

# 2019 Annual Report

Nova Scotia Federation of Agriculture



# Strategic Plan 2019-2023

Two years ago, under the direction of Council of Leaders, Simeon Roberts completed a member engagement survey. The results of this survey highlighted the concerns of members on a number of key issues. His follow up report entitled 'As It Was Heard' provided recommendations to NSFA on how to have a better connection and better serve our membership.

In response to this report, NSFA underwent a strategic planning process with Yvonne Thyssen-Post in 2018, to develop a strategy that would guide the organization over the next five years. The Steering Committee – made up of the three Executive Officers, the Executive Director and three NSFA staff – met multiple times throughout 2018 and 2019 to review member and stakeholder feedback and determine the direction we would head until 2023. This included revamping our mission, vision, core functions and identifying key strategic priorities.

Under the direction of **Henry Vissers, Executive Director** the following strategic plan will lead the direction of the organization over the next five years.

## Mission

To influence and affect change for the continual success of agriculture in Nova Scotia

## Vision

A prosperous and sustainable future for Nova Scotia farms and farmers

## Our Commitment

To work in the best interest of the farming community in Nova Scotia; presenting a unified voice to effectively advocate and lobby for the betterment of the industry

To work collaboratively with industry and key stakeholders to ensure a prosperous and sustainable future for our farms

To support Nova Scotia farmers in managing their business risks through delivery of programs and services

To connect, engage, and communicate with our members

To promote a positive image of our industry

## Strategic Priorities

### Connect and engage with members

Our members make our organization what it is today – without them we would not exist. Connecting and engaging with our members is the key to the success of our industry and organization

### Effectively influence government to affect change

Ensuring we are able to effectively influence government through advocacy, lobbying and policy development

### To improve operational and governance structure

To better serve our members from both an operational and governance perspective – ensuring that NSFA has strong, sound and sustainable leadership

To hear about the progress we have made on these priorities, be sure to attend our Annual Meeting!



Nova Scotia Federation  
of Agriculture  
7 Atlantic Central Drive  
East Mountain, N.S. B6L 2Z2

**T** 902.893.2293  
**F** 902.893.7063  
**E** [info@nsfa-fane.ca](mailto:info@nsfa-fane.ca)  
**W** [nsfa-fane.ca](http://nsfa-fane.ca)

Dear Members,

To say the past year has been eventful would be an understatement, in the last 365 days we have undergone significant changes as an organization. We purchased a building, began implementing our new strategic plan, re-structured our staff and programs to better serve you, not to mention all of the other meetings, presentations, committees, programs and projects that we have been working on.

Under the direction of our new strategic plan, we have been working on changes to our operational and governance structure. A few months ago, NSFA staff were restructured into two teams, Operations and Outreach, both teams work together for the benefit of the industry but do so by focusing on different aspects.

The final piece of the puzzle is to improve our governance structure.

To serve our members to the best of our abilities, we have to ensure that our governance structure is one that will work effectively for our organization. In 2017, through the direction of Council of Leaders, a member engagement process was conducted. This detailed report provided comments from membership that stated the need for clarification between the roles of Council of Leaders and the Executive. One of the recommendations included restructuring the Council of Leaders as the group is too large to be the governing body of the NSFA. These findings were echoed by membership during the extensive consultations and focus group sessions that were hosted in various regions as we worked through the work on our strategic plan.

We hear you. Now it's your turn. We need you to come vote.

The Annual Meeting is an opportunity for members to have a say in the organization's direction. Every year we look to our membership for their feedback and vote on a number of key items such as: our budget, standing policies for the upcoming year, resolutions brought forward by members across the province – just to name a few. This year your attendance is especially important, as there will be amendments to NSFA's bylaws being presented to the membership. Our bylaws are what provide the basis of the governance structure to NSFA – and these proposed changes could help improve our governance and ensure a smoother decision-making process.

I would like to take this time to thank the NSFA staff for all of their hard work and dedication, I know this year has been an eventful one - thank you. I would also like to thank you, our members, for your patience and continued support as we work towards our future goals. Ensuring we are an organization that you are proud to be a member of, an organization that serves you to the best of its abilities, and an organization that will remain for the years to come.

Our Annual Meeting will take place on November 28-29 at the Best Western Glengarry in Truro, I hope to see you all there.

Sincerely,

Victor Oulton, President, Nova Scotia Federation of Agriculture



# Notice of Motion: Proposed Bylaw Amendments

At the September Council of Leaders meeting the following motion was put forward to the AGM:

The NSFA bylaw amendments are adopted as presented with the following transitional implementation. Council is elected by NSFA members at the Annual General Meeting, to include the existing eligible Executive Committee members for the time remaining in their respective terms plus a minimum of 3 additional members to serve staggered terms as vetted by the Nominating Committee through the Committee Application process. The bylaws shall be in effect immediately following the Annual General Meeting in which they are approved with a Council meeting held to hold the election of NSFA Officers.

