

**Canadian Farm Business
Management Council**



Annual Report 2009 – 2010



*Statistics suggest that when customers complain, business owners and managers ought to get excited about it.
The complaining customer represents a huge opportunity for more business.*
Zig Ziglar

Even if you're on the right track, you'll get run over if you just sit there.
Will Rogers

We must open the doors of opportunity. But we must also equip our people to walk through those doors.
Lyndon B. Johnson

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🌀 Strategic Vision & Background 🌀

VISION: *Canadian Farmers are admired for their ability to manage for success.*

MISSION: *To provide leading edge resources to enable Canadian farmers to make sound management decisions.*

The success of any farm enterprise is directly related to the business-management skills of the farm manager – this is the *raison d'être* of the Canadian Farm Business Management Council (CFBMC).

The Canadian Farm Business Management Council was established in 1992 following a Federal-Provincial-Territorial government and industry recommendation to establish a national body to coordinate, develop and disseminate farm business management resources and tools.

The rationale for the creation of CFBMC is as relevant today as it was then. Numerous domestic and international factors influence the profitability, sustainability and success of farmers and other agricultural businesses. CFBMC products help producers improve farm management and narrow the gap between top and bottom performers.

The Canadian Farm Business Management Council is Canada's only national organization devoted exclusively to developing and distributing farm management information, tools and resources. CFBMC partners with governments, public and private sector organizations, farm and commodity associations, and other organizations to promote and foster the development of excellence in Canada's agricultural sector.

CFBMC's strategic plan outlines the following objectives:

- ✓ **Increase the use of farm business management best practices**
 - Inspire and motivate farm managers by demonstrating tangible benefits
- ✓ **Offer relevant products and services**
 - Continuously enhance products, services and delivery to target client groups
- ✓ **Maximize effective delivery**
 - Use emerging technologies and multiple delivery channels to service existing and reach new clients
- ✓ **Co-ordinate farm business development in Canada**
 - Take leadership on national projects in farm business development, partnering to maximize impact and avoid duplication

Efforts to improve business management practices are critical for the ongoing sustainability and profitability of the agricultural sector. Management skills trump all other factors in determining a farm's success.



CFBMC initiatives provide farm managers with the tools and inspiration to confront change with confidence and seize opportunity. CFBMC helps farmers assess risk, market potential, develop plans, manage human resources, and understand the forces shaping the world around them.

CFBMC is helping build a culture of lifelong learning and farm business management for beginning farmers, established farmers and for those in sectors in transition by providing the necessary tailored tools and resources to meet changing needs and realities.

☞ Corporate Profile & Governance ☜

Incorporated as a not-for-profit organization, the Canadian Farm Business Management Council is governed by a nine-person Board of Directors, consisting of four directors who are agricultural producers, four who represent the provincial or territorial governments and one representative from the private sector.

CFBMC's strategy is set by representatives of the constituency we serve. Members are essential to our governance structure as they are eligible to serve on our Board of Directors to provide the strategic direction for the Council. Recently, upon a proposal from members, the bylaws were modified to allow more participation on the Board by members at large, for more complete inclusion of a broad producer audience. Membership in the Council is open to individuals, associations and corporations.

The Board is large enough to ensure pan-Canadian representation, while keeping governance related expenditures well within appropriate limits for publically funded organizations.

CFBMC takes governance seriously and will continue to evolve the structure to respond to the changing needs of our membership.

CFBMC adheres to all accounting and disclosure practices required of not-for-profit organizations operating in Canada. CFBMC has an audit committee comprised of the Board, and also has an independent, external audit annually. Financial results are reported annually and made public.

CFBMC periodically conducts assessments of products and services with industry and other stakeholders to ensure materials are relevant. CFBMC is developing an in-depth performance measurement strategy to measure the impacts and results of activities.

The Directors, Staff and Partners of CFBMC are committed to making a difference in Canadian agriculture. We measure our success by our contributions to the success of Canadian farm managers.

2009-2010

Board of Directors

Donald Daigle, Chair

Richard Robert, Vice-Chair

John Cote, Treasurer

Rhonda Thornley, Secretary

John Molenhuis, Director

Sharon Stollery, Director

Mike Pylypchuck, Director

Robert Ross, Director

Liz Robertson, Director



☞ **Message from the Minister** ☜



Congratulations to the Canadian Farm Business Management Council on another year of giving farmers the business management tools they need to succeed.

The Government of Canada is always looking for new and innovative ways to help farmers prosper. Under Canada's Economic Action Plan, we are investing in innovation so that farmers can continue to compete in current markets and break into new markets. Whether it's a new crop or a stronger management system, by keeping ahead of the curve our farmers can continue to deliver their great products to kitchen tables around the world.

We will continue to work side by side with industry, provinces and territories to strengthen global markets so that farmers can make their living from the marketplace, not the mailbox. The trade relationships and competitive industry we're building right now will deliver economic benefits for our communities for the future.

I am proud to be part of a Government who gets more consumers putting Canadian-grown food in their grocery carts and more international buyers bidding on our products. We put Farmers First because we know that when farmers succeed, all Canadians benefit.

Thank you for your dedication to fostering a better future for Canadian agriculture.

I wish you every success over the coming year.

Hon. Gerry Ritz, P.C., M.P.



☞ Message from the Chair ☞



It's hard to believe that another year has gone by at CFBMC.

Now in our second year of the Growing Forward program, the Council is excited to continue working alongside Agriculture and Agri-Food Canada to fulfill the business management needs of farmers through effective and efficient activities.

CFBMC takes great pride in the completion of two national projects to bring coordination to the agricultural industry this past year:

- › The National Farm Business Advisor Database provides producers with access to farm business management advisors across the Country and resources to make informed decisions when choosing to employ advisory services. Advisors benefit from connectivity and raising the profile of farm advisory services.

- › The Growing Your Farm Profits national distribution project brought the successful Ontario workshop to trainers and producers across Canada. Working with the *Ontario Ministry of Agriculture, Food and Rural Affairs*, CFBMC distributed over 1000 resources to other provinces and territories to run the successful business planning and assessment workshops.

Indeed, we have been very active at the Council, always looking to improve our reach and impact on those we serve, the agricultural industry.

CFBMC continues to seek strategic partnerships to fulfill its mandate towards national collaboration of farm business management programming and services to avoid unnecessary duplication of efforts and resources towards a more connected, cooperative agricultural industry in Canada.

We look to the industry and our stakeholders to inform our strategic direction on an ongoing basis to ensure our endeavours are relevant and effective.

The Council continues to believe that farm business management is the essential ingredient and common denominator for business success. Whether your goals are profitability, expansion, happiness, or a balanced lifestyle, the right management skills will get you there.

Having successfully promoted and delivered farm business management best practices for 18 years, we look forward to continuing this work under Growing Forward and for many years to come. As the agricultural industry advances, becoming increasingly complex, farmers must be equipped with the necessary tools to proactively turn challenges into opportunity.





In the following report, we share our activities and achievements (our *res gestae*) for the 2009-10 fiscal year.

I take this opportunity to say thank you, to all of our partners and stakeholders and everyone who has taken part in or helped inform our activities - a dedicated team committed to succeed.

In closing I would like to wish each and every one of you a great year and a bountiful harvest!

Thank you for your support.

A handwritten signature in black ink, appearing to be 'D. Daigle', written in a cursive style.

Donald Daigle, Chair



2009-2010 Achievements: CFBMC Impact and Results *

✓ **New programs launched!**

- ➔ National Farm Business Advisor Database
- ➔ National online benchmarking tool (agribenchmarking.com)

✓ **New resource:** 60 Questions to Prepare the Succession of a Business

✓ **40% increase** in International Succession Conference attendance

- Close to 90% of participants felt their attendance would increase their ability to enhance their succession planning practices
- Over 60% maintain the conference will have a direct impact on their business

✓ **100% increase** in the number of marketing workshops and participants

- Over 90% of participants claim the workshop increased their ability to adapt and respond to changes in the industry

✓ **25% increase** in subscribers to Agriwebinar™

- In 3 years, Agriwebinar subscriptions have **increased by 450%**

✓ **14% increase** in web traffic to farmcentre.com, **22% increase in new visitors**

- Nationally awarded by the Canadian Farm Writers' Federation

✓ Nationalized **Growing Your Farm Profits** business planning resource

✓ Partnered with British Columbia to deliver **Value Plus** workshops

✓ Distributed over 6,000 resources for training programs

* compared to 2008 Fiscal



🌀 2009-2010 Activity Report - The Year in Review 🌀

1. Young and Beginning Farmers – Farmers in Transition
2. Innovation – Turning Challenges into Opportunities
3. Effective Management - Competition and Risk Management
4. Partnership Development & Coordination

Young and Beginning Farmers

Step Up – Mentoring



Step Up matches experienced farm managers with new and beginning farmers starting their farming careers. Mentors benefit from the enthusiasm and curiosity of a young person eager to learn, while helping them to develop skills in strategic management. The exchange of ideas, knowledge and experience between mentor and mentee, is invaluable. Step Up helps develop a life-long learning commitment in young and beginning farmers.

