



# Federation Happenings

Eaten Lately?  
Thank a Farmer!

July, 2014

## ‘Farmers fighting back against bad PR’



The above was a headline in the June 28th edition of the Guardian. The article featured a story about Federation member Andrew Lawless who spoke to members of the media during a media tour we helped organize in late June. I think the headline captures exactly the essence of a campaign we have embarked upon and will continue into the foreseeable future.

Over the past couple of years the Federation board has become increasingly concerned with the negative press agriculture receives on PEI. With social media and the ability of people to post their thoughts and ideas (which are rarely based on fact) on agriculture it has become apparent that obvious that our industry must be more proactive in telling our story. It is also important that we need a media that is agriculture savvy and understand the workings of modern agriculture. There are reporters who work for farm publications like the Island Farmer that understand agriculture but this is a big void in the mainstream media. When Ian Petrie retired from the CBC we lost a media person who cared and understood agriculture. Ian covered the “agriculture beat” and no longer do reporters have a “beat”. They meet in the morning with their editors and are given their marching orders and, on any given day, are expected to cover a huge range of stories which makes it very difficult for the members of the media to gain anything other than a superficial knowledge on any topic.

It is with this in mind that the PEI Potato Board, the Department of Agriculture and the Federation joined forces to host the first ever agriculture media tour. The goal of the tour was to take a day and educate the media on agriculture, to provide them with names of farmers they can contact for stories and generate stories. We also put a lot of thought into the farmers we wanted to present to the media. Because it is a tour we made sure we had farms relatively close together but we also wanted to meet with farmers who are in the early to mid-career, multi-generational and have adapted modern technologies or practices. And, of course, we wanted to showcase family farms.

Besides visiting the farms we featured a number of speakers on the bus who gave presentations on various aspects of PEI agriculture. Dr. Robert Coffin (pesticides), Ron Maynard (dairy) Dr. Les Halliday (beef) and Gary Linkletter (potatoes) all gave very informative talks as we travelled from one farm to another. I managed to find a sponsor who assisted us in hiring Chef Ross Monroe who prepared a wonderful noon luncheon featuring 100% PEI products.

By all accounts the tour was a huge success and we received many positive comments from the media folks on the tour, from the farmers and from members who appreciated the many positive stories that were generated from the tour. It will become an annual event. I also think that we provided the members of the media with enough information that when they hear someone spout negative comments about agriculture they will have enough background knowledge to think critically about what they are hearing. Throughout this newsletter we are going to bring you up to speed on many of our communications activities that the Federation is undertaking to provide the general public with a balanced view of PEI’s Number 1 industry.

John Jamieson is the Executive Director of the PEI Federation of Agriculture

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on social media!

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## Federation Activities

The following is a brief synopsis of a few of the activities the Federation has worked on or is continuing to work on:

**CFA Roundtable:** Past-President Bertha Campbell and John Jamieson attended the Roundtable with Minister Ritz and the Provincial/Territorial Ministers of Agriculture. The Ministers were provided with a presentation on trade implications and food security.

**Atlantic Federations of Agriculture:** The four Federations in the Atlantic work together on issues that are mutual to all groups. The AFA Managers met by conference call to review a number of initiatives the four organizations are cooperating on. Discussed during the meeting were the issues surrounding the mink pelt markets, participation in pan-Atlantic communications initiatives, research, EI changes, Foreign Workers and changes to the ADAPT programs.

**ALUS:** Representatives of the PEIFA Board and John Jamieson met with Dr. Van Lance from UNB and Shawn Hill manager of the PEI Alternative Land Use Services program. Dr. Van Lance is undertaking a review of the payments under the program and the PEIFA is offering advice with an interest in increasing the rates and adding additional payment initiatives.

**National ALUS Program:** While attending the Fed-Prov-Territorial Ministers Roundtable Executive Director John Jamieson and PEI Department of Agriculture Deputy Minister met with Jonathan Scarth, VP of

Policy for Delta Waterfowl to discuss a National ALUS program. Delta Waterfowl is applying to the new National Conservation Strategy for funds for a national ALUS program. If approved, this will provide a significant increase in funds for PEI's ALUS program.

**“Land Bank”:** John Jamieson has been meeting with officials from the Department of Agriculture and Innovation PEI to work on the development of the Land Bank 2. At the July PEIFA board meeting government officials attended to discuss the options available for the “bank”. The Federation is working closely with Government and the PEI Young Farmers and we are hopeful that an announcement of a program will be made in the fall sitting of the Legislature.

