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FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

# SPRING UPDATE 2019

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## MESSAGE FROM THE CHAIR

Joerg Zimmermann

Spring has finally arrived, after what feels like a never-ending winter.

This June, I am extremely proud to bring the annual agri benchmark **Cash Crop Conference 2019** to Winnipeg. Scientists, Consultants, Farmers and Farm Management Enthusiasts from around the globe will share insights about the competitiveness of crop production and get detailed understanding of Canadian agriculture. With **Global Forum: Exploring Canada's Competitive Edge** the Cash Crop Conference is open to the Canadian public on June 26<sup>th</sup> and 27<sup>th</sup>. The international participants and the Canadian public will discuss what it will take to sustain Canada's competitive advantage. For more information and to register, check out the event [website](#).



Here at Farm Management Canada, we are wrapping up the first year under our new Contribution Agreement within the Canadian Agricultural Partnership (CAP), and what a year it has been. Securing funding for the next 3 years, putting on another successful Agricultural Excellence Conference in Winnipeg, hosting our Bridging the Gap transition planning workshops and sharing best practices with industry stakeholders across Canada. As industry priorities ebb and flow, we encounter new opportunities and see our programming continually evolve. We were pleased to co-host a Risk Management Education discussion alongside Agriculture & Agri-Food Canada (AAFC) and the Canadian Federation of Agriculture (CFA) in mid-March, bringing together a diverse group of industry stakeholders to discuss the current state of risk management, risk management education and areas for improvement. We look forward to their federal, provincial and territory Ministers' response to our efforts in July.

As we look forward to the year ahead, we have some great projects lined up. We will be launching our new AgriShield® risk assessment platform, our study exploring the connection between mental health and farm business management, our study exploring the barriers and enablers to adopting farm business management best practices, and of course AgEx 2019 in Fredericton, NB, just to name a few. These projects wouldn't be possible without the support of our partners and members. If you would like to become a partner or think you can contribute to a project, please reach out to us.

Our Annual General Meeting is taking place on July 10<sup>th</sup> by webcast. We have 4 open positions for the Board.

As many of you are starting to get out in the fields, we wish you much success. For all of the unpredictability this industry brings, know that your commitment to planning and preparedness will be your trusty side-kick, helping navigate through any of the bumps in the road ahead.

Good luck and remember to be safe out there.

A handwritten signature in black ink, appearing to read 'Joerg Zimmermann', with a stylized flourish at the end.

Joerg Zimmermann, Chair

*"The past cannot be changed.  
The future is yet in your power."*

*~ Unknown*

## MESSAGE FROM THE EXECUTIVE DIRECTOR

YOUR FARM MANAGEMENT RESOURCE CENTRE

## Heather Watson

Greetings fellow farm management enthusiasts!

Spring is here, are you ready to rock? Hit the ground running?

Now is the perfect time to call a farm business management meeting to put your plan into action. Remind everyone: What are our main goals and outcomes? Who's responsible for what? Who's accountable to whom? Having clarity of expectations for the farm team helps everyone stay on task to optimize your resources.

It's a good idea to establish a schedule for regular farm team meetings to stay on time and on task, but also to celebrate progress towards meeting your goals.

The last few months have been very busy for us, as farmer learning season was in full force! We had the pleasure of delivering a number of industry presentations across Canada thanks to invitations from FarmTech, Farm Credit Canada (FCC) and the B.C. Ministry of Agriculture, while showcasing Canada's excellence and exchange insights with peers from across the globe at the International Farm Management Congress that took place March 3-8 in Launceston, Tasmania. I feel extremely privileged and proud to serve as the Canadian representative to the International Farm Management Association Council. Interestingly, Tasmania has been tasked with growing farmgate sales 10-fold by 2050. Discussion revolved around industry and government coordination, collaboration and building the capacity of today's farmers to transition healthy farm businesses to future generations.

