

ONTARIO
Bean
GROWERS

Annual Report
2018-19



BETTER
WITH BEANS™

VISION

Innovative leaders, growing and promoting high quality dry edible beans, contributing to a healthy world.



BOARD OF DIRECTORS



Mike Donnelly-Vanderloo
Chair



Adam Ireland
Vice Chair



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Research Chair



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Market Promotions &
Communications Chair



Jim Gowland



Jamie Payton



Warren Wolfe

MANAGEMENT TEAM



Ryan Koeslag
Executive Director



Jennifer Mitchell
Project
Manager



Nicole Horn
Communications
& Promotions
Coordinator

MISSION

Our mission is to collaborate with industry partners through research and development, to build an innovative, sustainable business environment and promote the consumption of dry edible beans, contributing to healthy growth for all stakeholders.



2020 ONTARIO BEAN GROWERS ANNUAL GENERAL MEETING

February 25, 2020, 9:00am
Best Western, The Arden Park Hotel, Stratford

AGENDA

Registration, Coffee and Trade Show Begins at 8:00am		
9:00am	Call to Order	
9:05am	Approval of the Agenda	
	Approval of the 2019 AGM Minutes	
9:15am	2018-19 Auditor's Report & Questions	RLB
	Approval of Auditor's for 2019-20	
9:30am	Chair's Report	Mike Donnelly-Vanderloo, Ontario Bean Growers
9:40am	Farm Products Marketing Commission	Valerie Gilvesy, Farm Products Marketing Commission (FPMC)
9:45am	Global Update	Chris Cronin, Hensall Co-op
10:05am	2019 Crop Update	Meghan Moran, OMAFRA
10:30am	Break and Trade Show	
10:50am	2019 Michigan Dry Bean Variety, Fungicide, and Fertility Trials Sponsored by BASF	Scott Bales, Dry Bean Extension Specialist, Michigan State University
11:20am	District Meetings: Director and District Delegate Elections <i>Appointment of Scrutineers, Review of Election Process</i> Announcement of 2020-21 Board of Directors and District Delegates	Don Mills, FPMC
12:00pm	Lunch and Trade Show Lunch Sponsored by Delta Power Equipment and Pickett Equipment	
1:00pm	Building Blocks for Making the Consumer's Desire for Beans Infectious! Sponsored by Gowan Canada	Dr. Henry Thompson, Colorado State University
2:00pm	Biostimulants - How they work and don't work with plants. How they can enhance nutrient movement in plant.	Steve McQueen, CCA, Emerald Bio
2:30pm	Break	
2:50pm	Resolutions	Don Mills, FPMC
3:00pm	Door Prizes	
3:15pm	Adjournment & Social time Social sponsored by Bayer, Broadgrain, FCC, Hensall Co-op, Syngenta, The Andersons/Sylvite	

CHAIR'S MESSAGE



On behalf of the OBG Board of Directors and the Koeslag Consulting Inc (KCI) Management Team I'd like to welcome you to the 2020 Annual General Meeting in Stratford. We are pleased to see you come out and always welcome input on how this event can be improved. One of our pillars is grower communications so we are streaming the meeting live to growers who couldn't make it here, and I extend the welcome to those watching from a distance. I'm happy to say this task is being done in-house this year and this is another example of the synergies we have gained with the KCI team.

OBG's 2018-19 financial position is strong, we realized \$841,522 of license revenue, up from \$818,733 in 2017-18. This revenue, combined with other income, including research grants resulted in \$1,057,141 total revenue. With expenses for the year coming in at \$884,173, we saw a \$172,968 surplus at year end. Using data provided to us by Agricorp, we calculated an acreage for all market classes of approximately 112,462 with production of 2,728,140 cwt bags. This would indicate a yield of approximately 24.26 cwt bags per acre. The 2018 crop year will go down as one of the highest yield averages we have seen in Ontario and this is a reflection of timely rains at podfill along with genetic gains and top notch management by our growers. We will know shortly how the 2019 crop fares but it appears to be down a bit from 2018 yields.

Over the past year OBG has continued to emphasize at federal and provincial levels the need for a balanced perspective regarding crop protection products so we can respect environmental concerns and still have a viable bean industry in Ontario. I personally had a chance to communicate this message to Premier Doug Ford this summer. I believe our sustained efforts over several years to stress science-based decisions and a risk management approach are helping to make a

difference. The Pest Management Regulatory Agency in Ottawa recently announced some uses of thiamethoxam (Cruiser) pose minimal risk to pollinators while others (eg. foliar spraying) won't be permitted. We still have more hurdles to jump but I'm hopeful that reason will prevail over emotion.

