



Ontario

Ontario Farm Products
Marketing Commission

Newsletter

Spring 2003 - Issue #101

Ontario Pork Launches Stage Two of Farm to Fork

“Ontario’s hog producers were losing ground,” in terms of public opinion and we realized we had to do something to counteract that, according to Jim Vidoczky, Ontario Pork’s Director of Consumer Marketing. With this impetus, the Farm to Fork® campaign was launched in 2002.

After winning public relations awards in its first year, the campaign is back for year two with a punchy, new round of print and radio ads.

“The most important measurement from the first ad campaign was whether people

We wanted to provoke (thought) without being provocative. (In the first year) we took a very conservative approach and now we are ready to find the balance that will increase our impact and drive an improvement in recall.” In addition to the punchier print ads, two 30-second radio spots have been added to the 2003 campaign. Farm to Fork® has increased its focus on the smaller, (rural) demographic markets and has added community-based PR events together with an increased diligence in local media relations. The new campaign also includes an agriculture-in-the-classroom teaching module aimed at the high school level.

The new print ads are clean looking with great headlines such as “The pork we produce in Ontario begins with clean water. Here’s how we’re making sure it stays clean.” Another headline reads, “Hog manure has two things in common with crude oil: it’s valuable and it doesn’t mix with water.” The ads go on to explain what Ontario producers are doing to protect the water supply.

believed the message and we did well,” said Vidoczky. That campaign analysis set the stage for what the public is seeing in year two.

This spring, the print ads have been redesigned for increased impact. In Vidoczky’s words, “we needed to discover just how far we could push the envelope.

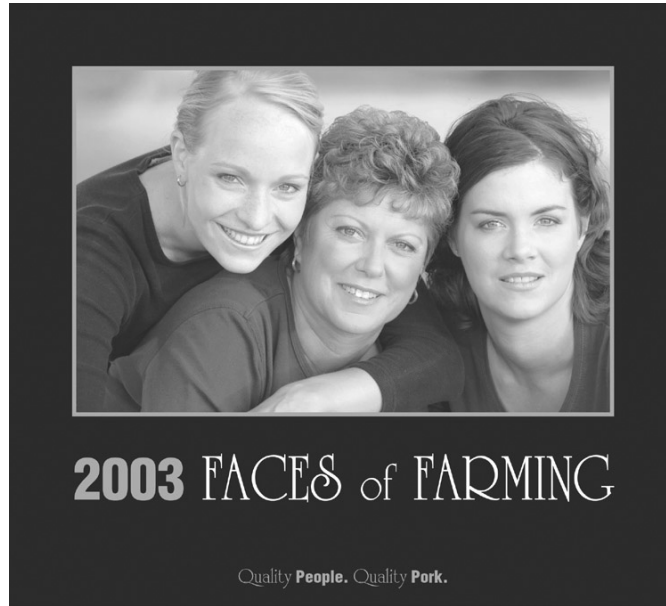
In This Issue

Ontario Pork Launches Stage Two of Farm to Fork	1
Barbara Gillies Retires from Commission	2
Governance Best Practices Registration Form	3
Upcoming Annual Meeting and Conventions	4

Ontario Pork Launches Stage Two of Farm to Fork

While explaining Ontario Pork's strategy to representatives from numerous other marketing boards at OFPMC's annual industry seminar, Vidoczky described how the "original concept of Farm to Fork® was conceived as a consumer campaign when the title was trademarked back in 1996. Farm to Fork® was going to promote that every person in the supply chain is committed to delivering safe, wholesome, good tasting and healthy pork to the consumer." But faced with

public attitude study results which showed a growing negativity toward hog farming, the



Farm to Fork® trademark was pressed into duty as an environmental campaign aimed

at citizens in general.

"Between 1999 and 2000, attitude studies showed the impression of all farming, except hog farming, was improving. The overall impression of hog farming was the lowest of the set. The 'neutrals' (people with no opinion) were decreasing and the 'very negatives' were increasing," as Vidoczky showed in graphs. "We were basically getting hammered (in the media) and we were not responding" said Vidoczky. "We tended to see a one-sided story," while, ironically, our industry was actually being "proactive through the Canadian Quality Assurance program, research and voluntary controls on nutrient management and environmental stewardship."

In the Farm to Fork® campaign, "we are talking to our fellow Ontarians not as

continued on page 4

Barbara Gillies Retires From Commission



Barbara Gillies

April 10, 2003 was a day that seemed very far off when Barbara Gillies joined the Ontario Farm Products Marketing Commission in the spring of 1997.

After serving as a Commission member for two, consecutive, three-year terms, Barbara left with fond memories of the members she first served with and those she is entrusting with the future.

In her farewell remarks to Commission members and staff, Barbara recalled the many tough decisions that had to be made during those six years and particularly, the solidarity

that was the trademark of her colleagues once decisions were made. She said, "I can recall, in detail, the few discussions that divided the Commission members. It was so uncommon to our business methods to end discussion and still be divided. Fortunately, those times were rare."

