



Monthly eActivity Report Rapport d'activité électronique

To promote a sustainable and prosperous agriculture industry

Favoriser une industrie agricole durable et rentable

Contact us:

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September 2019 eActivity Report

1) Federal Elections

The federal elections are approaching very fast, on October 21st, Canadians will elect a new government. The Alliance identified key areas where government actions are needed to improve and grow our industry including: changes to Business Risk Management Programs, labour, and environment. We are also working in collaboration with the Canadian Federation of Agriculture to communicate the Producing Prosperity in Canada message, a non-partisan advocacy campaign, which are the following:

- **Economic Growth** – The Canadian agri-food industry generated **\$112 billion in GDP in 2016**, and between 2012 and 2016 overall growth of the sector was 11%, compared to 7.8% across the entire economy. The industry provides **2.3 million Canadian jobs**, that's 1 in 8, making it the second largest employer in the country. Canada produces twice as much food as it consumes and is well-positioned to benefit from increasing **domestic and global food demand**.
- **Food Security** – Canadian agriculture produces among the most **diverse range of products** and food in the world. Our regulatory leadership has allowed our farmers to produce food of exceptionally **high quality**, enabling us to become among the most efficient and **affordable** worldwide. Canadians spend less on food than most other countries, using under 10% of disposable household income on groceries.
- **Environmental Stewardship** – Currently only about 6.5% of Canada's land mass is being farmed, and a strong agri-food sector helps ensure this **precious resource** is **preserved** for future generations. Canadian farmers have drastically **reduced carbon emissions** from on-farm activities over the past 3 decades, and new technology and **innovation** efforts continue to further reduce the carbon footprint. Research partnerships between government, academia and agriculture are targeting lower emissions from crop production and livestock, and continue to explore opportunities to use water more efficiently.

To learn more, please visit: www.producingprosperitycanada.ca.

The **National Agriculture Debate** can be accessed [here](#) in case you missed it.

Click [here](#) to contact your local candidates.

2) Photo Contest

From September 9th to October 13th, we will be accepting photos which capture the impressive things our farmers do every day to grow and produce food and products in New Brunswick. We refer to these skills as “Superpowers”. We think everyone should see what you do every day to make New Brunswick’s agricultural industry thrive! Winners will be contacted and will receive prizes. Their pictures will also be featured in our upcoming NB Farmers Superpowers education and marketing campaign.

There are 6 submission categories:

- Best Ag Superpower Selfie
- Use of technology in farming
- Innovation in farming
- A farm family in action
- Favourite farm animal showing their superpower
- Lavish and impressive landscape

Along with each photo submission, we’d like you to describe the Superpower being showcased. Official contest rules and regulations will be send out separately by email and will be available on www.fermenbfarm.ca

3) Why Local Why Not Campaign

The Agricultural Alliance of New Brunswick is pleased to present its second phase of the Why Local Why Not campaign - “I Choose”. This new campaign is an extension of the first Why Local Why Not Campaign theme “What’s In It For Me”, launched last February 2019. “I Choose” focuses on encouraging a commitment and a movement from consumers towards considering the local aspect of New Brunswick agriculture. Three key themes help support this campaign:

- 1- I choose local – NB Food
- 2- I choose to support NB farms – NB Agriculture Industry
- 3- I’m choosing farming for my future – Farming as a viable and interesting profession

A new series of digital ads have been created to help roll out this campaign on social media.

As part of the campaign, we’ve created a Facebook profile picture filter and would love for you to update your profile picture with it. To update your profile picture with the filter:

- Choose “Update Profile Picture”
- Search for the filter using the names or keywords below: *keywords can't have dashes so Nouveau Brunswick has to be written without one.

Name: *NB Grown*; Keywords: *AANB, New Brunswick Farms, Support NB Farms, Why local why not, NB Grown, NB Farming, New Brunswick Grown, New Brunswick Farming, NB Farms, I Choose NB Grown*

For more information on the Why Local Why Not initiative, please visit <https://www.whylocalwhynot.ca/> or visit our Facebook page to see the digital campaigns ads in action <https://www.facebook.com/FermeNBFarm/>.

