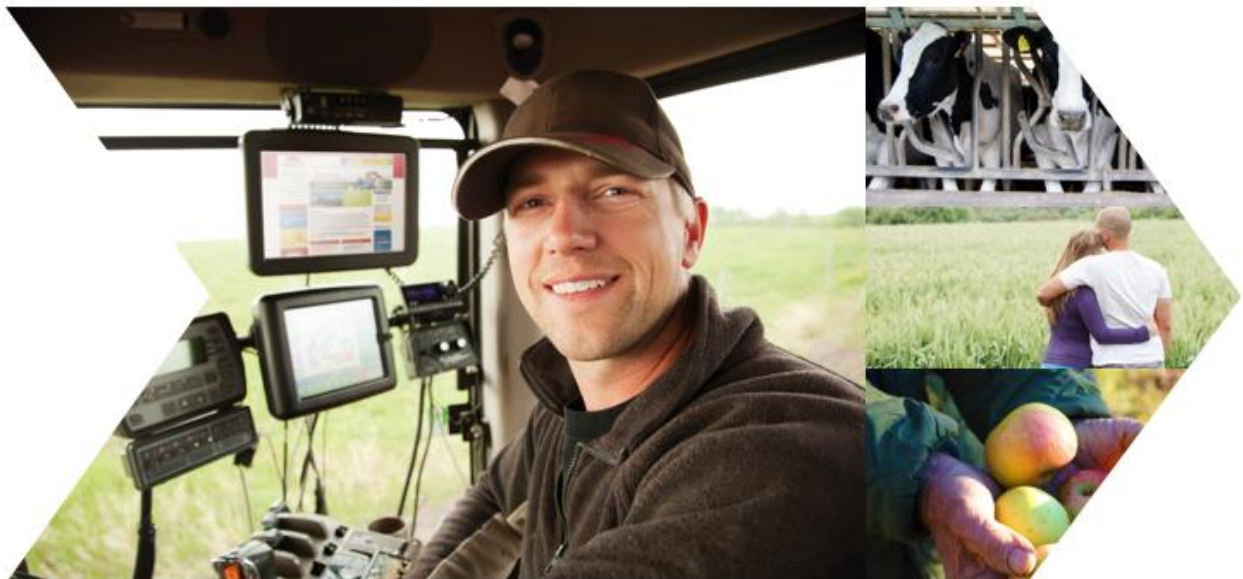




FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

Annual Report 2013-2014

CULTIVATING EXCELLENCE IN FARM MANAGEMENT



FARM MANAGEMENT CANADA AT A GLANCE

- *A national umbrella for Canada's farm business management and related skills development activity*
- *Connecting multiple, diverse stakeholders to share insights and expertise across regions and production sectors*
- *A solid infrastructure to deliver valuable farm business management knowledge quickly and effectively*
- *Multiple delivery channels that evolve to meet the learning preferences and practices of Canada's farmers for maximum reach and impact*
- *Delivering programs and services that are national in scope, regional in relevance and replicable by partners*
- *Credible and unbiased with no commercial agenda*
- *Providing accountability and delivering real value to members, partners and industry stakeholders*
- *Governed by farmers and key stakeholders who set the strategic direction for the organization in response to the evolving agricultural sector*

Farm Management Canada is funded in part by Agriculture and Agri-Food Canada under the Growing Forward 2 AgriCompetitiveness program.

For additional copies or to provide feedback on FMC's 2013-14 Annual Report, please contact:

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 Please consider the environment

This report may also be downloaded from www.fmc-gac.com.

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Farm Management Canada's Annual Report outlines our unwavering commitment to prosperous, sustainable and world-leading agriculture in Canada.

MESSAGE FROM THE CHAIR



Hi everyone!

Wow, another year has come to a close for Farm Management Canada!

Over the past year, FMC negotiated with Agriculture & Agri-Food Canada to secure a contribution agreement under the new Growing Forward 2 program. Staff showed considerable fortitude during negotiations and in implementing the new contribution rules, reporting obligations and processes.

We sincerely thank AAFC for taking the time to understand our mission and how FMC contributes to the competitiveness of Canadian farmers and the agricultural sector in the global economy.

Due to the significant change in contribution requirements brought by GF2, business development and revenue diversification has become a major focus and necessity for FMC. FMC continues to assess its programs and activities for relevance and effectiveness, confirming what's working well and identifying new directions.

It hasn't been easy, and has taken a huge amount of determination, energy, creative thinking, analysis and tough decisions. Thanks to our totally dedicated Executive Director, Heather Watson and her staff, significant progress has been made. Heather is up for the challenge and has done a great job!

As we all know, out of challenges comes opportunity. One very notable change is the return of our national flagship, the Agricultural Excellence Conference! Partnerships and collaboration will continue to be extremely important. Much progress is being made in building lasting relationships with companies and organizations to secure the ongoing sustainability and relevance of FMC for the Canadian agricultural sector and its farmers.

On behalf of the Board, I want to express a special thanks to Bob Ross, our former Vice-Chair. We certainly miss Bob's wisdom, experience, dedication and friendly, cheerful attitude. We are all richer for having known him. As well, I wish to thank all of the Board members for their support, knowledge and willingness to forge ahead and make tough decisions. Your sincere interest in the organization has made a difference.

I also want to thank all our sponsors, members and participants for your strong positive interest in the very important work of Farm Management Canada. Without your support, we wouldn't have a national platform for developing, delivering and sharing exciting programs and activities with farmers, consultants, academics and provincial/territorial ministries. Together with your interest and input, we will continue to ensure FMC's strength, relevance and progressive programming. We are all ambassadors for this organization and our influence is extremely important in these changing times.

I hope many of you participate in the annual general meeting in June. I look forward to seeing many of you at the National Conference in Winnipeg, November 2014. Together we can make a difference in securing a thriving Canadian agriculture.

Sincerely,

A handwritten signature in black ink that reads "Linda Pipke".

Linda Pipke
Chair, Farm Management Canada

FMC Past Chairs

Ron Archibald ('92-'94) | Larry Campbell ('94-'95)
Terry Murray ('95-'98) | Ann Forbes ('98-'03)
Bill MacFarquhar ('03-'06) | Scott Dingwell ('06-'08)
Donald Daigle ('08-'10) | John Coté ('10-'11)
Richard Robert ('11 - '13) | Linda Pipke ('13 -

MESSAGE FROM THE EXECUTIVE DIRECTOR

Greetings Members, Partners and Stakeholders,

We couldn't be more thrilled to secure a new 5-year contribution agreement under Growing Forward 2. What a pleasure it has been to work with the team at Agriculture & Agri-Food Canada for over 20 years – we certainly look forward to continuing our work together, cultivating excellence in farm business management for a truly remarkable and world-leading agricultural industry in Canada.



What's exciting about looking ahead is that we know our industry's ongoing success depends upon the business management skills of our farmers. We have much work to do and we're keen to continue to build a solid industry network of leading business thinkers to continue to support our farmers as they face an ever-changing global marketplace and uncharted waters.

As Government and Industry continue to focus on regional endeavours, FMC retains a much-needed place as a national coordinating body and umbrella for business management resources, tools, information and activity in an effort to keep the industry connected, adopting beneficial farm management and skills development practices while leveraging resources and reducing duplication of efforts for greater reach and impact.

If nothing else, over the past year, we have been reminded that this industry is full of uncertainty, and success comes from not being too proud to look to others for insight and experience, being aware of the options available, being open to change, and resilience in the face of adversity. In other words, holding fast to our business principles.

I must personally thank everyone including the office staff, FMC Board, and my mentors and colleagues throughout the industry who have helped FMC steer through the new contribution agreement. My sincere gratitude for your wisdom, dedication and encouragement.

As our programs naturally ebb and flow in response to industry demand, a strong focus will remain in developing lasting partnerships to sustain relevant programming. It is unfortunate that our mentorship program could not find sufficient partner support to remain and I will continue to work to minimize such incidences going forward.

Already, this year promises to be one for the record books as we enter into new partnerships, undertake new projects and strengthen existing programs. I hope to see you all at the Agricultural Excellence Conference in November, and again next summer as we welcome the world to Quebec City for the International Farm Management Congress!

Onwards and upwards!

A handwritten signature in black ink, appearing to read 'Heather Watson', written over a horizontal line.

Heather Watson, Executive Director
Farm Management Canada

*If everyone is moving forward together,
then success takes care of itself.*
~Henry Ford

VISION, MISSION AND VALUES

OUR VISION:

CANADIAN FARMERS ARE ADMIRER FOR THEIR ABILITY TO MANAGE FOR SUCCESS.

OUR 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.*

In an ever-changing and increasingly competitive global environment, Canada's farmers require the appropriate resources and tools to capture opportunity – to anticipate, respond to, and plan for change.

