

**MERRY CHRISTMAS**



**From the Board and Staff of the  
PEI Federation of Agriculture**

## Chart the Course for 2015!

We are interested in hearing from our biggest asset: Our Members.

The PEIFA Annual General Meeting will be held on **Friday, January 30th** at the **Confederation Centre of the Arts**.

Following the AGM, the PEIFA will host it's Annual Banquet which will feature entertainment, industry awards and a dedication to Past Presidents of the Federation.

### **AGM Costs**

No Charge for members

Non-Members: \$25.00

### **Banquet Costs**

Members \$ 35.00

Non-Members \$ 40.00

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## President's Message 2014 by Alvin Keenan



It is surprising how quickly the last two years have gone by. I agreed to take the position of president of the PEIFA for only one year but I was happy to stay on the second. This is due to the support I have received from the Executive Committee, the Board and Federation staff. It has certainly made my job easier and very enjoyable. As we begin preparations for another Annual General Meeting I have been asked to reflect on the past year and the work we have done. It certainly has been a busy year and I continue to be amazed at the number and breadth of issues the Federation deals with on a regular basis.

This year saw the completion of the Carver Report on land and the Federation was very active on this front. As we looked through the final recommendations, we are able to see that many of our suggestions made it to the final report and the province has amended the legislation to enact many of these changes. With the amendments we will see a reduction in red tape (less reporting), an easier way to exempt non-arable land and the elimination of the double-counting. They are just an example of the positive changes in the Act which now reflects the farming reality of the day.

The issue of farmers using irrigation was one that the Federation spent many hours on this year. After the resolution that was passed at last year's AGM, we developed a policy that we felt was based on science and environmentally sound. The Federation met with the government a number of times on this issue and presented our position to the standing committee. As the issue has been tabled until a Water Act has been developed we will continue to promote our position on this.

Over the past number of years we are starting to hear from many resourceful and determined activists who are opposed to most of the agriculture community on PEI. The Federation of Agriculture has been very active on the communications front. Our executive director pitched the idea of an agriculture media tour and the tour was a rousing success with many positive stories coming from the day. The Potato Board and the Department of Agriculture were partners and this will be an annual event. Other communication activities that we embarked on were equally successful and we will continue to work diligently on this file.

We also have been very active on the environmental front and were happy to see the great advancements in the Barclay Brook with the farmers in the area making significant change in the management of the farm land that is adjacent to the Trout River. We continue to deliver the Environmental Farm Plan and the PEIFA just signed a new 4 year contract for its delivery. We also continue to be a partner in the 4R Nutrient Stewardship project and we are very happy to hear that project has received an extension.

The recent Speech from the Throne had a number of initiatives that the Federation has been meeting with government on. The announcement of a Farmland Financing Product is a good move for new entrants, young farmers and small operators and the assistance for beef farmers is great and should assist them in taking advantage of that strong market.

We are starting to work on plans to assist farmers in dealing with their labour needs and I think this is one area that we will have to spend a lot of time on in the future.

On the membership front we continue to see growth. For the third year in a row we have seen an increase in individual memberships. We also see growth in groups wanting to join the Federation. We have just added the PEI Woodlot Owners Association as a member group and that brings the total to 16 groups that are members. Our service to members continues to be top notch and we have added new member benefits through a discount on bulk lime. As well, Federation members get preferred administration fees for those who take part in the Advance Payments Program. We have also entered into an agreement with the PEI Wild Blueberry Growers as we now share an employee. We have had a highly successful arrangement with the Hog Board for many years and we think this with the Blueberry Growers will be a great fit for both organizations also.

These are just a few highlights of the year. I encourage you to please come to our AGM at the Confederation Centre on January 30th and review the reporting document that outlines our work for the year. This is an important opportunity for our members to set the organization's agenda for the coming year. I would like to take a few moments to thank the Federation's Executive Committee and Board for the support they have given me through the year. I would also like to acknowledge the wonderful staff we are fortunate to have working for us.