Another issue of concern relates to the stability of government funding programs. Under the Canadian Agricultural Partnership, the funding ratio for breeding programs was cut from 70:30 to 50:50. We consider the development of new bean varieties essential to the future of our industry. These investments keep us competitive through yield gain, disease resistance, improvements in quality, etc. In smaller acreage crops such as dry beans large multinationals seem to have no interest in investment. Therefore, public funding of these smaller acreage crops is a strategic way for governments to ensure economic and biological diversity while reducing disease and insect problems and the development of herbicide resistance. We will be stressing these facts to government through Pulse Canada. In the meantime we are considering that we may need to allocate additional breeding funds for the next round of federal funding in 2024. As always, we along with our researchers, welcome input on pressing issues you think need to be addressed.

On a personal note, I've really enjoyed my first year as chair. I've had an opportunity to work closer with Ryan and Jen and they make this position fun. They don't hesitate to challenge and critique but I always feel like we are a team pulling on the same end of the rope!

Mike Donnelly-Vanderloo
Chair

EXECUTIVE DIRECTOR'S MESSAGE



Teamwork Makes the Bean Work!

Reflecting on the past year all bean growers in Ontario should be made aware of the team that supports them in their industry.

First, the knowledge and expertise of your Board of Directors is pretty remarkable. This past year saw some deep and intricate topics being brought forward to the Board for review and consideration. Whether circumstances with supply of seeds, the CFIA, bean breeding or pesticide management your board brought forward insightful background and input either mitigated any risk to our industry or helped lead to conclusive results. Specifically, Mike Donnelly-Vanderloo's knowledge of research not only helped identify "the devil-in-the-details" but also helped to educate staff and enlighten all involved.

Secondly, networks and organizational relationships have been a strength in 2019. Jennifer, Adam Ireland and I have continued to strengthen our relationship with Pulse Canada which helped access the first full year of the Pulse Cluster research dollars of which OBG will access over \$2.2 million. Pulse Canada also continued activities towards increasing the demand for edible beans in Canada and North America as they continue to strive for an increase in new uses for all pulse crops by 25% by 2025 from 2017 levels. Pulse Canada was also instrumental to help Ottawa understand the impact of the CP rail strike to all agriculture. With regards to pesticide reviews, Pulse Canada's lobbying efforts in Ottawa, combined with our research on pesticides uses, is intended to lead towards the solidification of their importance and continued use by OBG producers.

Additionally, members should be aware that their team continues to improve their Board skills through items like governance skills training provided by the Farm

Products Commission as well as participating in networking opportunities with groups like the Michigan Bean Commission, North Harvest Bean Day in Fargo, North Dakota as well as visiting Michigan bean growers at the Saginaw bean day. These skills development and networking relationships have been invaluable to OBG when navigating complex issues or comparing priorities. We will continue to pursue these opportunities wherever they best benefit Ontario's edible bean industry.

OBG has also benefited in 2019 from the support of the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), not only through the funding of research or nutrition project funding but also the valuable insight from Meghan Moran, OMAFRA Bean Specialist whose has shown helpful initiative indicative of some of the best crop specialists in Ontario.

Lastly I want to extend my gratitude to Jennifer Mitchell, Program Manager for OBG. OBG must recognize her passion, unfailing dedication and hard work that accelerates the good work of, and for, OBG. Whether coordinating research projects or promoting the healthy benefits of consuming beans her dedication is unwavering.

I want to wish everyone good weather in 2020 with rain and sunshine exactly when you need it most.

Ryan Koeslag
Executive Director

RESEARCH

To invest in research that contributes to the productivity and profitability of farmers growing dry edible beans in Ontario.

Research continues to be a main area of investment for the Ontario Bean Growers. We are in year two of the Canadian Agricultural Partnership program.

In 2018-19 we leveraged \$168,079 through the provincial level of the CAP program. We also leveraged funds through the Pulse Science Cluster, though those funds do not flow through OBG's books. The total leveraged through the Cluster (including AAFC, Manitoba Pulse and Soybean Growers, SaskPulse, Alberta Pulse Growers) in 2018-19 is \$1,224,656. That is a total of \$1,390,903 of leveraged dollars in 2018-19 to OBG's investment of \$608,855.

