



FROM THE CHAIR ↘

Message from Jim Gowland

With the year drawing to a close, I think we're all breathing a sigh of relief that overall the 2016 crop wasn't as bad as expected. It still wasn't great, but at least yields were higher than anticipated. Now we can begin to plan for more normal planting, growing and harvesting conditions in 2017.

Since the last newsletter, OBG has been busy with a number of activities including a successful Research Day at Huron Park, the Health Professionals Day at the Royal Agricultural Winter Fair, a Farm and Food Care Food Influencers tour in the Ottawa area. We have also signed on with a marketing agency to distribute OBG material to print media, radio, and websites. Our first radio piece has already reached an audience of over 527,000.

At the November Board of Directors meeting, it was unanimously decided to suspend the white bean pool due to a lack of participation by growers and a refocus of administrative priorities. This decision was made with full disclosure to and in consultation with the Ontario Farm Products Marketing Commission. The pool can be reinstated at any time, and if there is sufficient need for a pool in the future the Board of Directors would certainly reconsider their position.

The **Annual General Meeting** will be held on **February 22, 2017** in Kirkton. I encourage you to attend to hear first hand about the exciting work OBG is doing around promotions and the research in which we are investing.

Best wishes to you and your family during the Holiday Season!

JIM GOWLAND | OBG CHAIR



↘ WANT TO GET INVOLVED?

OBG is developing a comprehensive consumer marketing plan, including participation at provincial and national level health related conferences and consumer shows. As such, your help is needed to promote beans at the grassroots level. Participation in local events, fairs and festivals will now be at the discretion of the Delegates in that District. OBG will allocate up to \$1500 to each district to spend as they see fit on local events or sponsorship. This money will be paid out upon submission of an expense claim (available upon request). Districts can also request to have promotional materials (such as recipe books) shipped to them and can arrange with the office to use OBG's displays.



2017 ANNUAL GENERAL MEETING

February 22, 2017, Kirkton-Woodham Community Centre at 70497 Road 164 (Highway 23)

Registration open at 8:30am and the Meeting will commence at 9:00am

The agenda will include updates from Chair Jim Gowland, as well as the presentation of Ontario Bean Growers' financial statements by our auditor. There will also be presentations on OBG's research and market promotions and communications activities. The keynote speaker will be Chris Marinangeli, Director, Nutrition, Science and Regulatory Affairs with Pulse Canada who will speak on "Opportunities for Marketing Pulses and their Nutritional Benefits: Leveraging the Science".

In 2017, the membership of OBG will elect three directors to the Ontario Bean Growers Board of Directors to a two-year term – one from each of the three districts. One director at large will also be elected at this time.

District 1

Brant, Chatham-Kent, Elgin, Essex, Haldimand, Hamilton, Lambton, Middlesex, Niagara, Norfolk & Oxford

District 2

Bruce & Huron

District 3

Perth, Waterloo, Wellington & all other geographic areas not within Districts 1 & 2

A grower is eligible to vote and run for a director position on the Board of Directors if they grew dry edible beans of any market class in 2015 and/or 2016 and paid their annual license fees, or if they have a contract to grow beans in 2017. New growers who plan to grow beans in 2017 will be asked to complete an affidavit signed by their bean dealer as an indication of their commitment to grow beans in 2017 and pay board license fees. If the farm is not individually owned, only one person may represent that farm entity. This can be an employee, shareholder, director or partner in the business. In order to vote on behalf of a farm with multiple owners, a 2017 Farm Representative Designation form must be completed prior to or on the day of the AGM prior to the election. The form can be found online under the "Grower Resources" tab on the Ontario Bean Growers website (www.ontariobeans.on.ca) – please complete it and bring it with you to the AGM on February 22, 2017.

A grower who produces beans in more than one district may vote and run for the position of director to the OBG Board of Directors in only one district. If a grower wishes to vote and/or be nominated to run for the position of director to the OBG Board of Directors, in a district other than the district in which they reside, that grower must make declaration to the OBG Board Office in written form on or before January 27, 2017. Such a declaration will change the grower's district designation in the OBG database until such time as a different written declaration is received by the OBG Board Office. Otherwise, each grower will be assigned to the district in which they reside according to the current OBG database.

Nominations for director must be made using the nomination form available on OBG's website at www.ontariobeans.on.ca. This form can also be requested by mail or by calling the office at 519-803-9847. All nominations must be received or postmarked by the deadline of 5 pm EST on February 8, 2017.

For those who have previously served as a director on the Ontario Bean Producers' Marketing Board and/or the Ontario Coloured Bean Growers Association, there is a maximum 15 combined years of service after which a grower is not eligible to run for a director position on the OBG board. Years of service as a delegate and/or committee man do not count in this aggregate.

Delegates will also be elected at the AGM – 8 per district. If you are interested in becoming a delegate, nominations for the positions will be taken at the Annual Meeting from the floor. For all growers interested in a delegate position we encourage you to complete the delegate form on our website also under the "Grower Resources" tab so we have your contact information. If you wish to let your name stand for a delegate position and will not be in attendance at the AGM, this delegate form must be completed and given to a someone who will be attending the meeting so we know you are interested in the position.

