



AGRICULTURAL EXCELLENCE CONFERENCE

FARMING FOR OUR FUTURE:  
CANADA'S 150<sup>TH</sup>

OTTAWA, ONTARIO | NOVEMBER 21-23, 2017

YOUNG AT HEART FORUM



@FMC\_GAC #AgExConf17



A dramatic landscape photograph featuring a vast field of green grain, likely sorghum, in the foreground. The field is filled with tall stalks and small blue flowers. In the background, a line of trees is visible under a heavy, dark, and stormy sky with large, billowing clouds. The overall mood is intense and powerful.

# Young at Heart Forum

## Managing the Generations for Success





Empower Family  
Increase Profit  
Secure Legacy

# What do you want to do to stay involved on the farm ?





What are you most excited to  
hand over to see your successor  
growing and evolving in their new  
role ?

**Your farm. Your family. Your choice.**

**Elaine Froese, Farm Family Coach**



# 204-534-7466



A hand is shown pouring a stream of sand from the fingers onto a desert landscape. The background features rolling sand dunes under a warm, golden sunset sky. The scene is captured in a cinematic style with soft lighting and a shallow depth of field.

# emotional factors

affecting planning



What do you want to do to stay involved?







**What does fairness look like?**  
A farm is not a pie !



# Clear roles & expectations

No “RAW” deals for non-farm heirs...





# Sweat Equity

fair compensation, create wealth



Culture of learning by doing  
and making mistakes





# GET FARM TRANSITION UNSTUCK

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Elaine Froese & Dr. Megan McKenzie

# Barriers to break

- anxiety and overwhelm
- fear
- no time to talk or plan
- procrastination, apathy
- passivity, giving up your power



# More barriers to break

- destructive patterns
- lack of resources
- pride and social pressure
- mental illness
- lack of healthy boundaries





**Paid well, respect, opportunity**



A photograph of a sunset over a field. A large, dark silhouette of a tree is on the left. The sun is a bright yellow circle on the horizon, partially obscured by the tree. The sky is filled with orange and yellow clouds. In the foreground, there is a dark, silhouetted structure, possibly a barn or a fence. The text "clarity, certainty, commitment to act" is overlaid in white, bold, sans-serif font.

clarity, certainty,  
commitment to act



OLDER  
GEN

Make  
ME CRAZY

COMMUNICATION

CHANGE

MICRO Manage

WORK/LIFE

PATIENCE

Admire

LOVE  
US

OPPORTUNITY

WISDOM

WORK  
ETHIC

RELATIONSHIPS

FARM

FAMILY  
FEUD

YOUNGER  
GEN

MAKE ME  
CRAZY

ENTITLEMENT

SOCIAL MANNERS

\$MANAGEMENT

DISTRACTED

CRITICISM

WORK/LIFE

INNOVATIVE


RESPONSIBLE

RISK-TAKERS

ENERGY

Admire





**TEXT 1-855-969-5300**

Message is LETSTALK



# Facilitate

- Seek first to understand
- Empathetic Listening
- Discovery
- Give and receive feedback
- Keep discussions on track
- Paraphrase, clear summaries



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# TOP FIVE

- ☐ How do you want to stay involved on the farm?
- ☐ What are you most excited to hand over? Where are you most excited to see your successor growing and evolving in their new role?





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