September 2019 column- Why Local Why Not

Harvest season is agriculture's time to shine. We see nature's bounty everywhere – the colourful displays in grocery stores, the winning produce at the local fairs, the variety of offerings at the farmers' markets, the sunny days at the apple u-picks. September also brings Open Farm Day in New Brunswick, an opportunity for people to visit a variety of farms all over the province. It's a time to give thanks for our food and for the effort which goes into its production. The event will be back in September 2020 in case you missed it.

The rest of the year, however, farmers are generally taken for granted as the land disappears beneath the snow. But farmers don't stop working in the winter. Fresh local produce and its producers may be less visible, but their value remains constant, and should be appreciated throughout the year.

There are few necessities of life more critical than food, but its availability is becoming increasingly problematic. We can no longer depend on unlimited supplies of imported food. The ferocity of weather events threatens crops around the world. Transportation costs are challenging, as fossil fuels become more expensive and less acceptable. Global political instability and power shifts make markets unreliable and impact the cost of production, marketing and transportation. The best alternative to agricultural uncertainty lies right here on our own soil.

So how do we heighten the profile of local food so that the public not only recognizes its value, but supports the sector by increasing its consumption of local products? The Agricultural Alliance of New Brunswick spent much of last year developing the Why Local? Why Not? Campaign, which has the following three goals:

First, we must raise awareness of the benefits of local food to encourage local consumption, which has positive health and economic impacts. Locally grown food is fresh, can be trusted and did not travel 100s of kilometers to get to you. As well, we have the ability to produce a wide variety of foods right here – vegetables, fruits, meat, grains, you name it. Check out our "What's in Season" calendars.

Second, we need to develop sustainable markets by increasing demand and production of local food. This strategy has obvious economic benefits. Agriculture employs people in rural areas where jobs are most needed. It keeps money circulating in our communities instead of leaving the region to enrich others. It has social benefits as well. Farm work is healthy, requiring both physical and mental strength which is developed through hands-on labour and through the increasing use of technology. Farmers' markets are booming in Atlantic Canada, reflecting not only growing demand for local products, but also feeding the need for community connections among neighbours who are both consumers and producers.

The third goal of AANB's plan is to broaden the perception of agriculture in the minds of young people so that they see it as a viable profession.

It is an exciting time for the agriculture sector, adoption of new technology and innovation is helping us in all aspects of producing healthy and safe food for New Brunswickers and people all over the world. Yes, farming does not come without challenges but also with so many rewards that outweigh those factors. Our sector is changing as it is adapting to new realities of Mother Nature, economy, consumer demands and the environment. Farming is becoming an attractive option for young people who are looking for a lifestyle which is healthy, affordable and sustainable. They just need to know where to look. Visit AgriStartNB.ca for more information on how to get started in agriculture.

Finally, school systems are recognizing the importance of exposing children to the benefits of growing and consuming their own food. We are seeing tremendous support for our NB Ag in the Classroom Program. Farming is being incorporated into curriculum plans, schools have gardens and greenhouses, entrepreneurial activities such as food processing and marketing are finding their way into education at all levels. Planting these seeds of awareness will yield the crop of farmers we need for the future.

Farmers understand the potential for farming in this region. Our challenge is to ensure that local food does not go unnoticed for three seasons out of four. To find out more about the campaign and help us spread the word visit whylocalwhynot.ca and facebook.com/fermenbfarm.

Submitted by Christian Michaud, President

Agricultural Alliance of NB

2019 Regional Meetings Calendar Calendrier des assemblées régionales 2019

Part 1: (NB Local Food & Beverage Strategy Renewal) - 6 pm to 7 pm

Part 2: (Regional Meeting) - 7 pm to 9 pm

1ère partie: (Renouvellement de la Stratégie sur les boissons et les aliments locaux du N.-B.)
18h00 à 19h00

2e partie: (Assemblée régionale) – 19h00 à 21h00

Monday, October 28th - lundi 28 octobre

Region 5

Région 5

Agricultural Alliance of NB - Boardroom
Alliance agricole du N.-B. - Salle de conférence
2-150 Woodside Lane
Fredericton, NB