Our annual research day in August is a great opportunity to hear and see first-hand, the work being done to build productivity and profitability for our growers. The event attracts a crowd of over one

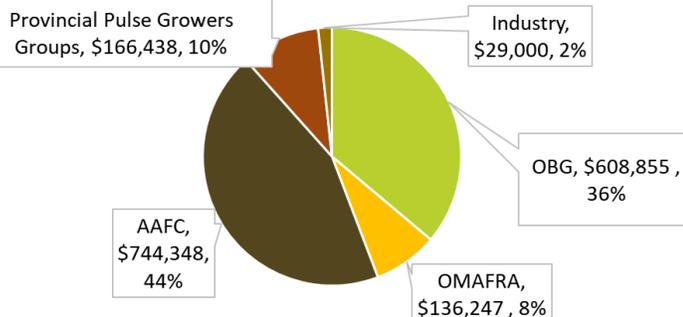
Research Day 2019

A full house for the research presentations.



Research Dollars Leveraged 2018-19

This includes funds leveraged through the Pulse Science Cluster that do not flow through OBG's books.



hundred growers and industry reps and it gets bigger every year.

A lesser known event is the Open House and Plot Tour hosted by the University of Guelph at the Elora Research Station. This is a great opportunity to see the variety and performance trials in action. OBG's spring newsletter will include details on the 2020 event.

There is an incredible wealth of knowledge generated through OBG funded research projects. As such, we

are pleased to announce that in 2020 we will be publishing our first annual research report. One of the most important pieces of investing in research is to have a strong knowledge transfer component. The OBG team will be working with Meghan Moran, Canola and Edible Bean Specialist with OMAFRA, and our researchers to develop this document. Not only will it provide a narrative for the investment that Ontario bean growers are contributing to research projects, but it is our hope it will serve as a useful tool for growers as they make management decisions.

YIELD RESPONSE OF DRY BEANS TO VARIABLE RATE SEEDING

Meghan Moran, Canola and Edible Bean Specialist, OMAFRA

Preliminary investigations indicate that dry beans are more responsive to variable rate seeding than other field crops. The goal of the project is to evaluate the relationship between seeding rate and yield on farm fields in large replicated plots, to validate the

practice, and provide agronomic and economic data to improve seeding rate decisions in precision seeding scenarios. Observations are taken on white mould development and lodging, and a yield monitor for large seeded bean combines is also being tested. Two years of data variable rate yield data for white and cranberry beans has been collected on 1200 acres over two very different growing seasons in 2018 and 2019. The third and final year of data will be collected in 2020 and preliminary results will appear in the Annual Research Report.

While not a part of this project, the data is being evaluated by researchers interested in predicting yield based on aerial imagery and to further evaluate economics of precision agriculture practices.

INNOVATIVE WEED MANAGEMENT STRATEGIES FOR WEED CONTROL IN DRY BEAN

Dr. Peter Sikkema, University of Guelph, Ridgeway Campus

This research will evaluate the efficacy of various herbicides, herbicide tankmixes and two-pass weed control programs for species specific weed control, including the common annual grass and broadleaf weeds in Ontario as well as glyphosate-resistant Canada fleabane. In addition, the impact of these new weed management strategies on yield of beans will be determined.

This project currently has two years of data with the 2020 crop season being the final year. OBG will be applying for a new project to fund Dr. Sikkema’s work through the Canadian Agricultural Partnership program in the fall.



Research Day 2019
Chris Gillard talks disease management.

Dr. Sikkema presents the results of his trials at OBG’s Research Day (August 19 in 2020).

BEAN BREEDING GERMLASM SCREENING FOR RESISTANCE TO EMERGING DISEASES

Dr. Peter Pauls, University of Guelph

The goal of this project is to screen the germplasm that might be used by the Bean Breeding and Genetics program at the University of Guelph for resistance to existing and emerging diseases.

The work of this project will ensure that the new varieties that are being developed have the appropriate spectrum of resistance genes to existing and emerging viral, bacterial and fungal pathogens, thus protecting the crop against losses to diseases and reducing the need for applications of chemical controls. The reduced need for chemical controls of diseases, like anthracnose, reduces costs of production and increases the sustainability of crop production practices that are under increasing scrutiny by consumers.

PULSE SCIENCE CLUSTER PROJECTS

The Pulse Science Research Cluster involves Agriculture and Agri-Food Canada, Pulse Canada and all provincial pulse producer organizations (Alberta Pulse Growers, Saskatchewan Pulse Growers, Manitoba Pulse and Soybean Growers and the Ontario Bean Growers). The Cluster is administered by the Saskatchewan Pulse Growers. The dollars leveraged through the Cluster are of extreme importance to OBG as it is through this program that the funds flow to our



Research Day 2019
Heading out to see the plots.

two breeding programs at the University of Guelph and AAFC Harrow. The current cluster began in April 2018 and ends in March 2023.

