



Increasing Public Awareness

August and September were busy times for increasing agriculture awareness in Nova Scotia.

Since the last edition of News and Views, back to school shoppers met their farmer at the Mic Mac Mall, Open Farm Day has come and gone, and grade three students in the Halifax Regional Municipality (HRM) were able to be farmers for a day at the Cole Harbour Heritage Farm Museum.

Meet Your Farmer at the Mall was successful again this year. There were over 44,000 shoppers in the mall over the two day event. This year, there were twelve booths occupied by agriculture organizations and a farm animal display in the Old Navy Courtyard. The Kilted Chef provided food demos every hour, which was

a welcomed draw to the booth location. There were also demonstrations on bees, apple pressing, sheep shearing, butter making and wreath making to name a few. On more than one occasion, a customer would drop by the booth and note that they were excited to see Meet Your Farmer at the Mall again this year!

Open Farm Day celebrated 14 years this year. Considering the wet weather in the morning, prelimi-

nary numbers indicate another good visitor turnout this year. A huge, sincere thank-you to all participating farms! A lot of work goes into preparing your farm and planning activities for such an event and your efforts are very much appreciated.

During the week following Open Farm Day, grade three students from around HRM were hosted at the Cole Harbour Heritage Farm to learn more about agriculture. Some topics that students learn about through hands on activities were: how farmers protect waterways in Nova Scotia, what hens eat, and the different parts of a plant.



Over the next couple of months, NSFA will be promoting Meet Your Farmer at regional events including the Food and

Farm Show at Centre 200 in Sydney on October 10.

The above events would not be able to happen without the combined, dedicated efforts of Nova Scotia Farmers and the organizations that support them.



Explaining the Farm

Henry Vissers
Executive Director, Nova Scotia Federation of Agriculture

One of the many signs of fall in Nova Scotia is that Sunday in mid-September when farms open their doors to the public - Open Farm Day. A fun event for families and a chance for people that have no connection to a farm to see how a real farm operates. Nova Scotia farms have been participating in Open Farm Day for 14 years. The numbers aren't in for this year but I would expect they will be close to the 20,000 visitors farmers had as guests last year. The farms I visited this year and all participants are to be congratulated for the effort they put into welcoming and educating their guests. It is no small thing to spend your Sunday participating in OFD.

Open Farm Day is one way that we speak to consumers and maintain the trust that the public has for us. We shouldn't be taking that trust for granted, as the overused phrase "social license" says, that license can be revoked. We as a community need to continue the dialogue in order to maintain that trust. There are three ways that we work at building trust in agriculture in Nova Scotia. We do advocacy, manage issues and talk to those in political office to make sure that our voice is heard and our issues recognized.

We have best practices, on farm food safety, lots of programs and research to demonstrate that we are being proactive and keeping the food supply safe. We support outreach events such as Open Farm Day, media tours, Real Dirt on Farming, 50% Buy Local, breakfast on the farm and others to show the public that we care and are passionate about what we do. We are 2% of the population trying to reach the other 98% and sometimes we get drowned out. There are over 200,000 farms in Canada but this is within a population of over 35 million with an ever increasing urbanization of the population. Nova Scotia is one of the few provinces that still have a relatively even split of population between urban and rural.

There have been a number of efforts to engage the public in the past couple of years. FCC's Ag More Than Ever program has done a good job making farmers and stakeholders proud of their chosen career again. The Farm to Table magazine supported by the Canadian Federation of Agriculture and other farm organizations is a supplement to the Globe and Mail and has helped address topics with consumers directly. Also, Farm and Food Care Canada's Real Dirt on Farming has been a great product to answer questions by consumers. NSFA held two sessions this summer aimed at training stakeholders in this material and how to address farming practices with concerned consumers.

