



Heather McFarlane

BOARD OF DIRECTORS CANDIDATE



Dear Ms. McCague-McElrea,

My name is Heather McFarlane and I am writing to express my interest to serve on the Ontario Equestrian Board. I have been an active member of the equestrian industry both professionally and recreationally for the last 30 years. I have always been passionate about the industry and look forward to contributing to the future direction of Ontario Equestrian.

In my professional capacity as a hoofcare specialist working directly with Ontario Equestrian members and potential future members I gain a unique perspective of current trends and concerns in the equine industry. The ability to share information from the grass roots of our industry is one of the reasons I am interested in serving on the Board. Additionally over the last few years I have seen more passion in horse owners regarding welfare of their equine partners and I am keen to explore how to bring more education and knowledge surrounding this to the industry.

The greatest asset I would bring to the Board and organization is my knowledge of organizational policy development and governance. In my current role as a Field Service Representative for Dairy Farmers of Ontario (DFO) one of my main responsibilities is interpreting DFO policy and regulations to producers and industry stakeholders. I am also well versed in the protocols involved formulating policies as they develop from the grass roots through to voting, development and implementation. I belong to a number of agricultural committees and understand not only committee protocols, but the roles and responsibilities of a director, board and staff of an organization.

Effective personnel management is one of my top skills. With DFO I efficiently manage the needs of approximately 300 dairy producers. I am their main contact for any inquiries; I help producers manage any milk quality issues they may have as well as guide them in interpreting DFO policy. I ensure farms are inspected on a regular basis and meet provincial Regulation 761, The Milk Act. As an entrepreneur managing Barefoot Performance on a part-time basis I organize and manage all client communications and scheduling. I maintain a client base of approximately 50 clients with a combined total of approximately 70 horses. Through Barefoot Performance I have begun to build a network of equine professionals who are actively collaborating with each other and horse owners in order to provide a team approach for the benefit of both the horses and their riders. This network of bodyworkers, hoofcare professionals and saddle fitters creates a team approach that can allow our equine partners to be the best they can be.

Strong interpersonal skills and a professional attitude have allowed me to form solid relationships with producers from numerous commodity groups and industry stakeholders. Working directly with horse owners, riders and their equine partners has established an extensive network in the equestrian industry. A family history in farming and many years working in the poultry and dairy industries further enhances my abilities to connect and form trusting relationships in the agricultural industry.



I have been involved in various disciplines in the equestrian industry. I grew up in the world of western pleasure, entered into low level eventing while attending university and have always enjoyed trail riding and camping with my horses. I have owned a number of wonderful equine partners over the last 26 years who have continued to teach me and help me develop into the horse person I am today. Currently I own a 5 year old crossbred large pony who will begin his under saddle education this year and a 19 year old quarter horse mare who is now semi-retired as my children's pony and light trail mount. In the 14 year partnership with my mare our greatest achievement was representing the Ontario Mounted Special Services Unit (OMSSU) at the annual Mounted Police Colloquium in Kentucky. We participated in a drill ride for the opening ceremonies, and a variety of challenging activities including working cattle, search and rescue and obstacle work. My greatest pride from that experience however was the ability to travel and work hard for 7 days and come home with an equine partner who remained sound in body and mind.

As an advocate for equine and equestrian welfare I volunteer my time and expertise to an Ontario-based organization, Pura Vida Ranch, who focuses on Equine Assisted Personal Development. I will bring my passion and industry knowledge of equine welfare to this board position.

I hold a Bachelor of Science Degree specializing in Animal Biology and Master of Science Degree specializing in Agricultural Animal Physiology from the Ontario Agricultural College, University of Guelph. I have proven ability to communicate through both written and oral methods as demonstrated not only through my current work with DFO but additionally in the many major projects and publications that I compiled throughout my university career. My professional presentation skills are routinely demonstrated at industry meetings as well as through presentations given within my organization.

I am confident that my network of professional contacts as well as my educational qualifications and relevant work experience make me a strong candidate for this leadership role with Ontario Equestrian. I look forward to having the opportunity to discuss with you how my skill set can aid in delivering the best results for your organization and contribute to the equine industry in Ontario.


Thank you for your time and consideration.

Sincerely,
Heather McFarlane, BSc, MSc




Passionate and driven professional with strong interpersonal skills. Excels at collaboration and relationship-building in a regulatory-based environment. Strong knowledge of agricultural commodity groups and associated regulations and policies. Committed to the betterment of the equestrian industry.

EDUCATION


2010  **Ontario Agricultural College, University of Guelph** - Guelph ON
Master of Science, Animal and Poultry Science

Awards Received: Egg Farmers of Ontario's Thomas R. Graham Scholarship, Dr. W.R. Graham Memorial Award (2007 & 2008), Kenneth E. Crawford Scholarship (2008 & 2009), Amos Kitchen Memorial Scholarship

2006  **Ontario Agricultural College, University of Guelph** - Guelph ON
Honours Bachelor of Science, Animal Biology

Awards Received: Bayer Inc. Education Award, University of Guelph Entrance Scholarship, Aiming for the Top Tuition Scholarship, Millennium Scholarship

EXPERIENCE

Aug 2008 | Present  **Barefoot Performance**
Owner/Operator

- Specialize in correct function and form of the barefoot hoof
- Utilize physiology background in order to trim horses' hooves in a manner that aids in proper movement
- Collaborate with various industry professionals in order to bring a team approach to clients
- Manage all booking and client consultations
- Maintains a high level of client satisfaction

Aug 2013 | Present  **Dairy Farmers of Ontario**
Field Service Representative

Member of DFO Research Committee

Member of Ontario Livestock and Poultry Council

Administers the Provincial Raw Milk Quality Program and DFO policies on farm:

- Conducts Grade A inspections based on individual farm history and DFO's inspection frequency policy
- Conducts on-farm investigations for milk quality and animal welfare-related problems. Makes recommendations to the producer based on investigation findings.
- Follows up on any producer appeals and challenges to gather evidence on-farm as requested.
- Administers Ontario Regulation 761 and DFO policy requirements for shut-offs and reinstatements.