With the first year of our 3-year Contribution Agreement with Agriculture & Agri-Food Canada (AAFC) coming to a close, we're pleased to reflect back on our accomplishments and look forward to continuing to cultivate excellence in farm business management by equipping farmers with the information, tools, and resources to make informed management decisions. We hope that you will join us July 10<sup>th</sup> for our Annual General Meeting to celebrate successes, welcome our new Directors to the Board, and discuss opportunities to improve our programming to meet the ever-changing farm business management needs of Canada's farmers.

It is with much disappointment that we say goodbye to the Agriculture Management Institute (AMI), our long-time friends and partners responsible for business management programming in Ontario. Although bittersweet, we are honoured and privileged to take on AMI's knowledge assets and with their blessing, continue providing support to Ontario's farmers.

Plan, and you will prosper!



Heather Watson, Executive Director



*"Spring: a lovely reminder of how  
beautiful change can truly be."*

*~ Anon.*

## FMC ACTIVITY UPDATE

**YOUR FARM MANAGEMENT RESOURCE CENTRE**



A national umbrella for farm business management activity, FMC is the only organization devoted exclusively to the development and delivery of farm business management information, tools and resources to position farmers from across Canada for success.

Our mandate is our greatest challenge, and our greatest strength.

FMC was established as the Canadian Farm Business Management Council in 1992 following the financial crisis of the 1980s where interest rates spiked and commodity prices bottomed out, leaving some farmers high and dry. For over 25 years, FMC has worked to increase awareness and adoption of farm business management practices to equip Canada's farmers with the tools to weather the storm, confront change with confidence and seize opportunity.

As your farm management resource centre, Farm Management Canada is pleased to provide a link to your current tools and resources that relate to business management at the farm level.

Please consider inviting FMC to your events and meetings to share the best management practices of Canada's leading farmers and the resources and programs available to position Canada's farms for success.

Do not hesitate to contact us if you are interested in sharing your work – or working together! As a resource centre, we pride ourselves on not only knowing what is happening in farm management across the country, but also sharing that information with others. We're keen to hear from you! Drop us a line at [info@fmc-gac.com](mailto:info@fmc-gac.com).

## **BOARD AND GOVERNANCE**

We are currently taking care of year-end duties in preparation for our Audit and Annual General Meeting. These activities include our Annual FMC Performance Survey to gather stakeholder feedback on our programming and services along with learning needs and preferences to inform our activities going forward, as well as assessing the performance of the Board and Executive Director, and reporting to our funders and members.

Our Annual General Meeting will be held July 10<sup>th</sup> by webcast. Members will soon find the Elections Package in the inbox.

Voting will take place electronically prior to our AGM.

Important Dates to Remember:

- May 31 – Elections / Voting Packages sent to members
- June 28 – Votes due (electronic)
- July 10 – Annual General Meeting 1pm – 3pm EDT (webcast)

## **THE CANADIAN AGRICULTURAL PARTNERSHIP**

The Canadian Agricultural Partnership (CAP) program commenced April 1, 2018.

The Provinces and Territories are offering cost-share funding to support fostering business development via:

- Advisory services (individual farmers)
- Training and skills development (individual farmers)
- Training and skills development (organizations and associations)

[FMC has compiled a list of cost-share opportunities supporting business development here.](#)

FMC secured a 3-year Contribution Agreement from Agriculture & Agri-Food Canada under the AgriCompetitiveness Program.

While FMC will continue to be a champion for farm business management and offer its flagship programming including the annual AgEx Conference, AgriWebinars, Bridging the Gap program, resource networks, and publications, we are looking forward to launching exciting new initiatives, including:

- Farm Business Management Promotional Campaigns
- Farm Business Management Toolkit
- Farm Transition Toolkit
- Farm Financial Toolkit
- A Leader Effectiveness Development Program for Farmers
- Mental Health Study: Exploring the Connection between Mental Health and Farm Business Management
- Dollars and Sense Update Study – Implementation Barriers and Enablers
- Minority Groups Study – Meeting the Farm Business Management Needs of Women and Indigenous Populations

Of course, within our cost-share funding model, partnerships are vital to our success. If getting more involved with Farm Management Canada interests you, feel free to get in touch! We are seeking cash and in-kind contributions.