Over the last 124 years, a lot has changed in the agriculture industry and as the general farm organization in the province, we too have changed with the times. Through our strategic planning process, we identified three key priorities, one of them being “to improve the operational and governance structure.”

In order to serve our members to the best of our abilities, we have to ensure that our governance structure is one that will work effectively for our organization. This detailed report provided comments from membership that stated the need for clarification between the roles of Council of Leaders and the Executive.

One of the recommendations included restructuring the Council of Leaders as the group is too large to be the governing body of the NSFA. These findings were echoed by membership during the extensive consultations and focus group sessions that were hosted in various regions as we worked through the work on our strategic plan. The general consensus was that the governance structure needed realignment.

## Why are we amending bylaws?

We are proposing amendments to bylaws so that we are able to simplify our governance structure. The current structure is one that often leads to confusion amongst membership when it comes to roles. The goal is to simplify, these recommendations and condense Council of Leaders and the Executive Committee into one governing body, which will be known as Council. The new Council will be made up of 10-12 members.

## Why do we have to keep the name Council?

It is written in the Federation of Agriculture Act, that the governing body of our organization be known as the Council.

## What is the role of new Council?

The role of Council will be the governing body of NSFA, Council will manage the affairs of the Federation and will meet 8 times per year. Functioning like a Board of Directors

## When will bylaws be approved and come into effect?

Bylaws if approved, at the Annual Meeting will come into effect immediately following the meeting. NSFA Council would then meet for the first time for the election of officers.

## How will we ensure broad representation on new Council?

The nominating committee will take into consideration; region, gender, commodity etc. when vetting the nominations for the new Council to ensure that there is broad representation not only by region but also by farm type and gender.

## What are the duties of the nominating committee?

To provide leadership in the area of finding qualified nominees for the Council, keeping in mind gender parity, broad regional and commodity representation.

To make recommendations to general membership at AGM for election.

## Do I have to be in person to vote?

In order to vote on the proposed bylaw amendments and the election of the new Council members you will need to be in person at our Annual Meeting. Registration forms for the Annual Meeting were included in the November mailout or you can register online on our website. If you are unable to attend the meeting, you can designate a representative to represent your farm.

## How will quorum be determined?

Quorum for the annual meeting would be 40 members (4 times the size of Council). To call a special meeting – it is either requested by the President, the majority of Council or in writing by 75 members.

## Who is the nominating committee?

The nominating committee is made up of two past presidents, an executive committee representative, the current president (ex-officio) and the executive director (ex-officio)

# Proposed Bylaw Amendments

## How can I join Council?

Put forward your application to be vetted by the nominating committee, you can find the nomination form on our website or watch our social media channels for posts on nominations! You can also be nominated from the floor at the AGM, where you will present your case for nomination.

## How will we engage with County Federations and Commodity groups?

With changes to the structure of Council of Leaders it will be essential that we provide ample opportunity for engagement with county federations and commodity organizations. The Member Relations Strategy of the NSFA will support this engagement.

Member Relations Strategy

Objective: Involved, active and engaged members.

Goals	Activities
Increased participation on governing councils & committees	Develop County Federation support plan using County Federation survey results
Increased attendance at Annual Meeting	Increased participation by NSFA Staff and Executive in County Federation events
Strengthened County Federations	County Presidents roundtable
Increased percentage of registered farms becoming members	Regional town hall sessions
	Commodity Managers roundtable
	Commodity Presidents roundtable

## Without Council of Leaders how will you work on policies and resolutions?

Policies and resolutions will be managed by the Policy Advisory Committee (PAC)

## What is the role of the Policy Advisory Committee?

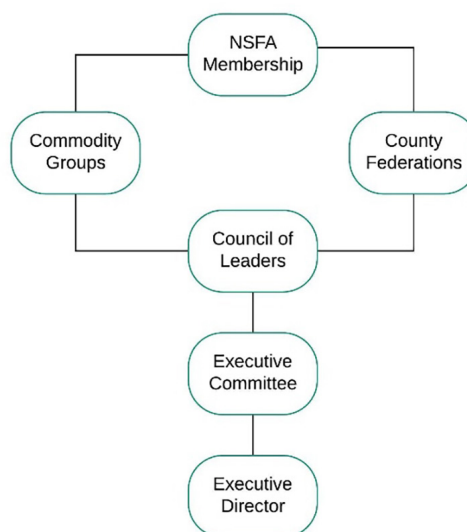
The PAC will be responsible for policy and position formulation, resolutions and to liaise member/industry trends and issues to Council.

