



ONFARM Stakeholder Engagement Working Group: 2022 Outreach & Engagement Strategy



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The Project

The On-Farm Applied Research and Monitoring (ONFARM) program is a four-year, applied research initiative delivered by the Ontario Soil & Crop Improvement Association (OSCIA) on behalf of the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) to support soil health and water quality research across farms in Ontario. This program is funded by the Canadian Agricultural Partnership, a five-year federal-provincial-territorial initiative.

ONFARM has three primary objectives:

1. Stakeholder engagement
2. Water quality monitoring, modelling and Best Management Practice (BMP) assessments within the priority subwatershed (PSP) areas
3. Paired on-farm trials using soil health BMPs at farms throughout Ontario

The ONFARM Stakeholder Engagement Working Group (SEWG) has been brought together to enhance collaboration amongst Ontario's agriculture sector organizations that are involved in on-farm applied research, monitoring and demonstration initiatives that relate to agri-environmental stewardship, focused on water quality and soil health. The SEWG will direct the development and implementation of engagement and communication activities, including building industry support for the establishment of a network of long-term applied research demonstration sites.

SEWG Membership (as of March 2022)

Karen Thompson [Chair], Assistant Professor, Trent University
Jo-Anne Rzadki [Vice Chair], Business Development & Partnerships, Conservation Ontario
Aaron Breimer, CCA and General Manager, Veritas Farm Management
Darby Wheeler, Policy Advisor, Beef Farmers of Ontario
Gerard Grubb, GerMar Farms
Jennifer Doelman, Bonnechere Haven Farms
Kelsey Hill, Manager, Nutrient Stewardship, Fertilizer Canada
Marty Vermey, Senior Agronomist, Grain Farmers of Ontario
Ron Campbell, Operations & Member Service Manager, Ontario Agribusiness Association
Sarah Larsen, Research Director, Ecological Farmers Association of Ontario
Woody Van Arkel, Van Arkel Farms
Soils at Guelph

The working group includes input from OMAFRA and OSCIA staff.

Goals of This Strategy

The goals are derived from the short, medium, and long-term outcomes of the strategy (P.16). The engagement and outreach strategy activities focus on:

1. Sharing evidence-based and practical solutions to advance farmers' knowledge and implementation of BMPs suitable for improving soil health and mitigating nutrient losses to the environment within the Ontario context. Information should be accessible to encourage adoption. Innovative BMPs will be encouraged to advance soil health and water quality outcomes.
2. Sharing the successes, challenges and strategies of soil health trailblazers in an environment where farmers and advisors can gain knowledge and become comfortable trying new practices.
3. Improving collaboration between farmers, crop advisors, researchers, and other non-traditional partners to build strong and effective working relationships. These collaborations will facilitate additional access to information and support for farmers making decisions to enhance water quality and soil health.
4. Elevating the profile of ONFARM to generate opportunities for long-term soil health and water quality BMP research via external funding opportunities and increase shared ownership between government and industry for advancing stewardship related to on-farm applied research and monitoring activities.
5. Demonstrating to producers, advisors and a broad audience of agricultural stakeholders the measured and demonstrated progress toward Great Lakes phosphorus reduction commitments. This work will also include BMP performance data analysis, modelling and cost-benefit analysis.

Our Target Audience

The target audience refers to those stakeholders that the activities below are aimed to engage.



Farmers

Why: Farmers are of utmost importance. Specifically, decision-makers or on-farm influencers are an important target audience of the activities below. Farmers and other stakeholders who are interested in learning about what other farmers are doing should also be able to engage with the ONFARM project in an accessible way. Additionally, farmers who do not actively seek others out/work with others but are innovating in new ways should be able to engage with the project.

How: While not all farmers are engaged on social media, it is a valuable tool to reach those who are. Other peer-to-peer learning opportunities and plain language knowledge transfer activities will help engage those individuals who are not using social media. More traditional means of engagement on the farm, at conferences, and through email (via listserv) will help engage other farmers.



Government and Conservation Authorities

Why: Government and conservation authority audiences must also be engaged. This is a key step in terms of ensuring the success of the ONFARM project by creating positive outcomes through effective knowledge transfer to the public sector, which has the capacity to keep the project viable beyond its funding agreement. Conservation Authorities also have an ongoing interest in soil health and water quality research. These groups can help drive interest on a regional and watershed level.