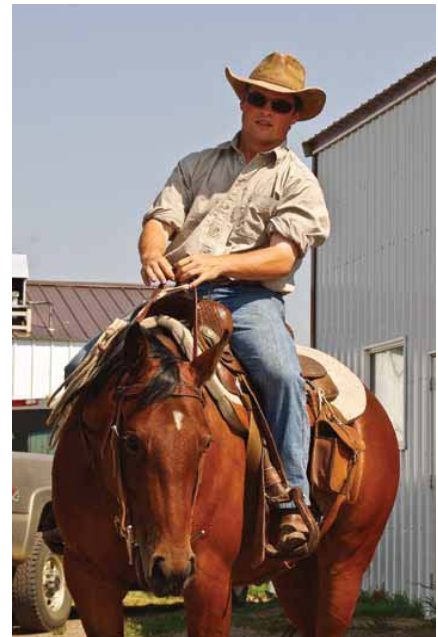
The Step Up program is in its third year of operation and this year has made 8 matches in British Columbia, Ontario, Quebec and Nova Scotia.

What participants are saying:

*“My employer did an outstanding job at explaining what went on behind the scenes. He had clear justifications for all of the management decisions that he made and it was very easy for me to learn how and why he was managing his ranch the way he was. **What I learned over this past summer will stay with me for the rest of my life and I hope that I can make better decisions for my own business as a result of this experience.**”*

- Thomas Lobsiger, mentee, TK Ranch

TK Ranch owner Dylan Biggs got Lobsiger involved in all aspects of ranch life for his four month stay. Duties included learning how to handle livestock on horseback, managing feed resources, maintaining equipment and buildings and marketing the ranch’s branded meat products. “We tried to create an environment of shared learning that could benefit us all,” says Biggs. This working relationship “allowed us to work on projects to further our business that would have been kept on hold.” *(Courtesy of AdFarm)*



Pictured: Tom Lobsiger saddles up for his Step Up work experience at TK Ranch.

Excellence Award for Agricultural Students

This award is designed to help students develop their communication skills by having the opportunity to voice their opinion on a relevant topic in agriculture. Each year, the CFBMC collects submissions from agricultural students across Canada and awards five lucky winners with \$1,000 towards their education. To



stay up to date with current social media trends and appeal to a greater audience, this year the Council requested video submissions.

This competition continues to be a popular means of connecting with the next generation of professional farm managers while challenging them to reflect on the important issues facing our industry. CFBMC takes great pride in exposing these young minds to the rest of Canada – to encourage and inspire!

This year, students were asked:

How do changing consumer trends affect farm management responsibilities and styles?

Congratulations to this year's 5 winners!

1. Kendra Laing (University of Saskatchewan)
2. Philippe Langlois (Institut de technologie agroalimentaire)
3. Améillie Sirois LeClerc (McGill University)
4. Alexandra Fournier Lupien (Collège Lionel-Groulx)
5. Elizabeth Schouten (University of Guelph)



Pictured: Alexandra Fournier Lupien, Collège Lionel-Groulx

Winning submissions are featured and archived on farmcentre.com and in CFBMC press.

New Farmer Web Portal

The New Farmer section on farmcentre.com delivers management information relevant to the beginning farmer demographic. Monthly Beginning Farmer Profiles communicate success stories including keys to success and pitfalls to avoid when starting in the industry, while monthly Updates provide information on industry events, initiatives, and access to available resources. The New Farmer section also includes a scholarship database.

College & University Connection

CFBMC is committed to regular contact with colleges and universities to gather input on the changing needs of the industry, source expertise for new product development and promote our farm business management programs and services.

This partnership reaches young farmers and new entrants through a network of 14 agricultural colleges and universities. Agricultural colleges and universities regularly purchase CFBMC resources for course



curriculum. These partnerships are an effective way to connect with the future generation of outstanding farm managers and instil in them a culture of business management and innovation.

International Farm Succession Conference

The International Farm Succession Conference is a bi-annual event geared towards producers getting ready for succession, either as the successor or new generation entering the farm operation. The Conference encourages new entrants into agriculture and farming in Canada as a sustainable enterprise. Participants range from producers to academia, government and consultants working within farm transfer.

This year's conference was held in beautiful Quebec City at the Château Frontenac. CFBMC welcomed close to 250 participants to hear six plenary speakers, a producer panel, four workshops and farm tours!

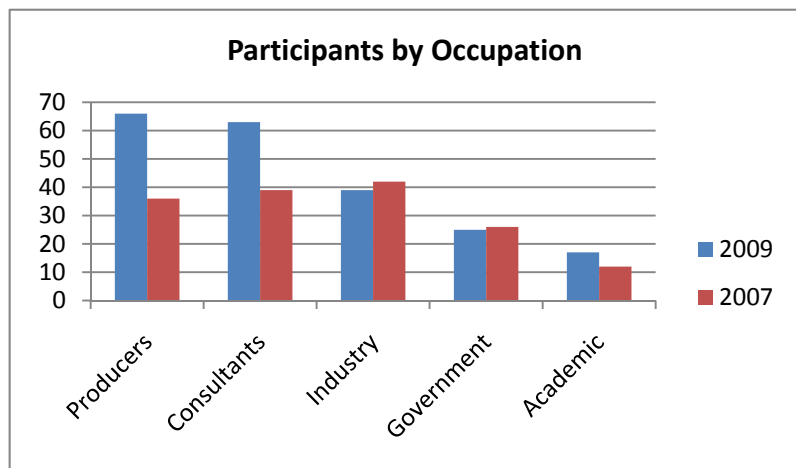


The Conference provides world-class expertise on trends and opportunities: new techniques and best practices for transferring or entering into farm business management. The Conference also provides information on innovative models of farm business organizations that facilitate bringing more beginning farmers into the agricultural industry.



Results of the Conference evaluation survey demonstrate the need for continued farm succession information and discussion platforms in Canada.

- Close to 90% of Succession Conference participants felt their attendance would **increase their ability to enhance their succession planning practices**
- Over 60% maintain the conference will have a **direct impact on their business**



CFBMC uses its Agriwebinar system to broadcast live speaker presentations from the Conference that are then archived. Be sure to visit www.agriwebinar.com to view the live-recorded presentations. Conference presentations and speaker bios are also archived on www.farmcentre.com.

Every year, the conference provides new outlooks and information so that returning participants will be able to **build on their knowledge from previous conferences**.



Managing Innovation – Turning Challenges into Opportunities



Cross-Canada Workshop Series

CFBMC offers a traveling series of one-day workshops designed to connect Canadian farmers with North America’s leading experts in farm business management innovation. The workshops run October – March and provide information, techniques, tools, tips and resources to maximize opportunities to existing and beginning agri-businesses, agri-tourism operators, direct farm marketers, small rural enterprises, economic development professionals, agricultural societies and members, across Canada.

“Putting Canadian farmers and rural entrepreneurs in touch with top-notch marketing expertise and innovation”

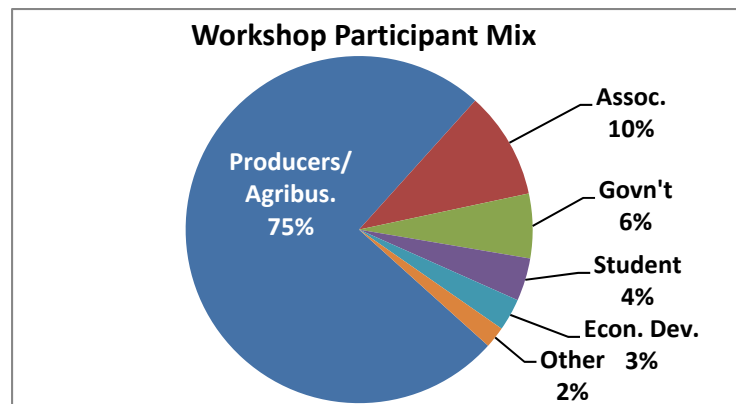
- Marketing Caravan
- Marketing: What Every Rural Business Needs to Know
- Value Chain Management
- Value Plus

This year, CFBMC partnered with 19 organizations to deliver 25 workshops across Canada. In partnership with the British Columbia Ministry of Agriculture & Lands, CFBMC delivered six additional 2-day Value Plus workshops.