A handwritten signature in black ink, appearing to read 'Alvin Keenan', written over a horizontal line.



## Nominations to PEIFA Board of Directors

The PEIFA Annual General Meeting will be held on Friday, January 30, 2015 at the Confederation Centre of the Arts in Charlottetown. Each year the Federation looks to its membership to fill positions on our Board and Executive Committee. The Executive Committee would like to remind members that board diversity is important to the Federation, and that having a diverse board allows for a number of different perspectives, which in turn leads to overall better decisions.

For the Federation of Agriculture this means having board representation from all sizes and types of farms. In addition to having farm variety at the board table, it is also important to have male and female representatives participating on our board. Farming is a family business and we recognize the important role women play on the farm. We encourage any farm women who are interested in being a part of the Federation board to come forward. Over the years the Federation has benefited greatly from strong leadership from both male and female board members.

Nominations are being accepted by the PEIFA Nominations Committee for members of the PEIFA Board of Directors for 2015. If you are interested in sitting on the board or would like to nominate someone please contact Bertha Campbell, Nominations Committee Chair at [bertha.campbell@gmail.com](mailto:bertha.campbell@gmail.com) or at (902) 886-2955.

## Amish Farmers Interested in PEI

There has been significant interest by the general public and the media in the possibility of some Amish residents from Ontario relocating to PEI to farm. There have been two meetings with the Amish on PEI and John Jamieson stopped in Ontario on his way home from a labour summit to give the Amish an overview of agriculture on PEI. The media stories did a good job of telling the story of the Amish interest but did not capture all of the information surrounding the Amish. Here are a few bullets that members of the Federation may find interesting:

- Two communities of Amish are interested in PEI, the Millbank community and Norwich Community. Both are located in southern Ontario where farmland runs about \$ 15,000/acre. Each community sets the rules for that particular community. For example, the Millbank Community are old order Amish but many work off farm and use modern conveniences in their work. One gentleman that was on PEI owned a construction business and used all modern equipment in his framing business. **This group has almost 50% of the community working off farm and many work on conventional farms and provide an excellent source of farm and other labour.** Their businesses are very successful.
- The folks that are looking to to relocate are typically young families **between the ages of 25-35 with children.** They may only be farming part-time in Ontario or not at all and want to get into farming. They will not be selling farms in Ontario and moving here. They are people who don't have land and can't see a future paying high land prices in Ontario to farm. They may be bringing parents with them as there are multi-generations in one household. Only a small number will be relocating and they will not be buying up large blocks of land.
- While the Amish farm with horse drawn implements, many **hire conventional farmers to provide custom work for them.** In our meetings with the Amish they asked about being able to hire Island farmers to haul cattle or hogs and to provide other custom field operations. When John Jamieson was in Ontario he noted many were getting custom corn harvesting at that time.
- Many of the Amish milk cows in Ontario and the average farm is milking about 25-30 cows. They meet all the requirements of the quota system and have coolers and bulk tanks. They use compressors and generators in the farm operations.
- The Amish are mostly interested in putting crops through their livestock and those that have expressed an interest in PEI want to raise beef animals, milk cows or raise replacement heifers. Their average farm size is 100-150 acres and they like to live close to each other so they can home school together and have religious services together.
- A Federation board member was a member of a co-op in Ontario that included a number of Amish farmers. This board member is very supportive of their move to PEI and notes they are very good farmers who integrate well into the community. He also said Amish farmers are good ambassadors for agriculture and all of ag benefits from the positive view non-farmers give the Amish. They also attract many tourists to anywhere they farm.