Much of the solution to deal with these intensifying realities lies in applying proven business practices, and fostering innovative business thinking through skills development and connectivity between agricultural stakeholders. With farm business management skill, comes the ability to seek out, assess and take advantage of opportunities to succeed.

Farm Management Canada is Canada's only national organization devoted exclusively to developing and delivering farm management information, tools and resources.

FMC helps farmers assess risk and market potential, develop plans, manage human resources, and understand the forces shaping the world around them to make informed decisions.

As Canada's national umbrella for farm business management, crossing and connecting regions and production sectors, Farm Management Canada 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 – when they need it, and how they need it.

LEADING BY EXAMPLE

Farm Management Canada not only provides business management resources to farmers, but is also a valuable resource for encouraging best practices in agricultural organizations, private industry, government and academia.

FMC's reputation is extending beyond Canada, and we are involved in a number of international conversations to share best practices in the development and delivery of business management information, tools and resources.

Supported by Agriculture and Agri-Food Canada and a growing number of partners, FMC is fulfilling a significant role in *NURTURING A THRIVING CANADIAN AGRICULTURAL INDUSTRY*.

We of Farm Management Canada believe in:

A CULTURE OF **MANAGEMENT**

FMC nurtures a culture of business management and business skill development across the nation, for the collective and individual success of Canadian farmers and farming.

SUCCESSFUL **RELATIONSHIPS**

FMC works in collaboration with its partners and stakeholders to encourage dialogue and sharing of ideas between individuals, groups, and jurisdictions.

KNOWLEDGE MANAGEMENT, TRANSFER AND TRANSLATION

FMC collects and provides access to the most relevant and useful business management resources for Canada's farmers. We will be active listeners; noting needs, success stories, and best practices to communicate throughout the sector.

INNOVATION IN FARMING

FMC demonstrates and promotes innovative business thinking. The Canadian farmer will benefit not only from innovative business management practices, but also from the tools and resources to implement them at the farm level.

MANAGING **CHANGE**

The Canadian farmer is called upon to change business management practices on an ongoing basis in response to social, economic and environmental pressures; FMC likewise flexes in response to industry needs to stay relevant.

LEADERSHIP IN OUR FIELD

FMC is a leader in promoting best management practices and models effective business management to all those it serves and with whom it works.

PARTICIPATING IN THE **FUTURE** OF AGRICULTURE

FMC is a centre of excellence in business management at the farm level and is called upon to provide expert insight for the ongoing success of Canada's agricultural industry.

CORPORATE PROFILE & GOVERNANCE

Incorporated as a not-for-profit organization in 1992, Farm Management Canada is governed by a nine-person Board of Directors comprised of producers and representatives from public and private sectors including provincial or territorial government.

Directors are elected from among members and set the strategic direction of FMC.

As an organization that must maintain flexibility to respond to the changing realities of the agricultural sector, FMC will continue to evolve its governance and management practices in response to the needs of industry and its members.

The Directors, Staff and Partners of FMC are committed to making a difference in Canadian agriculture. We measure our success by our contributions to the success of Canada's farmers.

2013-2014 FARM MANAGEMENT CANADA BOARD OF DIRECTORS



Linda Pipke, Chair
Farmer (SK)



Robert L. Ross, Vice-Chair
Farmer (ON)



Patrice Carle, Secretary/Treasurer
Organization/Association (QC)



Brent Barclay
Provincial Government (BC)



Ron Bonnett
Farmer (ON)



Sabrina Caron
Farmer (QC)



Sterling Hilton
Farmer (AB)



Philip Keddy
Young Farmer (NS)



Allan Scholz
Member at Large (SK)

In Memoriam

Rest in Peace, Bob Ross



FMC Director 2009-2013
FMC Vice-Chair 2013-2014

Farm Management Canada is deeply saddened by the passing of Robert (Bob) Ross on March 31, 2014 at the age of 67. Bob fought a courageous battle with cancer and died with dignity and grace surrounded by his devoted family.

Bob guided FMC with his expertise and wisdom for a number of years. Bob was one of the first participants in the Canadian Agricultural Lifetime Leadership (CALL) program, where he formed a lifelong network of fellow Canadians devoted to leading the agricultural community through continuous learning, sharing knowledge and mentoring. Bob served on the FMC Board of Directors 2009-2013 and as Vice-Chair since 2013.

We feel very fortunate to have been inspired and encouraged by Bob's leadership and passion for the agricultural community.

Bob's legacy will live on through all of us, may he rest in peace.

A handwritten signature in black ink that reads "Linda Pipke". The signature is written in a cursive, flowing style.

Chair, Farm Management Canada

2013-2014 PERFORMANCE HIGHLIGHTS

- **WEBSITE** AND ONLINE RESOURCE PORTAL WWW.FMC-GAC.COM WELCOMED **OVER 115,000 VISITS**
- **TWITTER, FACEBOOK** GARNERED **896 FOLLOWERS, 93% RETWEETS, 54,760 IMPRESSIONS**
- TWO VIDEO CONTESTS RECEIVED **OVER 8,000 YOUTUBE** VIEWS AND BROUGHT 4 WINNERS TO AG LEARNING EVENTS CROSSING 30,000 KILOMETERS
- LAUNCHED **NEW AGRIWEBINAR® MOBILE APP**
- 27 WEBINARS AND 3 LIVE EVENTS BROADCAST WITH **2,704 LIVE PARTICIPANTS** AND 5,000 ARCHIVE VIEWS. **16,925 TOTAL WEBINAR SUBSCRIBERS, 1,605 NEW SUBSCRIBERS**
- 6 EDITIONS OF THE **CANADIAN FARM MANAGER** MAGAZINE DISTRIBUTED TO **OVER 150,000 READERS**
- **STEP UP MENTORSHIP PROGRAM** PARTICIPATION DOUBLED, **100% OF LEARNING GOALS ACHIEVED** (71 MENTEE APPLICATIONS, 98 MENTORS ON THE ROSTER)
- INDUSTRY **EVENT HOSTING** INCLUDING NATIONAL FARM BUSINESS MANAGEMENT INNOVATION ROUNDTABLE, DAIRY MANAGEMENT DISCUSSION FORUM AND YOUNG FARMERS' THINK TANK
- **PROFESSIONAL SPEAKING** AT INDUSTRY EVENTS INCLUDING AAFC'S AGRIRISK CONFERENCE AND THE 19TH INTERNATIONAL FARM MANAGEMENT CONGRESS IN WARSAW, POLAND (**DAILY BLOG** FROM IFMA19 – WWW.IFMACANADA.WORDPRESS.COM)
- FEATURED IN **POPULAR PRESS** (EX. COUNTRY GUIDE, FARMING FOR TOMORROW)
- **OVER 400 HARDCOPY RESOURCES SOLD**
- SOUGHT BY INDUSTRY TO **PROVIDE EXPERTISE** RELATED TO BUSINESS MANAGEMENT BEST PRACTICES, GOVERNANCE, AND PERFORMANCE MEASUREMENT
- **64 NEW MEMBERS**
- INCREASED PARTNERSHIPS, COLLABORATIONS AND INDUSTRY TOUCH POINTS
- SECURED 5-YEAR CONTRIBUTION AGREEMENT UNDER GROWING FORWARD 2

**INCREASED AWARENESS AND ADOPTION OF BENEFICIAL MANAGEMENT PRACTICES
AND INCREASED REALIZATION OF BUSINESS GOALS.**

Key Result Areas

Key Result Areas (KRAs) are those priorities where Farm Management Canada must be successful in order to be true to its Mission, Values and Vision and responsive to the needs of its clients, the farmers and farm managers of Canada.

- 1: DELIVERY OF KNOWLEDGE
- 2: DEVELOPMENT OF KNOWLEDGE – EFFECTIVE RESPONSE TO SECTOR NEEDS
- 3: PARTNERSHIP DEVELOPMENT AND TARGET ENGAGEMENT
- 4: DEMONSTRATING LEADERSHIP, BEST PRACTICES, AND OUTREACH
- 5: GOVERNANCE, MANAGEMENT & SUSTAINABILITY

Online Resource Portal & Social Media

As FMC's official website, FMC-GAC.com provides up-to-date, reliable, relevant information and resources, encouraging farm business management best practices and inspiring success.

The website harnesses new information from across Canada and the world into dedicated Farm business management resource portals (Business & Strategic Planning, Financial Management, Succession Planning, etc.).

Information, resources and tools available include:

- Topical articles and profiles of leading farm managers
- Resources, tools, programs and services
- Industry events and announcements
- Email subscriptions to newsletters and information updates



www.fmc-gac.com



Bookmark us - Follow Us - Like Us - Watch Us

Agriwebinar®



AGRIWEBINAR® provides farmers and agriculture professionals with access to topical and timely farm business management information from anywhere at any time.

FMC runs webinar sessions from November to March and works with partners to drill down into specific knowledge areas.

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

WHAT ARE PARTICIPANTS SAYING?