Note: FMC is awaiting news on its application to the AgriRisk program to support delivery of the AgriShield® risk management platform.

## **ONTARIO'S AGRI-FOOD MANAGEMENT INSTITUTE (AMI)** **WINDING DOWN**

After over ten years of serving the agri-food sector in Ontario, the Agri-Food Management Institute (AMI) will be winding down and transferring its resources to industry allies.

Farm Management Canada has partnered with AMI on various projects in the past. A joint study (Dollars and Sense) established the first-ever link between farm business management and profitability, and identified the top seven habits of Canada's most successful farmers. Other successful AMI initiatives included the popular Advanced Farm Management Program, a series of regional food business-focused conferences, and a widely used program that supported the inclusion of business management topics and speakers at industry events.

Farm Management Canada has been identified as an ideal host for the farm-related reports, online training tools and other resources that AMI has developed to continue to provide value to Ontario's farmers. Food Processing Skills Canada will be the new host of the management tools for processors.

AMI had its start as a funding program dedicated to farm business management and administered by the Agricultural Adaptation Council. After becoming a stand-alone organization with support from the provincial and federal governments, AMI focused its activities on farm business management training and awareness, and eventually saw its mandate expand to include food and beverage processing businesses as well.

The Agri-food Management Institute will cease operations effective April 30, 2019 and encourages interested parties to contact Farm Management Canada or Food Processing Skills Canada for program or training information.

For more information:

Heather Watson, Executive Director Farm Management Canada, [Heather.Watson@fmc-gac.com](mailto:Heather.Watson@fmc-gac.com)  
Jennefer Griffiths, Executive Director Food Processing Skills Canada, [jgriffith@fpssc-ctac.com](mailto:jgriffith@fpssc-ctac.com)

**YOUR FARM MANAGEMENT RESOURCE CENTRE**

## **PROJECTS AND PROGRAMS**

### **22<sup>ND</sup> INTERNATIONAL FARM MANAGEMENT CONGRESS**



**GROWING AGRICULTURE AT 41° SOUTH**

**March 3 – 8 2019**

**Tasmania, Australia**

[www.IFMA22.org](http://www.IFMA22.org)

**Over 300 participants from over 20 countries  
for international learning, enlightenment and laughter.**

The International Farm Management Congress takes place every two years in host countries around the world. The objective of the Congress is to further the knowledge and understanding of farm business management and to exchange ideas and information about farm management theory and practice throughout the world.

The 22<sup>nd</sup> Congress was held March 3-8 in Launceston, Tasmania. The Pre-Congress tour led delegates along the east coast of Tasmania, while the Post-Congress tour led delegates around the southeast of Australia's mainland.

Canada was represented by a dozen Conference attendees including farmers, advisors, academics, the non-profit sector and private industry.

Farm Management Canada presented two papers:

**Check your Blind Spots: Managing Farm Risk**  
**Farming for our Future: Communication is Key to Bridging the Transition Gap**

Farm Management Canada also helped host a roundtable discussion on how to grow agriculture, and for the first time, the Congress hosted a Next Gens program to help the next generation of agricultural leaders connect, inspire and be inspired.

The Congress program offered a variety of learning and networking experiences including:

- ✓ Plenary Sessions (20)
- ✓ Contributed Papers (90+)
- ✓ Contributed Posters (16)
- ✓ Field Trips

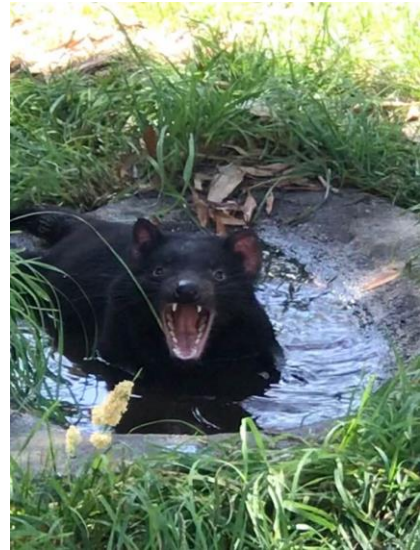
**Over 100 new learning resources were shared with delegates.**