## Federation Activities

**Farmland Financing Program:** Over the past year the PEIFA and the PEI Young Farmers have been meeting with the Deputy Ministers of the Department of Innovation and Advanced Learning and Agriculture and Forestry with the intent to build a program similar to the original land bank. The two deputies met with the full PEIFA Board in July and some recommendations on the program were developed with the input from the Young Farmers. **A program that will include 100% financing was announced in the Throne Speech and the details of the program are being finalized.** Details will be sent to members as soon as the program is finalized.

**Beef Feeder Program:** PEIFA Executive Director John Jamieson met with representatives from the Department of Innovation and the Department of Agriculture twice in September to discuss the development of a program to assist Islanders farmers in the purchase of beef feeders. **A feeder program was announced in the Throne Speech and the details will be announced soon.**

**Animal Welfare Legislation:** The PEIFA has established an Animal Welfare Committee that is made up of commodity representatives, veterinarians and government. The mandate of the committee is to share information, understand the pressures coming from the public and animal welfare groups and to provide the public with an accurate depiction on how farm animals are raised and cared for. The committee has been meeting with the provincial government and we have come to an agreement on legislative changes to PEI's Animal Welfare Legislation. **The legislation was in need of a serious update and the committee was pleased to be involved in the writing of the legislation.** The legislation updates the fine structure, separates companion animals from farm animals in the legislation and uses the Animal Care Codes of Practice for each livestock commodity as the basis for the standard of care. The codes have all been developed by industry and the veterinary community.

**4R Nutrient Stewardship:** The PEIFA continues to work with the PEI Potato Board, Kensington North Watersheds Association and the Departments of Agriculture and Environment and Forestry in promoting nutrient efficiency on PEI. **This year saw a marked increase in the number of farmers involved in the project. Steve Watts continued his work for the second year in developing plans and projects with the growers.** The PEIFA has a project proposal before AAFC to enhance the program for 3 more years. A tour of the sites were held with officials and media in September.

**Meeting With Minister Ritz:** Representatives of the PEIFA and its commodity organizations met with Agriculture Minister Gerry Ritz and PEI Regional Cabinet Representative Gail Shea for over two hours in Summerside in August. A second meeting with Conservative party members Larry Martin and Randy Hobart was held in Mill River later in the month. Discussed with both parties were: Bill C-18 (an agriculture bill supported by the PEIFA & CFA), farm labour, EI, CETA, APP, financial protection for produce sellers, research and a number of other topics.

**Meeting with Regional AAFC Research Staff:** A meeting regarding research was held with AAFC Regional Research Director Christiane Deslauriers and other local and regional staff members of AAFC. **The meeting covered beef, potato, wire-worm and blueberry research in the region.**

**Atlantic Federations of Agriculture:** The PEIFA continues to work cooperatively with the other Federations in the region on issues of mutual cooperation. **Federation Board member Eric Phillips and Executive Director John Jamieson met with reps from the other provinces in October and a number of items of joint interest were discussed.**

**Land Swap:** Executive Director John Jamieson met with Deputy Minister of Agriculture John MacQuarrie to discuss the concept of farmers trading ecologically valuable land with the Province for Crown Land that has agricultural potential. This was a policy resolution from the 2014 AGM and other letters and meetings have been held on the subject.



**Action Committee on Sustainable Land Management:** Executive Director John Jamieson was a member of this committee that met following the fish kill on the Barclay Brook in 2013. Over the summer the PEIFA and other groups worked with growers in the area and a Code of Practice was developed and adhered to. **As well, the Province and Cavendish Farms purchased a block of land that will be provided to the watershed organization in the area.** The committee is being asked to meet again as a result of the kill in the North River in 2014.