“Very practical advice...easy to put to use”
- G.Dalton

“I now have many tools in my tool box”
- D.Chesterman, producer

Many of this year’s host partners represented emerging sectors.



2009-10 Workshop Series Host Partners:

Organic Connections	Community Futures Centre West
Going Organic	Comox Valley Economic Development Society
Nova Scotia Department of Agriculture	Greater Saskatoon Chamber of Commerce
BERTradio-Online	FoodNet Ontario
Manitoba Ag & Food and Rural Initiatives	Mitchell District High School
Bridges to Success Inc.	Manitoba Organic Alliance
BC Association of Farmers Markets	Edmonton Regional Tourism Group
Ontario Farm Fresh	Community Futures Development Corporation



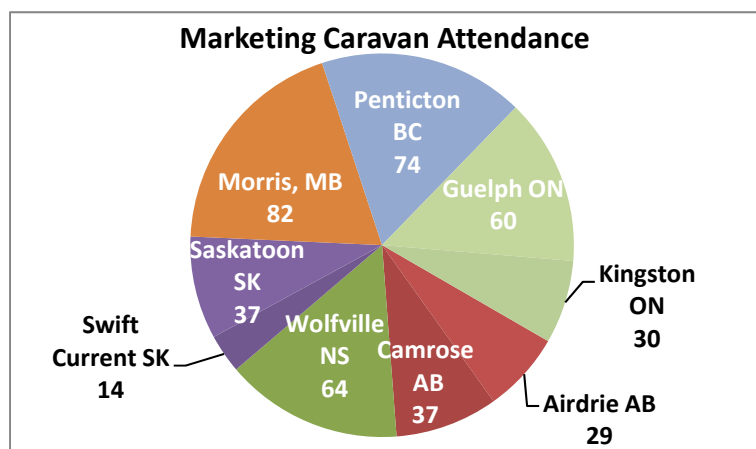
Cariboo-Central Interior Poultry Producers Association (CCIPPA)	Forestry and Agri-Foods Agency Government Of Newfoundland and Labrador
Nova Scotia Department of Agriculture	

Host partners can use these workshops as independent events or value-add the CFBMC workshop into existing venues. This year, CFBMC’s Marketing Caravan workshop was combined with a producer association workshop to create a larger, more extensive learning opportunity that catered to the needs of an identified commodity group. The CFBMC workshop program gives rise to innovative opportunities, and we at CFBMC encourage this!

Marketing Caravan

Since 2005, CFBMC’s Marketing Caravan has traveled the country, putting over 2,000 Canadian farmers and rural entrepreneurs in touch with top-notch marketing expertise and innovation. Now in its’ fifth years as a national program the Marketing Caravan is about learning to create enduring links with customers, by understanding what they want and reaching out to them with your product or service.

The number of workshops this year nearly doubled in comparison to last year, averaging 47 participants per workshop.



What participants are saying:

“Both Jolene and Nicola are absolutely first class. Laura is extremely knowledgeable about the media industry. All three speakers were a gift to hear!” - F. Neilsen, producer

“I have been able to both make connections to what we are doing and see some new opportunities to improve what we are doing. The media press release workshop was challenging but pertinent” - M. Lamb

Highlights:

Two Ministers of Agriculture attend the Marketing Caravan

Ministers of Agriculture Stan Struthers and Steve Thomson attended Marketing Caravans in Morris, MB and Penticton, BC, respectively.

MP Announces New Product launch

The Honourable Stockwell Day assisted with the official launch of the B.C. Association of Farm Marketers’ MarketSafe program at the BC Marketing Caravan in Penticton. The Marketsafe program is fashioned after the Foodsafe program and is the only one of its kind for Farmers’ Markets across Canada.

Workshop Facilitators



Jolene Brown is an Iowa farmer and certified professional speaker with a mission to help North American farm families thrive and grow in a fast-changing marketplace. Over the years, Jolene has become widely known in agricultural conference circles for her light-hearted delivery of razor-sharp marketing and business advise.





Annemarie Pedersen is a public relations specialist and a member of the Canadian Farm Writers' Federation. Annemarie helps her clients tell their story, often through the media to touch customers and stakeholders with powerful, relevant marketing messages.



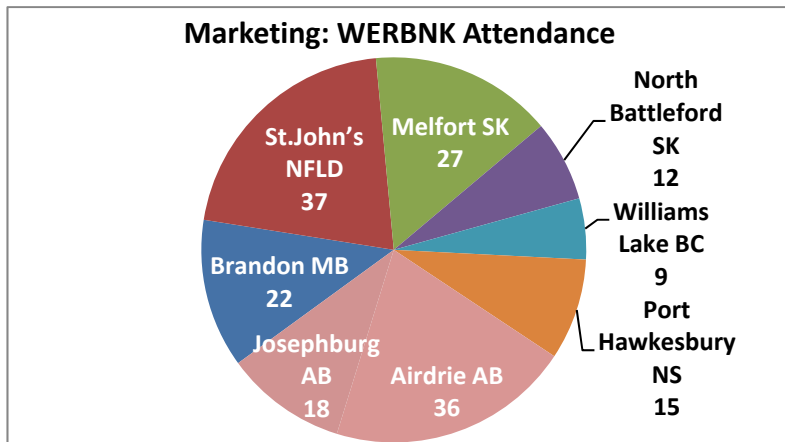
Laura Laing, has worked with numerous organizations as a Public Relations Specialist for the past 15 years, providing public relations support and direction to a list of organizations that includes some of the world's premiere agri-business leaders as well as not-for-profit associations in both the livestock and crop production sectors as well as consumer focused work.



Kim McConnell, is the founder a former CEO of AdFarm, an agriculture-focused marketing and communications firm. Over the years, Kim has led many national and international brand and marketing assignments for companies including FCC, Bayer CropScience, and RBC Royal Bank, to name a few. Kim is director of the Alberta Livestock & Meat Agency and the past president of the Canadian Agriculture Hall of Fame.

Marketing: What Every Rural Business Needs to Know

Today, those who seek above-average results must understand the fundamentals of marketing. This workshop demystifies marketing to help you choose and implement essential marketing tactics. Using examples to show how other agribusiness have used these techniques to boost their sales and profitability, this workshop will help you build the knowledge and confidence to create and execute a marketing plan for your agribusiness, meeting the marketing needs of today's Agri-preneur. Participants get to take home CFBMC's own *A Primer on Agrimarketing: Sector Profiles & Case Studies*.



This year, workshop attendance increased by an impressive 65%.

What participants are saying:

"Concise and to the point. Made it applicable to everyone. Hands-on exercises were good." - E. Nitchie

"it gave me ideas on how to market new ideas and what I am doing wrong" -B. Nilsson, producer/student

Workshop Facilitator



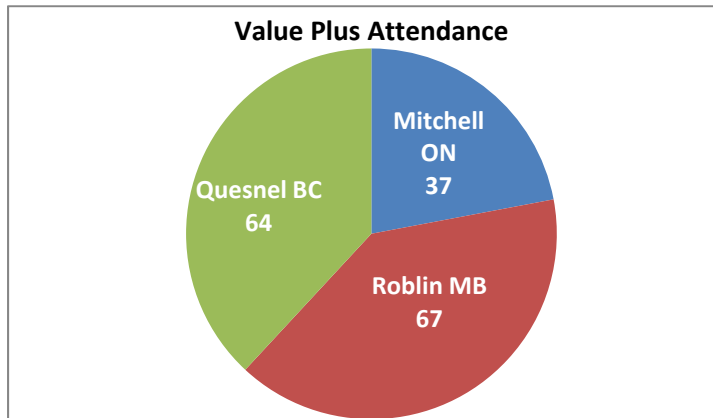
For over 30 years, **Jerry Bouma**, one of Canada's leading Agrimarketers, has helped countless Canadian farmers, rural entrepreneurs and agribusinesses understand and implement marketing strategies. Jerry's business experience spans day-to-day operations, management consulting, marketing, strategic planning and project management, for organizations of all shapes and sizes.