» MORE INFORMATION ON THE ELECTION PROCESS AND ELIGIBILITY CAN BE FOUND IN THE FARM PRODUCTS MARKETING ACT HERE: [HTTP://WWW.E-LAWS.GOV.ON.CA/HTML/SOURCE/REGS/ENGLISH/2013/ELAWS_SRC_REGS_R13162_E.HTM](http://www.e-laws.gov.on.ca/html/source/regis/english/2013/elaws_src_regis_r13162_e.htm).



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▶ROLE OF A DELEGATE

Participation in three meetings a year:

RESEARCH DAY

The August meeting at the Huron Research Station in Centralia for a tour of the plots, an overview of OBG's research investments and an opportunity to provide feedback and input into the direction of research at OBG

BOARD MEETING

A board meeting in your district where the board requests an update from the delegates on the opportunities and issues in that region as well as any other ideas for ways OBG can benefit bean growers in the region

ANNUAL GENERAL MEETING

And the OBG AGM which takes place each year between February 15 and March 15 where delegates are responsible for bringing resolutions to the AGM from their districts

DELEGATES CAN ALSO VOLUNTEER FOR A COMMITTEE:

>>The **Research Committee** guides the annual research priorities, reviews project proposals, results and funding opportunities.

>>The **Market Promotions & Communications Committee** examines, initiates and reviews promotional activities to increase industry-wide market demand.

There are 3 delegate seats on each of these committees. Any delegate interested in serving on either committee should indicate this on the delegate form or inform one of their district directors.

▶HAVE YOUR SAY!

Ontario Bean Growers would like to hear from our members through a **resolution session** held at the Annual General Meeting. Resolutions can be sent in advance of the meeting to jennifer@ontariobeans.on.ca or given to the Executive Director in person at the AGM before noon.

**Register for the AGM
online!**

*Just follow the registration
link on the website.*

ontariobeans.on.ca

THE INTERNATIONAL YEAR OF PULSES: CREATING A LEGACY▶

Increasing consumer awareness of pulses was a major goal for the International Year of Pulses (IYP). Pulses are affordable, packed with nutrients, good for your health and the health of the environment. With this increased consumer awareness and knowledge, the ultimate goal was to get more consumers eating pulses, creating more demand for these crops in Canada.

Throughout 2016, significant progress was made towards achieving this goal. IYP activities and events, such as a consumer promotion campaign in North America, have reached over 3 billion people. A recent survey showed that awareness of pulses among Canadian consumers increased by 7% in the first six months of 2016 alone.

Another major focus of IYP was to increase awareness of pulses and pulse research in the areas of food science, health and nutrition. In 2016, pulses were featured at several technical conferences in North America including Experimental Biology, the Institute of Food Technologists Expo and Dietitians of Canada. A series of workshops held in Canada this year also helped communicate the benefits of pulses as value-added ingredients to food manufacturers and ingredient suppliers.

2016 was an opportunity for the pulse industry to tell the world that pulses contribute to the health of people and the health of the environment.

Ontario Bean Growers contributed \$52,500 to Pulse Canada's IYP Campaign.

IYP WINS INTERNATIONAL COMMUNICATIONS AWARD

It was recently announced that the global social media and PR campaign in support of IYP 2016 was selected as the Best International Campaign of 2016 by the judges of the influential CorpComms Awards. The judges described it as 'a truly good, multi-channel approach for a campaign rooted in real insights'. This recognition came in the face of competition from Shell Oil and other major companies.

The campaign led to a 47 per cent increase in the number of Google searches for 'pulses' and achieved in excess of 433 million hashtag impressions and 3.67 million engagements. More than 236,000 people also visited www.pulses.org.



Dave Vandewalle, OBG Director, with new friends at the Pulse Canada display at the Royal Agricultural Winter Fair in November.

OBG was invited by Pulse Canada to help out at their display at the Royal Agricultural Winter Fair.

OBG Project Coordinator, Jennifer Mitchell, noted that a larger number of children than expected were able to name 3 out of the 4 Pulse types on display (split peas were not widely recognized).

Chair Jim Gowland was impressed by the number of young women, teenagers mostly, who were eager to get their hands on the recipe book.

FARM AND FOOD CARE: FOOD INFLUENCERS TOUR

On October 5, 2016 thirty-seven people including writers, food editors, recipe developers, culinary instructors, home economists, chefs and dietitians descended on white bean grower John Rosendaal's farm in Eastern Ontario to learn about how beans are grown and harvested. This annual tour, organized by Farm and Food Care, gives "Food Influencers" the opportunity to see first hand where their food comes from.

Earlier in the day, the group visited Burnbrae Farms, Canada's largest egg producer.



John Rosendaal speaks to Food Influencers at his farm in Mountain, south of Ottawa. The wagon ride out to the fields was a highlight of the tour.

JOIN OBG's EMAIL LIST

In an effort to improve communications with growers, as well as to reduce costs, OBG is working to create an email distribution list.

You can opt in to receive future newsletters and other communication pieces (items requiring timely distribution) electronically by subscribing online through OBG's website, or sending your email address to jennifer@ontariobeans.on.ca.



Gowan Canada are hosting free webinars on January 10th & 17th at 8:00am on Permit Herbicide: Best Use Practices.

Those interested in participating should contact Ray at rjanssen@gowanco.com or [289-922-8174](tel:289-922-8174).



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