**Growing Forward Committees:** President Alvin Keenan, Chiel Middelkamp and John Jamieson are members of a PEI Committee looking into the current Growing Forward 2 programs and offering recommendations for changes. Jeremy Stead, who will represent the Young Farmers (and is also a PEIFA Board member) also sits on the committee. **The first meeting of the committee was held on the evening of November 10th.** The Canadian Federation of Agriculture has also developed three committees to develop a proposal for Growing Forward 3 (which is already being discussed by government officials). **A steering committee will be the main body looking into GF3 and is made up of CFA board members from the different regions.** Two national working groups have been established that will provide advice and information to the steering committee. PEIFA Executive Director John Jamieson will chair one committee and, as a result, he will also be a member of the CFA GF3 Steering Committee. Besides chairing a working group, John has also agreed to chair the CFA's Science, Technology and Research Working Committee. This committee provides input to the CFAs policy documents on research and science.

**ALUS: PEIFA representatives Grant Compton, Bertha Campbell and John Jamieson met with ALUS Manager Shawn Hill and researcher Dr. Van Lantz to review the payment rates for farmers who are enrolled in the ALUS program on PEI.** The message from the PEIFA was that the rates need to be increased for a variety of reasons. The results of the rate discussions will be available this winter. John Jamieson and PEI Department of Agriculture John MacQuarrie met with representatives of Delta Waterfowl who are in the process of applying to the National Conservation Program for the establishment of a national ALUS program that has the potential to significantly expand the budget for the PEI program.

**2015 PEIFA Calendar: Included with this newsletter is our popular Faces of Farming calendar.** This project continues to be funded through the Buy PEI program and we thank all the farmers who have taken the time to allow us to photograph them. The bulk of these calendars will be distributed to non-farmers and is a great way to tell the stories of our family farms and the diversity of farms on PEI. We also thank Dan MacKinnon Photography for his great photography skills. If anyone wants extra copies please contact the office. Each month we post the photo and profile of the folks in the calendar on our website and Facebook page.

**Farm Labour:** John Jamieson attended a summit on farm labour in late October and the meeting offered a number of recommendations for farmers in their attempt to fill vacancies on their farms. The Federation is now partnering with the Canadian Agriculture Human Resources Sector Council on an Atlantic Canadian project on ways to improve farm labour.

**Highway Safety:** Meetings were held with the PEI Department of Transportation on the issues of ATVs on private farm land, issues with road condition and farm implements, a proposal for a non-expiring farm plates and over width farm vehicles.

**PEI Woodlot Owners Association:** The PEI Woodlot Owners Association applied to the PEIFA to join as a member organization and was accepted by the board. John Jamieson attended the board meeting of the Woodlot Owners Association and reported on a variety of Federation initiatives.

**GM Canada:** Executive Director John Jamieson has been in discussions with General Motors Canada for the establishment of a Fleet Pricing arrangement similar to Chrysler Canada available to Federation members. A survey of members was completed and the results shared with GM. The survey showed that members would use the program and would replace current vehicles more quickly.

**Communications:** A number of activities have been undertaken to illustrate the importance of farming and to try to get the facts about farming out to the general public.

**PEI FEDERATION OF AGRICULTURE  
74th ANNUAL MEETING  
FRIDAY, JANUARY 30, 2015  
Confederation Centre of the Arts**

**The PEI Federation of Agriculture's Annual General Meeting will be held on Friday, January 30, 2015 at the Confederation Centre of the Arts In Charlottetown. The meeting is an excellent opportunity for producers to have input into the Federation's activities in 2014.**



**Registration is FREE for members and \$ 25.00 for non-members. Contact the office (368-7289) to book a space.**

**Registration begins at 9:00am with the meeting beginning at 10:00. The agenda will feature a business meeting, presentations, speakers and a noon banquet featuring the presentation of the Gilbert Clements Award for Environmental Farm Planning.**

**Also join us for our Annual President's Reception and Banquet, where we honour past-presidents of the PEIFA. This year we will feature an uplifting presentation with Olympic Gold Medalist Heather Moyse. Tickets to the banquet are \$35.00 for members and \$40.00 for non-members.**

## **PEIFA Welcomes Newest Organization Member**

At the September board meeting of the PEIFA an application for membership was approved by the PEIFA Board from the PEI Woodlot Owners Association. The president, Bruce Craig gave a presentation to the PEIFA board on the goals, objectives and structure of the Woodlot Owners Association. The group was formed in 2012 to promote the management and responsible harvesting of wood products on PEI.

