



SUPPORTING ALL MEMBERS OF OUR COMMUNITY

BEEF FARMERS OF ONTARIO'S
COMMITMENT TO DIVERSITY,
EQUITY & INCLUSION

Presented by:

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LET'S TALK ABOUT...

- DEI? It's not in our mandate
- Developing our statement of values
- Making a public statement
- It's out in the world...now what?
- What's next?
- What have we learned?
- Parting thoughts

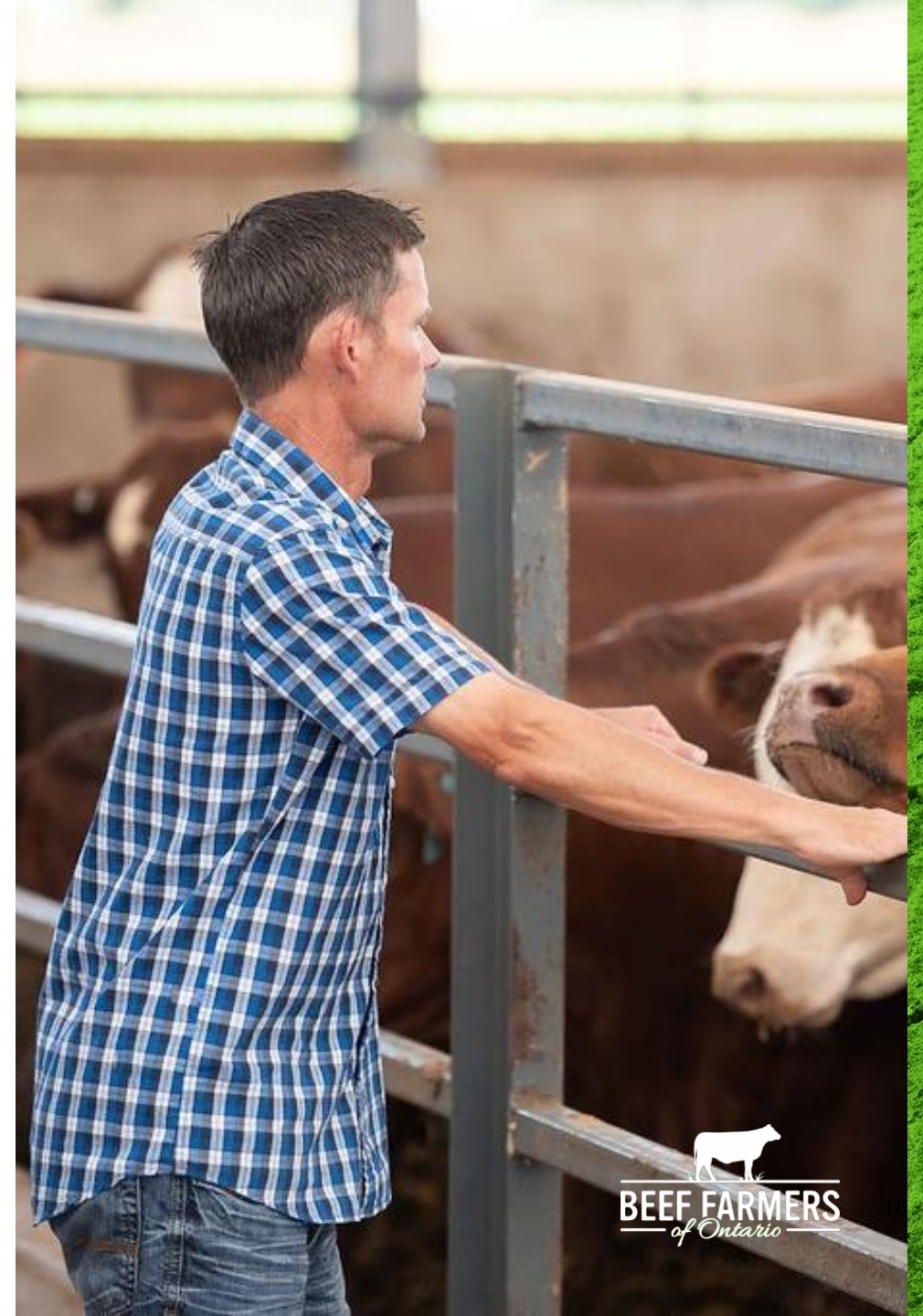
DEI? IT'S NOT IN OUR MANDATE. (...OR IS IT?)