OBG is funding the following projects through the Cluster:

Dry bean disease screening and development of germplasm with disease resistance

Dr. Jamie Larsen, AAFC Harrow

Identification of dry bean lines in Ontario and the Prairies with improved canning and cooking qualities

Dr. Parthiba Balasubramanian, AAFC Lethbridge

Breeding for sustainable and profitable bean production in Ontario

Dr. Peter Pauls, University of Guelph

Applied pest management in dry bean production systems.

Chris Gillard, University of Guelph, Ridgetown Campus

A bean efficacy study: A dose response to investigate the cholesterol lowering effects of beans.

Dr. Alison Duncan, University of Guelph

We are fortunate to have two bean breeding programs in Ontario. The research teams at the University of Guelph and AAFC Harrow work very closely and are quite dependent on each other, sharing germplasm, technology, knowledge and other resources.

The cooking and canning project, led by Dr. Balasubramanian at AAFC Lethbridge, feeds directly into the process of selecting varieties to put forward for registration. If a variety does not meet the checks for cooking quality, it will not be considered for registration.

Chris Gillard also continues to generate valuable information for growers. His work is currently focusing on Anthracnose, White Mold, Root Rot, Soybean Cyst Nematode and Western Bean Cutworm.

Reports on the agronomic projects will appear in the 2020 Annual Report.

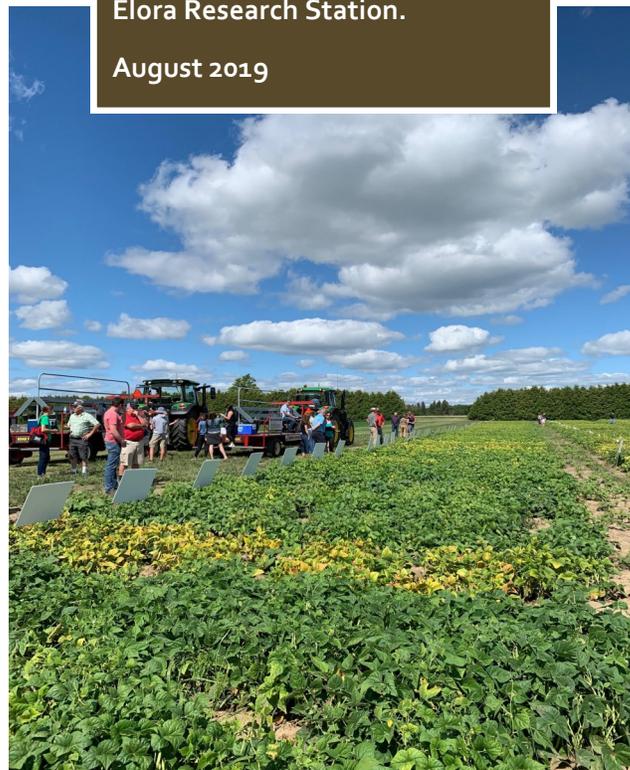
The bean efficacy study, led by Dr. Duncan, will provide

the final piece of data that has been requested by Health Canada in Pulse Canada's pursuit of getting a Health Claim on the cholesterol lowering effects of beans.

Beans are nutrient-dense and have great potential to improve health, yet consumption is low. Health claims can address this gap; health claims are already used as educational tools to enhance nutrition awareness and inform consumers of the relationship that exists between a particular food or food component and health (Talati et al., 2016). The presence of health claims, especially those with perceived and/or personal relevance, has been shown to positively impact consumer behaviour by increasing the intent to purchase (Wong et al., 2013; Wong et al., 2014). Related to this, perceived healthiness of a food product has been found to increase with the presence of a health claim (Wills et al., 2012). Therefore, health claims on bean products can emphasize the nutritional quality and health benefits of consuming beans and, as a result, can increase bean consumption.

Touring the variety and performance trial plots at the Elora Research Station.

August 2019



PROMOTIONS

To build relationships with health professionals, providing them with the resources they need to help their clients include more beans in their diets

Promotion of beans domestically continues to be a focus of the Ontario Bean Growers. The Market Promotions & Communications Committee set a goal of increasing domestic consumption from the current (in 2018) 17,894 tonnes of beans to 36,000 tonnes over the next five years. While the export market will always be hugely important to the industry, there is no reason why the domestic market can't be grown - especially considering the current buzz around plant sources of protein.