Issues of importance for the Association range from wood prices to environmental concerns. Some owners are concerned about trespassing and property rights, or simply how best to sustain their woodlots for the next generation.

The Association chose to be a member organization because of the strength of the PEIFA and because many woodlots on PEI are owned by farmers.

The PEI Woodlot Owners Association brings the number of member organizations in the Federation to 16 with 3 new groups being added since 2013.



## Employee, Employer Awards



Employers and Employees should keep in mind that there are three awards to recognize well deserving farm employers and employees - **Employer of the Year, Employee of the Year, and the PEI Minister of Agriculture's Dedication to Agriculture Award.** Applications are available on line and can be mailed or faxed to the PEI Agriculture Sector Council, deadline is December 31st, 2014. The successful recipient will receive a keeper plaque, a prize, and 2 tickets to the PEI Federation of Agriculture Banquet where they will receive their award. For more information, visit the PEIAGSC website at [www.peiagsc.ca](http://www.peiagsc.ca). This is a great way to recognize an employee or an employer for their hard work and dedication to a farm enterprise.

The following is a description of each award:

**2014 PEI Department of Agriculture and Forestry Minister's Dedication to Agriculture Award** - The ideal candidate for this award is an agricultural employee that through long serving, dedication, devotion, involvement, and thoughtfulness has contributed to the success and long-term profitability of the agriculture enterprise. The candidate will have long-term service in the agricultural industry. Deadline for nominations is December 31st, 2014.

**2014 PEI Agriculture Employee of the Year Award** - Agricultural employers are encouraged to nominate employees for the 2012 PEI Agriculture Employee of the Year Award. The ideal candidate for this award makes an invaluable contribution to any farm operation. The candidate will have demonstrated a strong work ethic and shown dedication and commitment to the agricultural industry. The award is sponsored by Kool Breeze Farms. Deadline for Nominations is December 31, 2014.

**2014 PEI Agriculture Employer of the Year Award** - Do you have an agricultural employer who demonstrates a tremendous level of dedication and support to their employees? Why not nominate your employer for the 2012 PEI Agriculture Employer of the Year Award. The ideal candidate for this award is an agricultural employer that goes above and beyond to ensure that their employees have a positive work experience. The award is sponsored by T&K Fire & Safety Ltd. The deadline for nominations is December 31, 2014.

## PEIFA Farm Safety Program Partners on Milkhouse Safety Project



The PEIFA's Farm Safety program is partnering with the Dairy Farmers of PEI, PEI Agriculture Sector Council and the Workers Compensation Board on a milkhouse safety project. The project will identify the risks and hazards in the milkhouse with an emphasis on chemical safety and will provide advice on how to best mitigate against these risks. The project is a response to a serious accident that occurred when a milk truck driver received injuries to his eyes in an Island farm milkhouse. A step-by-step instructional video is being prepared and three Island dairy farms have collaborated on the project by allowing the filming to take place on their farms.

In March, 2015, the Canadian Agriculture Safety Association will launch Canadian Farm Safety Week in Charlottetown and our milkhouse project will be the centerpiece of the launch.

The PEIFA's Farm Safety Program will also be offering WHMIS training to farmers and farm employees in the future. Our Farm Safety Coordinator, Charlotte Crooks will be trained as a Certified WHMIS trainer and she will be offering courses throughout the Island. Future plans for the program may include the provision of forklift training by the PEIFA.

For more information on these or other programs please contact Charlotte Crooks, Farm Safety Coordinator at the PEIFA office or by email: [charlottec@peifa.ca](mailto:charlottec@peifa.ca).