- Discussion at the board level on the George Floyd murder and the Black Lives Matter movement and the lack of agriculture voices speaking up against racial inequality.
- Concerns raised that agriculture will be left behind and out of touch if our voices are not used to speak up on important social issues.
- Recognition there is a significant amount of diversity in the people who make up our processing sector and who buy our product.



DEVELOPING OUR STATEMENT OF VALUES

- A subcommittee of board directors and staff was tasked with drafting a statement of values to bring back to the board.
- Leaned on our marketing partner agency to help us find the right words for what we wanted to say. MULTIPLE drafts to get it right.
- More than 7 months between when we started the conversations and when we released it publicly.
- Not a one-time thing. Not just words on paper.



WE SUPPORT ALL MEMBERS OF OUR COMMUNITY.

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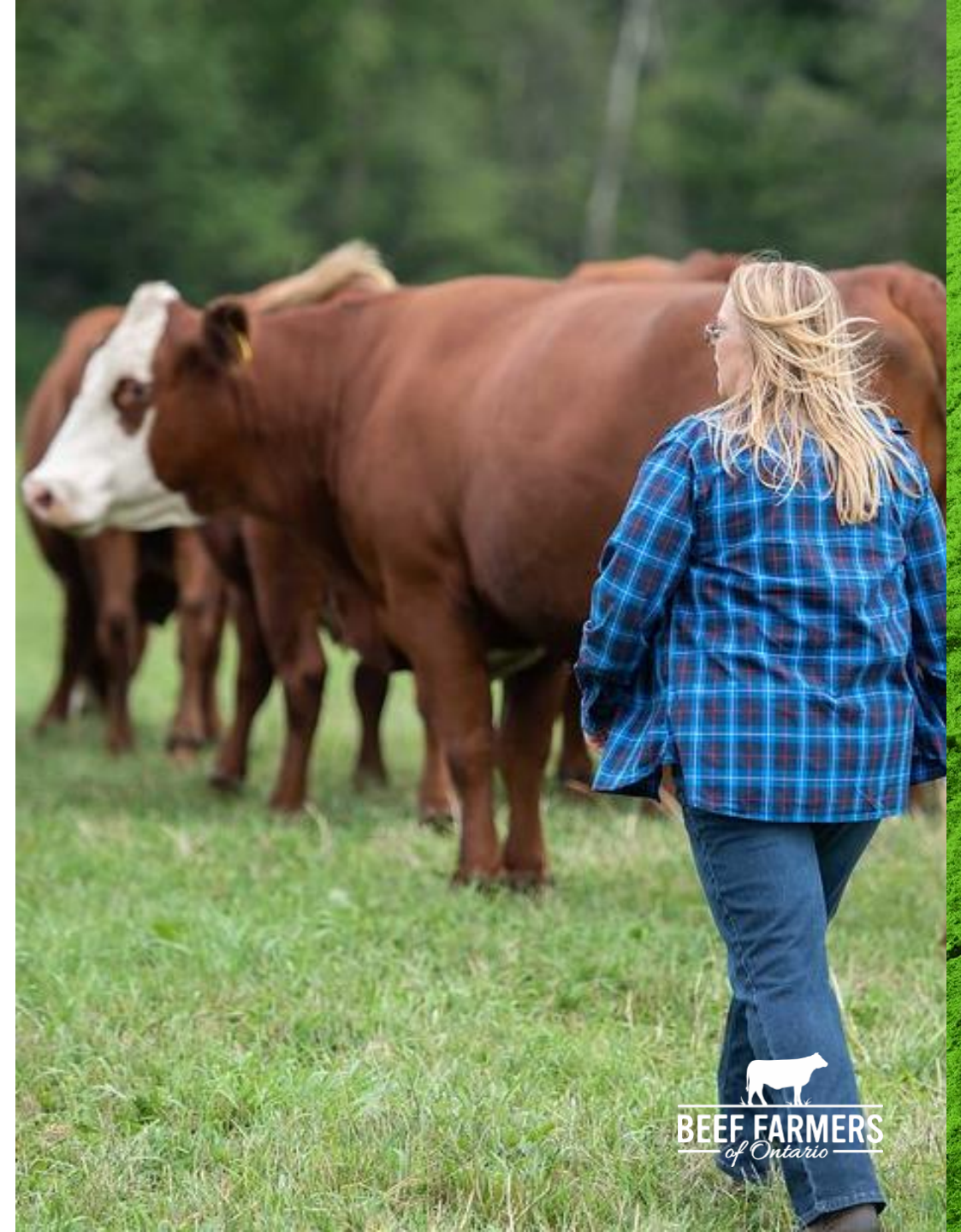
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- BFO is committed to listening and learning and speaking up against prejudice and discriminatory language, behaviour and actions.
- BFO is committed to increased understanding of how policies and programs related to agriculture affect Indigenous peoples. We commit to working with these groups on contentious issues such as allowing agriculture use on Crown land.
- BFO is committed to advocating for more diversity, equity and inclusion in agriculture.
- BFO is committed to education within our industry, including educating our membership on racism and other prejudice as well as promoting diversity and allyship.
- BFO is committed to ensuring our actions are not just self-serving, including promoting and using BIPOC-owned businesses, as well as developing more diverse and authentic recipes that appeal to and celebrate our diverse communities.
- BFO is committed to working in collaboration with other groups and individuals who are more knowledgeable than us on fighting discrimination.
- BFO is committed to evolving our commitments as we learn.