How: Personal interactions with farmers and ONFARM Stakeholders through events is key. Plain language materials and stories demonstrate why soil health and water quality matter and what farmers are doing. Social media engagement is also be used.



Agri-food, Agribusiness, Related Organizations, and Non-Traditional Partners

Why: Some organizations are already engaged through membership on the SEWG, and additional organizations should be engaged to complement ONFARM and leverage existing networks to engage the broader farming sector. Related organizations might include agricultural retailers, seed and fertilizer input suppliers who have a vested interest in soil quality, and whose business is adjacent to it. Non-traditional partners might include financial institutions or sustainability initiatives. These organizations might have an interest in supporting the ONFARM project. Such involvement will increase the reach of engagement activities for effective knowledge mobilization across the sector.

How: Tailored small group demonstrations and plain language case studies allow organizations to engage with the project. On-farm events and conferences also provide a place to engage these groups.

Outreach Partners and Collaborators

The ONFARM project will collaborate with several groups to strengthen the reach of the project and build strong partnerships to advance common goals. These groups may include:

- Innovative Farmers of Ontario
- Academic institutions
- Other jurisdictions with similar programming such as the Midwest Cover Crops Council, Cornell University, Practical Farmers of Iowa, Vermont Healthy Soils Coalition, and University of Wisconsin (Wisconsin Discovery Farm Model)
- Industry groups (i.e., those interested in precision agriculture such as Farms.com)
- Stakeholders for various watersheds impacted by the ONFARM project (e.g., conservation authorities, other stewardship groups)
- Other provincial soil health and water quality initiatives (Grain Farmers of Ontario's applied research activities, Ecological Farmers Association of Ontario's farmer-led research program, ALUS, etc.)

Building on Existing Relationships

The ONFARM Project has successfully engaged the following organizations through participation on the SEWG. This is an important strength, as these organizations have existing networks that can be leveraged for engagement.

- Ontario Soil Network
- Ecological Farmers Association of Ontario
- Grain Farmers of Ontario
- Beef Farmers of Ontario
- Fertilizer Canada
- Ontario Agribusiness Association
- CCA Association
- Conservation Ontario
- Fertilizer Canada
- Academic institutions (including Soils at Guelph and Trent University)

Selection of Enhanced Demonstration Sites

Part of the ONFARM workplan for 2021-22 was the selection of four Enhanced Demonstration Sites (EDS Sites). The Sites were to be selected from among ONFARM's 25 paired soil health trial and/or eight edge-of-field (EOF) sites.

Objectives & Desired Outcomes

These EDS Sites will focus on collaborative investment to encourage industry sponsorship and enhance knowledge transfer and engagement activities. The target leveraged investment for these enhanced demonstration sites is at least 15% (in-kind and financial) from Ontario agriculture and adjacent organizations and at least four contributing partners from Ontario agriculture sector organizations, non-governmental organizations, academia, farmers, agricultural retailers, etc. Direction on leveraged investment opportunities and partnership collaboration at these sites will be provided by the SEWG and OSCIA.

Each site will host a minimum of one demonstration event and produce one knowledge transfer medium annually. These knowledge transfer items and events will be planned and developed by OSCIA in conjunction with the cooperator and with input from the SEWG. Farmer and industry engagement at these EDS Sites will be surveyed to ensure participants at EDS Site events benefit from knowledge transfer methods, are interested and able to apply learnings from events and to determine interest and opportunities for collaboration.

Selection Criteria

In 2020-21, the SEWG collaborated on the criteria for EDS sites, which were:

- Diversity of farm type and region
- Innovative equipment and soil health practices
- Practical experience with the BMPs in the context of their own farm

The goal was to select a range of sites that could be used for engagement activities, as well as to generate awareness of the program and interest in enhanced collaboration and leveraged investment. The selected sites shall have the qualities to strongly demonstrate the value of ONFARM.

Enhanced Demonstration Site & Network Establishment Committee

In 2021, the ONFARM Enhanced Demonstration Site & Network Establishment Committee formed. This committee included representatives of both the Stakeholder Engagement Working Group and the Technical Working Group. This committee's objective was to create a shortlist of potential Enhanced Demonstration Sites (EDS Sites) that aligned with the selection criteria.