## How can I join the Policy Advisory Committee?

Pick up an application at the AGM and submit by January. Applicants will be selected by the new Council and will be filled during the January/February Council meeting.

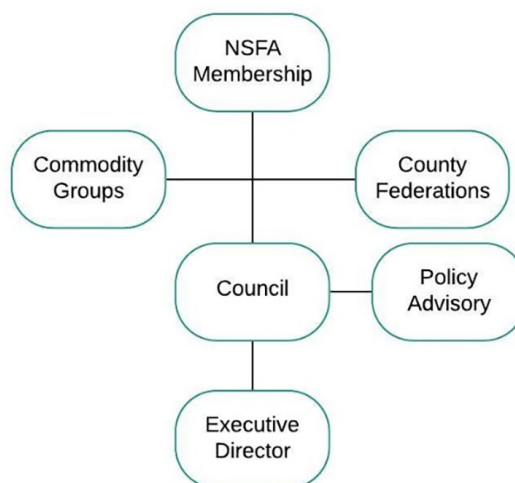
## What does the existing structure look like?

The existing structure can be seen the diagram below.



## What does the proposed structure look like?

The proposed structure can be seen the diagram below.



# Operations & Government Relations Update

Aligning with the direction of our strategic plan an Operations & Government Relations Team was established to ensure effective operations of our organization and to enhance policy and relations with government. Under the direction of **Director of Operations and Government Relations, Wanda Hamilton**, the team consists of **Policy & Research Coordinator, Maxine MacLean**; **Administrative Coordinator, Shelly MacKenzie** and **Financial Services Coordinator, Tracey Otterson**. Moving in March 28, the team ensured a smooth transition to our new home.

## 2019 Standing Policies

### Agricultural Land

It shall be the policy of the Nova Scotia Federation of Agriculture to address land issues through a joint committee and collaborative effort. The Federation will lobby for a comprehensive land use strategy that will include an agricultural land bank, 0% taxation on land owned by a registered farm or land actively maintained as farmland by a registered farmer, access to Crown Land for agriculture use, and support for those who bring land into agriculture production. The Federation will also use the appropriate avenues to request at minimum that 5,000 acres of agriculture land be placed under easement within the five-year review of EGSPA.

### Progress Update

- Lack of information to benchmark the loss/addition of agriculture land over time doesn't allow analysts to assess the amount of farmland lost over a period of time. A study was completed by the Applied Geomatics Research Group at the NSCC and is expected to be released. NSDA conducted a comparative between the recent study and a similar study conducted 20 years prior to determine the location of any significant changes.
- The policy that agriculture land has zero taxation for farmers continues, however, an internal system to effectively determine which land can be considered as active agriculture land isn't yet available.
- Much progress has been made to work towards enhancing the Statement of Provincial Interest on Agricultural Land. Updates made to the Municipal Governments Act in 2018 led to consultations with municipalities on the regulations that will be implemented due to the Act changes. Once these regulations are in place, it is anticipated that the Statements of Provincial Interest will be reviewed.
- The goal for government to protect 5000 acres under Ecological Goals and Sustainable Prosperities Act (EGSPA) has been sent to the

EGSPA consultation. With regards to the EGSPA renewal: it is unclear how EGSPA will look after this review round.

### Regulatory Burden

It shall be the policy of the Nova Scotia Federation of Agriculture to continue to monitor, participate and communicate changes to regulations at the provincial and federal levels that will impact agriculture. NSFA will also work with industry stakeholders to ensure compliance requirements are well communicated throughout the industry.

### Progress Update

- Through input to CFA, NSFA provided feedback on national regulatory issues including carbon pricing, foreign worker programs and regulatory modernization.
- NSFA participated in consultations on the Biodiversity Act in summer 2019.
- NSFA lobbied for the establishment of the Meat Inspection Act, which is now listed and has been accepting applications under the provincial Agencies, Boards and Commissions process.
- The Nova Scotia Treasury Board increased the Farm Loan Board limit to \$5 million before an Order in Council is required as was announced at then 2018 NSFA AGM.
- Regulations have been amended to allow Nova Scotia Crop and Livestock Insurance Commission Board to determine key deadlines and reporting dates for crop insurance program.

# Operations & Government Relations Update

## Climate Change

It shall be the policy of the Nova Scotia Federation of Agriculture to work with government, industry and stakeholders to ensure that the Agriculture Industry of Nova Scotia has the capacity to manage water resources in light of climate change. The Federation will also lobby government to implement programs to support farms with on farm climate change mitigation strategies.

### Progress Update

- The Nova Scotia Cap and Trade Program does not require farms to participate in the program.
- CFA lobbied for a soil protocol to be included in a potential offset credit framework. This framework is not yet complete.