Value Plus

Forward thinking farm businesses are constantly exploring diversification and ways to add new value to what they already produce and put extra dollars in their pocket. This workshop covers identifying value added ideas through to validation in the marketplace using case studies of real farm businesses that have found new ways to increase the value for their farm operations.

This year's workshops reached 16% more participants than the previous year.



What participants are saying:

"Reinforced thoughts on developing VA's and gave me new ideas. Very well paced" - producer

"I feel more confident to start something new" - C. Derkoon, producer

"Very practical ideas- I feel like I have a basic blueprint now for starting my ideas."- T. Menheere, producer

Highlights:

High School students Attend VP workshop

Teacher Dan Broderick had this to say in his thank you note:

"Thank you very much for your hospitality today. The students and I learned a great deal from the program. It is important that high school students have opportunities to experience learning in an adult setting, and to see that adults are life-long learners. I thank you and the other organizers for your kindredness in inviting our students. These are the opportunities that bring abstractions into realities."

Workshop Facilitator



Gary Morton is an agriculture consultant, professional speaker, professional facilitator, author and entrepreneur. He has been providing innovative management consulting services and advice to agricultural businesses and organizations across Canada for over 25 years. He specializes in value adding, new product development, market innovations and strategic planning. With Bev Connell, Gary co-authored the CFBMC publications "Building Added Value through Farm Diversification" and "Farm Business Planning: Understanding, Preparing & Using."

Value Chain Management

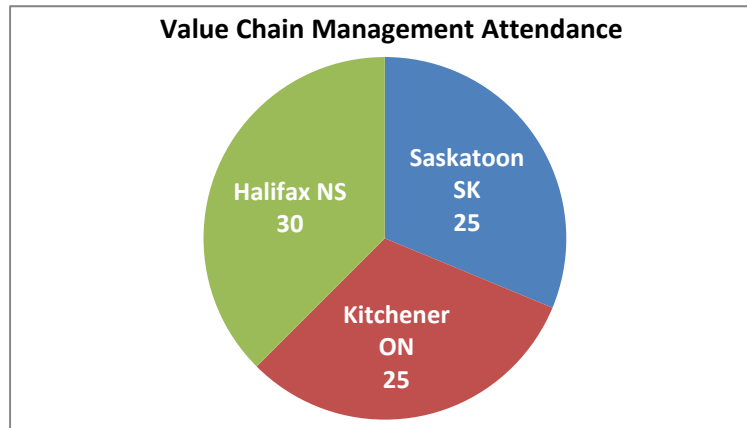
Today the best profits and most secure markets often go to those who collaborate with others to add value that customers recognize and will pay for. Ideal for: producers, input suppliers, processors, distributors, food service operators and retailers, small rural enterprises, economic development professionals, agricultural associations and members, CFBMC's Value Chain Management workshop has traveled the country, introducing over 1,000 Canadian farmers to the concept of Value Chain Management.

One of the best ways to learn about value chains is to speak with those who have made them work. This year, we added a working value chain panel discussion of a Canadian grower, CEO and retailer who have profited by working closely with others in a value chain structure.



What participants are saying:

"This course made me understand how a value chain works, the importance of understanding my customers' needs, and how my product and possibly products from other producers could meet that need. I now carry two other products made by other producers that my customers wanted (and couldn't make myself) and they don't mind that I'm not the producer."



"I am in an advisory/counseling position and even just bringing up information about value-chain management to producers and processors is a step in the right direction. This puts the topic on their radar and gets them thinking about what they can do regarding value chain management, even if it is small steps at a time."

Highlights:

Grade 12 Students from Aden Bowman Collegiate attend the Value Chain workshop!

Twelve students along with teacher Brennan Dunbar, from Aden Bowman Collegiate, attended the Value Chain workshop in Saskatoon, SK. One student was preparing to launch a flavored Hemp Seed product and was amazed with by the amount of useful information learned to help start his business.

"...the best VC workshop I have attended"

"The CFBMC value chain management workshop was the best VC workshop I have attended. The facilitator, Martin Gooch, did an amazing job in presenting the material in a way that made it easy to see why a properly constructed and managed value chain can be of such enormous benefit to agricultural producers and processors alike – not to mention all other chain members throughout a specific linkage. Interaction with the three owners of the companies, who each participate in a local value chain, who shared their experiences with the group, allowed participant's to relate this information to their own unique local circumstances. This format simply brought the subject matter to life. This workshop is beneficial to any Saskatchewan agricultural producer and/or processor looking for ways to improve their ability to manage control over the products they produce and better understand the chain of events that connect to the final consumer purchase." - Ronald P. Monette

Workshop Facilitators

Facilitator:



Martin Gooch is one of Canada's premiere authorities on the creation, operation and optimization of agriculture related value chains. Currently Director of the Value Chain Management Centre at the George Morris Centre, he combines academic analysis with hands-on operational experience. In addition to this deep personal experience Martin has developed close relationships with value chain innovators around the world.

Panel:



Angela Santiago is a mother of four and CEO of The Little Potato Company Ltd. Her time is in demand and well managed between kids, the office and numerous business trips to Europe, the U.S. and across Canada. Angela has overseen the growth of the company from its beginning stages; washing spuds in a bathtub to 25 million in current sales, The Little Potato Company Ltd. holds the proprietary rights on all its varieties which are now sold through retailers and foodservice companies such as Loblaws, Safeway, Costco, A&P, Metro, and Coop, to name a few.





Greg Connell, partner, Clarity Marketing – Greg Has been involved in the food industry as Director in the Atlantic Food and Beverage Processor’s Association and currently serves as a Director for the Canadian Produce Marketing Association. He has several years of hands on practical experience, which has provided him with the knowledge and expertise he has today. Greg is eager to share his knowledge and expertise with others, and in particular, help you better understand how value chain management can better link your business to wholesalers and retailers in your market.

Brad Bartko is a fourth-generation farmer and co-owner of Golden Nugget Produce and Bartko Farms Ltd. in North Battleford, Saskatchewan. Bartko’s operation crops 7,000 acres of grains, oilseeds, pulses and potatoes and supplies irrigated commercial and seed potatoes to The Little Potato Company.

Value Chain Management Survey

In May of 2009, CFBMC commissioned a survey of those who have participated in CFBMC’s Value Chain Management workshops to understand the impact of these workshops and the future needs and interests in VCM. The results of this survey will be used to design future programs that meet these needs, and better service future clients.

Results:

- 52% of respondents have *implemented the workshop teachings* within their enterprise or business activities, mainly through business strategies, future business approaches, and improved perception and understanding of VCM.
- 71 % of respondents confirmed their *interest in future VCM learning events*. 51% suggested workshops, 45% suggested e-learning, 42% recommended the webinar format, and 36% articulated their interest in attending conferences featuring VCM topics.
- 56% of participants are interested in continued participation in VCM information updates via an e-newsletter, preferring content that includes success stories, profiles and information on training opportunities.

The VCM survey demonstrates ***the need for continued efforts to disseminate programs and information pertaining to VCM***. Survey responses gave CFBMC a good lead on future program and service offerings to meet target needs.

Science & Innovation Web Centre

“...if they can do it, so can you, and here’s how!”

Technology and knowledge transfer are necessary for today’s farmers to meet the challenges of tomorrow. CFBMC promotes knowledge and technology transfer of innovation and new developments in agriculture through the *Science & Innovation* section of its award-winning website, farmcentre.com.

Science and Innovation features weekly articles written and approved specifically for CFBMC’s target audience on future trends and opportunities in agriculture and the management techniques that foster successful innovation. The weekly articles are the inspire-and-encourage piece, aimed at instilling a sense of “*if they can do it, so can you, and here’s how.*” Sharing personal profiles and success stories gives readers an example by which they can measure their innovation readiness in response to ever-changing industry demands and opportunities. Subject matter is diverse and introduces technologies that are relevant to farms of all types and sizes.



In addition to weekly articles, visitors can also find *step-by-step information and resources from idea to innovation*. Through the *Science & Innovation* portal, visitors can access agricultural science and technology journals, and find out information on patents and business start-up procedures including available funding.

In August of 2009, CFBMC launched an online survey to assess the impacts of its efforts through this online medium, whilst gaining a comprehensive understanding of client needs.

Results:

1. There is a significant demand for leading-edge information – innovation and advancement
2. Sharing others' experiences through case studies and other 'how-to' models is important for readers buying into new technologies and creating the necessary contacts (networking) for follow-up and implementation
3. An overwhelming majority of respondents find the *Science & Innovation* content useful.
4. Respondents use a variety of resources to gather information on science, innovation and agriculture including websites, electronic newsletters, and print and online magazines and newspapers.