In keeping with the recommendations from this committee, OSCIA approached the following ONFARM cooperators, who kindly agreed to participate as hosts of EDS Sites:

- Brett Israel, Wallenstein (BMP Trial location)
- Tyler McBlain, Brant/Caledonia (BMP Trial location)
- Norm Lamothe, Cavan-Monaghan (BMP Trial location)
- Henry Denotter, Wigle Creek (Edge-of-Field location)



Figure 1. ONFARM Enhanced Demonstration Site Cooperators

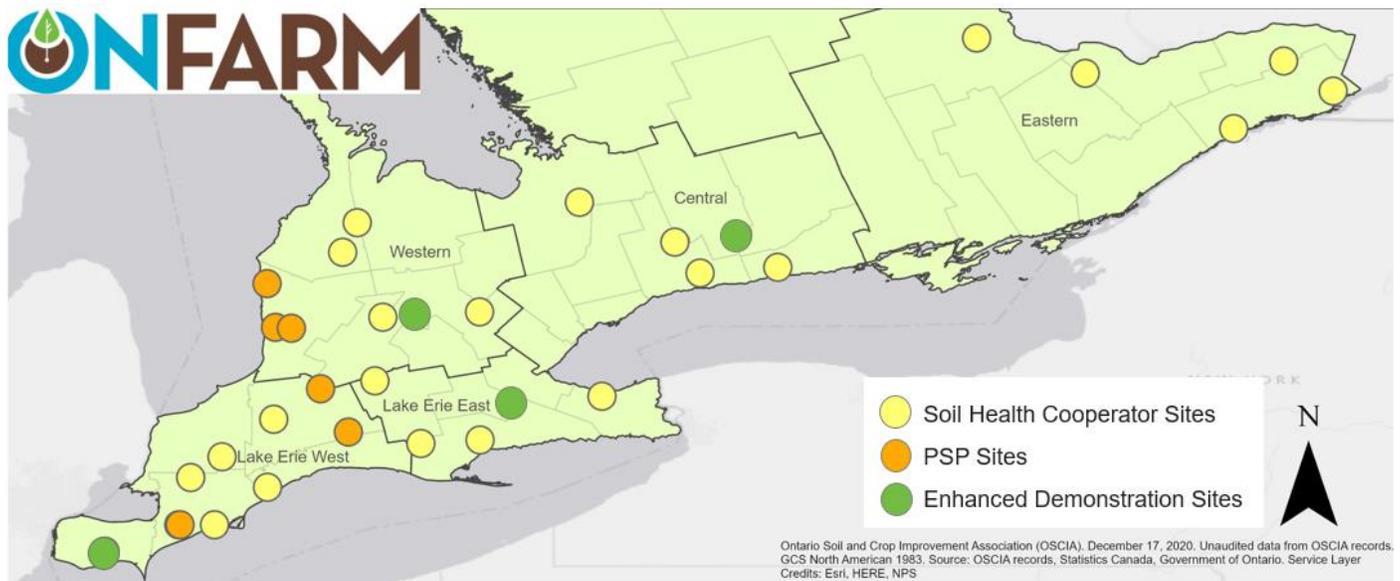


Figure 2. ONFARM Enhanced Demonstration Site Locations

Outreach and Engagement Strategy Activities

2020 & 2021 Activity Progress

The following list of activities help to engage stakeholders across Ontario to achieve the goals mentioned above. The Stakeholder Engagement Working Group identified several activities and organizations for collaboration. The activities are sorted by target audience, highlighted in green.

Activity	Description	Timeline	2020 Progress	2021 Progress
Farmer Audience				
Champion Videos	Share personalized stories to demonstrate success and failures to encourage adoption of soil health practices. These stories should be presented as short, informational videos that can be shared via social media. (See Appendix A.) Each EDS Site will produce two videos with the goal of sharing through the farmer's network. Additionally, videos can build on existing videos of champions, if possible, to highlight early adopters and existing work.	Year 3 and year 4 (1 video per site, per year)		Three videos filmed in fall 2021 and released in March 2022.
Evaluation Survey	A survey will be shared with attendees following ONFARM engagement events. The survey will report on ONFARM engagement outcomes and gather feedback to improve future events and engagement activities.	Ongoing, following ONFARM engagement events	22 responses collected in the ONFARM Event Experience survey. 55 responses collected in the 2021 ONFARM Forum experience survey.	30 responses collected in the ONFARM Event experience survey. 51 responses collected in the 2022 ONFARM Forum experience survey.