Tuesday, October 29th - lundi 29 octobre

Region. 4

Région 4

NB Depart. of Agriculture/Ministère de l'Agriculture du N.-B
701 Main Street (back door- porte arrière)
Sussex, NB

Wednesday, October 30th - mercredi 30 octobre

Region 6

Région 6

NB Depart. of Agriculture/Ministère de l'Agriculture du N.-B
39 Barker Lane,
Wicklow, NB

Tuesday, November 5th - mardi 5 novembre

Region 3

Région 3

NB Depart. of Agriculture/Ministère de l'Agriculture du N.-B
381 Killam Dr. **Moncton, NB**
(Same parking lot as Moncton Coliseum-
Même stationnement que pour le Colisée de Moncton)



Thursday, November 7th - jeudi 7 novembre

Region 1

Région 1

NB Depart. of Agriculture/Ministère de l'Agriculture du N.-B
Grand-Falls/ Grand-Sault, NB

Tuesday, November 12th - mardi 12 novembre

Region 2

Région 2

NB Depart. of Agriculture/Ministère de l'Agriculture du N.-B
1425 King Ave.
Edifice Agriculture Building
Bathurst, NB



4) **Regional Meetings**

To view the meeting agenda, click [here](#).

5) **Reserve the date- Annual General Meeting**

The Agriculture Alliance of New Brunswick Annual General Meeting will be taking place January 16th & 17th with an “Understanding Financial Statements” workshop on January 15th. Be sure to reserve the dates to not miss three days filled with information, discussion and networking opportunities. We will be providing further details in the near future.

6) **Environmental Farm Plan**

EFP Facilitator, John Russell will be in the following regions to meet with producers who want to start or update their environmental farm plan. We strongly suggest an update every 5 years. To start or update your plan, please contact EFP Coordinator Camille Coulombe at the Agricultural Alliance office at efp-pfe@fermenbfarm.ca or 506-452-8101.

Fall/Winter Schedule

Last two weeks of October: Region 5 (Central)

First two weeks of November: Region 1 (North-West)

Last two weeks of November: Region 2 (North-East)

First two weeks of December: Region 6 (Central West/Wicklow)

Third week of December: Region 3 (South-East)

7) **Members Benefits**

We are pleased to announce two new partnerships for member's benefits!

- GBS Technologies is offering exclusive pricing on business phone plans & devices. Please contact Chris Cassidy at GBS directly to receive discount. Click [here](#) for details.
- Dulux Paints is offering 10% off on tools and 20% off contractor pricing on Dulux & Glidden manufactured paints.

*Please have your Alliance-issued membership card on hand when requesting membership discounts from partners. Visit <https://www.fermenbfarm.ca/membership/members/> for full list of benefits.



NOTICES

▪ **Strategy on Zero Plastic Waste**

In 2018 ministers of environment approved in principle CCME's [Strategy on Zero Plastic Waste](#) (the Strategy) which identified ten result areas to address plastic waste and marine litter. To implement the Strategy, CCME's Waste Reduction and Recovery Committee (WRRC) is developing a phased action plan. In June 2019, ministers approved [phase 1](#), which focused on the first five result areas in the Strategy. Development of phase 2 is now underway and focuses on mitigating and cleaning up plastic pollution in terrestrial and aquatic environments, building scientific understanding of the impacts of plastics, and supporting Canadian consumers, businesses and institutions to substantially improve the use and management of plastics in homes, communities and operations.

You have been identified as having a role in achieving zero plastic waste. As such, you are invited to share your perspectives by participating in a short on-line survey found here:

<https://form.simplesurvey.com/f/s.aspx?s=c1cef528-cfe3-400e-9af7-e89cbdce6cd0>. **We would welcome your responses by Thursday, October 10, 2019.** Please note that you do not have to respond to all questions and you can focus on the result areas that you are knowledgeable about. You are welcome to forward the survey to other interested parties, including those with expertise in aquatic or water management areas.

Your input will be used to inform the development of phase 2 of the Canada-wide Action Plan on Zero Plastic Waste, and may also be used to inform targeted engagement sessions. The Action Plan will consist of federal, provincial and territorial government actions to reduce plastic waste and marine litter.

If you have any questions or require further information, please contact Laura Crawford at lcrawford@ccme.ca.