## Federation Welcomes Newest Employee



JoAnn Pineau recently joined the PEI Federation of Agriculture and her time will be split between the Federation's Environmental Farm Plan and as an Executive Assistant for the PEI Wild Blueberry Growers Association.

Many farmers will have met JoAnn with her work at the PEI Agriculture Sector Council and the PEI Agriculture Awareness Committee when she coordinated 2014 Open Farm Day and the 2014 Heritage Farms Project.

JoAnn is originally from St. Ann's PEI but has spent some time in Newfoundland and Nova Scotia, and is a recent graduate of the Animal Science Program at Dalhousie Agricultural Campus. We are pleased to welcome JoAnn as the latest member of our team and we encourage you to contact her should the need arise. JoAnn's email address is [joann@peifa.ca](mailto:joann@peifa.ca).

## Call for Nominations for Gilbert R. Clements Award for Environmental Farm Planning

*"Promoting Sustainable Agriculture in Prince Edward Island"*

The PEI Department of Agriculture & Forestry is once again partnering with the PEI Enhanced Environmental Farm Plan Program to recognize producers or commodity groups committed to practicing and raising awareness of environmental farm planning and implementation. This award was established to recognize excellence in sustainable agriculture based on recommendation from the Round Table on Land Use and Stewardship. It is named in recognition of the Honorable Gilbert R. Clements's commitment to the environment.

Each year this award is given to an enterprise that is environmentally and socially responsible in the production and/or marketing of agricultural products from a sustainable system. Island agricultural producers and commodity groups are eligible for nomination. Nominations should detail the nominee's overall approach to environmental stewardship, community involvement and role in increasing public awareness about sustainable agricultural practices. **Nomination forms are available on the PEI Federation of Agriculture website.**

Deadline for nominations is **Friday, January 17, 2015**

The award, a cash sum of \$2500 along with an appropriate keepsake, will be presented at the PEI Federation of Agriculture AGM held at the Confederation Centre on Friday, January 30, 2015. Previous winners include Brookfield Gardens, Barry Cudmore and MoDhaicdh Farms.

Nominations should be submitted to:

Charlotte Crooks

PEI Enhanced Environmental Farm Plan Program

420 University Avenue, Suite 110, Charlottetown, PE, C1A 7Z5

Fax: 902-368-7204

Email: [charlottec@peifa.ca](mailto:charlottec@peifa.ca)

## PEIFA Board Asked to Consider A New Licensing Plan for Farm Trucks

At the November board meeting Department of Transportation officials asked the Federation to consider a proposal that would have a farm truck/trailer registration that has no expiry. **The fee will not increase under the proposal.** Each year owners of Farm Plated vehicles take time out of their day or their staff's day to go to an Access PEI office to do their annual vehicle renewals. For many, this occurs in the spring of each year and at one of the busiest of times in the Access PEI offices. Others may be doing mailed in fleet renewals and must determine which vehicles require registration or are no longer in their fleet.

The current annual registration fee for Farm trucks of all sizes from 4500 kgs to 63,500 kgs is \$10.00.  
The current registration fee for Farm Trailers is for 5 years.

Trailers 4100 kgs gross weight or less - \$20.00 for 5 years  
Trailers over 4100 kgs gross weight - \$30.00 for 5 years

The Department of Highways is proposing a "**One Time Only**" registration fee for each Farm Plated Vehicle that belongs to a farmer. **The registration fee will only be paid once as long as the farmer owns the vehicle (it will never expire).**

Registered owners of Farm Plated Vehicles would only need to go to an Access PEI office when a "new to them" vehicle is being registered in their name.