Activity	Description	Timeline	2020 Progress	2021 Progress
Farmer Audience – Continued				
Sector Questionnaire (Optional)	An opportunity exists to engage beyond the funding agreement evaluation survey (described above) to conduct a sector-wide questionnaire to understand knowledge gaps and opportunities to progress uptake of soil health and water quality BMPs on Ontario farms. This survey would need to be done in collaboration with other stakeholders working towards similar outcomes as the ONFARM project.	To be determined		
Soil Health Factsheets	To support knowledge translation and transfer related to the ONFARM Data Dashboard, OSCIA will create a series of factsheets about the soil health indicators.	Within year 4		
Tailored/Mixed Audience				
Interactive ONFARM map	The map showcases the ONFARM sites across the province and includes site descriptions and photos. Individual site pages will be updated with knowledge translation and transfer links as products are developed and include research results and other information. This content will be determined in collaboration with the SEWG and the ONFARM co-operators.	Within year 1	The interactive map was published in March 2021. The interactive map has site descriptions, photos and additional content where available.	Site pages updated with photos, media and case studies created in 2021. New features include a keyword search function added to the interactive map. List view can now be filtered by region, farm type or BMP. The ONFARM site has had 5,179 views since it launched in September 2020.

Activity	Description	Timeline	2020 Progress	2021 Progress
Tailored/Mixed Audience – Continued				
“Tailgate” Tours	<p>These tours will provide a space for farmers to share with peers at enhanced demonstration sites. Tours should be tailored to an audience of neighbours, local government officials, agri-food and agribusiness stakeholders, and farmers.</p>	<p>4 total per year, alternating sites.</p>	<p>Four meet-and-greets for co-operators were held in Williamstown, Coburg, Oil Springs, and Embro: 63 attendees total, 18 of which were farmers.</p>	<p>Video tour of Upper Thames River Conservation Authority ONFARM site (Spring 2021)</p> <p>Tailgate Tour held at 3Gen Organics in Wallenstein. 26 registered, including farmers and Conservation Authority & OMAFRA staff. Generated two media stories (Wellington Advertiser & OMAFRA).</p>
ONFARM Forum	<p>The virtual Forum brings together a variety of stakeholders for knowledge sharing. The goals are to:</p> <ol style="list-style-type: none"> 1) Share the latest on-farm findings in support of soil health and water quality 2) Highlight the successes and challenges in the ONFARM project 3) Share a call-to-action to spark interest in potential collaborations for the future viability of the ONFARM work beyond its current funding cycle. 	<p>Annual beginning February 2021</p>	<p>195 attendees total and 139 maximum concurrent attendees (~20% of attendees indicated their primary profession as farmer) at the 2021 ONFARM Forum.</p>	<p>232 individuals registered for the 2022 ONFARM Forum, and about 21% indicated their primary profession as farmers. Over 168 people participated in the Forum.</p>

Activity	Description	Timeline	2020 Progress	2021 Progress
Tailored/Mixed Audience – Continued				
Soil Health Meetings/ Conferences	Speak at 4-6 soil health meetings or conferences annually to provide updates and results of the project, with plain language presentations that allow audiences to understand the benefits of the program. These meetings/conferences can include various annual general meetings, Ontario Agricultural Conference, Latonnell, FarmSmart, etc.	Minimum 4 speaking engagements per year	1,497 touchpoints in 2020. (See Appendix B for details.)	444 touchpoints in 2021. (See Appendix B for details.)
Social Media	Using the social media guidelines (Appendix A), farmers can regularly post to their social media accounts to provide short updates, results, and progress of their project. Farmers may use these posts as opportunities to direct followers to the ONFARM website, which houses information and updates. The SEWG will help facilitate this activity by creating posts (See Appendix A) and engaging or commenting on ONFARM social media. #ONFARM is to be used in all posts related to the program.	Ongoing	#ONFARM has been featured in 11 tweets from @OntarioSoilCrop, since social media initiatives began in October 2020 with: 48 retweets 83 likes	#ONFARM has been featured in 35 tweets from @OntarioSoilCrop in program year three with: 150 retweets 293 likes
ONFARM Factsheets	A series of factsheets highlight the work underway through the ONFARM program, showcasing research findings and profiling cooperators. These factsheets build off other work underway in this space (e.g., on-farm research and cover cropping) and direct readers to additional resources.	Within year 3		Three ONFARM Cooperator profiles in the summer of 2021. How to Conduct On-Farm Research: Guidebook in February 2022.
ONFARM Lunch & Learns	These Lunch & Learns can provide more in-depth demonstrations of tools like the ONFARM Data Dashboard.	Within year 4		