As mentioned in the Real Dirt on Farming "Speak Up" training, surveys conducted by IPSOS indicated that we do have some advantages. A recent survey by Farm and Food Care Canada showed that 59% of those surveyed wanted to know more about agriculture. That's our opportunity to fill the vacuum with our story. A 2012 survey, also conducted by IPSOS, said that 56% of respondents had a positive attitude about farming, which was an 11% improvement over the same survey in 2006. The surveys also highlighted that farmers are in the top three most believable sources on animal health and the environment with respect to agriculture.

Farming is a way of life and a business; take any opportunity to speak to the public and your neighbours about your passion. We can't afford to take it for granted that people understand what we do. Consumers are getting their information increasingly from their own networks, labels and media personalities. The new immigrant population have a far different experience of agriculture than Canadian practises. Most of our general farm organizations such as NSFA and commodity organizations make efforts to inform the public about farm practices. Somehow, we should coordinate our efforts among stakeholders.

Comments?
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viewpoint



Council of Leaders Update

On September 15, Council of Leaders met at the Best Western Glengarry. This was the last meeting of Council before the Federation's Annual Meeting on November 26th and 27th. There were 27 meeting attendees.

The President, Chris van den Heuvel, opened the meeting by welcoming members and recognizing the busy summer. From there, the meeting continued as usual with the approval of the agenda, approval of minutes, business arising and financial report.

The 2015/2016 budget was presented. Council reaffirmed the importance of NSFA increasing scholarship contributions to the Dalhousie Faculty of Agriculture.

Two special presentations were provided to Council members. First up, Peggy Weatherbee provided an update on the Growing Forward 2 program. Peggy highlighted program uptake, progress since GF2's inception and talked about new programs and initiatives. Following Programs was a presentation on Select Nova Scotia from Judy Grant. The presentation focused on the four strategic priorities of Select Nova Scotia: retail, marketing, stakeholder engagement and partnerships. The presentation brought out many topics for discussion, including: label identification, in store labelling and the definition of local.

The afternoon portion of the meeting highlighted reports, policy and resolution progress, and presentation of the 2015/2016 Policy Paper. The communications report highlighted new stock photos, Meet Your Farmer activities (e.g. at the Mall), Open Farm Day and Election 2015. There was discussion around the awareness activities and what else can be done to promote such activities – not only with the public, but within the industry.

Farm Safety Nova Scotia (FSNS) reported that their upcoming Annual Meeting will take place on November 27th at 1p.m. FSNS will also be issuing five newsletters each year – the first newsletter is included in this edition. Projects that FSNS are involved in include a two-day tractor safety course for all ages and a farm safety

workbook to complement the safety manual developed in 2010. Also reported was that the Farm Family Support Centre is now being managed by Morneau Shepell.

Farm visits for the 2015 Environmental Farm Plan Stewardship Award took place in September and the winner of the award will be announced at the Annual Meeting banquet. The staff of Environmental Farm Plan continue to not only provide the on farm reporting, but are involved in various projects including the On-Farm Composting for Fur Farmers Course, agriculture water metering, and the sprayer calibration program.

Following the updates, Henry Vissers reviewed each of five main policy initiatives proposed for 2015/16. These initiatives are: Rural Infrastructure Deficit, Regulatory Burden, Agricultural Land, Energy and Local Awareness. There are a few ongoing policy initiatives that the Federation proposes to pursue as well. It was agreed that the policy document as presented is ready for presentation to the Federation's Annual Meeting and is included with this edition of News and Views for review.

Council will meet next in 2016.

**The 2015
NSFA Annual Meeting**

will take place on

November 26th and 27th

at the

Best Western Glengarry.

**Watch the next issue of News and Views for
more information!**

Federal Election Around the Corner

The election is just around the corner on October 19. No matter what the early polls are saying, it will be the October 19th poll that tells us the make-up of our next government.

It is unfortunate that at print time agriculture related platforms are not available to be highlighted. By the time this edition of the News and Views is in the mail, the Agriculture Leaders Debate will be over and where each party stands with respect to agriculture issues is hopefully clearer. If you would like to watch the Agriculture Leaders Debate at noon on September 30th, CFA will be broadcasting it from their website. A link can be found at nsfa-fane.ca/news-events/election2015/electionactivities/.