"The webinars provide an outside view on a specific topic that we face every day. It allows you to take a step back from our situation and consider another angle."

"Having the webinars scheduled in allows me to have time to focus on management topics I would normally not take the time to research."

2013-14 Performance Survey

All live presentations are archived and also available by podcast.

Agriwebinars appeal to a wide variety of industry stakeholders; the majority of participants are primary producers.

In 2013-14, FMC hosted 10 expert webinars in its national series.

 FARM MANAGEMENT CANADA GESTION AGRICOLE DU CANADA	
SPEAKER	TITLE
Heather Watson, <i>Farm Management Canada</i>	Management Perspectives: Updating your Business Management Toolbox
Gary Morton, <i>Morton Horticultural Associates</i>	Maximizing Value at the Farm Gate
Paul Vaillancourt, <i>Investors Group</i>	What Structure is Right for your Farm Business?
John Molenhuis, <i>Ontario Ministry of Agriculture and Food</i>	Benchmarking for Success
Elaine Froese, <i>Seeds of Encouragement</i>	Farm Transition: When Enough is Enough 140 LIVE ATTENDEES!

David Kohl, <i>Virginia Polytechnic Institute</i>	The Pulse of Global Economics 185 LIVE ATTENDEES!
Normand Bourgault, <i>Université du Québec en Outaouais</i>	Marketing Local Products: The Bumpy Road from the Farm to the Table 214 LIVE ATTENDEES!
Maureen Geddes, <i>CANGRAM International</i>	Just Like Family: The New Agricultural Employee
Hugh Maynard, <i>Qu'anglo Communications & Consulting</i>	Effectively Managing Risk on Your Farm
Andrew Campbell, <i>Fresh Air Media</i>	The Mobile Farmer 182 LIVE ATTENDEES!

FMC extends the Agriwebinar® system to industry stakeholders. These alliances extend the reach of pertinent farm business management information, while attracting new users to the learning tool.

We are proud to have worked with the following partners:

- FARM CREDIT CANADA
- CANADIAN AGRICULTURAL SAFETY ASSOCIATION
- CANADA'S OUTSTANDING YOUNG FARMERS' PROGRAM
- CANADIAN AGRICULTURE AND FOOD MUSEUM
- AGRICULTURE & AGRI-FOOD CANADA

See the charts below for a list of webinars conducted in partnership with the aforementioned organizations.

	
SPEAKER	TITLE
Terry Betker, <i>Backswath Management Inc.</i>	3 Key Points for Building and Executing a Business Strategy
Matthew van Dijk, <i>Farm Credit Canada</i>	Make Farm Management a Mobile Experience
James Bryan, <i>Farm Credit Canada</i>	Get the Most from your Rental Relationships
Mike Jubinville, <i>Pro Farmer Canada</i>	How to Target your Approach to Grain and Oilseed Cash Sales
Lance Stockbrugger, <i>LD Stockbrugger Farms</i>	2013 Year End Tax Planning Tips

Rob Hannam, <i>Synthesis Agri-Food Network</i>	Creating an Effective Management Action Plan
Jeff Nonay, <i>Lakeside Dairy</i>	Sustainability in Agriculture – A Look at Practical Opportunities
Danny Klinefelter, <i>Texas A&M University</i>	Peer Advisory Groups for Continuous Management Improvement
Kevin Hursh, <i>Hursh Consulting & Communications Inc.</i>	On-Farm Strategies Gleaned from 10 Years of AgriSuccess
Jean-Philippe Gervais, <i>Farm Credit Canada</i>	Economic Outlook for Canadian Agriculture

	
SPEAKER	TITLE
Dean Anderson, <i>Workplace Safety & Prevention Services</i>	Farm Safety - A National Strategy
Marcel Hacault, <i>Canadian Agricultural Safety Association</i>	Ag Safety Awareness in Canada and the Role of CASA
Glen Blahey, <i>Canadian Agricultural Safety Association</i>	Canada FarmSafe Plan
Glen Blahey, <i>Canadian Agricultural Safety Association</i>	Health & Safety Principles
Réjean Pommerville, <i>Ontario Federation of Agriculture</i>	Health & Safety Case Study in Agriculture

LIVE EVENT BROADCASTS	
	
Canada's Outstanding Young Farmers National Event	
Kim McConnell, AdFarm	Motherwell Presentation and Award
Dr. Camille Ryan, Professor, University of Saskatchewan	Who is the Voice of Agriculture in 2013? Perception vs Reality
Avrim Lazar, Consultant, Aquaculture and Forestry	Honoree Presentations from YK/BC, AB, SK, MB, ON, QC, ATL
COYF Honourees from across Canada	

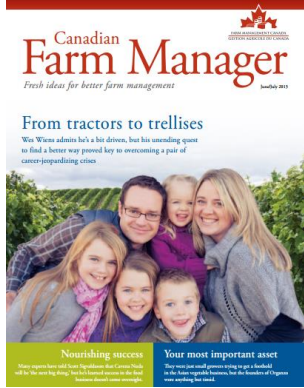
 CANADA AGRICULTURE AND FOOD MUSEUM A FASCINATING WORLD	
<p>Ross Thurston, <i>Livestock Water Recycling Inc.</i></p> <p>Sushanta Mitra, <i>University of Alberta</i></p> <p>David McInnes, <i>Canadian Agri-Food Policy Institute</i></p>	<p>Innovations in Water Monitoring and Treatment</p>
 Agriculture and Agri-Food Canada 	

Canadian Farm Manager Magazine

The Canadian Farm Manager (CFM) is an award-winning bi-monthly publication that profiles successful farm managers, showcasing best practices and fostering innovative, leading-edge thinking in business management. Available by mail, email and online, readers rely on our 100% Canadian editorial content.

FARMERS CAN TURN TO THE CFM
FOR SPECIFIC EXAMPLES OF WHAT WORKS
FROM CANADA'S LEADING FARMERS.

...show. tell. inspire.



2013-14 STORIES INCLUDED:

- Renting land, owning success
- A land of untapped opportunities
- Put your efforts where they count
- Safety pays
- Taking a leap of faith
- Your most important asset
- Stepping outside the box
- Raising a glass to a profitable alliance

WHAT ARE READERS SAYING?

"FMC has given me ideas of areas where I can expand my business, thanks to the success stories other farm families that they share in their newsletter."

"Having professional and live stories of some hardships and being able to overcome them ... is inspiring"

2013-14 Performance Survey

In 2013, FMC joined forces with a new publisher, Ag Annex.



Resources & Publications Catalogue

FMC works closely with its partners, members and supporting organizations to offer the very best business management information, resources and tools.

FMC produces 20 farm business management titles as books, DVDs and other media in hardcopy and electronic formats.

FMC resources are integrated into industry workshops and academic curriculum, providing a national base for training and skills development.

- ✓ FMC will continue to develop new and update existing resources to meet identified needs
- ✓ FMC resources are being expanded into various formats to meet the learning preferences and practices of users including workshop leaders and educators



STEP UP Mentorship Program

WHERE ENTHUSIASM MEETS EXPERIENCE



Step Up takes a practical approach to learning with a focus on first-hand farm management experience.

STEP UP is the only national, bilingual mentorship program that focuses on developing farm management skills within all regions, production sectors, farm size, and across languages.

Typically attracting young and beginning farmers, STEP UP also caters to those transitioning within the industry, to connect with and learn from leading farm managers.

Farm Management Canada partners with the Canadian 4-H Council, Canadian Young Farmers' Forum, and Canada's Outstanding Young Farmers' Program to deliver the STEP UP mentorship program.





"I like that I have been able to be involved in day-to-day farm business practices for all aspects of farming. I also like that the program is practical and provides a hands on experience for me and [my Mentor] Steve to become involved in the farm business together."

-Mentee Brandon Caswell, Ontario

Visit FMC-GAC.com for a complete list of mentorship opportunities and resources available across Canada.

PARTNERSHIP DEVELOPMENT & INDUSTRY ENGAGEMENT

FMC plays an integral role in connecting farm business management activities and stakeholders across Canada, production sectors, age demographics and language groups to:

- Facilitate a national conversation between diverse stakeholder groups
- Facilitate national collaborations and coordinate activities
- Maintain a solid network of thought-leaders across Canada and the world
- Leverage expertise and resources, increasing impact and reducing duplication
- Showcase Canada's excellence on the world stage
- Provide efficient and effective delivery of farm business management information, resources and tools to continue to meet the needs of Canada's farmers

FMC continually seeks opportunities to enhance and extend programs and services to farmers across Canada, and lead national projects to strengthen the culture of business management and advance Canadian agriculture through innovative business thinking.

FMC's industry outreach endeavours include:

- ✓ Hosting industry events: conferences, discussions forums, think tanks and roundtables
- ✓ Participating in expert panels and advisory committees
- ✓ Professional speaking
- ✓ Event participation
- ✓ Event attendance
- ✓ Consultations to inform projects and new activities
- ✓ Program and project management with industry partners

FMC continues to use its partnership network to tap into regional initiatives, exposing more farmers to and increasing the impact of successful initiatives.