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## Transportation

It shall be a standing policy of the Nova Scotia Federation of Agriculture to be actively engaged in the development of new legislation regarding transportation as it pertains to agriculture. NSFA will also lobby Nova Scotia Department of Transportation and Infrastructure Renewal to ensure that agriculture is a lens that is applied with considering the reclassification of roads.

### Progress Update

- Following the passing of the Traffic Safety Act in Fall 2018, consultation opened for regulations. Most of NSFA's concerns, including the ability to haul two implements of husbandry and an agriculture exemption to the Commercial Vehicle Drivers regulations, are items that are being lobbied for under the regulation development. NSFA's request also included a separate set of regulations pertaining to agriculture and transportation under the Traffic Safety Act; feedback from TIR indicates that this request is highly unlikely to take place.
- During a meeting in the Spring of 2019 between NSFA and TIR staff, the topic of reclassifying roads or removing infrastructure was brought up. A policy to determine reclassification is in development and not yet completed.

## Labour

It shall be the policy of Nova Scotia Federation of Agriculture to partake in consultations and work with industry stakeholders and organizations to identify changes that need to be made for the foreign worker programs. The Federation will also work with appropriate bodies to ensure training and other translative supports are available for foreign workers. NSFA will also work with stakeholders to ensure that programs to hire local labour are well communicated and accessible to farmers.

### Progress Update

- The Canadian Agricultural Human Resource Council conducted a study of the labour shortage across Canada in 2014. To see if progress is being made or if the gap is widening, CARHC completed a study in 2017 with results presented in early Summer 2019.
- Farmers continue to face challenges with hiring through the TFW and SAWP programs. NSFA has worked with Canadian Federation of Agriculture (CFA) on addressing a costing challenge, responded to the Occupation Specific Work Permit consultation by endorsing a submission made by CFA, and highlighting in an editorial to the Chronical Herald the value – monetary and non-monetary - that the foreign workers have on our industry and community.
- NSFA promoted a new program under Nova Scotia Department of Agriculture available to students working on farms.
- The Trade Advisory Committee has been active in working towards the establishment of the Farm Technician Apprenticeship Program which is expected to go to the Nova Scotia Apprenticeship Agency's board for approval in Fall 2019.
- NSFA received labour sector funding from Department of Labour and Advanced Education to developing a sector like program in support of farmers with labour and human resource related issues.

# Operations & Government Relations Update

## Committee Updates

Committee	Objective	Committee Members	Accomplishments
Agricultural Land Use Policy Committee	To develop a provincial land strategy for agriculture land use in Nova Scotia. The Agriculture Land Policy must have an authentic statement around agriculture land use and protection thereof and further include transfer of land, accessing land, land bank, taxation, registration and migration.	<ul style="list-style-type: none"> <li>Chris van den Heuvel (Chair)</li> <li>Victor Oulton</li> <li>Tom Cosman</li> <li>Melanie Cameron</li> <li>Michael Devanney</li> <li>Brian Newcombe</li> <li>Richard Melvin</li> <li>Gordon Smith</li> <li>Juanita Spencer</li> <li>Jonathan Wort</li> <li>Henry Vissers</li> </ul>	<p>Available information regarding soil health in Nova Scotia isn't readily available. The Committee heard a presentation from NSDA Lab Services about what information is available</p> <p>A tool to prioritize which land should be protected for agriculture was developed. The tool has the potential for governing bodies to effectively prioritize areas of land for agriculture production based on characteristics that municipalities determine important.</p>
Labour Committee	To create a forum that will enable timely communications and discussion of major agriculture human resource issues that will affect industry.	<ul style="list-style-type: none"> <li>Chris deWaal (Chair)</li> <li>Charles Keddy</li> <li>Ann Millen</li> <li>Peter Morine</li> <li>Geneve Newcombe</li> <li>Allan Melvin</li> <li>Natasha Power</li> <li>Tracy Kittilsen</li> <li>Henry Vissers</li> </ul>	<p>There has been increased connections with those in the department of Labour and Advanced Education. NSFA met with the Executive Director of Labour Standards on June 24. Discussions at this meeting included:</p> <ul style="list-style-type: none"> <li>o Challenges with the Section 89F of the Labour Standards Code which indicates that no employer can reduce a benefit of a foreign worker. This was identified as a challenge because in the contract negotiation between Canada and the participating country usually explicitly states the length of a work day and terms around day of rest.;</li> <li>o Challenges with Section 6 (greater benefit clause) and implementing the SAWP employment contracts. This was identified as a challenge because it means different sets of rules for different employees; and,</li> <li>o Clarification around partial hours rule: "...the partial hour requirement applies to employees who earn minimum wage or slightly more. For employees who earn more than minimum wage, employers must compare their earnings for actual time worked to what they would have earned at the minimum wage with partial hours rounded up. Employers must ensure those employees are not being paid less than minimum wage earners."</li> </ul>