CFBMC will be working diligently towards implementing these recommendations to improve the Science & Innovation section of farmcentre.com. Likewise, CFBMC will employ further evaluations of web content on farmcentre.com to provide optimal channels for information gathering and technology and knowledge transfer.

Effective Management - Competition and Risk Management

Agribenchmarking.com

Over the past year, CFBMC has been working with Agriculture and Agri-Food Canada (AAFC) to create an easy-to-use, simplified tool that provides key financial benchmarking information to farmers who are looking for ways to improve their business and bottom-line.

*How does your farm
business measure up?*



Launched in November, 2009, **agribenchmarking.com** allows farmers to not only track their business year-over-year, but also measure their results against other similar agribusinesses. They can target farms type, region or revenue class. An online tutorial is also included.

Agribenchmarking.com covers five categories of financial ratios: efficiency, liquidity, debt management, asset management and profitability.

CFBMC's new benchmarking resource, agribenchmarking.com, uses AAFC and Statistic Canada's Whole Farm Database with **over 150,000 records** – compiled from the Taxfiler Database and the Farm Financial Survey.



Farm Budget “Cost of Production” Database

The Farm Budget Database provides farmers with **access to cost of production and budgeting tools available in Canada**, along with select resources from abroad. These resources will help expand the capacity of farm businesses by giving Canadian farmers the tools to assess and understand their farm financial situation, test potential changes, evaluate changes in production mix and scale, and determine costs as a basis for pricing.

The database is updated on an annual basis to ensure up-to-date and relevant information and currently offers **2,000 budgets** and links to financial data from the provinces/territories, producer organizations, and academic institutions.

National Farm Business Advisor Database



Launched in November, 2009, the National Farm Business Advisor Database is the *first of its kind*.

The FBA database welcomed 230 advisors in 2009-10, and is growing everyday!

Farmers can use the database to search for agricultural advisors all over Canada and will be better equipped to select professional advice and maximize the contribution of a consultant to their business. Farm advisors and consultants can use this website to advertise their professional services to the agricultural community on a national scale.

The National Farm Business Advisor Database includes:

Resources & Publications - Collected to help farm managers better understand farm advisory services and choose an advisor that best suits their operation.

Organizations & Associations - A list of associations, organizations and corporations dedicated to farm business advisory services with web links.

Acronyms and Designations - A glossary of terms commonly used in the farm business advisory community.

CFBMC is working hard to make this database the ‘go-to’ place for finding an advisor. Resources are being translated to increase the accessibility of information available in both French and English.

Farmcentre.com:

Farm Business Management Resource Centre & Web Portal

As CFBMC’s official, nationally award-winning website, farmcentre.com provides its 133,000 visitors a year with up-to-date, reliable, relevant information and resources, encouraging farm business management best practices and inspiring success.



Have you visited **farmcentre.com** lately?



Farmcentre provides an easy access 'one-stop-shop' for farm business management news and information, tools and resources...

- ✓ Topical articles and profiles (daily, weekly, monthly)
- ✓ Online resources, tools, programs and services
- ✓ Events and announcement listing
- ✓ Online sales of publications and tools
- ✓ Links to pertinent resources and information

In 2009, farmcentre.com was **nationally recognized**, receiving the Henry Heald Award from the Canadian Farm Writers' Association in the website category.

Farmcentre.com contracts the industry's top writers to disseminate topical, timely farm business management news and information. Our article commentary and feedback mechanism encourages communication between producers and other farm business professionals.

Website Traffic

- 133,000 visits
- 74,000 absolute unique visitors
- 52% new visits

Farmcentre.com Traffic Trends*

- 14% increase in web traffic
- 22% increase in new visitors

*compared to 2008 Fiscal

CBC Commentaries



This weekly feature on farmcentre.com continues to generate strong interest as topics are diverse and appeal to a broad audience. CBC commentaries are included in the weekly electronic newsletter, *Farm Management Weekly* and our monthly *Canadian Farm Manager* publication. They are also archived and can be accessed at any time by anyone, further enhancing their impact and reach. By posting comments, **readers can interact with the author** and other farmcentre readers: challenging opinions, sharing experiences, and reflecting on a range of issues pertinent to our industry.



Newsletter Publications

CFBMC currently offers three newsletters that are sent out on a daily, weekly, or bi-monthly basis:

- **Canadian Farm Manager** (bi-monthly)
 - ➔ 800 email subscribers, 16,000 hardcopies distributed bi-monthly
 - ➔ Includes farmer profiles and success stories
- **Farm Management Weekly**
 - ➔ 1500 online subscribers
 - ➔ Includes CFBMC and industry announcements, events, news and information
- **Daily Cattle Report**
 - ➔ 500 subscribers

Canadian Farm Manager Newsletter

The *Canadian Farm Manager* newsletter (CFM) is distributed bi-monthly to over 16,000 mail subscribers, while many others subscribe to receive the CFM online and still more view the publication online through farmcentre.com. The CFM is unique in Canada for its focus, format, and following. The CFM features in-depth articles that emphasize success stories and farm business profiles on topics of innovation, marketing, succession, new business models, managing costs, human resource management, planning, and risk management.



The award-winning content delivers a thoughtful perspective on a variety of current management issues and opportunities in a concise and stimulating format.

Titles from the 2009 **Canadian Farm Manager** include:

- Business Planning: Detailed planning underpins winemakers' dreams
- Marketing: They're different, and that's key
- Integrated Farming: Making all the parts work together
- New farmer doesn't try to 'cover all the bases'
- Changing the game with a new type of learning
- Does your transfer plan pass this test?

Some comments from readers:

"I value Canadian Farm Manager for two reasons: a) you have a can-do, practical-solutions orientation, which is a welcome antidote to the bleak forecasts that cast farmers as helpless victims of forces beyond their control, and b) you highlight best practices across the full diversity of farm businesses which helps overcome the insularity of farmers in different sectors, regions, and scales of operation."

-W.S. Everdale Farm

"Your newsletter is very impressive. The agricultural sector is in great need of a resource like yours. Thank you."

"You did a great job on the ALUS story, many people were very happy you were able to make an east-west connection, this has been difficult to do."

Press and Media

CFBMC has established trusting partnerships with the press and media as distribution channels for information on resources available and farm business management best practices. These partnerships ensure CFBMC's long-standing presence in press and media, giving farm managers and other industry professionals a reliable and accessible resource.



Monthly Farm Press

Every month, CFBMC produces **Capital Ideas** for 144,000 readers across Canada through the *Western Producer*, *Atlantic Canada Farm Focus*, the *Ontario Farmer* and *Country Life in B.C.*

Capital Ideas emphasizes **success stories, innovation, new business models, seizing opportunity, lessons learned, and business profiles**. Reading about the experiences of others gives Canadian farmers renewed optimism and rejuvenates their passion for agriculture, while enhancing farm business management best practices and inspiring innovation and change.

"I like the idea of not just looking at farmers, but looking at what other businesses do and relating that back to agriculture. Because they're a bit different, they catch peoples' attention."

"...you put a face on what is otherwise a faceless industry...Your column also gives people hope. You look at someone's operation and say, 'You know, I'm like him. I could do what he's doing.'"

Television



CFBMC has been working with **AgVisionTV's** Kevin Stewart since 2004, each year producing twelve TV segments related to farm succession, and twelve TV segments related to farm business management.

AgVisionTV is carried on **15 television stations reaching 44,600 viewers weekly**.

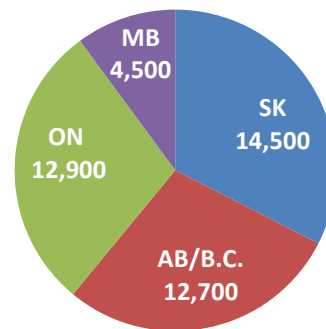
AgVisionTV is also available and archived on the web, increasing the impact and exposure

of content to its audience.

Recent Topics/Shows

- Making a Succession Plan
- Increasing Sustainability and Profitability
- Treating Children Fairly, Isn't Always Fair
- Does Your Family Know What to Do When You Die?
- Young Farmers Making it Work
- Farmers and the Web
- Paying Attention to Your Partners
- Consumer Trends

AgVision TV Audience Distribution
(by number of farmers)



Radio



CFBMC works with renowned radio broadcaster Alphonse Lapointe to deliver radio segments to 226,000 weekly listeners of *De la Terre à la Table* in Quebec. The program is also broadcasted on three websites averaging 50,000 visitors weekly. ***De la Terre à la Table* has recently received the Adélar Godbout award from l'Ordre des agronomes du Québec for the "quality and richness of information."** CFBMC provides further access to *De la Terre à la Table* through farmcentre.com.



