



2025

Strategic Plan

Introduction

Grain Farmers of Ontario is the province's largest commodity organization, representing Ontario's 28,000 barley, corn, soybean, oat, and wheat farmers.

Grain Farmers of Ontario is heading into its 15th year in 2025, having built an incredibly strong foundation representing and promoting the interests of grain farming and grain farmers. The organization was established in 2010 by its three legacy organizations (Ontario Corn Producers' Association, Ontario Soybean Growers, and Ontario Wheat Producers' Marketing Board).

The 2025 Strategic Plan is a culmination of many months of thoughtful discussion and reflection by the Grain Farmers of Ontario Board of Directors and staff. Focusing on creating a diverse, welcoming, and inclusive community, Grain Farmers of Ontario will continue to strive to provide farmer-members with the tools and resources they need to be successful.

To protect the interests of farmer-members and continue to grow the grain and oilseed industry in Ontario, Grain Farmers of Ontario is prepared to address the many challenges of a rapidly changing world where government agendas and consumer preferences are constantly changing, new and evolving agronomic threats like crop disease, pests, and weeds are emerging, increased climate and weather-related events threaten global food supplies and supply chain, and global geopolitical uncertainty impact trade.

This plan provides the guideposts and direction for the organization for the next five years and showcases the importance of advocacy, knowledge transfer, market growth, and strong governance as the organization continues its work to bring its mission and vision to life.

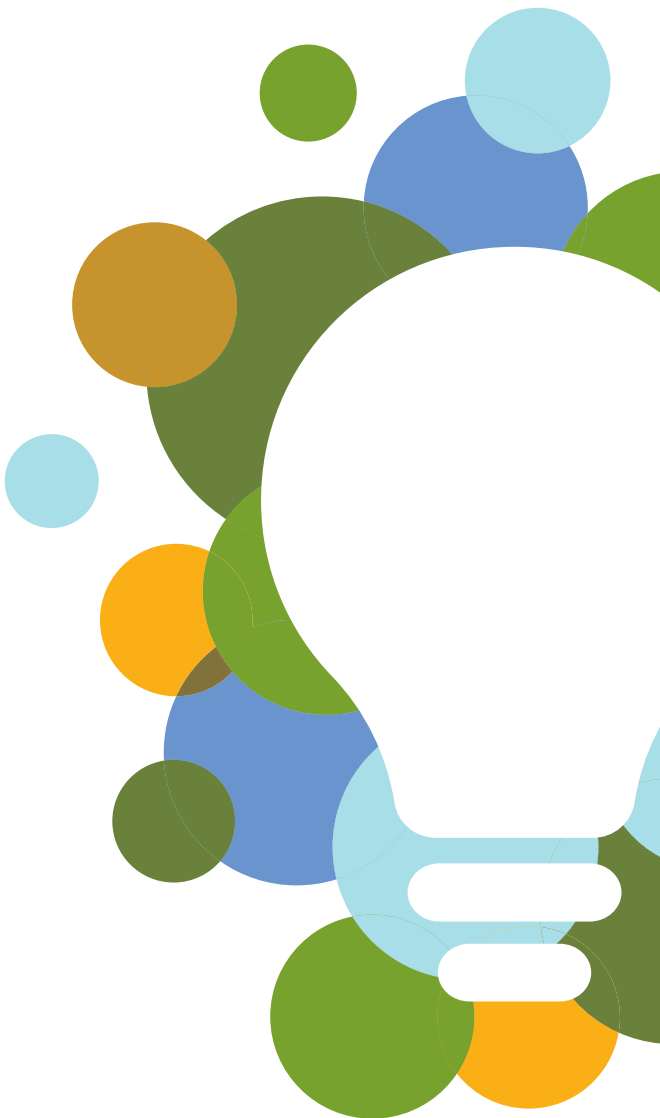
The Ontario grain industry is an economic powerhouse, generating over \$4.1 billion in production value and over \$27 billion in economic output. More than 90,000 jobs in Ontario are directly tied to the grain and oilseed industry. Ontario grains and oilseeds are valued domestically and internationally for being high-quality and sustainably grown.

Mission

Our mission is to build, defend, and promote an inclusive, innovative, and sustainable business environment that enables grain farmer-members the opportunity to prosper.