Working collaboratively provides a significant opportunity to reach more producers in a way that substantiates the content. The content becomes trusted, reliable and far-reaching.

Collaboration at its finest

FARM MANAGEMENT CANADA GAINS A NEW MANDATE: LEADERSHIP



In 2013, the Farm Leadership Council (FLC) headquartered in Regina, made a strategic decision to wind down operations in favour of continuing its legacy through Farm Management Canada (FMC).

The Farm Leadership Council began in 2005 predominantly serving Western Canada to facilitate advanced learning opportunities for today's top producers, placing today's producers in a unique position to seize new opportunities.

FLC offered a variety of educational opportunities allowing producers to grow professionally and find common solutions that create value in the agriculture industry. A key focus was the Advanced Producer Networks. This on-line meeting format allowed the Council to deliver high quality programming through remote learning events using web based tools and technologies.

FMC and FLC share an affinity for improving the business of farming by enhancing the skills of the farmers through innovative knowledge sharing and learning programs to meet diverse preferences and practices.

There exists an integral connection between management and leadership to ensure the success of not only the farmer and farm business, but the Canadian agricultural industry as a whole. The late Peter Drucker once said, "Management is doing things right; leadership is doing the right things."

Therefore, leadership is an essential component to any best management practice.

FMC is delighted and honoured to continue the legacy of the Farm Leadership Council by promoting leadership development as a key component of successful management.

Stay tuned for exciting new programming!

Industry Outreach

A Chance to Meet, Engage, and Learn

Industry events including conferences, meetings and advisory panels present an opportunity to raise the profile of beneficial farm business management and skills development practices while collecting valuable input and ideas on the best resources and methods to reach producers with relevant, effective information and learning opportunities.

FMC strives to continue to promote farm business management principles and practices, strengthening its network of leading experts working together to continuously improve management behaviour at the farm level.

Event Hosting

National Farm Business Management Innovation Roundtable & Annual Meeting

FMC hosted its second NATIONAL FARM BUSINESS MANAGEMENT INNOVATION ROUNDTABLE in conjunction with its 2013 Annual Meeting. Producers, advisors, academia, government, industry and agricultural organizations from across Canada gathered to take part in a national conversation to share successes, identify needs and find solutions.

Topics discussed included:

- Beginning/Young Farmers
- Human Resource Management
- Strategic Business Planning
- Risk Management
- Succession and Transition
- Innovation and Competitiveness

A report on insights and opportunities gathered is available on FMC-GAC.com.



In conjunction with the Innovation Roundtable, FMC welcomed special presentations including:



Escaping the Crocodiles - Achieving your Vision
Michelle Painchaud, Painchaud Performance Group



Investing in the Success of your Business
Paul Vaillancourt, Investors Group



Working Together to Reach New Heights
Patrice Carle, Centre d'expertise en gestion agricole



Media Training: Things to consider in both traditional & social media
Kerri-Sue Lang, AdFarm

PANEL DISCUSSION: THE SUSTAINABLE FARM BUSINESS

Renowned farmers were invited to share their efforts towards sustainable farming and farm businesses from various perspectives: personal, environmental, social and economical sustainability.

- Rob Wallbridge, Songberry Organic Farm
- Phil Etter, Ferme Mont-Vully inc, Ferme Philos inc.
- Peter Ruiter, Blackrapids Farm
- Teresa & Martin Van Raay, The Whole Pig



Provincial-Territorial Ministry Network Annual Meeting

The Provincial-Territorial Ministry Network is the only way to connect to agricultural Ministries across Canada to build relationships, share knowledge, foster new ideas, collaborate and leverage resources to continue to advance farm business management, programs and initiatives for each Province/Territory and Canada as a whole.

The Provincial/ Territorial Representatives are invited to meet annually to share ideas and bring information back to their respective regions.

The 2013-2014 Annual Meeting took place in Ottawa, Ontario June 13 and 14, 2013.

Quarterly teleconferences complement the annual meeting by helping the group stay in touch and providing continuous momentum in coordinating activities. A dedicated online discussion forum allows members to readily post, share and comment on new information, resources and tools as they are envisioned and developed.

"Having the opportunity to meet face-to-face with provincial colleagues across the country is extremely valuable in a farm management context. There is so much information and so many tools that can be shared between provinces. The alternative is for each province to create this information and these tools independently. There has been much needless duplication of efforts in the past. Better coordination of efforts between provinces would be much more efficient and effective in providing farm management tools and information for our farm clients across the country."



FMC'S INDUSTRY GROUP INVOLVEMENT



International Farm Management Association Board of Directors



Transition of the Farm Leadership Council to Farm Management Canada



Agriculture and Agri-Food Canada Annual Farm Tour



CANADIAN AGRICULTURAL HUMAN RESOURCE COUNCIL

National Agricultural Occupational Framework Advisory Committee

Labour Market Information Advisory Committee



CADAP/APDAC
Canadian Association of Diplomas in Agriculture Program
Association des Programmes de Diplômes en Agriculture du Canada

Canadian Association of Diplomas in Agriculture Program



Farm Business Management Committee



AgHR Network



Agriculture More Than Ever



The "Month of Management"



CEQA
Centre d'expertise en gestion agricole



GCAQ
Les Groupes conseils agricoles du Québec



Associate Diploma in Agriculture Advisory Committee



Business Score Card for Ontario Farmers and Processors Project Partner



International Farm Transition Network



Ag Safety Month

Farm Safety Orientation for On-Farm Mentorship

FMC'S INDUSTRY AND PARTNER EVENT INVOLVEMENT



Canadian Federation of Agriculture Annual General Meeting

FPT Tripartite Minister's Meeting



Canada's Outstanding Young Farmer Program National Recognition Event



100th Anniversary Celebration



Annual Meeting



Quinte Young Farmers' Think Tank and Education Exchange

Ontario Federation of Agriculture



Dairy Farm Management Forum



CANADIAN AGRICULTURAL HUMAN RESOURCE COUNCIL AgHR Roundtable



Annual Meeting
Management Congress 2013



FarmTech



OTTAWA VALLEY FARM SHOW
Ottawa Valley Farm Show



Day of Management 2014



Agriculture and Agri-Food Canada Agri-Risk Conference



Discussion Forum



19th International Farm Management Congress



The Conference Board of Canada® 3rd Canadian Food Summit 2014



Canadian Agri-Marketing Association Annual Conference



Ontario Eastern Ontario Local Food Conference



Farm Progress Show



Canada's Outdoor Farm Show

FMC'S SPEAKING ENGAGEMENTS

FMC provided a number of presentations at industry events, including:

"FMC and Industry HR Initiatives and Opportunities"

"Farm business skills development resources for farmers"

"Insights into Agriculture in Poland and Implications for Canada"

"Farm Succession in Canada"

"Working Together for Farm Business Improvement across Canada: The Importance of National Cohesion"

"Changing Farmer Demographics and Implications for Managing Risk in Agriculture" (in cooperation with Agriculture & Agri-Food Canada's Research Analysis Division)

"A Comprehensive Approach to Risk Management for Canadian Farmers"

"Transferring Knowledge and Experience to Strengthen the Agricultural Industry: Step Up – A Mentorship Program for Canada's Future Farm Managers"

"Showcasing Canadian Agriculture"

"2020: Planning for the Business Management Needs of Canadian Farmers – When You Don't Know What You Don't Know"

INTERNATIONAL FARM MANAGEMENT CONGRESS



FMC is a long-standing member of the International Farm Management Association. This network of like-minded forward-thinkers has resulted in some great opportunities for FMC. Farm Management Canada currently sits on the Board of Directors.

In July 2013, Farm Management Canada, along with 17 other Canadian delegates, took part in the 19th International Farm Management Congress in Warsaw, Poland.

In addition to attending the Congress, FMC:

- ➔ Hosted a Canada-wide video contest to send one lucky farmer to experience the Congress (Congratulations to Mark Foster of Jockbrae Farms in Carleton Place, Ontario)



- ➔ Presented two papers:
 1. *Transferring Knowledge and Experience to Strengthen the Agricultural Industry: Step Up™ – A Mentorship Program for Canada's Future Farm Managers*
 2. *2020: Planning for the Business Management Needs of Canadian Farmers – When You Don't Know What You Don't Know*
- ➔ Presented Canadian agriculture, enticing participants in the next Congress, coming to Canada July 2015!
- ➔ Blogged daily from July 22nd – August 4th 2013 (Missed the adventure? Relive the experience at www.ifmacanada.wordpress.com.)



July 12-17 2015



Quebec City, Canada



Beautiful QUEBEC CITY has been chosen as the main Congress location, and FMC is excited to be working with a fantastic Local Organizing Committee led by Le Centre de référence en agriculture et agroalimentaire du Québec to make this a spectacular affair!



