



Ontario's got hazelnuts?!?

Getting your message out

Hazelnut Symposium

Lilian Schaer, OFVGA

March 19 2013

You're new....

...so where do you start?

- Who do you want to talk to?
- What do you want to say?
- How do you want to say it?
- Who's going to pay for it?



NOBODY TURNED UP TO THE
'EFFECTIVE COMMUNICATIONS' SEMINAR
...THEY DIDN'T GET OUR MEMO!

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Why?

Communications is one of the most important things your organization will do!

- Funding
- Regulatory environment
- Building markets and business networks
- Research
- Board and member team work



You can't be all things to all people



First things first

- Make a plan
 - Hire professional help if possible – funding opportunities
 - Local not for profit options for low cost or no cost support
- Establish goals and metrics
- Figure out the \$\$
- Recruit a champion (or two)



When you're planning...



- Pick your audiences and prioritize
 - Members and potential growers?
 - Industry stakeholders?
 - Government?
 - Public?
- So what? Who cares?
 - Make what you have to say important to them
- Know your audience and what their needs are

Know your audience and how they like to receive information



"Didn't you get my e-mail?"

Within the organization



Board and member communications

- New vs existing tools
 - Website
 - Newsletter? Grower updates? OMAF bulletins?
 - Social media?
 - Frequency?
- Be transparent
 - eg. Board Briefs



Board Briefs

Ontario Fruit and Vegetable Growers' Association (OFVGA)
January 2013

Following are highlights from the OFVGA board meeting held December 20, 2012. The purpose of this brief is to keep you up to date on the issues that the OFVGA is working on, as well as projects and initiatives the organization is involved in.

Financial review and budget

Representatives from Tonin & Co. LLP reviewed their audit report with the Board for the OFVGA fiscal year ended October 31, 2012. Final financial statements will be presented to the OFVGA membership at the annual general meeting this month in Niagara Falls. The Board approved the budget for 2013, which reflects decreases in the organization's container toll income due to the frost damage to the apple crop in 2012, as well as increasing use of Reusable Plastic Containers (RPCs). The Board did not renew funding for the OFVGA Research and Promotion Fund for 2013, but will make a decision annually depending on the financial position of the organization. A pilot fund had been in place for the last two years as mechanism of returning retained earnings through member associations in a way that would directly benefit Ontario fruit and vegetable growers.

Labour

Section chair Ken Forth reported that FARMS, which is responsible for the Seasonal Agricultural Worker Program (SAWP), has held its annual review meetings with representatives from the countries that participate in the program. No changes will be made for 2013.

FARMS has been named in a wrongful dismissal lawsuit involving an Ontario farm and several seasonal workers. FARMS is requesting to be removed from the case.

FARMS is continuing to work with a PR firm to help showcase the many positive aspects of SAWP. The next wave will focus on Jamaica and the benefit of the program to workers in their home country.

Safety nets

Section chair Mark Wales reported that approximately 2,700 horticulture producers are enrolled in the Self-Directed Risk Management (SDRM) program. Under the terms of an agreement reached between the six sectors that are part of the Risk Management Program (RMP)/SDRM, horticulture's annual allocation will be \$23 million as well as the first \$2 million of any unused funds in a given program year.

Growing your membership

- Develop your key messages
 - How can I make \$\$ with hazelnuts?
 - How can it integrate with or become an extension of what I'm already doing?
- Why join yet another farm group?
 - What can we offer as an organization?
 - What are the benefits to members?



Reaching stakeholders

- Reach out to value chain members
 - Host forums and events to bring people together
- Building networks is key
 - Growers, researchers, processors, distributors etc
- Determine what your message is
- What benefit is there to working together?





ONTARIO BIOMASS PRODUCERS CO-OPERATIVE INC.

for a cleaner tomorrow

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Welcome to **OBPC**

Ontario Biomass Producers Co-operative Inc. is a group of Ontario farmers exploring the sustainable production and marketing of biomass. This group is open to all Ontario farm operations, from small to large scale as well as to associate members who are engaged in the biomass industry.

What is biomass?

An environmentally friendly, carbon neutral, product from purpose grown crops, like Miscanthus, Switchgrass and other tall grasses, as well as other

UPCOMING EVENTS

[Ontario Agri-Food Technologies Board of Directors/Members Annual Meeting](#)

05 Apr 2013 • Cutten Fields – Guelph, Ontario

[International Biomass Conference and Expo](#)

08 Apr 2013 • Minneapolis Convention Center,
Minneapolis, MN

[Biofuels and Biochemicals CanBio Conference](#)

01 May 2013 • Holiday Inn, 1498 Venetian Blvd • Sarnia
ON

[European Biomass Conference and Exhibition](#)

03 Jun 2013 • Bella Center, Copenhagen, Denmark

[AEBIOM European Bioenergy Conference](#)

17 Jun 2013 • Brussels, Belgium

WHAT YOU NEED TO KNOW TO GROW

Crop Diversification for the Ontario Vegetable Industry

VINELAND RESEARCH AND INNOVATION CENTRE
RITTENHOUSE HALL

February 6 | 2013

AGENDA

9:00am Welcome and Introductions
Jim Brandle, CEO, Vineland Research and Innovation Centre
Art Smith, CEO, Ontario Fruit and Vegetable Growers' Association

9:10am Commercial Success in Production of World Crops in Ontario
Ahmed Bilal, Research Associate, Vineland

9:35am Postharvest Handling of Okra and Eggplants
Bernard Goyette, Research Scientist, Postharvest Technology, Vineland

10:00am HACCP Training and Food Safety
Colleen Haskins, On-Farm Food Safety Program Lead, Ontario Ministry of Agriculture, Food and Rural Affairs

10:25am Networking Break

10:40am Crop Protection Products for Pest and Disease Management
Melanie Filotas, IPM Specialist, Ontario Ministry of Agriculture, Food and Rural Affairs

11:05am Consumer Acceptance and Economics of Production
Isabelle Lesschaeve, Research Director, Consumer Insights and Product Innovation, Vineland

11:30am Market Opportunities – The Retail Perspective
John Fiorino & Bruno Bertucci, Category Manager, Longos Brothers Fruit Markets Inc.
Bruce Nicholas, General Manager, The Ontario Food Terminal
Jason Verkaik, Carron Farms Ltd.

12:15pm Lunch

TO REGISTER

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Seating is limited.



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Marketing

- What's the Ontario hazelnut advantage?
- Promote benefits
 - Local food
 - Environmental benefits
 - Diversification and sustainability of farms
- Identify possible weaknesses and address them
 - Cost
 - Supply
- Different channels – Social media? Chefs? Events?
- Repeat, repeat, repeat



Government

- Know what you want
 - Be concise and specific
 - What's the benefit
- Speak with a united voice – partners are good
- Join existing lobbying efforts
 - Crop protection, research, safety nets, labour, property
- Build personal relationships at the local level
 - Municipal, provincial, federal



Social media

- Limit yourself to one or two key tools
 - Facebook – it's who you know
 - Twitter – the world in 140 characters
- Be consistent
- Personal yet professional
- It's all about interaction with users



Questions?