**Communications:** With a goal of telling the real story of agriculture the PEIFA has significantly ramped up our communications efforts. The Federation helped host a media tour, developed a display for exhibitions featuring family farms, has worked closely with the Guardian on featuring member farms for the International Year of the Family Farm and has contracted a well known speaker to come to PEI in September to talk about the real story around agriculture.

**APP:** The PEIFA continues to manage the largest Advance Payments Program in Atlantic Canada with almost \$50million in loans to growers. The PEIFA is very close to offering the program to growers in other

Provinces.

**Mink:** With the recent downturn in the mink market the PEIFA wrote to Minister Ritz asking to be included in an APP Stay of Default that was being sought by mink farmers in Nova Scotia. Within days the applications from the PEIFA was approved by the Minister.

**Taxation:** As per a resolution that was passed at the PEIFA AGM relating to land taxation, John Jamieson met with Finance Deputy Minister David Arseneault and officials. Following the meeting a letter relating to land taxes was sent to all Chartered Accountants on PEI.

**2015 PEIFA/FCC Scholarship:** The selection committee is reviewing the scholarship applications and will be meeting to interview four finalists in early August. The \$2,000 scholarship will be presented in August.

**Workers Compensation Board:** At the request of the WCB, the PEIFA Board met with them at the July Board of Directors meeting. The WCB will also be meeting with commodity groups.

**Farm Registration:** John Jamieson met with PEI Department of Agriculture Director Tracy Wood to discuss ways to streamline the Farm Registration process for 2015.

## Golf Anyone?

The PEIFA's 18th Annual Farm Fun Golf Tournament will be held at the **Country View Golf Club in Fairview on August 12th, 2014** with registration starting at 8:00am and a shotgun tee-off at 9:00 am **SHARP!**



**Cost is \$ 40.00**

**And Includes**

**Nine-hole Round of Golf**

**Steak, Baked Potato, Caesar Salad**

**Golf Cart**

**Registration Is Limited To 68 Golfers!**

**Please Reg**

**By Phone: 368-7289**

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**Farm Safety:** Farm Safety Coordinator Charlotte Crooks has continued to offer a number of training programs (first aid, forklift, etc) to farmers across PEI. She has also delivered tractor safety training to high school students enrolled in the Agriculture Certificate programs. The PEIFA will be launching a project with the Dairy Farmers of PEI on WHMIS in the near future. The project was approved by Canadian Ag Safety Assn. with funding from FCC.

**Member Benefits:** The PEIFA is continually working on improving member benefits. In 2015, we began to offer a \$ 100.00 discount on administration fees for members participating in the Advance Payments Program. We also have a new bulk lime rebate program with Island Lime.

**EFP:** EFP staff Amie Swallow-MacDonald and Charlotte Crooks have been meeting with farmers to complete EFPs. A new four year funding agreement has been reached with the Province of PEI and replaces years of one-year contracts which offer stability to the organization and staff. Farmers from the UPA organization in Quebec were on PEI in July to meet with EFP staff as they are interested in the efficient delivery of the program on PEI. PEI is the **only** province in Canada that uses an electronic format.

**Prime Minister:** Executive Director John Jamieson, at the invitation of Minister Shea, attended a function with PM Harper and was given a few moments to speak with the Prime Minister on ag issues.

**ATVs:** John Jamieson met with 2 ministers and reps from 3 PEI government departments to discuss the issue of ATVs on farm land and to brainstorm ways to solve the problem. The province is now looking at abandoned roads that may be used as trails for the ATVs which they could have access to provided they are insured and registered. Other solutions are also being looked at. The estimate is there are 10,000 ATVs on PEI.

**Other:** The PEIFA continues to be a partner with the Canadian Fertilizer Institute in crop nutrition trials. The Sprayer Calibration program is still administered by the Federation. A Growing Forward II committee looking at programming has been established with the PEIFA having the majority of seats.

# Farmer - Need Money?

## The **ADVANCE PAYMENT PROGRAM** may be for you

The Advance Payment Program provides financial loans to assist farmers in planting, harvesting and marketing their crops

0% Interest up to \$100,000

Loans under \$25,000 have reduced fees

\$100,000 - \$400,000 rate is prime - 0.5%

Loan limit is \$400,000



Agriculture and  
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For more information please contact PEIFA at (902) 368-7289

**Please contact Andrew Wood or Tim Seeber for more information on the Advance Payment Program. Federation Members received preferred administration fees**

## Do You Need Your EFP Updated?

With a new suite of programs now in place under Growing Forward 2 it is important to have an up-to-date Environmental Farm Plan. The PEI Federation of Agriculture continues to offer Island producers the opportunity to participate in the Enhanced Environmental Farm Plan (EFP) program.



