fed veal. If you need a form they are available for download on the VFO website or by contacting the office.

### A check-off reminder

As a veal producer, under Ontario Regulation 58/15, it is your responsibility to remit the check-off dollars to VFO monthly (private treaty sales are not exempt). Calves sold or purchased at a sale barn have the \$4.00/head deducted and remitted on your behalf.

Not all dealers are remitting on behalf of the dairy feeder calves they are purchasing or selling. It is your responsibility to ensure the check-off has been remitted. Those check-off dollars are used to implement the Strategic Plan developed by the Board of Directors, and outlined in the Annual Report.



# Ontario Livestock & Poultry Council

## Highlights of OLPC's 2017 Activities

Submitted by: Susan Fitzgerald, Executive Director



VFO is a member of the Ontario Livestock & Poultry Council. There are currently 27 regular members including livestock and poultry groups, agri-business, veterinary associations, the Animal Health Lab, University of Guelph, OMAFRA, Canadian Food Inspection Agency (CFIA), Ministry of Health and Long-term Care and the OSPCA. The Council is industry funded and provides a forum for the livestock and poultry industries to come together to develop strategies to deal with important animal health and biosecurity issues.

At our bi-monthly meetings, we hear updates and presentations on biosecurity projects and animal disease concerns. This article summarizes some of the information shared at OLPC meetings over the past year and also in our quarterly newsletter.

### **Coxiella burnetii (Q fever) on dairy goat farms and in wildlife**

Dr. Paula Menzies, University of Guelph gave a presentation to OLPC members on her research relating to *Coxiella burnetii* (Q fever). *C. burnetii* is much more prevalent in goats than in sheep and more so in dairy goats than meat goats. It can result in abortions, still births, and weak lambs and kids. The does and ewes are rarely ill and don't shed bacteria until birthing and then afterwards. It is incredibly resistant to changes in environment and can survive for months or even years and can be aerosolized up to five km. Humans are primarily infected via inhalation and unfortunately there is poor recognition of Q fever by physicians. It can cause flu-like symptoms, pneumonia and liver disease. Part of Paula's research looked at what role wildlife might play in perpetuating this infection as it is very common in small rodents. Wildlife on farms and nearby natural areas were live-trapped for sampling. Prevalence of *C. burnetii* was not different in wildlife trapped on farm and in natural areas. Work is ongoing to genotype the *C. burnetii* found in the wildlife species. Preliminary analysis suggests there is not a risk to domestic livestock by wildlife.

### **Potential disease risks posed by wild turkeys**

On the same theme of the potential for wild animals to infect domestic livestock and poultry, Nicole Nemeth, University of Guelph gave a presentation regarding her assessment of the potential for pathogen spread between wild turkeys and domestic flocks. A 22-year retrospective study was completed in collaboration with the Canadian Wildlife Health Cooperative on diseases diagnosed in wild turkeys in Ontario. As well, 152 wild turkey carcasses were collected from hunters across southern Ontario. There was a high prevalence of *Mycoplasma* which is consistent with U.S. studies. *E. coli* was commonly detected but not *Salmonella* and only three out of 152 samples showed antimicrobial resistance. The majority of samples were *Eimeria oocyst* positive. All samples were A.I. negative. Nicole's conclusions were that there was minimum evidence of disease in wild turkeys but the potential for transmission to domestic flocks is unknown.

### **Rabies**

There have been fewer cases this year than last however the number is still quite high with 382 animals testing positive for the raccoon strain and 14 with the Arctic fox strain. The surveillance areas have

expanded because of two cases further West (one Arctic fox strain and one raccoon rabies).

In August, there was a huge spike in bat submissions, all big brown bats. There were 168 bats submitted in August alone which is double the norm although only 20 were positive for rabies. Wildlife rehabilitation groups are also noticing an increase in bats being brought in leading to concerns regarding what is going on in the big brown bat population.

The Public Health Unit should be contacted if there is any type of human exposure. If there is no human exposure and it is a domestic animal, contact your veterinarian. The Ministry of Natural Resources and Forestry is the appropriate contact if there is a wild animal acting strangely. For dead bats, contact the Canadian Wildlife Health Cooperative at 1-866-673-4781.

As of July 1<sup>st</sup>, OMAFRA will no longer respond to calls directly from animal owners. Callers will be referred back to their own veterinarian. Veterinarians can refer to the [omafra.gov.on.ca/english/food/inspection/ahw/rabies.htm#14](http://omafra.gov.on.ca/english/food/inspection/ahw/rabies.htm#14) or call the OMAFRA Agricultural Information Contact Centre: 1-877-424-1300 for assistance. Rabies surveillance maps are posted at [omafra.gov.on.ca/english/food/inspection/ahw/rabieszone.htm](http://omafra.gov.on.ca/english/food/inspection/ahw/rabieszone.htm).