Theme: **HEALTHY AGRICULTURE FOR A HEALTHY WORLD**

WHAT ARE THE IMPLICATIONS FOR AGRICULTURE AND FARMERS IN
FEEDING A HUNGRY WORLD?
FOR SUSTAINING HEALTHY FARM BUSINESSES? HEALTHY AGRICULTURE?
HEALTHY PEOPLE?

Visit www.IFMA20.org to find out more and sign up to the newsletter for updates as we approach IFMA20!

REACH & IMPACT: A NATIONAL SUMMARY

FMC activities annually create close to **half-a-million direct touch points with industry stakeholders**, while countless others have benefited from FMC activities through our vast network of partners and contacts from coast to coast, and outside of Canada.

According to our 2014 Performance Survey, on average **every person we touch shares the information with 12 others!**

And, we can most definitely say that FMC activities are influencing Beneficial Management Practices and realization of business goals.

The results of FMC's 2014 Performance Survey confirm that FMC's project activities have contributed to increasing knowledge and awareness of beneficial management practices, while also changing management behaviour at the farm level, leading to the advancement and achievement of business goals, and overall, making positive contributions to the farm business and farm family.

As a result of FMC's activities,

- ✓ 90.72% of Farmers and 95.78% of Non-Farmers are more aware of business management strategies and tools
- ✓ 90.82% of Farmers are adopting beneficial management strategies and tools in their operation
- ✓ 82.05% of Farmers are implementing changes to their operation
- ✓ 87.72% of Farmers have advanced their goals
- ✓ 84.38% of Farmers are meeting their goals

Top 3 beneficial Business Management Practices farmers adopted* through FMC programs, resources, and/or tools:

- ✓ Seeking advice from industry experts: 39.69%
- ✓ Establishing a clear vision and goals for the farm: 35.05%
- ✓ Monitoring markets and market opportunities: 33.50%

Top 3 Business Planning Practices farmers adopted* through FMC programs, resources, and/or tools:

- ✓ Business Plan: 38.65%
- ✓ Financial Plan: 33.50%
- ✓ Marketing Plan: 31.44%

**Top 3 responses only - farmers had the option to 'check all that apply'*

WHAT ARE PARTICIPANTS SAYING?

"Having access to tools, industry data, and management advice provides "light at the end of the tunnel" and helps me organize my business and make informed decisions."

"FMC is a great contribution to the agricultural community"

"It is a huge relief to know that FMC's resources are available to me and the co-operative members who co-farm with me."

"I appreciate the ability to further my learning of agriculture and business through FMC"

"The fact that this organization exists is a very very good thing."

"You offer a service that is invaluable and essential that could not otherwise be found so readily without significant out of pocket expenses."

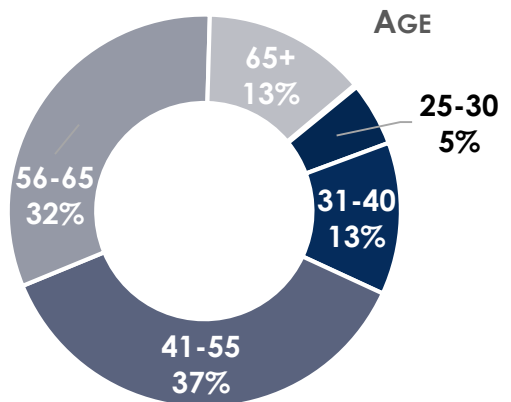
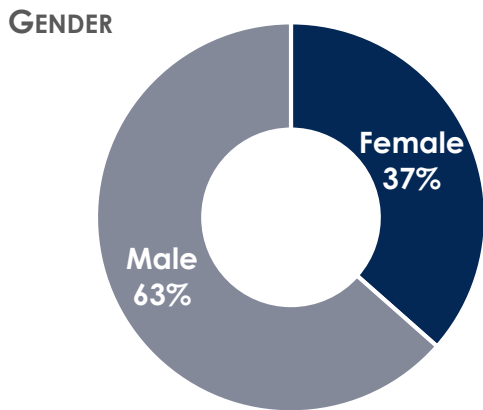
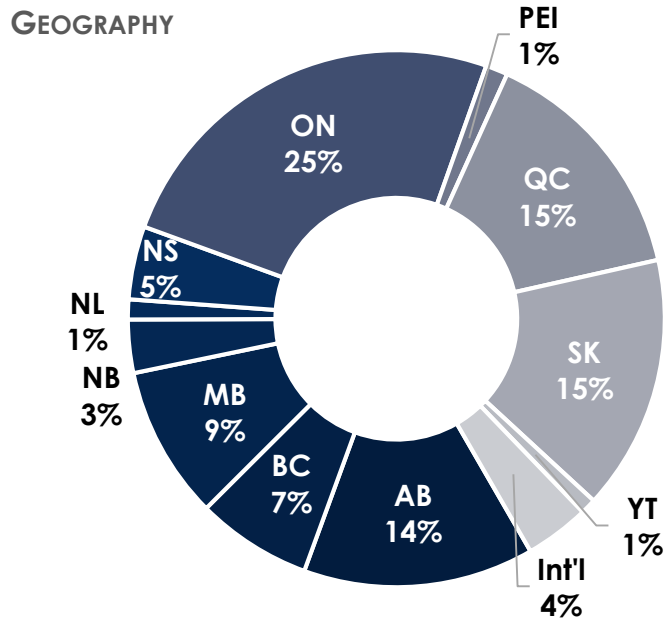
"FMC is staying somewhat ahead of typical sources of information."

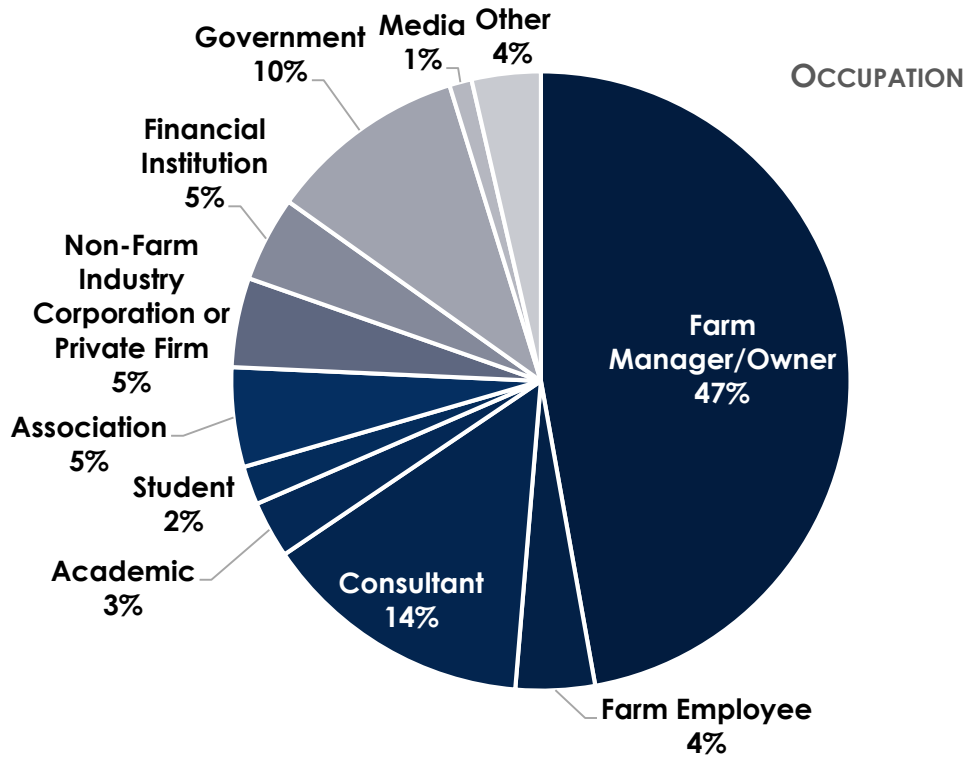
"I think FMC are doing a great job and great service to the agriculture industry."

"The national perspective provided by FMC is very valuable."