Agriwebinar™

The **Agriwebinar™** series provides farmers and agriculture professionals with access to topical and timely farm business management information from the comfort of their home or business. All live presentations are archived so that presentations can be viewed at any time by anyone.



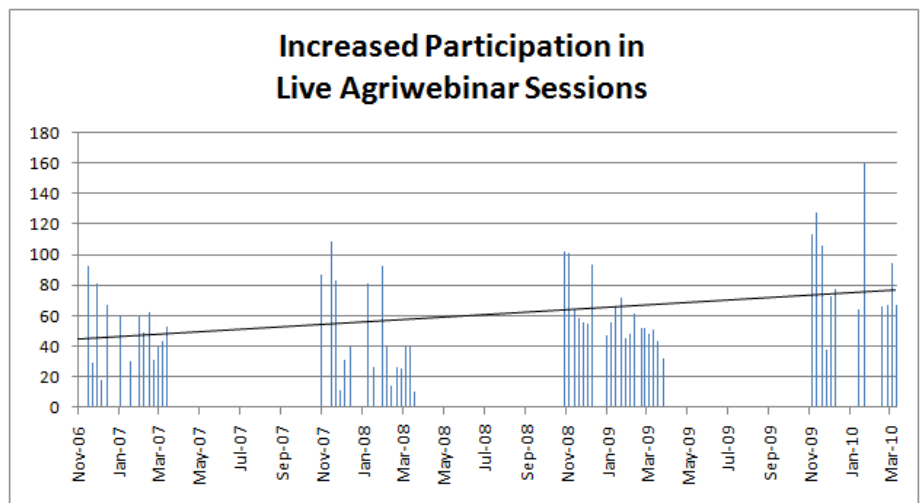
CFBMC runs 12 webinar sessions each year from November to March every Monday at Noon EST.

Speakers and topics are selected from the results of a client survey conducted previous to each new season of **Agriwebinar™**, thus content is 100% client-driven.

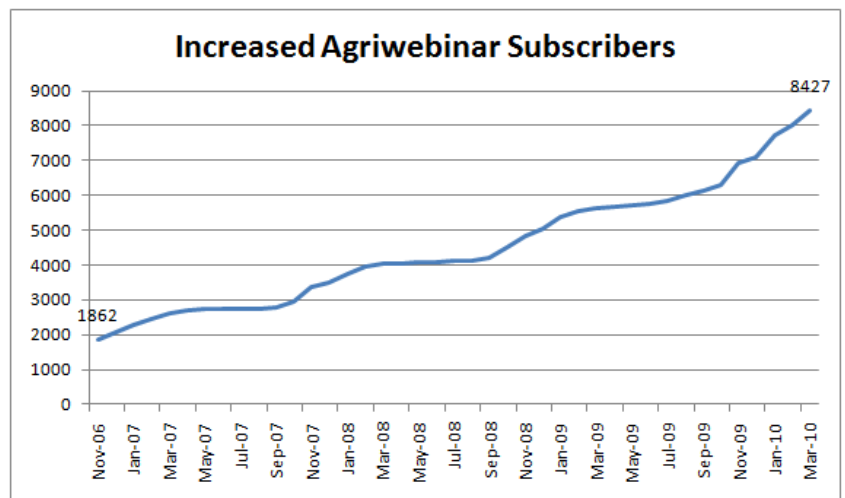
Currently, the Agriwebinar library holds over 140 recorded webinars divided in 18 different topics.

2009-10 Highlights:

- Live session participation averaged 87 participants per session
- 2789 new subscribers to the system, representing an increase of 172%

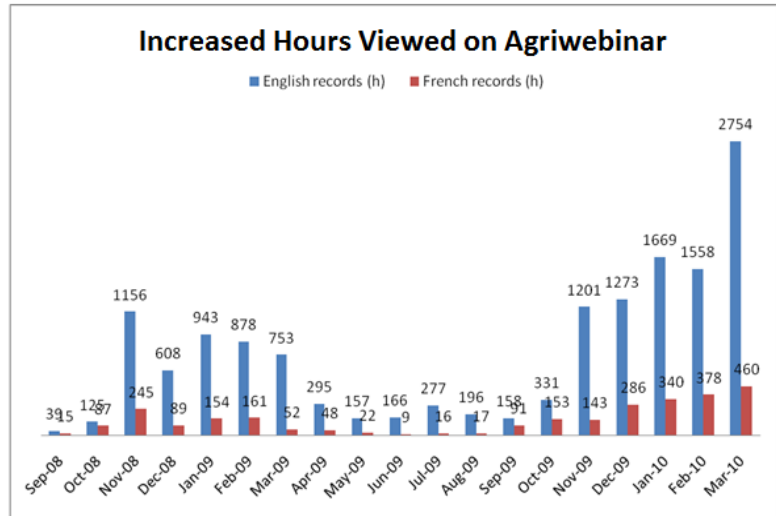


- Total number of subscribers reached 8427 representing an increase of 450% in just 4 years!
- Increased hours viewed on archived Agriwebinars



Increasingly, *Agriwebinar™* is being used to broadcast and record conferences and other face-to-face events to increase its reach to participants during and after the event. For example, 4 live sessions were broadcast during the 2010 Managing Excellence conference welcoming 145 live participants.

68% of agriwebinar subscribers are farmers or professionals providing a service to producers.

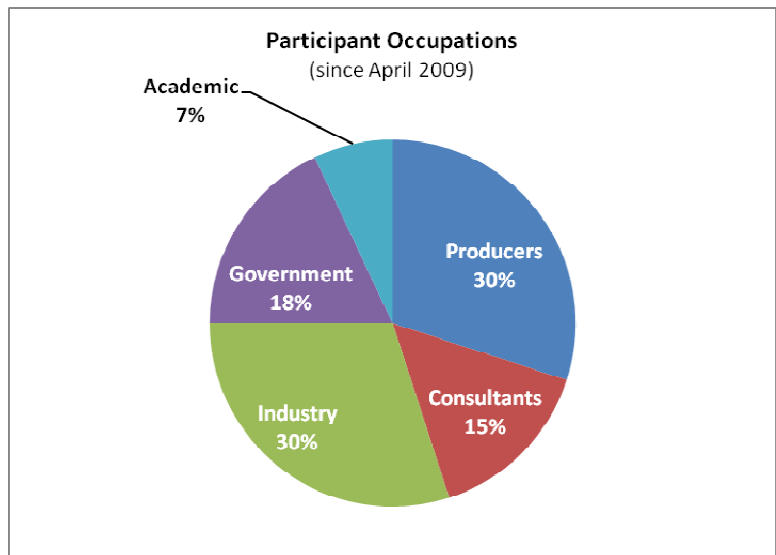


What participants are saying:

“Just a BIG congrats go out to all of the team that worked to get this set up - a wonderful idea as a complement to a face-to face conference...” - Bill Reynolds

“I originally picked this video for a college paper and now I want to show it to my parents, I plan to join the family farm and this entire webinar has been extremely helpful.” - Kate

“... I am absolutely delighted and looking forward to incorporating webinars in to our programming going forward.” - Rob Black, Executive Director, Rural Ontario Institute



Agriwebinar Series 2009-10 Topics:

November 9	David Kohl: Agricultural Outlook 2010 and Beyond	USA
November 16	Peter Katona: Buy Local, Buy Fresh	CAN
November 23	Bryan Gilvesy: Farming in the Green Economy: How Pricing Carbon changes everything	USA
November 30	Maria Labrecque Duchesneau: Does Health Have a Price in Agriculture?	CAN
December 7	Normand Mousseau: Energy Crisis – Global Profile and Canadian Context	CAN
December 14	Jolene Brown: The Top 10 Stupid Things Families Do to Break Up Their Business!	USA
January 18	George Brinkman: Viability of Canadian Agriculture – Updates for 2010	CAN
January 25	Jane Eckert: Top 10 Ways to Grow Your Business	USA
February 22	Gary Morton: Adding New Value Powers Up Your Farm	CAN



March 1	Gwendolyn Simpson: Towards an Economically, Environmentally and Emotionally Inspired Market Gardens	CAN
March 8	Brenda Schoepp: Current Market Profiles and Demographic Shifts that Shape the Future of Beef in Canada	CAN
March 15	Andrew Hammermeister: Capturing Opportunities in Organic Agriculture	CAN

CFBMC extends the *Agriwebinar™* system to its partner organizations. These alliances extend the reach of pertinent farm business management information, while attracting new users to the learning tool. Partners using the Agriwebinar system in 2009-10 are listed in the table below.