# Operations & Government Relations Update

Committee	Objective	Committee Members	Accomplishments
Transportation Committee	To create a forum that will enable timely communications and discussion of major agricultural transportation issues that will affect industry.	<ul style="list-style-type: none"> <li>• Amanda Eisses (Chair)</li> <li>• Rob Foster</li> <li>• Paul Taylor</li> <li>• Doug Bacon</li> <li>• Bob Wilson</li> <li>• Phil Barron</li> <li>• Laurie Hurley</li> <li>• Kevin Mitchell</li> <li>• Cst. Blake Decoste</li> <li>• Michael Kittilsen</li> <li>• Jos VanOostrum</li> <li>• David Newcombe</li> <li>• Henry Vissers</li> <li>• Wanda Hamilton</li> </ul>	<p>Nova Scotia Department of Transportation and Infrastructure Renewal (TIR) completed an update on the transportation guidebook which is now available online.</p> <p>Committee met with TIR to elaborate on the rationale behind the recommendations that were presented for the Traffic Safety Act Regulations.</p>
Wildlife Committee	To create a forum that will enable timely communications and discussion of major agricultural issues which interact with wildlife.	<ul style="list-style-type: none"> <li>• Victor Oulton (Chair)</li> <li>• Jim Baillie</li> <li>• Jeff Orr</li> <li>• Bob Petrie</li> <li>• Mike Boudreau</li> <li>• Jason Power</li> <li>• Mike O'Brien</li> <li>• Sarah Turner</li> <li>• Bill MacLeod</li> <li>• Peter Burgess</li> <li>• Mike Pollard</li> <li>• Kim van de Vrie</li> <li>• Henry Vissers</li> <li>• Wanda Hamilton</li> </ul>	<p>The committee recognizes the importance of educating farmers of their options when it comes to wildlife damage on farm. The committee will work towards developing information on how to mitigate against wildlife damage, compensation programs and lawful wildlife management tactics.</p> <p>Wildlife Damage Mitigation Program under the Canadian Agricultural Partnership was presented.</p>

## Resolutions Update

### Resolutions from 2018 Annual Meeting

In 2018, there were five (5) resolutions adopted. The following is an update on the activity of these resolutions. These resolutions will be part of discussion at the NSFA AGM. Voting will take place on future action or deletion of these resolutions.

#### Resolutions Committee Members

- Chris van den Heuvel (Chair)
- Chris deWaal
- Peter Morine
- Victor Oulton
- Henry Vissers
- Wanda Hamilton

# Operations & Government Relations Update

## Limestone Transportation Program Year-Round Accessibility

Whereas Nova Scotian soils are naturally acidic; and  
Whereas the application of lime is known to raise pH of soils; and

Whereas lime is available year-round, can be stockpiled and can be applied almost any time of the year (weather permitting); and

Whereas the limestone transportation subsidy through the Business and Risk Management Programs has been in existence for several years so a general pattern has been established for the budgeted amount of funds required to finance the program; and

Whereas the Limestone Transportation Program is fully funded provincially and does not require federal approvals so it can be delivered with more flexibility; Therefore be it resolved, that the Federation lobby the Department of Agriculture to modify the Limestone Transportation Program so producers can access it at any time of the year without the existing rigid application and claiming deadlines.

### 2019 Activity:

- Limestone Trucking Assistance program is available with 2 intake periods, Feb –April with an August claim deadline and July – Oct 15th intake with a January claim deadline.
- Challenge: The intake periods for applications and purchase periods do not match up. For example, if you purchase in May, June, November or December there is not intake period for the application.

## Inclusion of Gypsum under Provincial Subsidy Program

Whereas limestone transportation is covered under the Limestone Assistance Provincial Programs; and  
Whereas many soils used for growing vegetable and other crops have adequate pH but are low in calcium and sulfur; and

Whereas gypsum is used as an excellent source to build soil calcium and sulfur levels;

Therefore be it resolved, that the NSFA lobby the Minister of Agriculture and NSDA Programs to include assistance for trucking Gypsum under the Provincial

subsidy program similar to that of trucking assistance of lime.