BETTER WITH BEANS CAMPAIGN

Following the development of our Better with Beans consumer brand in fiscal 2017-18, we were successful in securing CAP funding to develop a marketing campaign to promote the brand. The campaign was multi-faceted and included an in house strategy, as well as promotions led by external agencies.

MacGregor Marketing Inc. developed a campaign to build awareness about Ontario beans and what the brand stands for: a healthy alternative consumers can add to their diet on a regular basis, by engaging consumers directly via social media channels.

A photo contest was launched, giving users an incentive to follow OBG's Facebook page and engage with Ontario Bean Growers and the community online. Traffic was driven to the Ontario Bean Growers Facebook page through online advertising. 105 entrants entered 181 photos, garnering 1,464 votes, and 4,476 visits to the contest page. That's an average of 2 entries, 20 votes, and 60 visits per day. The winner of the photo contest won \$1000 in grocery gift cards.

We also launched an in-house campaign to promote twelve "hands only" recipe videos that were developed as part of the project. \$650 was invested in the promotion of these videos on Facebook. This investment generated a reach of 184,456 and 76,700 views.



Three of the videos were promoted further through a Fifth Story campaign. This campaign garnered a 36.48% View rate - This is the % that people continue to watch after they can skip the ad. The industry average is 15%. There were 201,332 Views.

In total, OBG social media posts had 1,021,057 impressions over the course of the campaign from September 24 - December 7, 2018. The preceding 3 months, with no active campaign, garnered only 31,220 impressions.

The final component of the Better with Beans Campaign was the inclusion of a recipe and advertorial in Horizon Magazine, as well as promotions on transit screens at a number of locations through out Toronto. The reach of the Horizon campaign was 247,000 for the hard copy magazine and 5 million for the transit screens.



Better with Beans on Dundas Street in Toronto.

HEALTH PROFESSIONALS

OBG's participation at health professional events such as the Dietitians of Canada Conference, the Family Health Team RD Conference and the Nutrition Connections Forum has been the catalyst for building working relationships with health professionals.

One such connection resulted in the creation of OBG's own "Healthy Plate" resource. This one-pager shows where beans belong on the plate (in both the protein and whole grain/healthy starch categories) on one side and on the reverse includes information on working with dry and canned beans as well as other tips and tricks. The idea was generated through a conversation with an OBG team member and a RD in Mississauga who was looking for a specific resource for her clients.

Our newest resource, developed in partnership with Canada Beef, highlights the "food synergy" of pairing beans and beef from a nutritional standpoint. Did you know that the heme iron in beef allows the body to absorb more of the non-heme iron in beans?

OBG's resources can be ordered online at ontariobeans.on.ca and are available to anyone free of charge.

SCHOOL PROGRAMS

In 2019 we participated in two education events. Spring Education Days "Farm Gate to Dinner Plate", hosted by the Ancaster Agricultural Society, gave us the opportunity to speak with over 500 Grade 3 and 4 students over the course of two days.

Agri-Food Week, hosted by the Western Fair in partnership with Growing Chefs Ontario, is a 3-day event for students in Grades 6-8. The day was organized into five sections, four being talks given by commodity groups (beans, beef, dairy and eggs) and one being a cooking class where the students made a meal using ingredients from the commodities presenting.

We also partnered with Andrea Villneff, Nutritionist, Chef and Professional Home Economist, of Lime and Lemon Media on Cooking 101, a program that goes in to schools and teaches children how to cook. In the 10 cooking classes, Andrea cooked up three recipes total: Blended sliders (beef and beans), Rice Balls (USA Rice), Egg Rollups (Eggs). Following the program, 76% of the students said that they would like to cook more at home.

SOCIAL MEDIA

The promotion of OBG and other bean recipes through social media is ongoing. OBG engages with consumers on Facebook, Twitter, Instagram and Pinterest under the handle @ontariobeans. Also ongoing is our work with food bloggers. We have enlisted a number of well-known "foodies" to develop recipes, which we share on social media. The bloggers also share the recipes through their channels which results in more traffic being driven to our channels and website.

Regarding leveraged funding for promotional work. A good deal of the Market Promotions & Communications budget is spent on activities that take place annually. These activities include recipe development and photography, recipe videos, printing of resources including recipe books, and participation in health professional and other events. Government funding is not available for these types of activities. Canadian Agricultural Partnership (CAP) program funds are available to projects focusing on supporting partners to implement marketing plans, develop new products or processes, develop skills, or conduct pilots or demonstrations that help access new domestic markets or retain existing domestic markets. As such,

Healthy Eating Plate
The Ontario/Canada grown version

Vegetables & Fruit

- ⇒ An abundance of fruit & vegetables are grown in Canada so it's easy to fill half your plate.
- ⇒ Lots of vegetables and fruit also make great snacks.