Some photos from IFMA22:



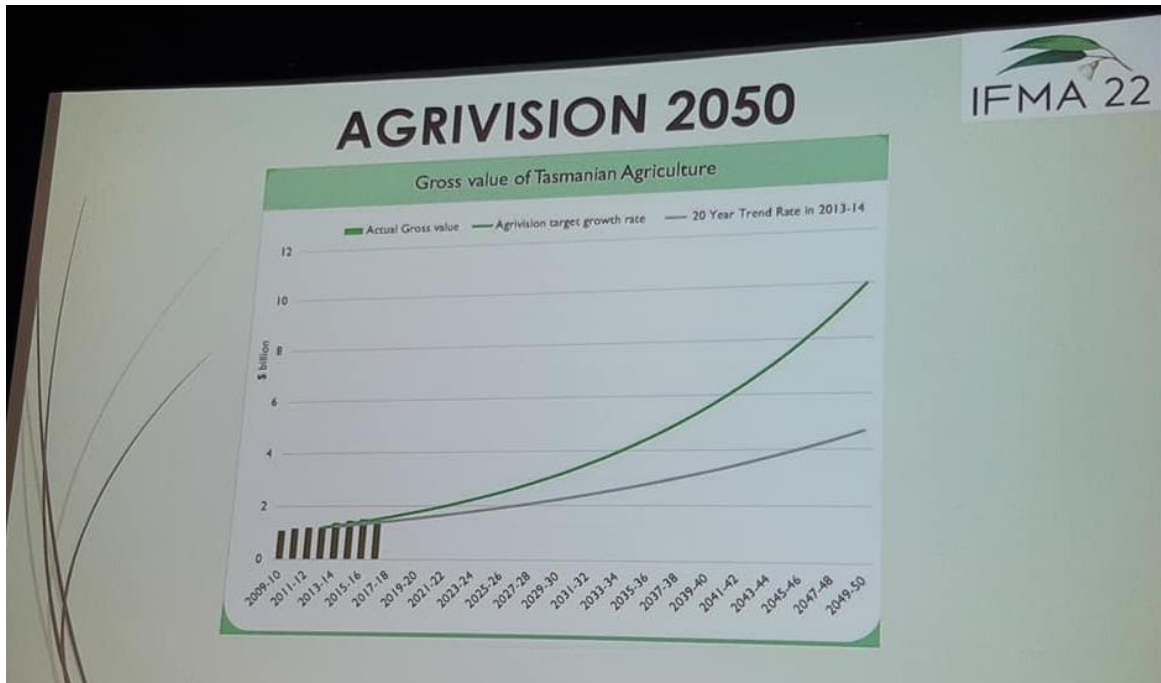
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### What the government is doing

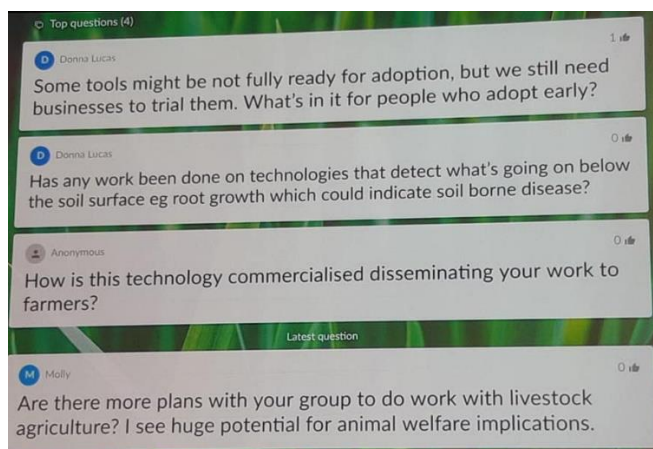
IFMA 22

- Agri Growth Loans
- Biosecurity at an island level, protection, control, eradication
- Capacity building and skills development – rural youth, rural women, agri skills plan
- Horticulture export facilitation
- Infrastructural growth through infrastructure Tasmania, freight strategy, forestry development initiatives
- Regional support initiatives