### 2019 Activity:

- Gypsum was an agenda topic at a monthly NSDA/ NSFA Executives meeting. Further information was requested in support of the resolution, which consisted of the benefits of gypsum on Nova Scotia agriculture soils and potential uptake/cost of a program.
- Some Commodity groups have been contacted for their input so as to understand the use of gypsum in their commodity. For the most part, it was indicated the use of gypsum was for a nutrient source and not soil structure

## Add Wildlife Controls to the CAP Program

Whereas wildlife damage to many crops can have a significantly negative economic impact; and

Whereas there are many good control systems such as netting, fencing, and various deterrent devices that require an initial capital investment; and

Whereas these wildlife controls would increase, yield and quality and profitability across a broad range of crops and commodities;

Therefore be it resolved, that wildlife controls be added to the CAP program.

### 2019 Activity:

- NSDA programs launched a Wildlife Mitigation program under CAP in 2019.

## Cell Phone and High-Speed Internet

Whereas, the Ivany Report noted the strong contribution potential for rural based businesses in Nova Scotia; and

Whereas, it is critical to the success of rural businesses in Nova Scotia to have access to reliable cell phone service and high speed internet; and

Whereas, both of these services are not provided in an accessible manner to all Nova Scotia businesses;

# Operations & Government Relations Update

Therefore be it resolved that, the NSFA lobby the Minister of Agriculture, the Premier of Nova Scotia and the appropriate federal, provincial, municipal departments involved in business development and communications along with the CRTC to request their involvement in resolving this lack of services that are essential to businesses in this province.

## 2019 Activity:

- Survey was conducted, with only 44 responses. Of those that responded, the issues were across the province and demonstrated a cross section of commodity and farm size.
- Develop NS is working on addressing the internet gap across the province and EMO is working on cellular service across Nova Scotia
- Canadian Federation of Agriculture has a policy on cellular service/high speed internet and incorporated this into the election campaign.

## Local Food Procurement

Whereas Nova Scotia grows healthy and safe food; and

Whereas it is getting more difficult to obtain and maintain market share; and

Whereas Nova Scotians deserve to have access to our great food;

Therefore be it resolved, that the Nova Scotia Federation of Agriculture lobby the provincial government to primarily procure locally available Nova Scotia products and ensure minimum procurement from their third party providers in all government institutions by 2025.

## 2019 Activity:

- There are activities supporting local food procurement, e.g. Grow Nova Scotia
- NSDA will soon launch a new Buy Local program
- Data is not readily available to calculate local purchasing at a household level. Private sector is challenging to calculate as well, though many organizations have local first policies.
- NSFA and commodities are reviewing a Local Food procurement policy for our use

## Consolidated Resolutions

Consolidated resolutions that have a continued lobby effort remain as a focus for NSFA for a maximum of three years. All resolution activity will be considered at the AGM and further action will be decided by members.

## Removal of Accredited Food Safety Plans as a Requirement for Food Safety Equipment Funding

- There is not a current funding for food safety equipment
- Technologies for Value Added is 'designed to assist with increasing the competitiveness and profitability of Nova Scotia's agriculture sector by supporting the production efficiency of value-added agri-products.' (e.g. plant modernization that enhance productivity, energy efficient systems)
- 3 year removal

## Funding for Windbreak Solutions

- Buffer establishment program, limited to riparian areas
- Request made to Perennia on any activity or studies on impact of wind on soil erosion. Document from shelterbelt training in 2005.
- 3 year removal

## Organic Certification Fees

- Funding program under CAP is not expected with only a few enquiries and no claims under the previous program
- There have been no requests under Small Farm Acceleration

## Support to Cash Flow Program Funding

- New payment system with NSDA provides quicker direct deposit. This will improve claim payments that might help support cash flow challenges. Clients are encouraged to submit a claim as soon as their project is complete (or multiple claims) opposed to waiting until the claim deadline as this causes backlog / delays
- FLB Microloan or Lines of Credit are available

# Operations & Government Relations Update

## Increase NS Farm Loan Board Lending Limit

- Order in Council to increase limit to \$5 Million
- Completed

## Abattoir Development in Eastern NS and Cape Breton

- Feasibility report confirmed lack of abattoirs
- 3 year removal

## Blueberry Pricing

- Investigation by Competition Bureau
- From the Competition Bureau. "We can confirm that the Competition Bureau is investigating allegations of anti-competitive conduct contrary to the conspiracy provision of the Competition Act in the wild blueberry industry. As part of this investigation, the Bureau is currently gathering evidence to determine the facts. There is no conclusion of wrongdoing at this time and no charges have been laid."

## Premises Identification

- The regulations will be delayed for the 14th consecutive sitting of parliament so it will only be a major challenge for industry once they go to Gazette. Voluntary collection continues with NSDA
- There has been a little more uptake in PID collection since CCIA started requiring for tag purchases

## Field Crop Specialists

- Lobby effort on importance of farm extension

## Visibility on Roadways

- Continued advocacy as part of NSFA Policy
- 3 year removal

## Review of Description of Farm Vehicle

- Requested change in TSA, awaiting further regulation and discussion

## Provincial Support for Spanish and Translation Services for Agricultural Workers

- Confirmed interpretation and language services through NSHA
- Request drivers handbook in Spanish
- First Aid in Spanish and other Farm Safety initiatives

## 2019 Annual General Meeting

At the Annual Meeting in November, these resolutions will be presented for membership to vote on their continuance, completion, or deletion from the records.