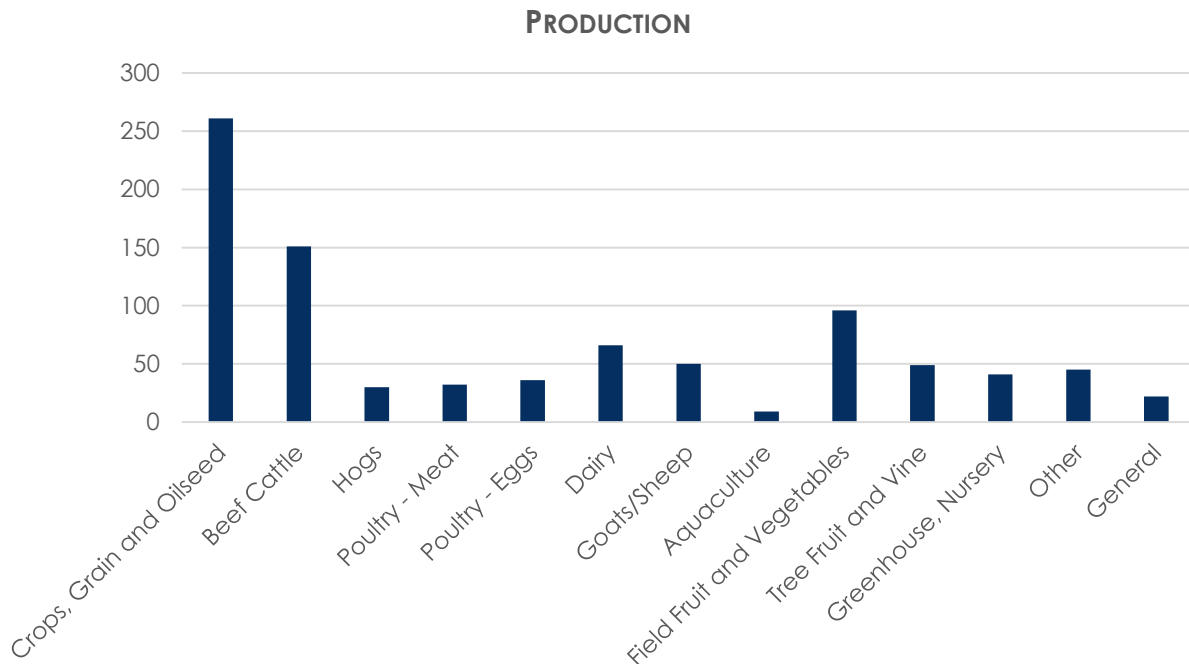
Farm Management Canada continues to calculate year-over-year demographic information to observe trends and target activities to continue to meet the needs of specific target groups.

As a result of various performance measures, **THE DEMOGRAPHIC PROFILE OF FMC'S 2013-14 AUDIENCE** can be summarized as follows:

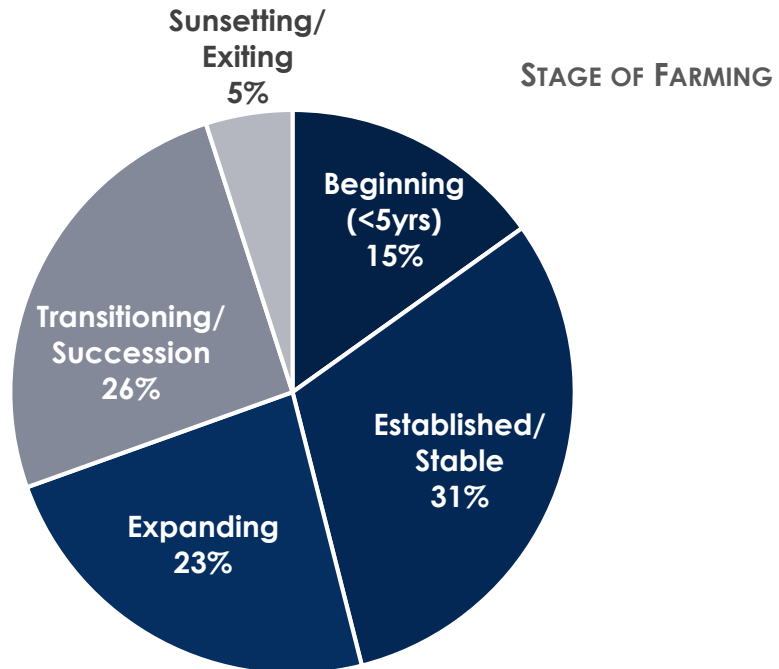
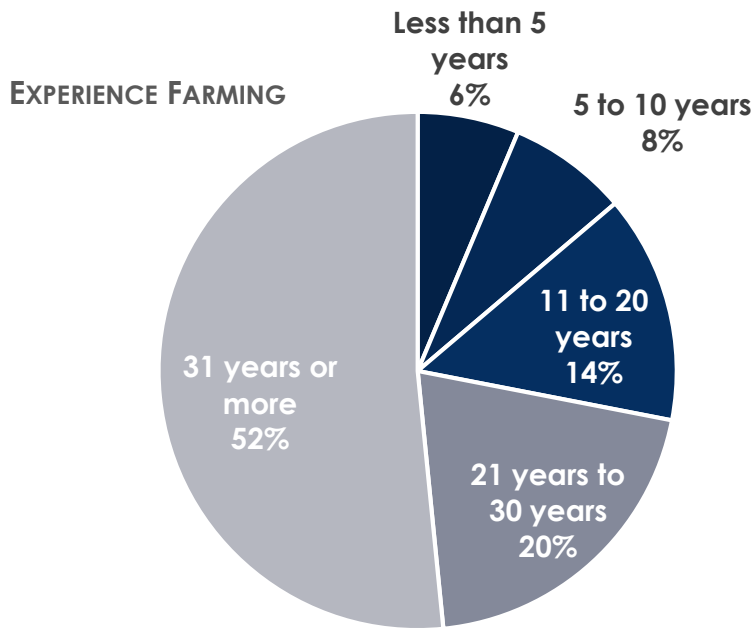




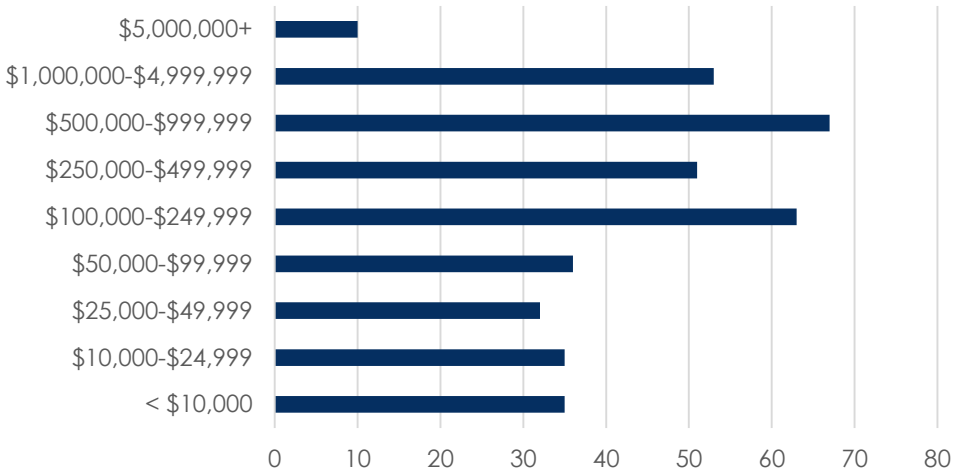
Farmers Only:



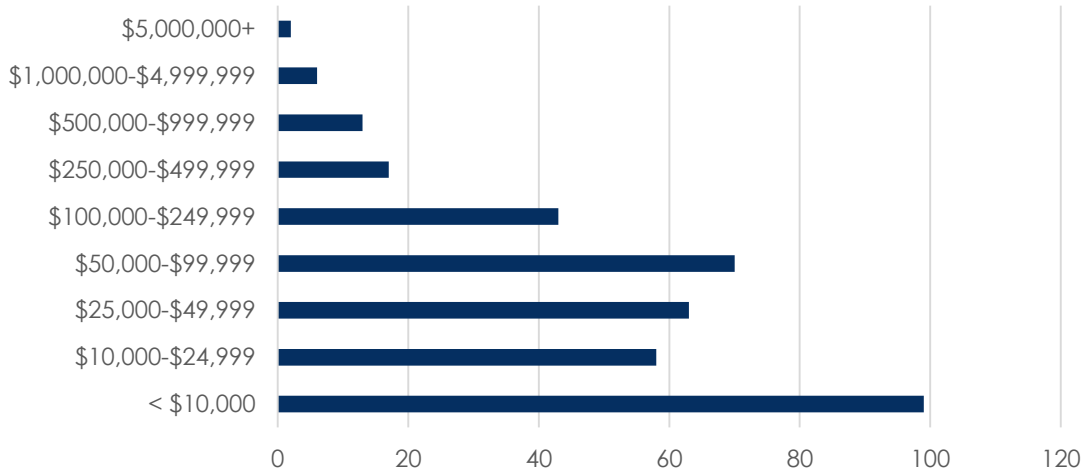
Note: Reflects more than one production on-farm, therefore exceeds 100% total.