MAKING A PUBLIC STATEMENT

- Initial plan was to finalize, share with ACs, find a home for it on our website, and put it into practice.
- Once the statement was shared with the ACs, however, the decision was made to release it publicly after all.
- Overall very positive feedback from members, industry and broader ag sector.





IT'S OUT IN THE WORLD

...NOW WHAT?

- We needed an action plan, but didn't know where to start
- We worked with Bloom to put together an 8-week comprehensive DEI learning experience
- Formed a permanent DEI Committee
- Reviewed BFO policies, programs and activities
- Minor renovations to improve accessibility at BFO office
- MANY meetings and presentations with other commodity and ag sector groups
- Increased advocacy for mental health resources
- Youth Reps
- More learning with focus on Indigenous relations and awareness
- Increased support for other organizations

WHAT'S NEXT?

- Continue to actively look at our organization and current activities to see where we can do better and how we can weave education and advocacy around diversity, equity, inclusion and accessibility into existing activities and programming.
- Priority on Indigenous relations
- BFO has a seat at the table on a few projects and initiatives to help move the whole industry forward in this space.
- Continue to listen, learn and serve as allies and advocates to work toward making our industry more welcoming for all members of our communities.





WHAT HAVE WE LEARNED?

Our efforts have already shown us we DO have more diversity than we knew we had.

To make the most impact, diversity, equity and inclusion is an initiative that has to start at the top of the organization.

Link arms with other like-minded organizations and individuals – the bigger the group, the bigger the impact.

We need to walk before we can run – this is all pretty new to many folks in our industry.

DEI impacts us all and is the responsibility of everyone.

Our sustainability as a sector needs “outsiders” to join us.

DEI work is always evolving with more to learn.

There will ALWAYS be pushback from somewhere.

PARTING THOUGHTS

“...People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

“Do the best you can until you know better. Then, when you know better, do better.”

Maya Angelou





THANK-YOU



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