

Agricultural Adaptation Council IN THE NEWS 2008

An overview of the Agricultural Adaptation Council making headlines in a variety of Ontario media sources.

New Ontario Pork Label

It just got easier to put Canadian pork on your fork. Fresh pork is now labeled and easily identified as 'Canadian Pork' at participating grocery stores across Canada.

More and more consumers are looking to buy food produced locally and in Canada. Demand for Canadian pork is strong worldwide because of its reputation for outstanding quality.

The new label is currently featured on fresh pork products at participating grocery stores across Canada. If consumers can't find fresh pork with the new Canadian Pork label, they are urged to ask the meat manager or butcher where the pork is coming from.

Funding provided in part by Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food Fund (ACAAF). In Ontario, ACAAFF is delivered by the Agricultural Adaptation Council."

– **Ontario Pork Newsletter, June 2008**



Veal and Rabbit Groups Join Forces

A marriage between two very willing partners will see veal and rabbit producers in Ontario working under the same management team.

Facilitated by a grant of \$259,000 from the Agricultural Adaptation Council (AAC), the Ontario Veal Association, (OVA) and the Ontario Commercial

Rabbit Growers Association (OCRGA) have entered a four-year collaborative agreement to grow both industries.

The majority (75 per cent) of the funding, provided through AAC's Growing Capacity Initiative, will be used to employ an industry development manager who will work to further the interest of rabbit and veal producers."

– **Ontario Farmer, October 14, 2008**



Nottawasaga Valley Conservation Authority

The community surrounding Innisfil Creek is set to benefit from a large investment into a sustainable management study of the area's water resources.

The summer of 2007 was the driest in recent memory. The entire Nottawasaga Valley watershed was impacted, with the most severe conditions occurring in Innisfil Creek. The average flow, which is estimated to be 5,000 gallons-per-minute during dry summer months dropped to 356 gallons-per-minute by the end of June.

As a result, the Agricultural Adaptation

Council, through contributions from the Government of Canada and the Province of Ontario, is providing the Nottawasaga Valley Conservation Authority (NVCA) and its partners with more than \$100,000 in project funding. The NVCA and its partners will work to gain a thorough understanding of the water resources issue in the Innisfil Creek area and develop a multi-agency, collaborative strategy to effectively manage the water resources."

– **Nottawasaga Valley Conservation Authority News, July 9, 2008**

Greater Peterborough Innovation Cluster

The Greater Peterborough Innovation Cluster, working together with Trent University and the University of Guelph, has been selected to coordinate a feasibility study for the establishment of the Centre of Excellence for Dairy Goats and Small Ruminants research at Trent University in Peterborough.

As an initial step in the process, the Innovation Cluster has received \$31,500 in funding for the project from Agriculture and Agri-Food Canada (AAFC) through the Agricultural Adaptation Council's (AAC) CanAdvance Program, to undertake a feasibility study in the area of dairy goat research. This will provide the opportunity to explore the types of processes, partnerships and funding models in the context of dairy goat research, but would also eventually be applicable to a range of small ruminants."

– **Greater Peterborough Innovation Cluster News, July 28, 2008**



OFVGA – Surface Water Specialist

Growers renewing their permits are often being asked for data and studies that cost a lot of money to gather but serve no useful purpose once the information is collected', said Art Smith, CEO, Ontario Fruit and Vegetable Growers' Association (OFVGA).

To avoid this waste of time and money, and assist agricultural clients through the [Permit To Take Water] PTTW application process, OFVGA has added a Surface Water Specialist to its staff complement.



The project has been made possible through funding in part by the federal CanAdvance Program and a partnership agreement of the OFVGA, OFA [Ontario Federation of Agriculture] and OMAFRA [Ontario Ministry of Agriculture, Food and Rural Affairs]."

– **Ontario Farmer, September 9, 2008**

President's Council

Everyone has a stake in the future of agriculture. That's the message of a new TV advertising and web campaign launched by leaders of Ontario's major agricultural organizations.

The campaign, 'Farming Grows Ontario's Future', encourages all consumers to look at farming differently and consider how they can contribute to the industry's sustainability.

The campaign strategy is built around a research effort that helped prioritize [those] aspects of agriculture, [that] consumers expressed were most relevant to them. The execution of that strategy is designed to give a face and a voice to Ontario's farmers and convey the message that everyone has a stake in the future of agriculture—producers and consumers alike.

Funding for this project was provided in part by Agriculture and Agri-Food Canada, through the Agricultural Adaptation Council's CanAdvance Program, the Ontario government and member cash contributions."

– **Ontario Beef, May 2008**

Ag Energy Co-operative

Ag Energy Co-operative has announced that funding of close to \$600,000 has been approved to develop an energy conservation and efficiency program called 'Energy Productivity', through the Ag Energy Services division. This initiative looks to optimize Ontario agriculture's energy consumption by implementing conservation and efficiency measures at individual farm locations.

Funding of close to \$370,000 was provided by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council's CanAdvance Program.

The program will specify and recommend energy improvements and funding options, implement the chosen upgrades, and benchmark the before and after picture of energy usage."

– **Ontario Farmer, June 17, 2008**



FarmzOnWheelz

“The goal is to launch the FarmzOnWheelz display, a high tech traveling agricultural exhibit, in the spring of 2009. The Ontario Science Centre (OSC) has been engaged to develop and build the exhibit components. The tour’s goal was to give the OSC staff team an introduction to modern agriculture with a firsthand look at some of the variety of farms in Ontario agriculture.