Activity	Description	Timeline	2020 Progress	2021 Progress
Tailored/Mixed Audience – Continued				
Roundtable with ONFARM Cooperators and Industry Researchers	<p>In this roundtable, participants can explore such questions as:</p> <ul style="list-style-type: none"> • How can researchers better support farmers' work? • What types of research questions do farmers wish researchers would explore? • How could researchers help to address these questions? <p>This event can help to further advance collaboration within the agricultural community and expand knowledge on soil health and water quality BMPs. OSCIA will collaborate with ONFARM stakeholders to finalize the approach to this roundtable.</p>	Within year 4		
Government/Conservation Authority Audience				
Online case studies	Publish a series (6-10) of plain-language case studies documenting successes and challenges of farmers participating in ONFARM. Case studies can be shared via the ONFARM website, through the mapping portal.	Within year 3		6 case studies in progress; will be released in 2022.
Research/Academic Audience				
Walk-the-Farm Research Days	These events give researchers an opportunity to participate in small groups to learn about farm practices and outcomes. These events engage researchers beyond those already involved in the project.	2 total per year, alternating sites, starting in year 3		Event held at Woodrill Farms Ltd. in Guelph. 50 participants, including farmers, University of Guelph researchers and students, OMAFRA staff.

Activities Planned for 2022

Farmer Audience

- Evaluation survey
- Soil Health Factsheets

Tailored/Mixed Audience

- Interactive ONFARM map updates
- 6 ONFARM events, including “Tailgate” Tours
- ONFARM Forum
- Soil Health Meetings/Conferences
- Social Media
- Case Studies
- ONFARM Lunch & Learns
- Roundtable with ONFARM Cooperators and Industry Researchers