### Some things to keep in mind are:

- The initial intent of the resolution; have we addressed this?
- Typically more is done with a resolution than its original intent. Should the resolution come back with a different, more concise focus?
- Is the resolution still relevant?
- Is it possible to accomplish?
- Does it align with our core function and strategic priorities?

If you have any questions or would like clarification before the meeting, please contact us at the office!  
**(902) 893-2293**





# Outreach & Member Relations Update

Under the direction of **Director of Outreach & Member Relations, Carolyn Van Den Heuvel**, an Outreach Team was established to further support our members through member engagement and the delivery of programs. This new structure was implemented mid-way through the year following approval of the strategic plan at the April 9th Council of Leaders Meeting.

The Outreach Team consists of the following positions and staff members. Those positions outlined with dark green border are hired under program funding secured by NSFA. All expenses relating to these positions are funded through program funding and not the general operating budget of the NSFA.

## Communications & Member Relations

Communications and member relations are essential to our organization. We have changed our approach to communications and member relations over this past year to ensure we are better connecting with you, our members. Our **Communications Coordinator, Katherine Doyle**, is now solely dedicated to the communications file. So what have we been up to?

### A New Look!

With all of the changes and improvements made over the past year, we decided it was important that our brand also represent these enhancements to our organization. From NSFA to Farm Safety to Environmental Farm Plan – each will have their own look but a similar design to each other, working in harmony.



### What does our logo mean?

The graphic element of our logo is a circle, which represents the unity and synergy of the organization. The lines drawn within the circle represents the network of members and connections our organization makes.







The colours were carefully chose to represent our diversity; different shades of green are used to represent a variety of crops. Brown, blue and yellow representing soil, water and sun – all of which are essential to the success of our farms.

Our name is represented by two colours: blue and green. Blue highlights our Nova Scotia pride and gives recognition at the national level while the green represents our agricultural roots.

Over the next couple of months you will see us transition to our new brand – website, newsletters and communications will all receive the fresh look!

## Communications

We continue to keep you up to date through our various communications platforms: News & Views, eNews, website and social media: Facebook, Twitter and Instagram. In addition to our own communications platform, the NSFA had over 35 media appearances via newspaper, print and radio! You can also find a monthly NSFA feature article in the Farm Focus publication.

 News & Views  8 times per year  Featuring: industry news, policy work and more recently the addition of program highlights	 eNews  Every Friday  1800 recipients  Open Rate 43%	 nsfa-fane.ca  Over 43,000 visitors this year
 @NSFAFANE  Over 1,200 page likes  Over 200,000 people reached	 @nsfa_fane  New in February  427 followers	 @NSFA  Over 2,400 followers  Over 165,000 people reached

# Outreach & Member Relations Update

## Member Relations

Connecting with our members in-person and supporting industry events is important to our organization through event attendance, tradeshow participation and through presentations. This provides us with an opportunity to touch base with our members and key industry stakeholders. This past year we hosted **5 Strategic Planning Focus groups** and attended over **10 County Federation events**, over **18 Commodity events** and participated in a variety of **industry-wide events**.

## Member Benefits

Don't forget about our member benefits! We have a number of great benefit partners providing you with discounts and special promotions throughout the year. From health insurance to car rentals. Check out our website for an up-to-date listing of benefit partners!

## Corporate Partners

The Corporate Partners Program has been updated with Perennia coming on board as a most recent partner! We have also introduced a "Friend of NSFA" level at \$75 Designed for individuals who wish to be a member of the NSFA to keep in touch with the industry – particularly those that are no longer actively farming but want to be kept in the loop! You'll be added to the mailing list and have access to member benefits and training opportunities.

## AgSector Program \*NEW\*

The AgSector Program focuses on human resources, attraction and retention along with industry capacity building and training. This is a new program to the NSFA with a 3-year funding contract from Department of Labour and Advanced Education. **Heather Boyd** joined us in early November as our **Program Coordinator** to support the delivery of this program.

The AgSector Program will support the industry in navigating a variety of areas including human resources, career promotion, SAWP, immigration programs, apprenticeship programs and workplace education. Stay tuned as the details of this program unfold over the next year. We are excited to fill this industry need!