### **The proposed "One Time Only" registration fees are as follows:**

Farm trucks - \$100.00  
Highway Tractors - \$100.00  
Trailers 4100 kgs gross weight or less - \$40.00  
Trailers over 4100 kgs gross weight - \$60.00

**Refunds for Farm Trucks and Highway Tractors will be based on a 10 year look back window (if the vehicle is sold or replaced within 10 years).**

For example - A Highway Tractor registration fee of \$100.00 is paid. The Highway Tractor is sold 6 years later. \$100.00 minus 6 x \$10.00 = \$ 60.00 with an \$40.00 refund to the farmer

**If you have any questions or comments on this, please contact John Jamieson at 368-7289**



## Call for Resolutions

PEIFA members are encouraged to submit suggestions for resolutions for the Annual General Meeting. Suggestions should be sent to Cliff Thomson and he will forward them to the PEIFA Resolutions Committee at the PEIFA office or by e-mail to [cliff@peifa.ca](mailto:cliff@peifa.ca). The members of the Resolutions Committee are Alvin Keenan, Justin Rogers and Ron Maynard. John Jamieson is an ex-officio member.

The Federation staff will translate your recommendation into proper resolution format and forward it to the resolutions committee.

## Federation of Agriculture Puts Emphasis on Communications

During the past number of years we are seeing an ever increasing distrust of farming activities in Canada by a certain portion of the population. This distrust is quite pronounced on PEI and, in fact, there are a growing number of Facebook pages and websites dedicated to promoting a version of agriculture that is ill informed and unrealistic. In some cases these websites can be plain scary such as one that has the names of PEI's mink farmers listed, their civic address and how to access the farm undetected. It is because of things like this that agriculture must be more proactive in getting our story out to the public.

One of the challenges facing agriculture is that those opposed to modern, conventional agriculture employ emotion rather than fact to present their arguments and agriculture has a tendency to rely on facts as a counter argument. Agriculture needs to figure out how we can touch the emotions of the public while still presenting the facts around agriculture.

Farmers may feel that they don't have much support but there are still a number of Islanders that do understand agriculture and support farmers. In September, Open Farm Day was held on PEI and 16,000 Islanders visited 29 farms that were part of that event—an average of 550 which was the highest of any province that holds this event.

The PEIFA has placed an extra emphasis on communications and will continue to expand this role in the future. A dedicated communications committee is being established and this group will guide communications activities. Here are a few examples of work the PEIFA has completed in recent months:

- **Facebook and Twitter:** The PEIFA has an active social media presence and through these two accounts try to offer items that are educational and inspiring. In some cases, information shared is shared by others and seen by many. A good example of this occurred recently. A newspaper article from 2006 was being shared that suggested that PEI has extreme cancer rates as a result of farming practices. The PEIFA posted a photo from the Canadian Cancer Society statistical review that showed that PEI rates are lower than all of Atlantic Canada and Quebec and almost equal to Ontario. This was shared and the page shows that our information was viewed by thousands of Islanders.
- **Dr. Joe Schwarcz:** The PEIFA sponsored a presentation by Dr. Joe Schwarcz from McGill University at the Heritage Farms dinner that recognized farms that were 150 years old. Dr. Schwarcz was very well received and the following day he gave a public lecture at UPEI where over 100 non-farmers showed up to hear his message. Very good coverage came about after the presentation including coverage on the front page of the Guardian. Potato farmers were so impressed with Dr. Schwarcz that he was brought in again for their AGM.
- **Newspapers:** The PEIFA has posted letters to the editor, contributed to articles in local papers about farmers who appeared in the 2014 calendar. On the national front, we had a reporter from the Western Producer visit PEI and she wrote farm profiles of three Federation members. John Jamieson presented to the Canadian Farm Writers Conference when they were on PEI and this resulted in a number of PEI farm stories that were published locally and nationally.
- **Real Dirt on Farming:** Through the Food and Farm Care Foundation the PEIFA has secured 20,000 copies (at no charge with a \$ 33,000 value) of a 2014 publication called the Real Dirt on Farming. The publication is national but has a significant PEI content and it tells the story of Canadian farming and food. This is a full colour publication that is very well written and will be included as an insert in the Guardian newspaper in the next week or so.
- **Speakers Bureau:** The PEIFA will be part of a 2014 project that is the development of a national Speakers' Bureau with training sessions for farmers, agribusiness staff and other industry partners. The concept is to equip people who are passionate about farming and food to give presentations based on the key subject areas found within the Real Dirt on Farming to important target audiences. Suggested groups could include business leaders and decision makers, local service clubs, municipal councils and other audiences interested in learning more about food and farming.
- **Communications Meeting:** The PEIFA hosted a meeting with Ontario farm communications specialist Kelly Daynard in September. Kelly met with representatives of the commodity organizations and government. Eventually, through funding from the Farm and Food Care Foundation (John J is a board member), the plan is to have a full-time communications coordinator working on behalf of the farming community on PEI.
- **Calendar:** The 7th edition of the PEIFA Faces of Farming has been completed.