In her remarks, Barbara also commented on the commitment directors of marketing boards make to Ontario's producers. "It's a big job and it's an important job. We should all be thankful there are producers who will pick up the torch." ■

G o v e r n a n c e B e s t P r a c t i c e s

D i r e c t o r s ' W o r k s h o p S e r i e s

- June 17, 2003 from 8:30 a.m. to 4:00 p.m.
- Sponsored by the Ontario Farm Products Marketing Commission
- Presented for Marketing Board Directors, Senior Staff and Committee People
- \$45 fee includes lunch
- OMAF Conference Centre, 1 Stone Road West, Guelph
- Breakfast will be served 8:00 - 8:30

About the Workshop

"Governance Best Practices" is the second Director Workshop being offered by OFPMC in 2003.

This seminar will focus on the key elements that a board of directors must keep front and centre while governing a business organization. The session will be led by board 'practitioners'. People who know the realities of boards firsthand.

"Governance Best Practices" can deliver valuable insights to both new directors and those who have enough experience to know exactly what they want to improve on their board, but want advice on how to make change happen.

Marketing Board/Association _____

Address _____

Registration Contact Person _____ Telephone # (____) _____

Directors and Senior Staff		Directors(✓)	Senior Staff(✓)	Phone #	Fax #
1.					
2.					
3.					
4.					
5.					
6.					
Committee People				Phone #	Fax #
1.					
2.					

* Please make your cheque payable to **Hospitality Services, University of Guelph**
(your registration fee is applied directly to catering expenses for this seminar)

Forward registration and payment no later than June 6, 2003 to: Doreen Hardie, Ontario Farm Products Marketing Commission,
1 Stone Road West, 5th Floor SE, Guelph, Ontario N1G 4Y2 Phone: (519) 826-3437 Fax: (519) 826-3400

Ontario Farm Products Marketing Commission

Ontario Pork Launches Stage Two of Farm to Fork *continued from page 2*

consumers, but as fellow citizens. We are simply trying to tell our neighbours how we work and the kind of commitments we have as a farming community,” summarized Vidoczky.

“One of the criticisms I hear of agriculture is we make multi-million dollar investments in barns and voluntary guidelines for environmental stewardship, but we don’t tell our story. In the absence of us engaging in a dialogue with our fellow citizens, the stories get written about us and we are not in the dialogue. If we fail to address these issues head on, we could impede the growth in our industry. This doesn’t just affect the number of hog farms, it also affects all the input suppliers. We spin off seven times our farm gate value to the economy of Ontario to the tune of \$5.5 billion,” according to Vidoczky.

Ontario Pork tracks the media to find out what is written about the product and farming practices so they are able follow what Jim Vidoczky refers to as “the conversation”. When Ontario Pork waded into the ‘conversation’ they strategically decided on two things: focus on the facts; and feature real farmers as real people.

Some of what they found in attitudinal studies couldn’t have been imagined. “All you farmers drink bottled water. We know that,” was one of the most unimaginable attitudes. Another humorous one was the disbelief that real farmers are pictured in the ads. Why? Because those people in the ads are too good looking!

The really useful information boiled down to a few gold nuggets. All respondents felt that the most negative aspect of hog farming was water pollution. Respondents also felt cynical about hog farming in terms of ownership and motivation. They believed that most farms are corporately owned and therefore concerned only about the bottom line. Most respondents felt strongly that the hog industry should not grow any larger due to concern about the environment.

As the Farm to Fork campaign works on impressions like these, Jim Vidoczky reflected on the challenge saying, “other industries like forestry and energy face similar constraints based on myths. Like them, we must continue to get the facts out and tell our story as part of moving this industry forward.” ■

Upcoming Annual Meetings and Conventions 2003

Date	Organization	Location	Telephone
May 16 -18	Grocery Showcase	Toronto	(416) 492-2311
June 22 - 23	Baking Association of Canada - Congress 2003	Halifax	(905) 405-0288
June 8 - 10	Ontario Dairy Council - Annual Meeting	Huntsville	(905) 542-3620
June 13	Ontario Flour Millers Association - Annual Meeting	Grand Bend	(519) 653-6267
June 23 - 24	Ontario Agri-Business Association - Grain Conference	Huntsville	(519) 822-3004
July 10	Ontario Flue-Cured Tobacco Growers' Marketing Board - Annual Meeting	Delhi	(519) 842-3661
August 26	Ontario Wheat Producers' Marketing Board - Annual Meeting	Stratford	(519) 767-6537
Sept. 3 - 4	Ontario Agri-Business Association - Fertilizer Conference	Alliston	(519) 822-3004
Oct. 26-28	Canadian Federation of Independent Grocers - Grocery Innovations Canada	Toronto	(416) 492-2311

This information is provided strictly for our readers' convenience. Please note that organizations may restrict attendance to some or all of their agenda items. Please contact each organization for more information on programs, agenda items open to non-members, and location. While the Commission endeavours to ensure this information is correct, readers are responsible for confirming its accuracy with individual organizations before making any plans to attend.

Ontario Farm Products Marketing Commission

1 Stone Rd. W., 5th Floor, Guelph, Ontario, N1G 4Y2

For more information about this newsletter please email us at graham.howe@omaf.gov.on.ca

This newsletter is available on our website <www.gov.on.ca/OMAFRA/english/farmproducts/index.html>