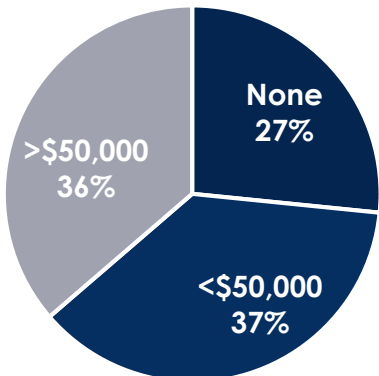
ANNUAL GROSS INCOME



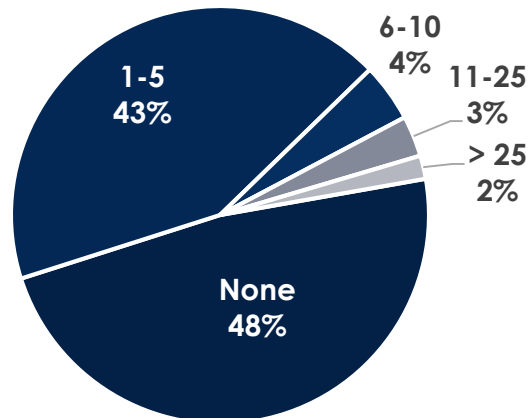
ANNUAL NET INCOME



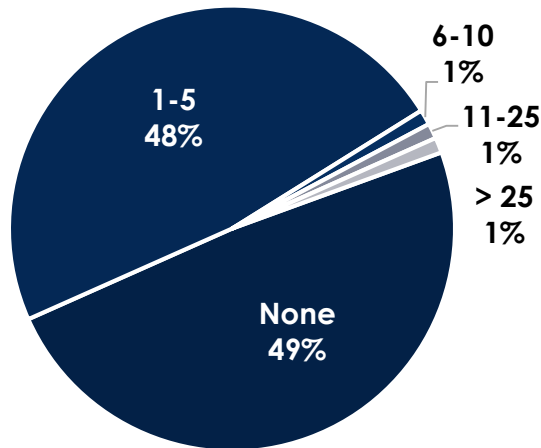
OFF-FARM INCOME



PAID LABOURERS/EMPLOYEES WORKING ON THE FARM



UNPAID LABOURERS/EMPLOYEES WORKING ON THE FARM



Learning Preferences and Practices

(All Respondents)

Which type of skills development/educational programming have you participated in* over the past year?

- ✓ Workshops/Seminars: 70.51%
- ✓ Conferences: 65.38%
- ✓ Webinars: 64.95%

Which management topics have you learned about* over the past year?

- ✓ Ag Trends, Outlook, Innovation: 64.81%
- ✓ Strategic and/or Business Planning: 46.01%
- ✓ Marketing: 44.44%

Which management topics do you plan to learn about* over the next year?

- ✓ Ag Outlook, Trends, Innovation: 53.98%
- ✓ Marketing: 41.02%
- ✓ Strategic and/or Business Planning: 40.74%

**Top 3 responses only - farmers could 'check all that apply'*

FMC MEMBERSHIP

FMC's members approved a new membership structure at the 2013 Annual General Meeting.

While FMC Membership in FMC is still open to individuals, associations, corporations, and government, the categories have been modified as follows:

- Farmers
- Members at Large
- Associations/Organizations
- Academia
- Corporations
- Provincial/Territorial Government Representatives

FMC's members:

- ✓ Complement and add to FMC values, missions, and goals
- ✓ Enhance and broaden the scope and impact of activities
- ✓ Guide and ensure the governance and strategic direction of FMC

Members help FMC stay connected to farm business management initiatives across Canada, thereby strengthening our national network of experts and positioning FMC to play a greater part in the growth and profitability of the industry.

FMC focuses its efforts on keeping members informed of FMC activities to ensure the strategic direction of FMC, while identifying new and collaborative opportunities to improve programs and services to meet the changing demands of the industry.

FMC encourages and utilizes reciprocal membership opportunities to collectively advance national and international efforts.

OUR MEMBERS

CORPORATE MEMBERS

- AG ANNEX
- AGRI-TREND
- BDO DUNWOODY
- CANADIAN IMPERIAL BANK OF COMMERCE
- FBC
- FARM CREDIT CANADA
- LA TERRE DE CHEZ NOUS ET SES PUBLICATIONS
- MNP LLP
- NATIONAL BANK OF CANADA
- RBC ROYAL BANK
- THE PALLISTER FINANCIAL GROUP

ASSOCIATION MEMBERS

- AU COEUR DES FAMILLES AGRICOLES
- CANADA'S OUTSTANDING YOUNG FARMERS
- CANADIAN 4-H COUNCIL
- CANADIAN AGRICULTURAL SAFETY ASSOCIATION
- CANADIAN FEDERATION OF AGRICULTURE
- CANADIAN YOUNG FARMERS' FORUM
- CENTRE D'EXPERTISE EN GESTION AGRICOLE (CEGA)
- CENTRE DE RÉFÉRENCE EN AGRICULTURE ET AGROALIMENTAIRE DU QUÉBEC (CRAAQ)
- LE CENTRE D'ÉTUDES SUR LES COÛTS DE PRODUCTION EN AGRICULTURE
- FARM LEADERSHIP COUNCIL
- GEORGE MORRIS CENTRE
- LES GROUPES CONSEILS AGRICOLES DU QUÉBEC
- INTERNATIONAL FARM MANAGEMENT ASSOCIATION
- MANITOBA CANOLA GROWERS ASSOCIATION
- BEEF FARMERS OF ONTARIO
- RURAL ONTARIO INSTITUTE
- TIDES CANADA
- UNION DES CULTIVATEURS FRANCO-ONTARIENS
- UNIVERSITY OF FRASER VALLEY
- UNIVERSITY OF GUELPH, KEMPTVILLE CAMPUS
- UNIVERSITY OF GUELPH, RIDGETOWN CAMPUS
- UNIVERSITY OF SASKATCHEWAN

GOVERNMENT

- BRITISH COLUMBIA MINISTRY OF AGRICULTURE AND LANDS
- ALBERTA AGRICULTURE AND RURAL DEVELOPMENT
- SASKATCHEWAN MINISTRY OF AGRICULTURE

- MANITOBA AGRICULTURE, FOOD AND RURAL DEVELOPMENT
- ONTARIO MINISTRY OF AGRICULTURE AND FOOD
- MINISTÈRE DE L'AGRICULTURE, DES PÊCHERIES ET DE L'ALIMENTATION DU QUÉBEC
- NEW BRUNSWICK DEPARTMENT OF AGRICULTURE AND AQUACULTURE
- NOVA SCOTIA DEPARTMENT OF AGRICULTURE
- NEWFOUNDLAND AND LABRADOR DEPARTMENT OF NATURAL RESOURCES, FORESTRY AND AGRIFOODS AGENCY
- PRINCE EDWARD ISLAND DEPARTMENT OF AGRICULTURE
- YUKON GOVERNMENT, DEPARTMENT OF ENERGY, MINES AND RESOURCES, AGRICULTURE BRANCH
- NORTHWEST TERRITORIES AGRICULTURE, AGRIFOODS AND COMMERCIAL WILDLIFE DEVELOPMENT

APPOINTED PROVINCIAL/TERRITORIAL REPRESENTATIVES

British Columbia	Brent Barclay
Alberta	Joel Bokenfohr
Saskatchewan	Mike Pylypchuk/Ron Monette
Manitoba	Rhonda Linde
Ontario	Anne Marie Diotte
Quebec	Patrice Carle
New Brunswick	Greg Sweetland/Rod Ouellette
Nova Scotia	Claire Hanlon-Smith
Newfoundland & Labrador	Andy Wright
Prince Edward Island	Colleen Younie
Northwest Territories	Gene Hachey
Yukon	Tony Hill/Brad Barton

INDIVIDUALS MEMBERS

BRITISH COLUMBIA

Al J. Cochrane	Garry Lowe	Michael Nickels
Allen McWilliams	George Geldart	Mitchell Jarvie
Angela Moran	Hana Bullard	Sharon Alcock
Brandy Gallagher	Janet Grafton	Ross Springford
Bruce Martin	JP Skovsgaard	Victoria Bryers
Daniel Ferguson	Mary Alice Johnson	

ALBERTA

Adam Rudolph	Heather Broughton	Reg Shandro
Angela Semeniuk	J. Wilson Loree	Robert Saik
Bernard & Monique Maisonneuve	Kelly Paxman	Sterling Hilton
Bill MacFarquhar	Laura-Lee & Lauren Willms	Steven Vincett
		Wayne Forbes

SASKATCHEWAN

Al Scholz
Anthony Eliason
Daved Meakin
Eldon Massey
Gerry Manz

Jasmin Fookes
Jason Ranger
John Spencer
Linda Pipke
Ryan Maurer

Scott Sefton
Terry Oleksyn
Terry Kreminak
William McPhadden

MANITOBA

Andrew DeRuyck
Donald Pratt
Doug Berry
Elaine Froese

Jason Hodson
Joe Mulligan
Joerg Zimmerman
J. Derek Trinke

Kim Shukla
Melvin Penner
Terry Betker

ONTARIO

Alain Leduc
Amanda Robinson
Anna Silverstein
Asha Philar
Barbara Taylor
Brandon Caswell
Brendan Grant
Brett Schuyler
Brain Little
Caitlin Hall
Carl Leslie
Charles Forman
Dale Dignan
Donald Good