## Labour Issues Facing Farmers Across Canada

The PEIFA office continues to hear from a more and more farmers who are having a challenge finding and retaining farm workers. Executive Director John Jamieson attended a Farm Labour Summit in Alberta and below is a report from the meeting. As a follow-up, the PEIFA will be participating as a partner with the Canadian Human Resources Sector Council in an Atlantic Farm Labour project. We are also considering the possibility of offering a human resource training day for farmers and/or farm managers this winter. The training day would cover items such as hiring, new employee evaluation, communications, employee motivation and handling discipline effectively. **If you have an interest in attending please contact John Jamieson. He is trying to gauge an interest in this training. There is also a possibility of small group training with a number of modules as noted above (and others).** The following is a report o the Alberta Labour Summit:

A labour market summit put on by the Agriculture Industry Labour Council of Alberta. The event included presentations by the Conference Board of Canada, the Canadian Agricultural Human Resource Council, and a range of other presentations on federal and provincial programs available to assist with overcoming labour constraints. Throughout this event, it was made clear that labour is increasingly one of the most significant challenges facing Canadian agriculture.

There was considerable focus on industry's frustrations with the recent changes to the Temporary Foreign Workers Program, most notably:

- the reduction in length of time that foreign workers can stay in Canada through the agriculture stream of the low-skilled program,
- the inability for certain segments of the agri-food industry to access the agriculture stream (i.e. mushroom farming & primary/secondary processing), and
- a general frustration with an inability to bring foreign workers in when they are needed.

Considerable attention was also directed towards the need to promote **permanent residency for foreign workers**, including a presentation on the Alberta Provincial Nominee program, which has seen demand far exceed their ability to provide permanent residency due to a federal cap on the number of nominees each year.

Some key points from the presentations:

- Agriculture is headed for a crisis unless solutions for a critical farm labour shortage can be found
- **Western Canadian farmers are hiring farm labourers from PEI, NS and NB**
- Express Entry for skilled foreign workers will be launched in January 2015
- There is a significant shrinking in the Canadian workforce with only 66% of the population in the workforce
- Western Canada leads in job creation and will do so for the foreseeable future
- 25% of **ALL** businesses in Canada are looking for workers
- 20% of all Canadian agriculture workers are now Temporary Foreign Workers
- Use of Temporary Foreign Workers has doubled in Atlantic Canada since 2005
- Agriculture needs to make use of underutilized workers (part-time, aging, TFW,)
- Making TFW permanent would significantly increase productivity
- A national Labour Task Force for Ag is initiated and the PEIFA will be a partner through our affiliation with CAHRC
- **No** meat plant in Canada is operating at 100% efficiency due to labour shortages
- HR training is very important for farmers and farm managers as the majority of people leave a job due to a dislike of the way they are being managed
- Unique approaches to recruiting can lead to more, better workers
- Use the rural communities to promote farm labour i.e. what does the community have to offer as a place to live
- Transportation can be a significant issue for ag labour
- Company activities that focus on "family" can be very beneficial for retaining workers

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