Thank you in advance for your participation in this survey.

CCME is the primary minister-led intergovernmental forum for collective action on environmental issues of Canada-wide and international concern. For more information, please see www.ccme.ca.

▪ **Canadian Centre for Food Integrity Insight report on glyphosate**

The Canadian Centre for Food Integrity released an insight report on glyphosate. To view the report, click [here](#).

▪ **New Brunswick Nuisance Deer Management Assistance Program**

Please see the attached 2019 Fact Sheet for more information.

- **QUOTA OPPORTUNITY - Chicken Farmers of New Brunswick - New Entrant Program**

Chicken Farmers of New Brunswick announces the availability of chicken quota to individuals or companies who wish to enter the chicken production industry in New Brunswick.

Up to 208,000 live kilograms will be available to the new entrant starting in 2020. To receive an application package, interested parties should send a request in writing:

Quota Opportunity

Chicken Farmers of NB

277 Main Street, Suite # 1

Fredericton, NB E3A 1E1

Or you can request an application form by e-mail: nbchicken@nb.aibn.com

Only application received no later than December 13, 2019 will be considered.

- **AgriRisk Initiatives Program to re-open for applications**

August 30, 2019 – Ottawa, Ontario – Agriculture and Agri-Food Canada

The Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, announced today that the AgriRisk Initiatives Program will begin to accept new applications as of August 30, 2019.

The program, which was renewed under the Canadian Agricultural Partnership, supports the development of new risk management tools for the agriculture sector. It will prioritize proposals involving new financial tools allowing agricultural producers to manage a defined business risk. In addition, for minor and emerging agricultural sectors, support will be available for the development of risk assessments and educational tools to help producers manage risk.

Eligible applicants will be able to apply for funding through the Research and Development stream of the program.

Quote

“Canada’s agricultural industry is vital to our economy yet our producers face challenges beyond our control. That is why I am pleased to be offering a program that can help producers develop new risk management tools that will help them meet these challenges.”

- *The Honourable Marie Claude Bibeau, Minister of Agriculture and Agri-Food*

Quick Facts

- The [AgriRisk Initiatives Program](#) includes three components in support of the development of new risk management tools including the Research and Development stream.
- [MicroGrants](#), a new category under the Research and Development stream, provides up to \$25,000 per year in funding for academic research proposals that explore the development of

alternative risk management tools or, propose different ways to address issues with existing BRM programs.

- The [Administrative Capacity Building](#) stream provides funding to build administrative capacity for the delivery of new risk management tools. Applications are now being accepted.

Associated links

- [Canadian Agricultural Partnership](#)
- [Business Risk Management](#)
- [AgriRisk Initiatives Program](#)

Contact information

For more information on the AgriRisk Program, please contact us at:

E-mail: aafc.ari-iar.aac@canada.ca

Telephone 1-877-246-4682

TDD/TTY: 613-773-2600

Mail:

Agriculture and Agri-Food Canada

AgriRisk Initiatives, Director

1341 Baseline Road, Tower 7, Floor 7, Room 353

Ottawa, ON K1A 0C5

HELPING FARMERS
INNOVATE AND EXPAND
The **CANADIAN AGRICULTURAL
LOANS ACT (CALA) PROGRAM**

What is the CALA program?
A loan program for farmers and agricultural co-operatives who want to:

- purchase land
- construct or improve buildings
- purchase farm equipment, breeding livestock, and more

What are the benefits?

- **Up to \$500,000** per farm operation
- **Up to \$3 million** per agricultural co-operative
- Low interest rates and down payments with flexible repayment options
- Incentives for beginning and start-up farmers

Learn how a **CALA** loan can help you get started

1-866-367-8506

For more detailed information concerning the Canadian Agricultural Loans Act (CALA) Program click [here](#).

New Brunswick Ag Event Calendar

Thank you to all who have submitted events or activities to our provincial Event Calendar so far. We are thrilled that there are so many activities happening in New Brunswick. These efforts help the public understand the work that farmers and agricultural groups do to sustain a healthy agricultural sector in the province. Feel free to share these events on your social media and with your members. Here is the link to the public calendar: <https://www.fermenbfarm.ca/events/calendar/>

UPCOMING EVENTS

2019 New Brunswick Business Growth Summit –

Edmundston – September 18th, 2019

Saint John – October 9th, 2019

Caraquet – October 30th, 2019

Fredericton – November 19th, 2019

Moncton – December 3rd, 2019

Please see the attached event poster. To view the website and to register please click [here](#).