### **New reporting requirements for Ontario veterinarians and veterinary labs**

As of January 1, 2018, veterinarians and veterinary laboratories in Ontario will have new requirements to report animal cases of certain diseases to local public health units. As a result of recent regulatory amendments to O. Reg. 557 (Communicable Diseases – General), veterinarians and directors of laboratories who know or suspect that an animal is infected with:

- Avian influenza virus;
- Novel influenza virus (defined as any influenza virus not already known to be endemically circulating in Ontario's animal species); or *Echinococcus multilocularis*

will be required to report these cases to their local public health unit. They must also provide the health unit with information on the location of the animal(s), contact information for the owner(s) of the animals, and any other information required by the health unit to minimize potential risks to human and public health. Local Medical Officers of Health will also have regulatory authority to act to prevent the spread of these infectious agents to humans.

O. Reg. 557 already contains similar provisions relating to veterinary reporting requirements for cases of avian chlamydiosis in birds, and all mammal bites as potential rabies exposures.

The full text of the regulatory amendments, filed on December 15, 2017 is currently available online at Ontario's e-Laws website at: [ontario.ca/laws/regulation/r17501](http://ontario.ca/laws/regulation/r17501). The text of the newly amended O. Reg. 557/91 will be available on the e-Laws website at [ontario.ca/laws/regulation/900557?search=557](http://ontario.ca/laws/regulation/900557?search=557) once the amendments come into force on January 1, 2018.

## Highlights of OLPC's 2017 Activities

*Continued...*

### Seneca virus

Seneca virus is still being detected at Ontario swine assembly yards at a low level; but has not been identified on farms or at abattoirs. There are also a few cases in Manitoba but, again, they are restricted to assembly yards. U.S. media stories are reporting increased cases in the U.S. Midwest. In 2015, there were a total of 200 cases in the U.S. as a whole, but this year, there were 300 cases in Wisconsin alone. OMAFRA and the Animal Health Lab are involved in a study of herds in Ontario to see if they have been exposed to Seneca virus. To date, surveillance for Seneca virus has only taken place at high risk points. This study will be looking at herds without lesions.

### Bovine TB in Alberta and Saskatchewan

The on-farm testing of trace-in herds (approximately 15,000 animals) is complete. There were 71 premises to be tested, 60 have been released from quarantine. Premises will continue to be released as laboratory and post-mortem examination results are received. Trace-in herds are tested to determine if they were the source of infection but it is possible that the source will not be found.

The one infected premises which had six animals infected with the same strain of bovine TB has been released from quarantine. Four premises that housed co-mingled herds are under quarantine (with no cattle) and will be released once cleaning and disinfection is completed.

One trace-out herd (a herd that received animals from the infected herd in the past five years) is under quarantine.

To date, approximately 11,500 animals associated with the infected, co-mingled, trace-out and trace-in herds have been destroyed with

compensation paid to the owners and approximately 26,000 animals have been released from quarantine.

### West Nile Virus

The number of cases of West Nile virus in Ontario, as at October 30, 2017, was 21 cases in horses and many in wild birds (approx. 61). All horses had neurological signs; some were euthanized and some were treated. The horse cases were widespread; there was no particular hot spot although Bruce County had four cases and Simcoe and Niagara each had three. The Ontario Association of Equine Practitioners will try to partner with another group to bring awareness to vaccinating horses for West Nile.

### Epizootic Hemorrhagic Disease

Two white-tailed deer from London were submitted to the Canadian Wildlife Health Cooperative in early September. They tested positive for epizootic hemorrhagic disease (EHD) but negative for Chronic Wasting Disease.

EHD can affect domestic livestock and farmed cervids. An industry advisory was issued by OMAFRA. The risk of transmission to domestic livestock is low but in white-tailed deer there can be direct transmission, otherwise it is transmitted via midges. EHD is not transmitted to livestock simply by being in the same field with wild deer.

If members of the public come across a sick or dead deer, they are asked to report it by calling the Canadian Wildlife Health Cooperative at 1-866-673-4781 or the Natural Resources Information Centre at 1-800-667-1940.

## Farm & Food Care Ontario

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### Strategic Plan

Farm & Food Care Ontario underwent a year-long Strategic planning process in 2017 that included significant opportunities for member input and engagement. That plan was approved by the Board of Directors in November and will serve as a foundation for the organization's work over the next three years.

Through that process, our membership confirmed that Farm & Food Care Ontario's top priority should be continued engagement with the Ontario public – primarily through targeted food influencer groups. The strategic plan consultation process also showed strong support for the work done by Farm & Food Care Ontario's councils, both on the environmental and animal care sides. An increased focus is being

given to these councils moving forward. The goal is for the councils to serve as technical working groups, helping to determine priority areas for Farm & Food Care Ontario projects.

The Board of Directors has committed to reviewing the strategic plan annually to ensure it is still meeting the need of the membership.

To learn more about these and other initiatives, visit [www.FarmFoodCare.org](http://www.FarmFoodCare.org). Comments and questions can also be directed to [info@farmfoodcare.org](mailto:info@farmfoodcare.org)

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