2020 ANNUAL GENERAL MEETING MINUTES

January 13, 2020
Hilton Garden Inn, Saskatoon, SK

Call to Order
Henry Van Ee called the meeting to order at 7:34AM. Each of the attendees introduced themselves.

MOTION #1
Joe Kleinsasser/Keith Rueve. Carried
To approve the agenda as verbally presented.

Chair's Address
Van Ee gave a brief address in which he noted how important Saskatchewan is in terms of agricultural production for Canada. He thanked those present for their contributions to Saskatchewan's agriculture sector and noted how proud we should be of the success of this industry. This great achievement also leaves us a great responsibility to engage with consumers to help build trust in farming and food production.

The minutes from the January 14, 2018 Annual General Meeting were reviewed.

MOTION #2
Lane Stockbrugger/Kevin France. Carried
To approve the minutes from the 2019 Annual General Meeting as presented.

Review of 2019
Clinton Monchuk, Executive Director of FFC SK, presented a report outlining activities over the previous fiscal year (October 1, 2018 to September 30, 2019).

- Monchuk refreshed the group on FFC SK's mandate and structure and provided an overview of the various brands that FFC SK has taken on.
- He provided a synopsis of survey results from the Canadian Centre for Food Integrity. The survey showed that almost half of consumers are concerned about the use of pesticides in crop production; 38% of respondents were concerned about eating GMO foods; and 41% are concerned about drug residues in foods. As well, many are unsure about whether videos of mistreatment of animals is actually representative of what happens on most farms.
- FFC SK reached 7.1 million through its programs and initiatives over the past fiscal year. Monchuk provided additional detail regarding FFC SK's engagement with consumers and members through programs and social media.
- The Canadian Food Focus website and social media initiative achieved 1.5 million impressions in its first 6 months. This is a major focus for FFC SK, as it is reaching beyond our established audience into urban non-farmers.

- Monchuk highlighted a new initiative for FFC SK coming up in 2020: Breakfast at the Barn, which will take place June 6, 2020 at the Rayner Dairy Research Centre at the University of Saskatchewan and will feature exhibits across the agricultural spectrum.

Monchuk thanked all the member groups for their continued support of FFC SK and encouraged members to reach out if they had questions or suggestions for collaboration.

Call for Resolutions

No resolutions were brought forward.

Financial Report

Max Lingard of Twigg & Company Chartered Accountants presented the Audited Financial Report for 2018-2019, including the Letter from the Auditors, Statement of Financial Position, Statement of Operations, Statement of Changes in Net Assets, Statement of Cash Flows and Notes to the Financial Statements.

MOTION #3

Jordon Hillier/Sandy Flory. Carried

To approve the financial statements as presented.

MOTION #4

Laura Reiter/Adam Bereniuk. Carried

To appoint Twigg & Company as the auditor for Farm & Food Care Saskatchewan for the 2019-2020 fiscal year.

Presentation to Retiring Directors

Clinton Monchuk noted there were two directors who retired from the FFC SK Board in 2019: Kevin France and Scott Hepworth.

Closing

Henry Van Ee observed that everyone in Saskatchewan's agriculture sector shares the responsibility to connect consumers with farming and food. He thanked all attendees for coming and for their commitment to building trust in agriculture.

ADJOURN

Lane Stockbrugger adjourned the meeting at 8:17AM.