**PEI ENHANCED  
ENVIRONMENTAL  
FARM PLAN**

In order to ensure your farm remains eligible for provincial programs linked with Enhanced EFPs, please contact the Federation of Agriculture to schedule a time to review your Enhanced Environmental Farm Plan. Any EFP from 2008 or older expired at the end of 2013.

If you have any questions or concerns regarding the program, please feel free to contact Charlotte Crooks or Amie Swallow-Macdonald with the Enhanced EFP Program at 368-7289.

## Dr. Joe Schwarcz to Speak in September



Dr. Joe Schwarcz appearing with reporter Andrea Canning on NBC's Dateline.

The PEIFA has engaged well known scientist, presenter and author Dr. Joe Schwarcz to deliver a couple of lectures in September.

Dr. Joe Schwarcz is Director of McGill University's "Office for Science & Society." He is well known for his informative and entertaining public lectures on topics ranging from the chemistry of love to the science of aging. Professor Schwarcz has received numerous awards for teaching chemistry and for interpreting science for the public and is the only non-American ever to win the American Chemical Society's prestigious Grady-Stack Award for demystifying chemistry.

He hosts "The Dr. Joe Show" on Montreal's CJAD and has appeared hundreds of times on The Discovery Channel, CTV, CBC, TV Ontario and Global Television. Dr. Schwarcz also writes a newspaper column entitled "The Right Chem-

istry" and has authored a number of books, "Radar, Hula Hoops and Playful Pigs," "The Genie in the Bottle," "That's The Way The Cookie Crumbles," "Dr. Joe And What You Didn't Know," "The Fly In The Ointment" "Let Them Eat Flax" "An Apple A Day," "Brain Fuel," "Science, Sense and Nonsense," "Dr. Joe's Brain Sparks," "Dr. Joe's Health Lab" and his latest, "The Right Chemistry," all of which have made it on to the best seller list.

Dr. Schwarcz has been awarded the 2010 "Montreal Medal" which is the Canadian Chemical Institute's premier prize recognizing lifetime contributions to chemistry in Canada. In the spring of 2011 he was awarded an honorary doctorate from Cape Breton University. He also holds a previous honorary degree from Athabasca University.

In November of 2011 the McGill Office for Science and Society received the largest gift ever in Cana-

dian history (\$5.5 million) from philanthropist Lorne Trottier to further its work in promoting scientific education and critical thinking.

Dr. Schwarcz does a wonderful job talking about modern agriculture and food production. He has spoken to numerous agriculture groups across Canada and the US and on September 12th Dr. Schwarcz, sponsored by the PEIFA, will be the guest speaker at a gala dinner recognizing heritage farms on PEI. The dinner will be at the New Glasgow Lobster Suppers on Friday, September 12th.

Interestingly he is also scheduled to be the guest speaker at the Nova Scotia Federation of Agriculture's AGM in November.

Prior to the dinner the PEIFA will arrange to have Dr. Schwarcz available to the media for interviews. We plan to make a couple of his books on food production available to the media prior to the interviews.

On September 13th, we have arranged to have Dr. Schwarcz offer a public lecture on agriculture and food production. This lecture is open to all and will take place at UPEI at 10:00am on the 13th.

This is another activity that is designed to provide Islanders and the media with a balanced view of agriculture in Canada and the role farmers play in feeding the world.

# Communications Activities

As mentioned in page one the PEI Federation of Agriculture has undertaken a very progressive communications strategy that is designed to provide Islanders and the media with stories about farmers and agriculture. This is to combat the negativity we have seen around agriculture on PEI. There are a number of groups on PEI that are very “activist” oriented and have a very negative view of agriculture. Earth Action (led by Sharon Labchuk), Pesticide Free PEI, Prevent Cancer Now and the PEI Food Exchange (free tenants at the Farm Centre) have all been using the web, social media and writing letters to the editor to discredit agriculture and, in some cases, to pit one type of agriculture against another. Many of the people posting or writing try to come across as “experts” but their lack of any through knowledge of agriculture is apparent. As a farm group that represents all types and sizes of farms we see the need to educate Islanders that all farms have value, contribute to the communities and are significant employers and generators of wealth on PEI.

Here is a report on the activities we have undertaken (so far).