James T. Gowland
Jeannette Mongeon
Jerry Jerrard
Jessica Foote
Joanne & Tony Hogervorst
John Anderson
John Hrick
Karen Campbell
Krys McGuire
Kyle Warren
Laura Schreiner
Len Davies
Madelaine Grondin

Melville Foster
Michel Dignard
Nathan Carey
Nathan & Tarrah Young
Renata & Maurice Thiboutot
Rick Leks
Rob Bonnett
Salahuddin Saiyed
Scott Buchan
Sonia Fournier
Steven Stewart
Stuart Oke

QUEBEC

Andrew Eastwood
Antoine Gendreau-Turmel
Claude Govaerts
Daniel Guimond
France Perreault
Frédéric Marcoux

Gabriel Beauregard
Isabelle Dupré
Jeanne Tremblay-Coutu
Martine Deschamps
Nicole Lavoie
Pier-David Garant

Richard Robert
Sabrina Caron
Sylvain Bertrand
Sylvain Gascon
Yvon Fournier

NEW BRUNSWICK

Gémaël Melanson

William Pedersen

NOVA SCOTIA

Amy Elliot
Andy Vermeulen
Bev Connell

Chris LeFort
Gary Morton
Josh Oulton

Naeem Khan
Philip Keddy

NEWFOUNDLAND AND LABRADOR

Meghan Hollett

Phillip Thornley

Sarah Crocker

PRINCE EDWARD ISLAND

Rhonda Bellefontaine

YUKON

Barb Drury

WILSON LOREE AWARD

Congratulations to Jean-Philippe Perrier, 2013 Wilson Loree Award Winner

Jean-Philippe Perrier of Laval University in Quebec is this year's recipient of the prestigious Wilson Loree Award. Now in its eleventh year, the Award honours individuals or groups who have made an extraordinary contribution to changing agricultural business management practices in Canada.

For over 30 years, Mr. Perrier has helped propagate, popularize and promote farm business management principles to agricultural producers, consultants and students. Mr. Perrier is one of the pioneers of the "Équipe Agri-Gestion Laval" (Laval Ag Management Team) - a major contributor to the development of farm business management in Quebec since the mid-1970s.



Wilson Loree (left), honouring Jean-Philippe Perrier (right) with the 2013 Wilson Loree Award.

In 2001, Mr. Perrier and his colleagues created the group Trajet Laval, a farm succession, farm management, and farm start-up research group, through which Mr. Perrier initiated numerous research projects. These projects have since been referred to by agricultural stakeholders across Quebec and Canada.

Mr. Perrier's work has resulted in numerous conferences. Since 2001, he has participated in over 90 conferences as author and co-author. In his role as a professor of the Agricultural Economy Department at Laval University, Mr. Perrier has been known to incite passion about management and finance among many students.

Mr. Perrier is also actively involved in various agricultural management committees, including the Centre de référence de l'agriculture et de l'agroalimentaire du Québec (Agriculture and Agri-Food Reference Centre of Quebec) farm succession and start-up committee, as well as Quebec's Minister of Agriculture, Fishery and Foods committee for monitoring of youth policy.

Mr. Perrier is renowned for over 30 years of knowledge transfer and farm business management information dissemination. Wilson Loree presented the award to Mr. Perrier at FMC's Annual General Meeting (AGM) June 12th in Ottawa, ON.

The Wilson Loree award is named after Wilson Loree who retired as Branch Head of Agriculture Business Management after 27 years with Alberta Agriculture, Food and Rural Development. A past director and one of the founders of the Canadian Farm Business Management Council (now Farm Management Canada), he has been cited as "an individual who exemplifies innovation, wisdom, and a constant focus on the farm manager and the farm family." Currently Wilson resides in Olds, Alberta with his family and operates Loree Management Services.

GOVERNANCE, MANAGEMENT AND SUSTAINABILITY

On March 10th, Pierre Lemieux, Parliamentary Secretary to Agriculture Minister Gerry Ritz, officially announced a five-year investment of up to \$4.2 million to Farm Management Canada (FMC) to help strengthen producers' business skills and build farm management capacity. This investment was made through Growing Forward 2's (GF2) AgriCompetitiveness Program, a five-year, \$114.5-million initiative, which includes a combination of government initiatives and funding for industry-led projects.

Farm Management Canada is pleased to have the support of Agriculture and Agri-Food Canada and looks forward to the next 4 years, working together for success in Canadian agriculture.

Pictured: FMC Board of Directors and Parliamentary Secretary Pierre Lemieux.

Left to right: Brent Barclay (BC), Sterling Hilton (AB), Phil Keddy (NS), Parliamentary Secretary to Minister Ritz Pierre Lemieux, Patrice Carle (QC), Linda Pipke (SK), Sabrina Caron (QC), and Al Scholz (SK). Absent: Bob Ross (ON) and Ron Bonnet (ON).



Crucial to FMC's success will be garnering support from the agricultural industry at large for existing and new initiatives.

FMC believes wholeheartedly in the importance of having a national connecting body to push the management excellence agenda forward, leveraging the strengths of many for the benefit of all.

FMC will continue to focus on business development activities, meeting with industry stakeholders to provide services and support for enhancing the awareness and adoption of beneficial management practices – to cultivate excellence in farm business management to position Canada's farmers for success – across regions, commodity and farm size.

POSITIONING FMC FOR THE FUTURE

At Farm Management Canada, we combine strategic insight with impact analysis to continue to invest in proven successes while embracing new opportunities and innovative activities.

Over the past year, FMC has been working diligently to position its activities to bring in new revenues, while working with industry partners to garner additional support and funding for financial sustainability. A complete listing of products and services is available at www.fmc-gac.com.

Communications and Messaging

In concert with efforts to diversify revenue streams, garner industry support and ensure a bright future for the organization, FMC has been creating communications materials and messaging to appeal to a diverse variety of partners and funders, communicating real, tangible value for its programs and services.

FMC continued to contribute to various agricultural publications, newsletters, commentaries and presentations, and disseminated press releases and information bulletins to help increase awareness of and participation in various activities.

Along with the video contests to bring farmers to industry events across Canada (and even overseas), FMC launched the *Risky Business campaign* to draw attention for the need for a comprehensive understanding and approach to risk on the farm (and for the farmer, farm family and farm business).



Farm Management Canada's *Risky Business* campaign started in January to emphasize the importance of risk assessment and proactive planning to both mitigate possible negative impacts and position farmers to benefit from potential opportunities.

The *Risky Business* campaign will continue as a focal point of FMC's activities into 2014-15. Look for the release of the *Comprehensive Guide to Risk Management* – the first of its kind, to help farmers identify the risks affecting their business, their tolerance of and attitude towards risk, and strategies to mitigate the negative impact of risk.

FMC is actively seeking partners to develop skills development tools and activities to accompany this foundational piece, including workshops, interactive online tools, and industry training to establish and promote a comprehensive approach to risk management in agriculture through all of the industry players.

STAYING CONNECTED

There are a number of ways to engage with and stay connected to FMC.

- ✓ Become an expert: speaker, writer, resource
- ✓ Host learning sessions with FMC resources
- ✓ Promote distribute copies of material and resources to colleagues and contacts
- ✓ Involve FMC in consultations, surveys and needs assessments
- ✓ Provide website content and links
- ✓ Share best practices and resources
- ✓ Share your successes for national reach and international recognition
- ✓ Help us stay informed of your activities!

Subscribe free at www.FMC-GAC.com to receive:

- ✓ FARM MANAGEMENT e-newsletter (FMC special announcements)
- ✓ AGRIBINAR® e-blast (upcoming Agriwebinars & available archives)
- ✓ CANADIAN FARM MANAGER hardcopy and electronic publication (bi-monthly by mail or email)

LOOKING AHEAD: 2014-15

2014-15 promises to be a great year as we welcome back FMC's flagship Agricultural Excellence Conference with new supporting partners, undertake a national quantitative study on the impact of business management activities, and get ready to host the 20th International Farm Management Congress in Quebec City.

While 2014-15 will not be without its challenges, FMC has made remarkable strides in partnership development and we are beginning to seeing the fruits of our labour.

We would not be here if it weren't for our strong supporting partners and members.

We thank you very much for your ongoing support and enthusiasm as we continue to build a culture of beneficial management practices and lifelong learning within Canada's farmers and provide access to the information, resources and tools to meet the ever-changing needs of the global marketplace.

Ready, set, go!

Farm Management Canada



Coming together IS A BEGINNING;
keeping together IS PROGRESS;
working together IS SUCCESS.

~Henry Ford