Succession Training Workshop – October 24, 2019, Fredericton, NB

The Department of Agriculture, Aquaculture and Fisheries is inviting you to a Succession Planning Workshop. This workshop will provide training to all farmers and members of the Agriculture, Aquaculture and Fisheries Association as well as to all development officers of the Province to assist them on the topic of Business Succession. For more information, click [here](#).

When: Thursday October 24th, 2019 from 8:30 am to 12:00 pm

Location: Hugh John Flemming Foresry Centre Complex – K.C. Irving Theatre

Cost: No cost (Unlimited participants)

Delivered by: Ron Robichaud of C & R Care & Consulting Limited

Registration closes October 17th, 2019. For more information or registration please contact Wendy McLaughlin at: 506-453-2108 or email wendy.mclaughlin@gnb.ca.

Advancing Women in Agriculture Conference

The poster features a photograph of three women smiling and looking at a laptop screen. The text 'Advancing Women' is written in a large, white, serif font, with 'Advancing' in white and 'Women' in white text inside a green rectangular box. Below this, 'In Agriculture Conference' is written in a smaller, white, serif font. At the bottom, a green banner contains the text 'October 27-29, 2019 – Sheraton on the Falls – Niagara Falls, ON' and three social media icons: Twitter, Facebook, and Instagram.

Advancing Women
In Agriculture
Conference

October 27-29, 2019 – Sheraton on the Falls – Niagara Falls, ON

The Advancing Women in Agriculture Conference is coming back to Niagara Falls, Ontario on October 27, 28 and 29, 2019 at the Sheraton on the Falls. Join producers, students, entrepreneurs, representatives of grower associations and corporate agri-business for inspiration and motivation to reach your goals. Connect with like-minded women passionate about agriculture and food from across Canada. Learn the tools and techniques that will empower you to live to your full potential. Register today! For more information, click: <https://www.advancingwomenconference.ca/2019east/>

Maritime Beef Council: Atlantic Beef School Modules 1 & 2 – November 1-2, 2019, Nappan, NS

November 1st & 2nd, 2019 at the Nappan Research Farm in Nappan, Nova-Scotia. For cost and details, click [here](#).

Registrations close October 26th, 2019. Contact Amy @ (506)349-5395 or at maritimebeefcouncil@gmail.com if you have any questions!

Canadian Forage Production School – Eastern Edition – November 12-15, 2019, Moncton, NB

November 12-15, 2019 at the Four Points by Sheraton in Moncton, New Brunswick. The event is presented by The Canadian Forage and Grassland Association. To register or to view the schedule, visit <https://canadianfga.wixsite.com/conference2019>.

Agricultural Excellence Conference – December 2-4, 2019, Fredericton, NB

The Agricultural Excellence Conference (AgEx) welcomes anyone and everyone from farmers to advisors, academia, organizations, private industry, and government to attend the event in Fredericton, NB to exchange expertise and insights to continue to position Canada's farmers for success through farm management excellence. Simultaneous translation will be available. Conference info and agenda available here: <https://fmc-gac.com/programs-services/agricultural-excellence-conference/>. Special New Brunswick farmer discount available! Click [here](#) for details.

Canadian Outstanding Young Farmers – December 4-8, 2019, Fredericton, NB

Don't forget to register for the 2019 Canadian Outstanding Young Farmers National Event "Time to Celebrate". The event will be held from December 4th to the 8th at the Delta Hotel by Marriott in Fredericton, NB. For more information and to register, visit <http://oyfcanada.com/language/en/event/oyf-national-event-2019-time-to-celebrate-2/>.

New Brunswick Young Farmers Forum – January 17th, 2019, Fredericton, NB

Save the date! The NBYFF Conference and AGM will be taking place Friday, January 17th, 2020 at the Crowne Plaza in Fredericton, NB. More details to come soon.