Research/Academic Audience

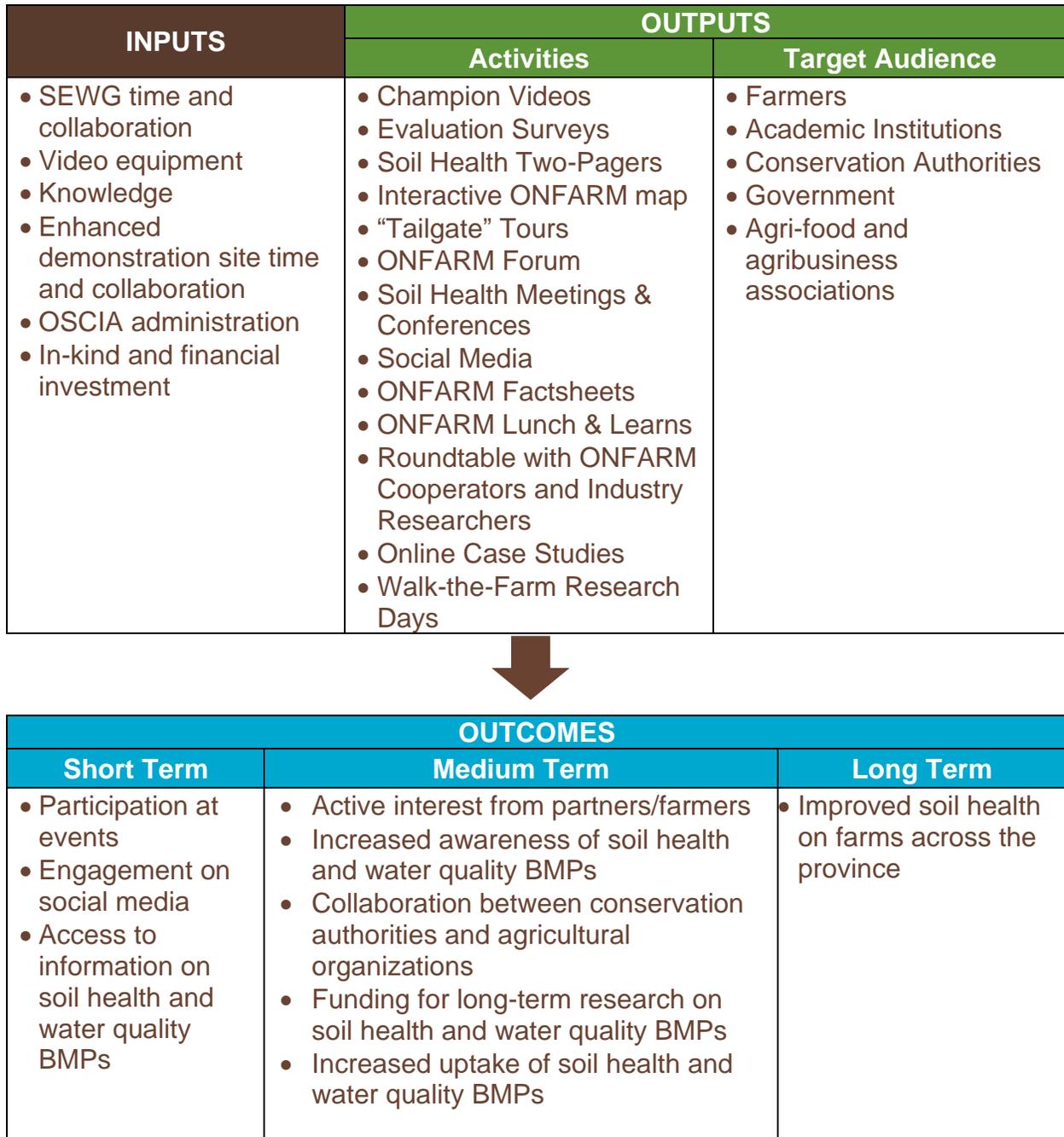
- Walk-the-Farm Research Days



Figure 1. ONFARM demonstration event at 3Gen Organics in October 2021

Logic Model

This logic model is meant to help understand how the activities listed in the Outreach and Engagement Strategy will help achieve the goals of the Strategy through short-term, medium-term, and long-term outcomes. The logic model will also help to evaluate the strategy as it is being implemented, using the success indicators under the outcomes. The logic model also allows the SEWG to understand how to best manage external factors that may affect the engagement strategy.



Measuring Success

Success indicators are broken down into short-, medium-, and long-term timeframes.

Short Term

Short-term measures of success will look mostly at participation in the engagement activities. These measures include:

- ✓ 4 events per year, with a minimum of 15 participants at each event
- ✓ 80-100 participants at the annual Forum
- ✓ Increased virtual engagement (Twitter, project website)

Medium Term

Medium-term success will look beyond participation in the ONFARM engagement activities and focus more on awareness and uptake. These measures include:

- ✓ 4-8 contributing partners across all Enhanced Demonstration Sites
- ✓ Increased interaction from new demographics (i.e., landowners)
- ✓ Increased percentage of farmers who indicate intention to adopt soil health and water quality BMP strategies (measured by evaluation survey)

Long Term

Measuring long-term success can be more difficult without proper baseline metrics. While long-term success may not be directly attributed to the ONFARM project, it is important to include larger goals for the project to work towards, including:

- ✓ Improved soil health on farms across the province, resulting in increased acreage as a measurement of uptake, using soil health and water quality BMPs

Next Steps

Beyond the engagement activities for this project, the Stakeholder Engagement Working Group will be responsible for exploring two to three governance models to advance the project through its timeline. This process will include transitioning both the Stakeholder Engagement Working Group and the Technical Working group into a Steering Committee. This Committee will be dedicated to enhancing agricultural sector collaboration for advancing ONFARM soil health and water quality stewardship beyond the current project funding period.

It will also be important for the SEWG to explore various funding opportunities to continue the project beyond the funding agreement. This may take place at Working Group meetings, where members can brainstorm opportunities for further funding. This work will be ongoing. Ultimately, engaging non-traditional organizations, government, and research institutions will help foster opportunities for long-term funding.