Protein

- ⇒ Canada is rich in protein sources that fit within any dietary preference
- ⇒ Meat, fish, seafood
- ⇒ Eggs and dairy products, soy products and, of course, beans.

Healthy Fats & Oils

- ⇒ Use small amounts of healthy oils such as Canola or Flaxseed oil for cooking or to make your own salad dressings
- ⇒ Nuts and seeds also contain healthy fats - include small amounts most days

Beverages

- ⇒ Drink mainly water
- ⇒ Include milk or soy beverage daily
- ⇒ Other low sugar milk alternatives such as almond or hemp beverages may also be enjoyed, however, they are low in protein and not suitable substitutes for milk or soy beverages

Whole Grains & Starchy Carbs

- Choose whole, unprocessed foods including:
 - ⇒ Oats, barley
 - ⇒ Whole grain bread, pasta, crackers
 - ⇒ Other unprocessed starches such as beans, potatoes and corn

Eating beans can:

- ◆ Lower cholesterol
- ◆ Reduce blood pressure
- ◆ Help with weight management and blood sugar control

High in fibre
Low in fat
Good source of protein
Low Glycemic Index

BETTER WITH BEANS
Brought to you by the Ontario Bean Growers and the Summerville Family Health Team

SUMMERVILLE
Family Health Team

For recipes and more information visit betterwithbeans.ca

[t](#) [f](#) [p](#) [i](#) @ontariobeans

STRATEGIC PLAN

the OBG is always looking for new project ideas that further our goal of increasing domestic consumption.

LOOKING FORWARD

Website update

A couple of years ago the OBG website got a facelift. Now it's time to clean up the internal workings of the website, making it more secure and functional from an administrative perspective. We expect the new website to be launched in summer/fall 2020.

Registered Dietitian tour

As a direct result of our participation at health professional events, OBG was asked by a group of Registered Dietitians from Toronto for farm tour. We are planning on visiting Hensall Co-op as well as a grower local to Hensall.

How to videos

We are very excited to be launching, in 2020, a series of How To Videos that address barriers, identified by consumers, to including more beans in their diets.



Thai Green Fish Curry

VISION

Innovative leaders, growing and promoting high quality dry edible beans, contributing to a healthy world.

MISSION

Our mission is to collaborate with industry partners through research and development, to build an innovative, sustainable business environment and promote the consumption of dry edible beans, contributing to healthy growth for all stakeholders

At the September 2019 Board Meeting, Directors voted to adopt a Strategic Plan that will guide OBG to 2023.

The wise investment of grower dollars is always top of mind for the Board of Directors. The implementation of this strategic plan will assure the continued focus on priorities important to growers. The plan was developed with input from the Board of Directors, District Delegates, Management team and industry.

We will achieve our vision through four areas of focus: Research; Market Promotions & Communications, Grower & Agronomist Relations; and Government Relations & Advocacy

To help guide strategic planning, Board Members and Delegates participated in SWOT and PESTO analyses. This process enabled OBG to scrutinize and evaluate the organization from all angles and to identify areas of work on which to build and improve.

Over the next five years, OBG will work on achieving the outcomes as set out in this strategic plan for the betterment of the dry bean industry in Ontario.

The Strategic Plan is available to download at ontariobeans.on.ca.

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2018-19 DELEGATES

Thank you to our grower delegates for their contributions throughout the course of the year. Delegates act as a voice for growers, and as such, have an important role to play in the strategic thinking process that directs the organization.

DISTRICT 1

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

Matthew Aerts

Stephen Broad

Greg Cruickshank

Katherina Dietrich

Larry Jenner

Dave Woods

DISTRICT 2

Bruce, Huron

Marinus Bakker

Dave Cronin

Rob Lowry

Maitland Underwood

Chris Weernink

Doug Walker

DISTRICT 3

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

Tom Bateman

Nick Cressman

Cam Hart

Walter McKenzie

Dave Vandewalle

Wayne Wolfe





ONTARIO
Bean
GROWERS

60 Elora Street South, P.O. Box 100, Harriston, ON N0G 1Z0

519-510-8556 | info@ontariobeans.on.ca

ontariobeans.on.ca