**Media Tour:** On June 23rd, we boarded a bus with members of the media and took them to four farms in Central PEI. We visited with Wendy and Nathan Burns (Burns Poultry), Andrew Lawless (Hilltop Produce), Tim and Eric Dixon (Vance Dixon & Sons) and Derwin and Janet Clow (Cassialane Holsteins). Presenters gave talks between stops and a meal of Island food products was served. The Island Farmer, the Journal Pioneer, The Guardian and CBC Radio and TV all carried multiple stories from the tour, send tweets via Twitter and posted on Facebook. Many of the stories were shared many times and the reach was in the tens of thousands. Here are a few photos from the day:



prince-edward-island/freetown-egg-farm-building-eu-humane-barn-for-hens-1.2686693

### VIDEO | Freetown egg farm building EU-humane barn for hens

Burns Poultry Farm is one of the first in Canada to meet European Union production standards

CBC News - Prince July 23, 2014 7:23 AM AT | Last Updated: July 23, 2014 8:23 PM AT



Freetown egg farm builds humane barn 1:22

An egg farm in Freetown is one of the first in Canada to build a barn meeting European Union standards of production.

The EU requires more humane treatment than Canadian regulations and Burns Poultry Farm will soon provide their hens with a better laying environment.

**Related Stories**

- Egg farm practices investigated after video surfaces
- EU welfare standards for hens

Although the hens will still be in cages, they will have a perch to stand

#### Stay Connected with CBC News



#### Latest Prince Edward Island News Headlines

- Ron MacPhail's meal charges 'obnoxious', says Opposition
- The Ballet of Stompin' Tom musical set to launch in P.E.I.
- Content honking veterans, Unkang horses.
- P.E.I. small business confidence on the rise
- Beef farmers cash in on new P.E.I. certified brand

#### Must Watch

The Journal Pioneer - News - Local

## Federation of Agriculture worried about public perception of industry

Colin MacLean  
Published on June 23, 2014

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## Farmers fighting back against bad PR

Farmers open their doors and address public concerns over irrigation, pesticides and animal welfare



The Federation of Agriculture is worried about the public perception of the industry. The group is launching a media tour to show the public what's really going on in the industry. The tour will include visits to farms across the province, where farmers will be talking to the media about their work and the challenges they face. The Federation is also launching a website to provide more information about the industry and to help farmers connect with the public. The website will feature stories about the benefits of agriculture and the challenges farmers face. The Federation is also launching a social media campaign to reach a wider audience. The campaign will include tweets, Facebook posts, and YouTube videos. The Federation is confident that the tour and website will help to improve the public perception of the industry and to show the public what's really going on in the industry.

**The Guardian:** We have been working closely with the Guardian and they are profiling Island farm families as part of the 2014 International Year of Family Farming. To date five farms have been featured and five more will be featured over the next couple of months.

**Farming away on P.E.I.**  
 Published on July 28, 2014  
 © Guardian photo by Jim Day  
 Netherland natives Chiel Middellkamp, right, and his brother, Balco, are standing tall in the fourth season of operating Middellkamp Organic Produce in Prince Edward Island.  
**Brothers from the Netherlands establishing organic operation in this province**  
 Chiel and Balco.  
 The first names of the Middellkamp brothers suggest the young sibling farmers may not be from these parts.  
 They are not. They are from the Netherlands. But they are doing a good job setting in to farm life in a faraway land.  
 The brothers have the financial backing of their father, Johan, in making a serious go at running a sustainable, organic operation in Prince Edward Island.  
 Johan has been offering up plenty of money and a good deal of sound, knowledgeable advice to his farming offspring.  
 His own vegetable farm in the Netherlands became certified organic in 2001. He has since sold the farm and works for McCain Foods in the Netherlands, buying potatoes from farmers.  
 In 2006, Chiel joined his father's farm that dated back at least a few generations. Land, though, was just too expensive in the Netherlands to entertain expansion there.

**Trio of brothers make good team in running dairy operation**  
 Published on July 13, 2014  
**Robbie MacDonald**  
 Ponds Edge Farms  
 Ronald MacDonald could be farmland for a song back in his day.  
 However, the modern cost to expand his farm was still prohibitive.  
 So the Little Pond farmer kept his operation relatively small. He was only milking six cows when he started out as a third generation MacDonald to farm this scenic eastern Prince Edward Island land, with Spry Point nearby offering breathtaking views of the red cliffs hovering high above Boughroan Bay.  
 The dairy operation had grown to all of 23 milking cows when a 17-year-old Robbie MacDonald left school to join his father Ronald to work the family farm.  
 First, though, Robbie got a taste of some "dairy job" in the old fields of Alberta before quickly heading back home. His father made him sweat for a short time before giving him the nod to be a part of the operation.  
 Robbie, recalls Ronald, took well to the job. He dove right in.  
 "There was never any problem," says Ronald. "He loved farming, and he didn't mind work."  
 Fast forward several years to one of Robbie's two younger brothers, Kent, coming on board armed with a business degree from Mount Allison University.