2009-10 Partner Sessions:

Canadian Beef Export Federation	Broadcast and record AGM + speakers, International Marketing Seminar
Certified Organic Associations of B.C.	Organic production series
Alberta Agriculture and Rural Development - Online Education	Broadcast AGM with Minister and Executive Team speaking, online workshop in February
Farm Credit Canada	Beginning farmers series
Atlantic Canadian Organic Regional Network	Several sessions on organic production
The Ontario Rural Council	Two sessions related to rural agriculture
Ontario Ministry of Agriculture, Food and Rural Affairs	Growing Your Farm Profits workshop demonstration

Agriwebinar continues to seek user feedback to improve the service. This year, the Agriwebinar system underwent several program upgrades for more user-friendly and visually-enhanced live and archived presentations.

Managing Excellence in Agriculture 2010 Conference



Managing Excellence in Agriculture 2010 (MEAC 2010) was CFBMC's 8th annual Excellence Conference. This year, the Conference was held at the Sheraton Cavalier Hotel in Saskatoon, Saskatchewan.

"Perhaps the most amazing speaker I have ever witnessed. If he had been the only speaker at the Conference, it would be worthwhile"

MEAC 2010 focused on business management practices as the common denominator to any successful farm business. The size of your farm is not what measures your success, but rather your management practices and commitment to staying informed of new opportunities and innovation.



Producers and industry stakeholders had the chance to listen to and learn from experts in the industry and share their knowledge and experience, to gain new ideas for better management.

An impressive **95%** of conference evaluation respondents felt their participation at the conference will *increase their ability to adapt and respond to changes in the industry.*

MEAC 2010 provided a forum for members of the agriculture industry - from producers/growers/agribusiness operators to consultants and government representatives – to meet and share experience, insights, and expertise.

The Conference included plenary sessions, a producer panel and workshops.

“Great insight and gave me lots to think about in terms of future business ideas and changes”

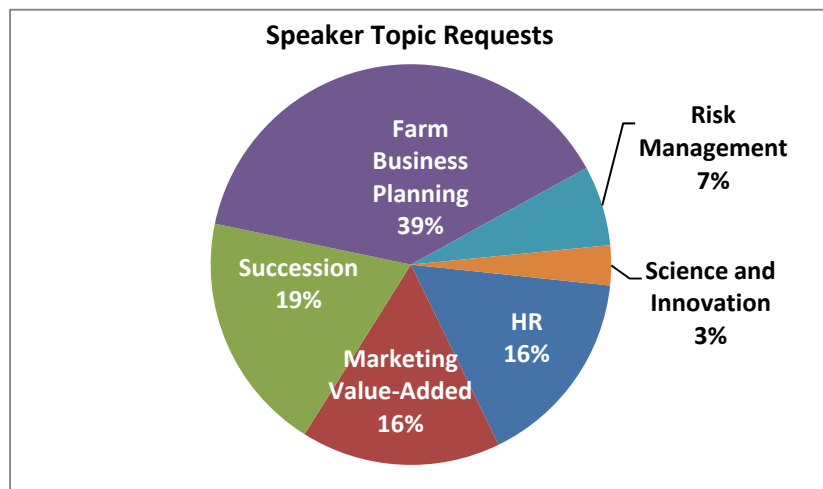
“Created a passion for all of us to take up activism and promote Agriculture and our story”

Speaker Sponsor Program

Through its speaker sponsorship program, CFBMC is injecting farm business management information into an array of industry events including annual general meetings, sector meetings, commodity association events, trade show speaker sessions, and more. In many cases, the speaker program sets the stage for additional collaborative opportunities. This year, host partners were required to become a member of the Council, thus reinforcing the contact, and some are taking advantage of our Agriwebinar system to share their programming with a larger, diverse clientele.

Highlights:

- ✓ 31 speaking engagements sponsored in the 2009 fiscal year, distributing \$46,500 in sponsorship
- ✓ Event attendance averages 150 producers, which equates to directly reaching 4,650 producers



Speaker Program Hosts:

1. Centre de référence en agriculture et agroalimentaire du Québec
2. Groupe conseil agricole progestion
3. Colloque en production Laitière - MAPAQ Rimouski

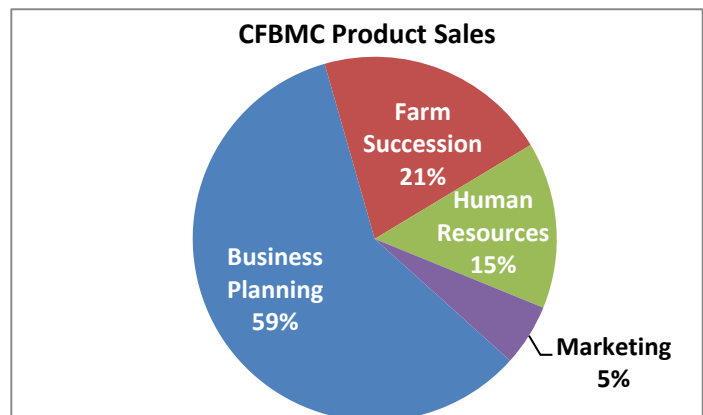


4. Groupe relève agricole Chaudière Etchemin
5. Table filière Abitibi
6. Syndicat de la relève agricole de Lanaudière
7. Colloque régional en production laitière Bas-Saint-Laurent
8. Colloque régional en gestion et transfert de ferme - région Alma
9. Syndicat de la relève agricole du Centre-du-Québec
10. Mon Agro-conseils
11. Syndicat des cultures commerciales
12. École d'agriculture de Nicolet
13. SCF de l'UPA Centre-du-Québec
14. Thunder Bay Soil and Crop Improvement Association
15. Food meets Function Conference
16. Manitoba Grazing School
17. Ontario Cattlemen's Association
18. Goat Symposium - Ontario
19. Innovative Farmers of Ontario
20. Junior Farmer Association of Ontario
21. Ontario Ministry of Agriculture, Food & Rural Affairs
22. Farm Leadership Council
23. Réseau agri-conseil Montérégie Ouest
24. Camrose Regional Exhibition
25. Wild Rose Agricultural Producers
26. Organic Agriculture Conference
27. Agricultural Solutions for Energy conference
28. Southwest Agricultural Conference
29. Nova Scotia Fruit Growers Association
30. Saskatchewan Young Ag-Entrepreneurs
31. Ag Info Days

Products & Resources Catalogue

CFBMC works closely with its partners, members and supporting organizations to offer the very best and latest in farm business management. CFBMC currently offers **over 100 farm business management resources and tools** to producers and other industry professionals, 30 of which are CFBMC products: books, assessment tools, DVDs, and CD-ROMs.

CFBMC products are divided into 4 main categories: Business Planning, Farm Succession, Human Resources and Marketing.



Highlights:

- ➔ This year, CFBMC **sold over 6000 resources** and distributed thousands more.
- ➔ CFBMC released a new Succession resource: **60 Questions to Prepare the Succession of a Business**



An elaborate checklist to help producers identify the elements of the transfer they are best prepared to handle, pinpoint differences in perception among members of their transfer team, and update their action plan towards a successful transfer. Developed in partnership with la Fédération des groupes conseils agricoles du Québec.

CFBMC is coordinating with the Ontario Ministry of Agriculture, Food and Rural Affairs for the creation and distribution of a national version of the *Growing Your Farm Profits* business planning workbook. So far, CFBMC has distributed over 1000 *Growing Your Farm Profits* binders to six provinces.

Farm Shows

Farms shows present an opportunity to network with producers and industry personnel. They are an opportunity to highlight CFBMC resources and also to collect input and ideas on the best resources and methods to reach producers.

This year CFBMC attended 10 farm shows across Canada, representing a diverse cross-section of farm business management opportunities to learn and network.

Western Canada Farm Progress Show	Regina, Saskatchewan
Canada's Outdoor Farm Show	Woodstock, Ontario
Agri-Trade Show	Red Deer, Alberta
Agribition	Regina, Saskatchewan
Western Canadian Crops Production Show	Saskatoon, Saskatchewan
Salon de l'agriculture	Saint Hyacinthe, Quebec
Manitoba Ag Days	Brandon, Manitoba
Pacific Ag Show	Abbotsford, British Columbia
ACORN	Charlottetown, P.E.I
Ottawa Valley Farm Show	Ottawa, Ontario

CFBMC Membership



The membership structure provides for provincial government, industry association, business, and individual producer representation. Members help CFBMC stay connected to farm business management initiatives across Canada, thereby positioning the Council to play a greater part in the growth and profitability of the industry.