NSFA has been working to make sure that the issues affecting agriculture that can be addressed at the Federal level of government are heard by all candidates in Nova Scotia. Our efforts included: a mail-out to each of the candidates; materials on the website to support our member's efforts and; a breakfast meeting with the candidates in three metro ridings.

The mail-out to candidates consisted of a letter from NSFA President, Chris van den Heuvel, an info graph card and three fact sheets. These fact sheets focused on

critical areas including Business Risk Management Programs, Labour and Trade. On one side, the infographic card focuses on the need for and importance of agriculture workers and the other side demonstrated the economic importance of the agriculture industry to Canada.

The materials to support our member's efforts can be found from the NSFA homepage. These materials include the infocards and fact sheets listed above. To accompany these materials is a draft email which you can modify and send to candidates in your riding. Also included on the website is contact information for each of candidates running for parliament in Nova Scotia.

Debates are another great way to find out what a party or candidate has to say about agriculture. When the opportunity arises, we encourage our members, County/Regional Federations and Commodity Organizations to submit agriculture related questions. NSFA and CFA have prepared questions which can also be found on the NSFA website.

Lastly, if you know of an all-candidate event taking place in your riding and you would like support from the federation, please contact our office.

Climate Data Study Report

A report was presented in September at the Wiles Lake Farm market on Climate Data information that was collected over the past 3 years. The day started with a brainstorming session looking for ideas of possible projects that could come out of the 3 years of data or future data collection. The afternoon was a public presentation of the information collected and some interpretation of the data from David Colville of the Applied Geomatics Research Group at NSCC and John Lewis of Perennia.

A summary of the report can be found at the south shore CBDC site southshoreopportunities.com/

Election Dates to Remember

October 9, 10, 11, 12
Advanced Polling Stations
Opened from Noon until 8p.m.

***Monday, October 19th, 2015
Election Day!***

How to Vote

Elector Experience - Registration and ID

According to Elections Canada, for most voters, voting should take about 10 minutes. That's 10 minutes for an elector arriving at the polling station to cast their ballot and be out the door. Voting is that easy – especially if you take a few moments to register and think ahead about the ID you will need at the polls.

For most, the ID they will use is their Driver's Licence. In the event that you do not have a Driver's Licence, make sure you have two documents – both must show your name and at least one must show your address. You will find the full list of accepted IDs on the Elections Canada website.

For the first time, electors can register on the Elections Canada website. It is fast, easy and convenient. You can check to see if you are registered or make updates if your situation has changed. For example, if you moved, you can update your address online. If you do not have internet access or are experiencing difficulties, you can contact the Elections Canada Office at 1-800-463-6868.

Elector experience – Voting options

Although the vast majority of electors will head to their local polling location and vote on October 19, there are other options available.

In addition to 12 hours for voting on election day, you can vote now at any of the 486 Elections Canada offices across the country until 6 p.m. on Tuesday, October 13. Or, if you cannot show up in person at one of the Elections Canada offices, you can vote by mail – just apply online and Elections Canada will send to you a voting kit. Keep in mind, if you require a voting kit, apply now to allow time for the kit to be sent to you and for you to return the kit by mail.

You can also vote at the advance polls – there are now four advance polling days. Elections Canada will be welcoming electors who want to vote early on October 9, 10, 11 and 12 – that's Friday through Monday of Thanksgiving weekend from noon to 8 p.m.

Elector experience – Accessibility

Information about the accessibility of an elector's specific polling site will be available on the Elections Canada website and featured on the voter information card. Each registered elector will receive this card in the mail by October 1. If you have special requirements, call the Elections Canada office.

Navigating the Elections Canada website

From the electionscanada.ca homepage, you can register to vote and access voter information.

