



**Agricultural  
Adaptation  
Council**

# in the News

## SELECTED MEDIA COVERAGE OF THE AAC IN 2005

*The following articles are excerpts recognizing programs and projects the Agricultural Adaptation Council delivers. These excerpts were taken directly from various publications throughout 2005.*

### **CanAdvance funding program aids in developing new products, services**

A new CanAdvance funding program will help producers, groups and businesses looking to enhance their agricultural operations.

The money will be used for development of new products and services that analysts say could set Ontario agriculture and agri-food apart from others in the world.

The CanAdvance initiative will also expand the sector's capacity to respond to emerging issues, such as the industrial usage of grains and oilseeds. *Canadian Press, March 14, 2005*

### **New Funding for Ontario Veal Industry Announced**

The Ontario Veal Association (OVA) will receive \$985,000.00 in funding from the recently announced Canada-Ontario Research and Development program, which is being administered by the Agricultural Adaptation Council.

Over the next 2 1/2 years the OVA will be embarking on an aggressive and strategically planned project. The Ontario Veal Industry Development Initiative will address some of the key issues facing the industry and will bring positive change that will benefit producers, packers, retailers, and the consumer.

*Ontario Veal Spring/Summer 2005*



*Bob Bedggood, AAC Chair, speaks at the Canada-Ontario Water Supply Expansion Program announcement at the 2005 International Plowing Match.*

### **Mitchell announces \$20 million for COWSEP**

The Greencover Canada Program will support projects that enhance biodiversity, prevent wind and water erosion of precious farmland and improve the quality of surface water and groundwater. The Canada-Ontario Water Supply Expansion Program (COWSEP) will help Ontario producers develop, conserve and enhance sustainable water supplies.

Under COWSEP, three types of projects will be eligible for assistance: Tier 1 – on-farm water projects; Tier 2 – multi-user water supplies; and Tier 3 – strategic initiatives. The Government of Canada will allocate up to \$2.2 million for each of the on-farm and multi-user programs, and up to \$1.2 million for strategic initiatives. The provincial government will match the federal government's contribution towards multi-user projects over the lifetime of the program.

*The Rural Voice, October 2005*

### **Agricultural Research Program Encourages Transformation through Innovation**

On June 4 in Alymer, Paul Steckle (MP for Huron-Bruce) announced on behalf of Andy Mitchell, Minister of Agriculture and Food, the federal and provincial governments working together to provide up to \$35 million for the Canada-Ontario Research and Development (CORD) program. The program will be administered by the Agricultural Adaptation Council under the provincial-territorial Agricultural Policy Framework on behalf of the Province of Ontario. The initiative will support new research and development projects within Ontario's agriculture and agri-food sector.

*Ontario Corn Producers, July/August 2005*

## Breeders, milk producers willing

The Agricultural Adaptation Council (AAC) has just approved a grant of \$9,500 for the OGMPA [Ontario Goat Milk Producers Association] to complete a consumer education brochure for promoting high quality goat milk products produced and processed in Ontario.

The brochure will be supported by a website. The total cost of the project, including graphic design and printing, will be \$24,200.

*The Ontario Farmer,  
November 1, 2005*

## Trafalger Brewing Your future may be at the Beer Store.

Trafalger Ales and Mead of Oakville is gearing up to stock the shelves of southern Ontario stores with their honey based mead products for the upcoming summer season.

Since honey is the main ingredient in Trafalger's Mead products, they came to the Ontario Beekeeper's Association looking for help. Realizing that a success in the mead market would create a "boom" in the Ontario honey market, the OBA directors put their support behind a proposal to the Ontario Agricultural Adaptation Council.

*The Sting, April 2005*

## Ontario Waste Agricultural Pesticide Collection Program

Now is your chance to get rid of unwanted agricultural and commercial pesticides. From November 22 to 23, 2005, take your unwanted agricultural and commercial pesticides to your nearest collection site for free and safe disposal. The two-day collection program will happen at 13 farm supply dealer locations across Ontario.

The Ontario Waste Agricultural Pesticide Collection Program is funded by CropLife Canada, the Ontario Ministry of the Environment, and Environment Canada. Funding for this project has also been provided by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council's CanAdvance Program.

*Ontario Corn Producer, November 2005*



## Seed Corn Best Management Practices for Ontario

This three year project was completed with the launch of the Seed Corn Best Management Practices for Ontario Manual at the SCGO [Seed Corn Growers of Ontario] Annual Meeting on March 10, 2005.

The Manual provides a focus look at crop management as it relates to seed corn production in Ontario. The Manual provides sections on scouting, crop management, insect and weed management, all specifically geared to seed corn production.

The Canada-Ontario Research and Development program, administered by the Agricultural Adaptation Council, supported this project.

*Seed Corn News, April 29, 2005*

## Seminars Gave Growers Vital Rust Information

OSG [Ontario Soybean Growers] has wrapped up a series of seminars for growers, sharing the latest news and research, including how to best detect and manage the disease, when to spray, and what to expect at various stages.

Albert Tenuta, Field Crop Plant Pathologist with OMAF [Ontario Ministry of Agriculture and Food] led the seminars, sharing his experiences working with crop researchers around the world on the harmful crop disease.

Funding for these workshops was provided in part by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council's CanAdvance Program.

*Ontario Farmer, April 12, 2005*

## Gencor Food plant confident its growth is sustainable

The Gencor Foods Inc. plant in Kitchener has the kind of financial backing necessary to succeed and expand, according to its managing director.

Running the plant at capacity is important because certain operational costs do not increase with higher animal numbers, Ishoy says, citing water usage as a prime example. The monthly water bill is \$18,000.

The other consideration is capitalization. Ishoy says the primary backer, Gencor Inc., invested \$4.2 million. There was a \$2.1 million grant from OMAF [Ontario Ministry of Agriculture and Food] and a \$600,000 loan, also from OMAF.