**Island Farmer & Eastern Graphic:** The PEIFA provided the Eastern Graphic and the Island Farmer with all 12 photos and write ups from the 2014 calendar and they are featuring these in a variety of publications.

**Provincial Exhibitions:** We have put together a display that includes a banner and a television with a movie of PEI farm families that we will be placing at a number of provincial exhibitions across PEI. The movie features farm families that have been in the Federation's Faces of Farming calendar over the past number of years and a brief description of their farm operation.

**Heritage Farms:** The PEIFA is providing a speaker for the Heritage Farms event (Dr. Joe Schearcz) and Executive Director John Jamieson will act as Master of Ceremonies for the event.

**Real Dirt on Farming 3:** This booklet is being printed for the third time explains to non-farmers the realities of food and agricultural production in Canada. The PEIFA plans to apply for funding so we can distribute the publication as an insert in the Guardian and in the Journal-Pioneer.

**Federation Website:** The PEIFA website has been updated to include a "Member Profiles" section. The PEI Federation of Agriculture farm safety webpage has a new look and design! Visit us online to keep up to date with safety tips, articles, training videos, project resources and upcoming safety courses. <http://peifa.ca/farm-safety-2/>.



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and

## Federation Members Save with Co-op Energy



Rising fuel costs continue to be a concern for the 2014 growing season, Federation members have an opportunity to work with our benefits partner, Co-op Energy to save \$\$ off their fuel. Exclusive to PEIFA members is the Co-Op Energy Discount Offer and Rewards. Federation members are eligible for:

- 6 cents per litre **starting** discount on DYED diesel (Volume discounts as well), discounts on Regular diesel and gas;
- 15% off all farm fuel tanks and pumps (single and double walled);
- 15% off all heating equipment (furnaces, boilers , mini-splits);
- Employee discounts on home heating fuel and home heating equipment

### Co-op Energy Benefits

- Farm and field fuelling
- 24 hr service
- Local contractors staff and drivers
- In-house and JDF Financing on farm accounts
- Airmiles rewards through Agline
- 180 days, No interest, no payment through JDF

Remember to support the Federation's Benefit's Partners as all have offered significant discounts for PEIFA members. In many cases, the benefits can be passed on the your employees too. Many employees like the 15% discount from **Marks Work Wearhouse** and we can provide you with cards for you employees and other family members that are part of your operation, **Contact us and we'll send them out right away.**



CHRYSLER





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## Farm and Food Care Foundation Established



The Farm and Food Care Foundation is a registered charity that develops and supports programs to communicate with Canadians helping to build confidence and trust in Canadian food and farming. The Foundation has a board of directors from organizations all across Canada. PEIFA Executive Director John Jamieson was named to the Foundation's board at the annual meeting in March and he will represent the Atlantic Region on the board.

To date, the Foundation has been successful in raising almost \$ 1 million dollars that will be spent on awareness campaigns. The key campaign in place now is the development of a third update of the publication ***The Real Dirt on Farming. The Real Dirt on Farming*** (<http://www.farmfoodcare.org/pdfs/dirt/DirtEng2011.pdf>) is a comprehensive guide for Canadians and tells the story of how food is grown and raised and does not shy away from answering questions about hormones, GMOs, pesticides and antibiotics. The first two editions of the booklet were produced in Ontario but had a national flavor. The third edition has been taken over by the Farm and Food Care Foundation and will be completely Canadian and will include a significant portion of PEI content. This fall 1 million copies of the publication will be printed and distributed to Canadians. Many provincial champions plan to distribute this edition in newspapers across Canada as an insert (as is the case for PEI).

Foundation members have been talking with food processors across Canada in an effort to raise significant monies for a comprehensive national awareness campaign. The goal is that, over the next 3-5 years, money will be provided to organizations like the PEIFA so that each province will be able to that will allow the hiring of an employee that will be able to work full-time to communicate the facts about farming and food production. A template of activities has been developed so the communications coordinator, once in place, will not have to reinvent the wheel.

Federation Happenings  
July, 2014



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AND YOUR EMPLOYEES**

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