Register to vote

On the homepage, select the button "Check or update your voter registration now". You will be directed to a page where you answer a few questions to determine eligibility to vote (i.e. Canadian Citizen, age, etc.). Once you answer these questions, you will be promoted to input your name, birthday and postal code. After you enter your postal code, you pick your street name from a drop-down menu then enter your civic number. Once you submit your information, you are then registered to vote.

Voter information

Candidates can access voter information from the Elections Canada homepage, as well. Voter information includes where to vote, local Elections Canada offices and the candidates running in your riding. This information is readily available if you type in your postal code then select your road. There is also a list of FAQs on the Elections Canada website. Keep in mind – Make sure that you have your ID with you to vote!

Other resources

The Elections Canada website has more information on the following:

- Accepted IDs to vote
- Ways to vote
- First-time voters and voting for students
- Accessible voting
- Frequently asked questions

Does Your Farm Sell Directly to Consumers?



The Select Nova Scotia website provides a resource for consumers who are looking to locate farms, farm markets, u-picks, greenhouses and other direct retail farm businesses in Nova Scotia. Consumers can search for any of the mentioned business types by location, products and product attributes. To populate this resource, farmers are invited to register their farm on the Select Nova Scotia website.

When a farm is registered on the Select Nova Scotia website, it is up to the farm owner to make sure that all of their information is current. At the present time, farms are being invited to add their farm business to the map. If you would like to add your farm,

but haven't received an invite, you can send an email to select@novascotia.ca to request an invitation.

The Select Nova Scotia brand has been increasing in awareness among the consumers in Nova Scotia. In the 2014/2015 year, there was an increase of 49% in traffic to the selectnovascotia.ca website. Select Nova Scotia has also had significant increases in social media engagement:

- 35% increase in likes on Facebook
- Post reaches of more than 20,000
- 15% increase in Twitter followers

- To find more information on Select Nova Scotia, visit selectnovascotia.ca.

CleanFARMS Obsolete Pesticides and Medications Collection

What products WILL be accepted?

Bring in your obsolete or unwanted agricultural pesticides (identified with a Pest Control Product number or label) and livestock or equine medications (identified with a DIN number, Ser. number or Pest Control Product number on label) used on-farm. CleanFARMS has a no questions asked policy and ALL products that fit the scope of the products destined for collection will be accepted regardless of their origin.

UNKNOWN PRODUCTS

If there is no label, identify the container as "unknown pesticide" or "unknown livestock medication" and ensure the container is not leaking.

What products WILL NOT be accepted?

Empty pesticide containers, fertilizer, adjuvants, spray tank rinsate, treated seed, domestic pesticides, paints, thinners, waste oils, medicated feed, needles/sharps, premises disinfectants/sanitizers, veterinary clinic waste and medications, ear tags, aerosols or any other household hazardous waste. Please contact your local municipality for disposal options for these products.

If you are unsure whether your product is eligible for disposal, please contact CleanFARMS at 877-622-4460 or www.cleanfarms.ca

Pickup Locations in Nova Scotia

Truro Agromart, 547 Onslow Road
Scotian Gold Coop 7027 Highway 1
Halifax Seed Co. Ltd. 5860 Kane Street
Amherst Coop 17 Lawrence Street
Bridgewater Farmers Coop 123 Elm Street
Bragg Lumber Co. 99 Bragg Road
Cavendish Agri Services 1205 Highway 359, Steam Mills
Cavendish Agri Services 14062 Highway 1, Wilmont
Cavendish Agri Services 38 Wade Road, Truro
Antigonish Farm and Garden Coop 91 Saint Andrews Street
Milford Station Corridor Coop 2289 Highway 2
Sydney United Farmers Coop 502 Keltic Drive

Dalhousie AC Welcomes New Face and New Program

Heather Braiden, a new face at Dal AC, will be researching and teaching landscape architecture, a program that is new to the Agricultural Campus. Landscape architecture is the design of outdoor spaces to benefit the environment. The program will welcome its first class of students in September and Heather could not be more excited.