In addition, there's a \$3.5 million mortgage with Farm Credit Canada and a \$2 million loan through the federal program CanAdapt.

*Ontario Farmer, April 12, 2005*

## Big plans for a big shrub with vitamin-C rich berries

*Sea buckthorn is healthy, huge and may soon be here*

It enriches nutrient levels in soil. Its berries are rich in vitamin C and chock-full of omega-3 fatty acids. And it's a great windbreak as well. University of Guelph researchers want to know if Ontario is ready for the sea buckthorn shrub, but they can't imagine why not.

Sea buckthorn-which grows on sandy shores in England, hence its name-is native to northern Asia and Europe. But it's been grown as a windbreak in western Canada for many years. Prof. Adam Dale, in the department of plant agriculture, believes the plant's healthy berries and multiple planting options could make it a valuable commodity in Ontario too.

This research is funded by The Healing Arc in Kitchener and Agriculture and Agri-Food Canada through the Agricultural Adaptation Council's CanAdapt Program.

*Guelph Mercury, May 6, 2005*

## 2005 Research Update

OSG [Ontario Soybean Growers] research projects are well underway for 2005. This year the Board has allocated a total of \$461,000 to 23 different projects that address the three main research priority areas of Soybean Utilization, Soybean Disease & Insect Control, and Soybean Agronomy. Several projects address more than one of these priority areas.

Research project funding of \$461,000 includes \$296,000 contributed through the Canada-Ontario Research and Development Program (CORD), administered by the Agricultural Adaptation Council. CORD funding was renewed in Spring 2005, and allows field crop commodity groups to allocate research dollars to projects that meet their priorities. In total, the CORD program will provide \$1.6 million for Ontario soybean research over the next three years.

*The Ontario Farmer, September 13, 2005*

## Vets to take Johnes test training

New money from the Agricultural Adaptation Council will help train veterinarians how to make the best use of the new Johnes testing services offered by CanWest DHI.

Lazenby said the Adaptation Council has contributed \$48,000, Dairy Farmers of Ontario has given \$8,000 and another \$74,000 is pledged in in-kind service from OMAF [Ontario Ministry of Agriculture and Food] and CanWest, for a total of \$130,000.

*The Ontario Farmer, May 24, 2005*



## OFAC to Create Virtual Farm Tours

The Ontario Farm Animal Council (OFAC) has received funding of \$98,000 from the red meat multi-sector fund of the CORD [Canada-Ontario Research and Development] IV program, to create seven virtual farm tours for the red meat commodity groups – veal, beef, pork, sheep, deer and elk, ratite, and goat.

Less than two percent of the Canadian population farms today. Very few people have access or opportunity to visit real farms. Closed barn doors lead to questions and suspicions. By the end of 2007, internet browsers will be able to tour seven of these farms from the [www.farmissues.com](http://www.farmissues.com) without ever leaving their home.

*Ontario Veal Spring/Summer 2005*



## Red Meat Branding Strategy to Promote Ontario Veal

The Ontario Veal Association (OVA) is joining with other livestock groups to develop a branded program to market red meats to Ontario consumers. The OVA is working with the Ontario Cattlemen's Association (OCA), Ontario Pork and the marketing program that will be based on the popular and successful Foodland Ontario initiative, which promotes Ontario-grown fruit and vegetables.

The program is being developed in two phases. The first phase involves extensive testing of potential messages and campaign ideas, and going directly to consumers to find out what is important to them when it comes to red meat. The partner groups will be working with well known polling firm Ipsos Reid to poll consumers on their thoughts, attitudes and perceptions to help in the creation of this marketing program.

This project is funded in part through contributions by Canada and the Province of Ontario under the Canada-Ontario Research and Development (CORD) Program, an initiative of the federal-provincial-territorial Agricultural Policy Framework designed to position Canada's agri-food sector as a world leader. The Agricultural Adaptation Council administers the CORD Program on behalf of the province.  
*Ontario Veal News, Spring 2005*

## New Products Opportunities for marketing oats and barley

The Oat and Barley Council of Ontario (OBCO) has taken the initiative to develop new market opportunities with quality-enhanced oat and barley from eastern Ontario. Jim McWilliam, OBCO Chair, sums up the situation this way: "Consumer demand for nutritious, wholesome food is on the rise. At the same time, research continues to reveal the advantage of barley and oats and their potential in developing high-quality, value-added food products. We see a connection."

The key to developing these markets is collaboration among the various players-the production sector, the research community and the utilization sector. To foster this collaboration, OBCO is hosting a unique forum, 'Connections'. The Agricultural Adaptation Council is supporting this innovative approach to bringing the players together.

*The Ontario Farmer, September 6, 2005*

## Website tracks soybean rust

A new website sponsored by the Ontario Soybean Rust Coalition (OSRC) provides weekly updates on the spread of Asian Soybean Rust in Southern United States and scouting information for Ontario.

Funding for this project was provided in part by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council's CanAdvance Program.

*The Rural Voice, September 2005*

## New Ag. Minister stops in cattle country

"Through the Agricultural Policy Framework, we have partnered with the federal government to bring programs to Ontario that will help us to maximize the benefits for our agri-food industry," said Dombrowsky.

"We are seeing those benefits crystallized through the framework's Canada-Ontario Research and Development program (CORD)."

She stated that CORD will deliver \$35 million in research and development funding to Ontario's agri-food sector.

"As long as we continue to broaden our knowledge base through the types of projects CORD will fund, we can be confident that we're building a foundation strong enough to support growth and change in the agriculture and food sector," she said.

She stated that to date, 125 projects totaling about \$10 million in government funding have been approved.

*The Rural Voice, August 2005*



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