Funding for this \$900,000 project has been provided, in part by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council.”

– **OFAC Outlook, June 2008**

Lynn Cattle Company – Ag Bio Energy Park

“Using livestock manure to produce biogas could improve farming prospects, protect the environment and create new opportunities in rural areas, says a University of Guelph, Ridgetown Campus research engineer.

Ron Fleming, co-ordinator of both the Environmental Management diploma and the Bachelor of Bio-Resource Management, is studying an anaerobic digestion process for manure and other organic materials.

There are only a handful of anaerobic digesters on Ontario farms, and a fairly small number in all of Canada. The system represents a significant investment for farmers, but interest is at a high level and recent ‘green energy’ incentives in Ontario should help to encourage the growth of this industry in the province.

The current research is being funded by the Alternative Renewable Fuels program and the Ontario Ministry of Agriculture, Food and Rural Affairs. Past funding groups have included Ontario

Pork, the Ontario Hatchery Association, the Canadian Mushroom Growers’ Association and the Canada-Ontario Research and Development Program (CORD) administered in Ontario by the Agricultural Adaptation Council.”

– **University of Guelph, Ridgetown Campus semi-annual newsletter**



Green Expo

“The Green Expo is an annual event for the City of Peterborough dedicated to showcasing all things green to the people of Central Ontario. Products and services for building and every day living that are represented in the exhibit area and the presentations by experts in the ‘green’ field, range from clothing to cleaning products to appliances to books to renewable energies to countless other options of living a healthier and more sustainable life style.

Funding to bring Michael [Stadtlander] to the event was provided in part by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council’s CanAdvance Program.”

– **Green Expo Media Release, April 1, 2008**

Richard Ivey School of Business

“The government is investing in a project to study the regulatory environment in the agriculture sector with the outlook of encouraging competitiveness and prosperity.

The federal contribution of just over \$2 million will assist the University of Western Ontario in the five-year Agriculture and Agri-Food Project (AAFP) that will evaluate the impact of government regulation on the agriculture sector. The AAFP will help industry, government, academia and stakeholders to share knowledge, identify and address emerging issues, and provide advice and recommendations on regulations.

The AAFP will be co-ordinated by a Regulatory Impact Chair at the Richard Ivey School of business.

The funding is provided by Agriculture and Agri-Food Canada through the industry-led Agricultural Adaptation Council.”

– **Ontario Corn Producers’, May/June 2008**

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The Centre for Rural Leadership

“Gary Schellenberger, Member of Parliament for Perth-Wellington, announced on behalf of the Honourable Gerry Ritz, Minister of Agriculture and Agri-Food, \$1.1 million to provide leadership and learning opportunities to the next generation of agricultural leaders.”

The Centre for Rural Leadership will partner with 4-H Ontario, the Ontario Rural Council and the Foundation for Rural Living to provide leadership learning opportunities across Ontario.

Project funding, which will go towards the development of various leadership programs and conferences, will be provided by Agriculture and Agri-Food Canada through the industry led Agricultural Adaptation Council.”

– **Ontario Corn Producers’,
May/June 2008**

Kerr Farms

“A group of Ontario beef farmers have come up with a plan to increase the value of hamburger, a previously discounted meat product, by developing new, premium ground beef products.”

The project is supported by two funding organizations. The CanAdvance Program, funded by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council, is supporting the project with \$443,887. CanAdvance support will be used to help create a new quality-based pricing formula, to ensure beef farmers receive

Well Wise Resource Centre

“The Well Wise Resource Centre recently completed a year-long study that surveyed different groups of professionals to provide advice and guidance on the proper maintenance and protection of rural wells. It found that 89 per cent of the wells visited in Ontario need some sort of repair.”

The Well Wise Resource Centre is working with the Ontario Federation of Agriculture, the Agricultural Adaptation Council and the Stewardship councils in eastern Ontario to help people shift their thinking about their well water and adopt good practices to protect their water supply.

Funding for this project has been provided in part by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council.”

– **Better Farming,
August/September 2008**

a stable and premium price for animals meeting specific quality standards.

The producers involved in this project believe that the key to earning a premium price for trim is to turn it into new value-added ground beef products. They’re preparing to launch five new brand food products: a three-pack of lean Angus ground beef; a pasta roll of ground beef in organic tomato sauce; a premium meat cannelloni; Angus meatballs; and summer sausage.”

– **Canadian Farm Business Management
Website, February 27, 2008**

Food and Beverage Industry Innovation Fund



“Ontario’s food and beverage industries, including Cambridge’s Grand River Foods processing company, will maintain a competitive edge thanks to a new \$3-million innovation fund.”

The Food and Beverage Industry Innovation Fund, announced by Cambridge and North Dumfries MP Gary Goodyear at the local food processor yesterday, is a joint investment by the federal and provincial governments.

Half of the \$3-million fund is being provided through Agriculture and Agri-Food Canada’s Advancing Canadian Agriculture and Agri-Food program which in Ontario, is delivered by the Agricultural Adaptation Council.

The fund was established to encourage investment into new, innovative processes, products or skills development in the industry. The fund-driven projects are expected to improve long-term sustainability of individual businesses as well as the industry as a whole.”

– **The Cambridge Times, August 8, 2008**

Agricultural Adaptation Council

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