## Environmental Farm Plan Program

This past year was a challenging year for us with the delivery of the Environmental Farm Plan as we were unsure whether or not we would continue to deliver this program to the industry. However, coming off the news that the EFP program was going to be shifted to another delivery agent, the NSFA and its members rallied to ensure the program continued to be delivered by us, an industry organization.

After lengthy deliberations, the NSDA agreed to continue with the NSFA delivering the on-farm portion of the program, with a significantly reduced budget, which meant staff was reduced from four to two coordinators, **Trevor Davison and Cory Roberts**. Moving forward the program will be delivered through a 3-way partnership with NSFA, NSDA and Perennia. We continue to participate in the NSDA's Task Force to determine the delivery plans for the program moving forward.

With over 2,000 original EFP Reports Completed as of August 31, 2019 and over 1,500 follow-ups, subsequent follow-ups and 3rd follow-ups, the EFP Program has reached the vast majority of farms in Nova Scotia. The program year runs April 1 to March 31 for the EFP Program. The following table provides the completed plans for last year's program report, along with those completed to the end of the NSFA fiscal year.

Activities	Apr 1, 2018 - Mar 31, 2019	Apr 1, 2019 - Sept 30, 2019
Completed new plans	42	26
Completed follow up plans	24	7
Completed subsequent follow up plans	133	42
Completed 3rd follow up plans	5	5
Total EFPs Completed	<b>204</b>	<b>80</b>

In addition to plan development, Coordinators can also be seen out at industry events, writing content for the News & Views, developing resource materials and supporting the EFP website, which has seen over 2,200 visitors since April 2019!

Our traditional EFP Award will look different at this year's AGM. We will be showcasing the past decade of Environmental Stewardship Award Winners at our Thursday evening banquet!


# Outreach & Member Relations Update

## Farm Safety Nova Scotia

Farm Safety Nova Scotia (FSNS) had an exciting transitional year along with NSFA. With this transition we were able to prioritize hiring technical expertise to support members – **Lori Brookhouse, Farm Safety Advisor**.

We delivered a number of training and workshops over the past year:

- **Over 235 people** received certificates from training courses such as first aid, forklift, and endorsement
- **Over 150 people** attended awareness workshops hosted by FSNS – Road Safety, On-Farm Inspection Workshops, and more
- FSNS provided farm safety awareness **presentations to more than 775 people** including DalAC students, farmers, youth and OHS Inspectors

		
@farmsafetyns	farmsafetyns.ca	@farmsafetyns
Over 600 page likes	Over 10,700 visitors this year	Over 100 followers
Over 88,000 people reached		Over 61,000 people reached

FSNS also fully launched the One Road Campaign – to keep farmers, workers and commuters all safe when farm vehicles are on highways with motorists travelling at high speeds. This campaign was launched on social media and appeared on TV screens at all Access Nova Scotia Offices across the province spring through fall.

This past year the Connection newsletter and Monthly Insight were discontinued and content was integrated with NSFA News & Views and eNews for more effective communications.

The Farm Family Support Centre, managed by Morneau Shepell, continues to be accessible to registered farmers in the province for counselling support related to mental health, financial, legal and more. 1-844-880-9142

FSNS has a number of exciting initiatives planned for the upcoming year including the launch of an online training program, advisory services and more! **Be sure to join FSNS for the Annual Meeting November 29th at 11:30am.**

## Public Trust

Public Trust is not new to the NSFA; however, we have been increasing our capacity over the past year. Our new **Public Trust Coordinator** will be announced at our Annual Meeting. A few key initiatives completed this past year included:

- Open Farm Day 2019 – with **32 farms** participating and **over 6,000** of the general public visiting farms
- Canada Ag Day 2019 – in an effort to improve Nova Scotian's knowledge, awareness and appreciation of agriculture **10 public screenings** of the documentary film “Before the Plate” were held across the province in partnership with County Federations. There were **over 450 people** attending these events.
- Video Series – 3 videos were launched on the importance of food safety in agriculture which included a fruit grower, dairy farmer and a food safety specialist. In addition to the food safety series, an additional video was created highlighting the importance of SAWP to Nova Scotia's agriculture industry.
- Resource Development – a number of resources were developed and shared to support farmers and industry groups in promoting public trust and agriculture awareness. These resources are available at the office upon request.
- Exhibition Funding – 13 exhibitions were provided with funding to develop their own resources to support their work in public trust at their events throughout the year.

## Meet Your Farmer on Social Media!

	
@NSFAMeetyourfarmer	meetyourfarmer.ca
Over 3,800 page likes	Over 22,000 visitors this year
Over 177,000 people reached	

As we continue to increase our capacity this year, we will focus on the development of a Public Trust Strategy for Nova Scotia along with providing resources to you to support your work in effectively promoting farming to the public, telling our good news stories and hosting events for the public.

