



JFAO

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Charitable Registration #108085 606 RR0001

Media Brief

JFAO provides opportunities for young people age 15-29 of all backgrounds, but especially those in rural Ontario, to take on the challenge of exploring their individual talents and potential to develop personally while being involved in bettering their communities, networking, and having fun. JFAO's mission is *"To Build Future Rural Leaders Through Self-Help and Community Betterment."*

Self-directed programs and opportunities provided by JFAO and its more than 25 affiliated clubs help to develop in members a sense of social and environmental responsibility, the ability to provide effective leadership, and an awareness of good citizenship within the community and world around them.

Members across the province have the opportunity to participate in exchanges with seven countries and two provinces, as well as provincial sport, cultural, and skills competitions. Leadership Camp, Communications Workshops, March Conference, Director's Training, and the Ontario Young Farmers Forums round out JFAO's personal development opportunities, not including the many locally organized inter-club challenges and events. JFAO also works with the Ontario Federation of Agriculture, 4-H Ontario, Royal Agricultural Winter Fair, and its own alumni to further increase the opportunities for youth in Ontario.

Each year JF members collectively donate upwards of \$50,000 to charitable projects across the province, along with countless hours of volunteer service. A provincial charity is designated each year, a list of which can be found on our website at www.jfao.on.ca. JFAO also operates the Ontario Century Farm recognition program, which began as a centennial project in 1967.

The first JF clubs formed in 1914 in Durham, York, Peel, and Middlesex. JFAO is a charitable organization established in 1944 with the support of the rural extension branch of the Ontario government, with a membership of approximately 10,000 at its peak. 2009 marked 65 years since clubs from across Ontario came together to form JFAO, and 95 years since the first clubs formed. Today JFAO is funded solely with the support of members, donors and sponsors, including our Diamond Level partners Dairy Farmers of Ontario, OFA, and the Canadian International Farm Show. JFAO's annual fundraising golf tournament will take place Friday, Aug. 13, 2010 at Guelph Lakes.

Anyone wishing to re-establish a JF club in their area or learn how to join an existing club should contact the JFAO office through membership@jfao.on.ca or 519-780-JFAO. The only requirements are that club members age 15-29 participate in a basic program of leadership development and community service. Information on the benefits of sponsoring JFAO programs can be obtained from our website or fundraising@jfao.on.ca.

A copy of the 2009 JFAO Annual Report will be available on our website www.jfao.on.ca in late March. More information on the history of JFAO is available in Biesenthal, Linda. "A Rural Legacy: the history of the Junior Farmers' Association of Ontario." JFAO, Guelph: 1981

For Further Information: president@jfao.on.ca or marketing@jfao.on.ca