EXPERIENCE

- Provides explanation and rationale for DFO policies and regulations; Understands the policies and regulations of the Agriculture, Food and Rural Affairs Appeal Tribunal.

Cultivate relationships with producers and industry stakeholders:

- Prepares presentations for and presents at County Dairy Meetings.
- Attends DFO and County Annual meetings, Spring Policy Conference, Fall Regional Meetings.
- Attends local producer and industry information meetings.
- Attends local Dairy Producer Committee meetings as requested.
- Inspects milk sample depots and reports results as required.

Collaborate with peers to ensure a consistent approach on-farm:

- Conducts joint Grade A inspections throughout Ontario.
- Conducts joint Milk Quality investigation.
- Conducts joint Animal Welfare investigations.

Maintains knowledge of National proAction program requirements.

2022-2016, 95-100% achievement of goals and objectives, 90-100% achievement of competencies.

Feb
2011

Aug
2013



Field Service Representative

Chicken Farmers of Ontario - Toronto, Ontario

- Audited Chicken Farmers of Canada's On-Farm Food Safety Assurance and Animal Care Programs.
- Trained and collaborated yearly with federal colleagues.
- Developed the New Farmer Coaching Program.
- Built solid and trusting professional relationships with farmers.
- Liaised and mediated with industry partners as an impartial body.
- Educated farmers in best management practices.
- Inspected farms to ensure compliance with CFO regulations and policies.
- Inspected poultry processing plants to ensure compliance with CFO regulations and policies.
- Investigated and resolved industry complaints.
- Presented CFO materials at Regional and District meetings.
- Managed Customer Relations Database for Southwestern Ontario Farmer members.

Aug
2010

Feb
2011



University of Guelph

Enhanced Surveillance Project Research Assistant

2008



University of Guelph

Graduate Teaching Assistant, Ontario Agricultural College



EXPERIENCE

Publications

- McFarlane HO, Joseph NT, Maddineni SR, Ramachandran R, Bédécarrats GY. (2011). "Development, validation, and utilization of a novel antibody specific to the type III chicken gonadotropin-releasing hormone receptor." *Domestic Animal Endocrinology*.40(2):110-8.
- McFarlane, H.O., (2010). "Gonadotropin Releasing Hormone, Gonadotropin Inhibitory Hormone and their Receptors Throughout Sexual Maturation in the Chicken." Master of Science Thesis. University of Guelph.
- McFarlane, H.O., Bedecarrats, G.Y. (2009). "A novel antibody for the detection of gonadotropin releasing hormone receptor-2 protein in chickens." Poultry Science Association 98th annual meeting, Raleigh, North Carolina, United States of America.
- McFarlane, H.O., Bedecarrats, G.Y. (2009). "The effect of gonadotropin releasing hormone and gonadotropin inhibitory hormone on pituitary function in the chicken." Animal and Poultry Science Departmental Graduate Research Conference. Guelph, Ontario, Canada.
- Bedecarrats, G.Y., McFarlane, H., Maddineni, S.R., Ramachandran, R. (2009). "Gonadotropin -inhibitory hormone receptor signaling and its impact on reproduction in chickens." *General and Comparative Endocrinology*. 163: 7-11.
- Trotz-Williams, L., Physick-Sheard, P., McFarlane, H., Pearl, D.L., Martin, S.W., Peregrine, A.S. (2008). "Occurrence of Anoplocephala perfoliata infection in horses in Ontario, Canada and associations with colic and management practices." *Veterinary Parasitology*. 153:73-84.

Conference Attendances and Continuing Education

- 2022 – Calf Care Conference, Stratford Ontario
- 2021 – NMC Annual Meeting, Virtual
- Short Course – The Bugs that Bug Us
- Short Course – Managing Compost-bedded Pack Barns for Optimal Milk Quality
- 2019 – BTMG Certificate Renewal Course
- 2018, 2017, 2016, 2015, 2014 – Canadian Dairy XPO, Stratford Ontario
- 2018 – NMC Regional Meeting, Guelph Ontario
- Short Course – Becoming a Milking-Time Super Sleuth: Evaluating CCP to Optimize Health and Milk Quality
- 2016 – London Dairy Conference, London Ontario
- 2015 – NMC Annual Meeting, Memphis Tennessee
- Short Course – Mycoplasma and Prototheca Mastitis
- Short Course – Milk Quality Beyond the Udder
- 2014 – Bulk Tank Milk Grader Certification
- 2013 – Safe Roads Canada Skid Control School
- 2013 – Emergency Management Ontario: IMS 100 Introduction to Incident Management System
- 2012 – Allied Food Forum Supervisory Leadership Effectiveness Training Program
- 2011 – Situational Awareness and Personal Safety Training Workshop
- 2011 – HACCP I, II, V courses associations with colic and management practices." *Veterinary Parasitology*. 153:73-84.

Volunteer Experience

Pura Vida Ranch, Equine-Assisted Personal Development (2022 - Present)

- Consult with owners on best management practices for the farm
- Aide in collaboration with other equine businesses
- Act as a professional contact for open houses and Ranch activities

Presentations on farm and virtually for Kirkton 4H group (2016 - 2020)

Ontario Special Service Mounted Unit

(2018 - Present)

- Attended annual training and meetings
- Mounted representative at the 2019 Mounted Police Colloquium
- Provided community patrol and search and rescue service
- Wrote applications for grants and external Sponsorship Funding

