

**OCPA Communications  
Annual Meeting Report  
March 9, 2009**

**New staff support:**

In April 2008 OCPA incorporated new staff support. Lisa McLean was hired as a full-time Communications Manager. Lisa previously worked as communications manager at Ontario Soybean Growers and continues to contribute to communications efforts on shared efforts with the Safety nets lobby through Ontario Grains and Oilseeds and Ontario–Quebec Grain Farmers’ Coalition. She also assists with some communications around the Grain Farmers of Ontario transition.

Erin Fletcher, staff member with the Ontario Wheat Producers’ Marketing Board was contracted to redesign and re-launch OCPA’s magazine with a new look. Erin is currently on maternity leave, but OWPMB staff member Claire Cowan has taken on the part-time role as the magazine editor.

OCPA staff member Kim Ratz has taken on the role of laying out the magazine.

**OCP magazine updated look and content:**

OCPA’s magazine has an updated look and refreshed content. As OCPA’s flagship communications vehicle, every effort is made to ensure that all content relates directly to OCPA or issues that are relevant to Ontario corn farmers.

A website for OCP magazine has just been launched and content and links are available online through OCPA’s website, [www.ontariocorn.org](http://www.ontariocorn.org)

**Corn Kernels Canada – OCPA blog:**

OCPA has started a blog, or “web log” called Corn Kernels Canada. The blog provides news, ideas and tidbits that are relevant to Ontario corn farmers. Visit it at [www.cornkernelscanada.blogspot.com](http://www.cornkernelscanada.blogspot.com) or from a link on OCPA’s website. The blog is a source of immediate information and allows the opportunity for readers to leave comments for discussion. Web traffic is steadily increasing since it was created in late 2008 and is regularly monitored by government staffers.

**Media training for directors/delegates**

Many OCPA directors benefitted from media training sessions that have occurred in the past year. AGCare and the Ontario Farm Animal Council (OFAC) arranged several sessions in Fall 2008 and early 2009. Media training is designed to help farmers understand what reporters are looking for, and how to most effectively communicate agriculture’s message. Funding for these sessions was provided through a grant from AAC.