Appendices

Appendix A: Social Media Tip Sheet

Social Media Tip Sheet

Promoting the ONFARM Program



ONFARM Background

ONFARM is a 4-year, Canadian Agricultural Partnership-funded applied research initiative delivered by OSCIA on behalf of OMAFRA to support soil health and water quality research on farms across Ontario. One of ONFARM's main objectives is outreach and engagement. As a participant in this initiative, you can help share your experiences with other farmers, researchers, and your neighbours by using social media.



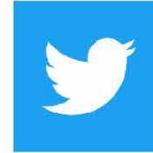
Follow the tips below to engage the agricultural community and beyond, and communicate the unique results, stories, lessons learned, and successes from ONFARM project activities.

Consider Your Audience

Not everyone will understand the technical aspects of ONFARM projects, so it is important to structure your message accordingly. Talk about the work you're doing, successes and challenges you've experienced and what the project means for your farm, community and region. Use the social media platform you are most comfortable with to start and consider using a mix of social media platforms to engage more people.



Consider Your Platforms



Instagram

- Mostly photos and videos
- Supports live videos for immediate sharing

Facebook

- Posts without word limits
- Photos and videos (under 30 seconds) to help tell a story
- Live video sharing via Facebook Live

Twitter

- Informative posts (280 characters max) for short project updates
- Photos and short videos help the reader to understand

Use these hashtags to reach a broader audience than just your followers:

#ONFARM (For all ONFARM posts)

#OntAg
#SoilHealth
#4R
#SustainableAg
#LetsTalkSoil
#CdnAg

#WaterQuality
#CdnAgPartnership
#LakeErie
#Farm365
#Phosphorous

Use these Handles to link relevant organizations to your post:

@OntarioSoilCrop (For all ONFARM posts)

@ConOnt
@OMAFRA
@OMAFRAEnviro
@UTRCmarketing
@UTRCsoilwater
@GrainFarmers
@BeefFarmers
@EFAO2

@LandWaterNews
@LTVCA
@essexRegionCA
@Maitlandvalley
@MaitlandStwdsp
@SoilsAtGuelph
@FertilizerCA



Appendix B: ONFARM Involvement at Soil Health Meetings/Conferences

Meeting/Conference	ONFARM Involvement	Number of Attendees
2020		
Certified Crop Advisor Soil and Water Day	ONFARM overview	55 attendees
Huron County Soil & Crop Improvement Association Annual General Meeting (AGM)	ONFARM overview	59 attendees
University of Guelph/OMAFRA Soil Health Forum	ONFARM overview	227 attendees
Grey-Bruce Farmers' Week (GBFW) 2021	ONFARM panel discussion	633 households
GBFW 2021	ONFARM overview and video of Ausable Bayfield Conservation Authority Huronview demonstration farm	633 households
Ontario Agribusiness Association (OABA) Agronomy Committee meeting	ONFARM overview	12 attendees
Ontario Professional Agri-Contractors Association and Timing Matters workshops (5)	Commodity-specific information linking to ONFARM projects	161 attendees
Ontario's Soil Action Group meeting	ONFARM overview	35 attendees
OSCIA AGM	ONFARM overview	155 attendees during session
Midwest Cover Crops Council meeting	ONFARM overview	—
Canada-US Great Lakes Nutrient Committee Annex 4 Nutrients Public Webinar	ONFARM overview	160 attendees
Total 2020 Engagement at Soil Health Meetings/Conferences		1,497 touchpoints

Meeting/Conference	ONFARM Involvement	Number of Attendees
2021		
Crops & Conservation (March 2021)	Essex Region Conservation Authority Presentation	83 attendees
Lower Thames Valley Conservation Authority Twilight Tour (August 2021)	Self Guided Tour of ONFARM Edge of Field Site	27 attendees
Cultivating Conservation Tour (August 2021)	Lower Thames Valley Conservation Authority Twilight Tour Presentation	90 attendees
Ausable Bayfield Conservation Authority Webinar (August 2021)	Profitability Mapping Webinar	22 attendees
Huronview Walking Tours (September 2021)	Ausable Bayfield Conservation Authority Presentation	42 attendees
Certified Crop Advisor Soil and Water Day (November 2021)	ONFARM Edge of Field Presentation	60
OSCIA Annual General Meeting	ONFARM Update	120 attendees
Total 2021 Engagement at Soil Health Meetings/Conferences		444 touchpoints