CFBMC members:

- ✓ Complement and add to CFBMC values, missions, and goals
- ✓ Enhance and broadens the scope and impact of projects
- ✓ Ensure the governance and strategic direction of the Council

CFBMC membership is divided into classes. As a national Council, all provinces and territories hold membership to the Council.

Class A = Producer Representatives (appointed)

Class B = Provincially/Territorial Appointed Ministry of Agriculture Representatives

Class C = Agriculture & Agri-Food Canada

Class D = Individual Members – producers, educators, advisors, etc.

Class E = Associations

Class F = Corporations

CFBMC caters to the unique needs of its member classes. The Class B Members Forum complements traditional face-to-face communication by providing members with a means of communication between scheduled meetings.

Welcome to our New Corporate and Association Members!

Corporations

Banque Nationale du Canada

Collins Barrow Chartered Accountants

La Terre de chez nous et ses publications

Associations

Alpaca Canada

Edmonton Regional Tourism Group

L'Union des cultivateurs franco-ontariens

Western Farm Leadership Co-operative

Junior Farmer's Association of Ontario

Groupe relève agricole Chaudière Etchemin

Fédération de l'UPA de Lanaudière

Réseau Agriconseils Montérégie Ouest

Colloque régional en production laitière - MAPAQ

Nova Scotia Fruit Growers' Association

Camrose Regional Exhibition

Certified Organic Association of BC

Syndicat de la relève agricole du centre-du Québec

Comité Journée-Laitière

Saskatchewan Young Ag-Entrepreneur

La Coop Agriscar

Guelph Partnership for Innovation

University of Saskatchewan- Canadian Centre for Health and Safety in Agriculture

La Capital Outaouais Real Estate

Ag Info Days

École d'agriculture de Nicolet

AgraPoint International Inc.

Ontario Institute of Agrologists

Promoting Partnership & Coordination

Farm Credit Canada (FCC) Learning

Through its partnership with Farm Credit Canada, CFBMC enjoys a permanent presence at *FCC Learning* workshops, reaching over 3000 producers across Canada. Through its workshop series, FCC is *the leading distributor of CFBMC printed resources* – putting 3000 CFBMC products in the hands of producers, annually. CFBMC also partnered with FCC to foster the use of AgExpert farm management software, subsidizing the cost of training through Colleges and Universities.



Federal-Provincial-Territorial Business Development Working Group

The FPT Business Development working group works with CFBMC to identify new projects. This year, new projects included creation and distribution of a National Growing Your Farm Profits workshops and the National Farm Business Advisor Database.

Canadian AgriTourism Working Group

Interest in agritourism in Canada and around the world continues to grow rapidly and this industry is increasingly providing opportunities for many farmers to enter into farming and diversity their operations for profitability. Agritourism is also a great way to educate the general public on agriculture.

Facilitated by the Council, the CATWG has focused their experience, industry knowledge, and passion into a strategic vision for the Canadian Agri-tourism industry. A monumental step in the implementation of strategy was the hiring of a resource professional in 2009. The group is currently striving towards national coordination via the creation of a Canadian Agritourism Council. CATWG distributed two newsletters this year to its members and hosted their annual CATWG study tour in September in New Brunswick. The key goal of these projects was to raise the profile of the agritourism sector.

International Farm Management Association

This year, Bloomington, Illinois played host to IFMA's 17th International Conference and welcomed over 150 delegates from 26 countries including Argentina, Canada, Great Britain, Australia, New Zealand, the United States, South Africa, Hungary, Germany, France, and the Netherlands, to name a few.

The focus of this year's conference was Food, Fiber, and Energy for the Future. In 5 days, participants travelled the world together, gaining knowledge of their similarities and differences, and taking home best management practices to integrate into their own businesses.

Among the highlights of the day tours was a Chicago high school dedicated to agricultural studies. In the midst of a bustling metropolis, the Chicago High School for Agricultural Sciences (CHAS) is only the second high school of its kind in the United States. Students take agricultural courses in addition to their regular high school curriculum, and put their skills to the test as they manage the school farm and retail farm stand. Students also play an active role in the FFA (Future Farmers of America).

CFBMC is committed to provide leading edge resources to Canadian farmers who will continue to be admired for their ability to manage for success. IFMA17 provided a forum to exchange ideas with world leaders in farm business management, allowing CFBMC access to the latest and greatest in farm business management tools, resources, and practices, while networking to establish contacts for greater connectivity and collaboration within the agricultural industry, helping CFBMC continue to fulfill a significant role in nurturing a thriving Canadian agriculture industry.



Wilson Loree Award

Congratulations to George Geldart, 2009 Wilson Loree Award Winner



The Canadian Farm Business Management Council extends its sincere congratulations to the 2009 winner of the prestigious Wilson Loree Award, Mr. George Geldart, P.Ag..

The award is given annually by the Canadian Farm Business Management Council (CFBMC) for an extraordinary contribution to developing and promoting new and positive change in agricultural business management practices and expertise in Canada. The prize was presented at CFBMC's Annual General Meeting in Quebec City, Quebec.

George holds a Master's of Science degree in Agriculture Economics from the University of Alberta. He has worked for both Ministries of Agriculture in Alberta and British Columbia as a farm tax and farm business management specialist, respectively, and has continued to provide innovative leadership in agri-business management to the British Columbia Agri-food sector for nearly 30 years. George has shared his work at international conferences and works with farm management specialists from across North America. His early work involved innovative analysis that contributed to the success of the Okanagan wine industry, and in recent years he has stepped forward to lead and mentor a new agri-business development team.

As a farm business specialist, George was considered an early adopter of computer technology to advance the analysis and presentation of farm business information to British Columbia producers. When British Columbia's Ministry of Agriculture staff roles shifted through downsizing in 2001, George was challenged to find new methods to provide farm business management information and technical resources to producers. As the last remaining staff member of the original British Columbia Farm Business Management Branch, he was challenged to deliver programs and services with limited resources. One such challenge was the development of the British Columbia Ministry of Agriculture and Lands new electronic information delivery service "InfoBasket." "InfoBasket" was awarded the "Public Sector Technology Award for Electronic Service Delivery" in 2001 and George highlighted this success via a presentation to the Agriculture Institute of Canada.

In 2007, George returned to the business management field to lead the development and delivery of British Columbia's Agri-Food Business Development program enabled by the federal/provincial Growing Forward Agreement, further demonstrating his devotion to business management in the agriculture sector. George is now leading a team of 7 agrologists with limited farm business management training to develop and implement a new Agri-food business program for the British Columbia agriculture and food industry.

With his unwavering drive and enthusiasm, and tremendous expertise, George continues to look for new ways to contribute to farm business management success through the development and promotion of farm business management and innovation across Canada. The Canadian Farm Business Management Council (CFBMC) is proud to honour George Geldart as the recipient of the 2009 Wilson Loree Award.



☞ CFBMC Looking Ahead ☞

The Canadian Farm Business Management Council is uniquely positioned to play a leading role in fostering the collaboration needed to effectively reach Canadian farm managers with the information and resources they need to make sound business decisions; connecting agricultural stakeholders across provinces, production sectors, demographics and language groups.

For close to two decades, CFBMC has demonstrated a steady positive impact on the industry and we are committed to continue applying our resources in a cost effective manner to drive our mandate.

As part of our commitment to the agricultural industry, the Canadian Farm Business Management Council is completing a thorough review of Council operations to refocus our priorities and revitalize our strategic direction to continue to be relevant and responsive to the needs of Canada's farmers in 2010 and beyond.

This review will empower the Council at all levels -- our Board of Directors, staff, members, partners and stakeholders - to enhance the farm business management skills and practices of farmers across Canada to manage for success.

Our governance and commitment from our Directors is solid. Our partners are enthusiastic and engaged. Our staff is competent and passionate.

CFBMC looks forward, with confidence, enthusiasm and optimism, to continue to meet the demands of an increasingly complex industry with advanced farm business management and a culture of life-long learning for Canada's agricultural stakeholders.

We thank you for your continued support and input as we embark on a new journey into 2010 and beyond!

Sincerely,

The Canadian Farm Business Management Council

Canadian Farm Business Management Council

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