“I think landscape architecture is really important,” Heather explains. “Not only for the eastern provinces but for the country as well.”

While there are about seven Masters programs in landscape architecture in Canada, the undergraduate landscape architecture program at Dal AC is the third undergraduate landscape architecture program in Canada and only the second one to be offered in English. Heather explains that she thinks there is no better place to host the program than at Dal AC.

“Here you’ll find all types of different plants that you could possibly work with,” she says. “Landscape architects also work collaboratively with other people in different areas of research. That’s what landscape architecture is- taking all different disciplines and bringing them together in a way that conversation can happen. That’s possible to do here at the AC- we can bring together researchers from different areas and work together.”

Heather, who is originally from Ontario, has an undergraduate degree in urban planning from the University

of Waterloo. She also has a diploma in construction renovation and a masters in landscape architecture from the University of Toronto. In addition, Heather is now finishing up her PhD in architecture from McGill University. Heather explains that growing up next to a nuclear power plant inspired her to want to learn more about the landscape and their surrounding environments.

“I started in urban planning so I understand the need for these networks and energy infrastructure,” she explains. “That’s what led me to landscape architecture. Sometimes there’s the risk of environmental and human health. I wanted to look closer at how the environment could protect the surrounding communities around a power plant as toxic as a nuclear one. So I looked at the landscape and how to create new topographies and using certain plantings to help reduce toxic airborne particles.”

After completing her masters in Toronto, Heather travelled to Ireland to work for a number of years. While in Ireland, she worked on a number of landscape architecture projects. She worked on post-industrial sites to transform them into new industrial or residential areas. She also worked on a number of parking lots. Heather explains that while Ireland receives a lot of rain, the parking lots have to be structured to accommodate this.

“We also worked on public spaces,” she explains. “Connecting green spaces and how to bring them into the city through running trails, and bike paths. We are really making old areas a little less scary in some ways.”

Heather is excited to start the next chapter of her journey at Dal AC. With her enthusiasm and experience, students entering the new landscape architecture program are sure to excel. While she’s just getting started with her research, she plans to take on some research projects in the future. Please join us in extending a warm welcome to Heather Braiden!

Upcoming Events

October 2, Various
NSIA Annual Fall Tour

October 5, Centre Burlington
Season Extension and Overwintering Strategies

October 6 & 7, Yarmouth
WCB Business Information Event

October 10, Sydney
Cape Breton Farm and Food Show

November 2-13, Various Locations
NS CleanFarms Obsolete Collection Campaign

November 2, Truro
Colchester "Feed Dating" Event

November 9 - 12, Various Locations
Dairy Farmers of NS Fall Regional Meetings

November 20 & 21, Truro
WBPANS Annual Meeting

November 26 & 27, Truro
NSFA Annual Meeting

January 5 - 7, Bible Hill
Atlantic Mink Production Course

January 6 & 7, Truro
Dairy Farmers of NS Annual Meeting

January 26 - 27, Greenwich
NSFGA Annual Convention

More information on the above events can be found in our weekly eNews. Sign up for the eNews at nsfa-fane.ca.

Human Wildlife Conflict

The Department of Natural Resources has introduced a Human Wildlife Conflict Stamp for deer and bear. The stamp is to be used where lethal removal is necessary to adequately address wildlife damage, primarily in agriculture situations. It has been developed to better enable and encourage engagement of hunters to assist farmers in removing overabundant problem deer and bears. These stamps will be very limited and only issued after investigation and approval by DNR and where other non-lethal methods have proven unsuccessful.

Additional information is available (as FAQ's) online at: novascotia.ca/natr/hunt/ under the "Laws and Regulations" section.

News & Views

NSFA News & Views is the Newsletter of the NS Federation of Agriculture, the United, Strong & Caring Farm Organization representing the best interest of Nova Scotia's Agricultural Industry.

News & Views is provided free of charge to its members. We value comments and concerns from our members, please direct them to Executive members or the Office Staff.

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