Vision

Thriving farms.
Responsible production.
Trusted grain farmers.



Core Values

Grain Farmers of Ontario
is committed to:

OUR FARMER-MEMBERS

We believe in working together to deliver excellent services that create real value for farmer-members.

OUR TEAM

We believe in providing an environment where people are respected and passionate about their work and are able to reach their full potential.

OUR COMMUNITY

We believe in diversity, equity, and inclusion. All people and their ideas are welcome in our community.



OUR RESULTS

We believe in having a winning attitude that drives the achievement of our goals efficiently and effectively.

OUR INNOVATION

We believe in innovation and having a collaborative, flexible, and adaptive approach.

OUR HONESTY AND INTEGRITY

We believe in leading by example, demonstrating ethics, trust, transparency, and teamwork in all we do.



ADVOCACY AND PUBLIC TRUST

OBJECTIVE

Advocate for policies that support a sustainable future for farmer members. Build confidence, trust, and support for grain farming among consumers.

STRATEGIES

Directly engage with elected officials and government staff at all levels of government on policies that impact grain farmers.

Advocate for an improved science-based regulatory system that supports the ability of Ontario grain farmers to compete globally.

Advocate for improved farm risk management programs and taxation structures that stabilize the business environment.

Empower farmer-member political involvement in defending their ability to farm.

Instill confidence and build trust among consumers by being a source of credible information about the environmental benefits and economic value of modern grain farming.

Build collaborative relationships with other agricultural stakeholders to manage issues that affect farmer-members.

PROTECTING AND GROWING MARKETS

OBJECTIVE

Increase the usage and value of Ontario grains in domestic and export markets.

STRATEGIES

Protect existing domestic and export markets by mitigating risks, including trade barriers, standards, and regulations.

Promote the viability and growth of the biofuels and bio-products industry as a market for Ontario grain.

Diversify domestic markets through the development of value-added grain and oilseed processing and new end uses.

Pursue opportunities to expand domestic and export markets that value the uniqueness of Ontario grains.

Continue engaging in market-driven sustainability initiatives that are workable and deliver value for both farmers and customers.

Represent the interests of farmer-members in facilitating fair and efficient marketing and trade of grains.

RESEARCH AND KNOWLEDGE TRANSFER

OBJECTIVE

Invest in research and support innovation and knowledge transfer to enhance farmer-member profitability and sector competitiveness.

STRATEGIES

Invest in high-quality research and innovation initiatives that are of high priority to farmer-members.

Influence research priority setting and investment in the grain sector to meet farmer-member and customer needs.

Effectively communicate research findings, impacts, and agronomy knowledge to farmer-members and other stakeholders.

Leverage and encourage public and private sector investment in research that provides benefits to farmer-members and customers.

Facilitate collaboration between researchers and farmers to enable strong research and commercialization.

Provide farmer-members with the tools and knowledge to be economically sustainable while promoting the environment and societal well-being.

GOVERNANCE AND OPERATIONS

OBJECTIVE

Represent farmer-member interests in an efficient and cost-effective manner. Ensure open and effective communications.

STRATEGIES

Reevaluate the governance model to create a Board and committee structure designed for the future of Ontario grain farming.


Communicate on key issues and activities to foster and increase member engagement.

Conduct risk assessments to prepare and respond to risks, crises and emerging issues.

Pursue operational excellence through qualified and engaged staff, efficient internal systems, procedures, and use of technology.

Encourage diversity within the organization by identifying and removing barriers to entry and fostering a culture of equity and inclusion.

Support farmer-members in their full participation in the sector by encouraging new farmer engagement and championing farmer mental health and wellness.



Grain Farmers of Ontario is the province's largest commodity organization, representing Ontario's 28,000 barley, corn, oat, soybean, and wheat farmers. The crops they grow cover over 6 million acres of farmland across the province, generate over \$4.1 billion in production value, result in over \$27 billion in economic output and are responsible for over 90,000 jobs in the province.

Grain Farmers of Ontario

gfo.ca

679 Southgate Drive Guelph, ON N1G 4S2

519-767-6537 or 1 800-265-0550

General inquiries: info@gfo.ca