### What the government is doing

IFMA 22

- R and D across many industries with industry and TIAR – poppies, water, vineyards, on farm productivity – precision agriculture
- Rural community support
- Safety Initiatives
- Tasmanian Brand development
- Trade strategy – announced this week
- Water for Profit, irrigation initiatives, water resource management



## Catch the action online!

Follow and Like @IFMAOnline [www.facebook.com/ifmaonline](https://www.facebook.com/ifmaonline) for the latest and greatest.

Search for #IFMA22 to read tweets from Congress participants.

Join our LinkedIn group: [www.linkedin.com/groups/3161741](https://www.linkedin.com/groups/3161741)

[www.IFMAOnline.org](http://www.IFMAOnline.org)



*A wealth of information from the world's leading experts in farm business management.*

## YOU ARE INVITED!



The 23rd International Farm Management Congress



**Strategic Farming in Scandinavia**

Join us in Copenhagen, Denmark June 27 – July 2 2021!

[www.IFMA23.org](http://www.IFMA23.org)



### IMPORTANT DATES:

November 1<sup>st</sup> 2020

February 1<sup>st</sup> 2021

May 1<sup>st</sup> 2021

June 19 – June 26 2021

June 27 – July 2 2021

July 3 – July 10 2021

Announcement of paper and poster submissions

Deadline for paper and poster submissions

Deadline for early bird rate

Pre-Congress Tour: Tasmania

IFMA22 Congress in Tasmania, Australia

Post-Congress Tour: Sydney to Melbourne

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# SAVE THE DATE!



AGRICULTURAL EXCELLENCE CONFERENCE

**CULTIVATING RESILIENCE**

December 2-4 2019

Fredericton, New Brunswick



The Agricultural Excellence Conference (AgEx) welcomes anyone and everyone from farmers to advisors, academia, organizations, private industry, and government to join us in Fredericton to exchange expertise and insights to continue to position Canada's farmers for success through farm management excellence.

The theme ***Cultivating Resilience*** focuses on building the capacity for you and your farm to weather any storm and seize opportunity. A healthy farm depends on a healthy farmer, healthy relationships and healthy business. We will discuss the future of Canadian agriculture, the implications for farm managers, and the practical ways farmers can achieve sustainable growth and prosperity. Conference-goers will come away from AgEx equipped with information and tools to enhance Canada's farm businesses.

From our farm management showcase to expert speakers, you'll be introduced to farm business management like never before, with ample opportunity for interactive learning and networking through discussion and breakout sessions.

**There's something for everyone at AgEx!**

For more information, visit:

[www.fmc-gac.com/content/agricultural-excellence-conference](http://www.fmc-gac.com/content/agricultural-excellence-conference)

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Follow #AgExConf2019 on Twitter or Facebook for Conference updates!

Farm Management Canada is pleased to be partnering with Nuffield Canada and Canada's Outstanding Young Farmers for an incredible week of learning – inspire and be inspired!



December 4-5, 2019



December 5-7, 2019

# BRIDGING THE GAP FARM FAMILIES

The Bridging the Gap Workshop welcomed farm families to work with renowned farm family coach Elaine Froese and farm management consultant Cedric MacLeod to address some the elephants in the room that were preventing or hindering succession planning on the farm.



**Elaine Froese**  
Family Farm Coach



**Cedric MacLeod**  
Management Consultant

This year we had the opportunity to host workshops in Moncton, New Brunswick and Langley, British Columbia. Attendees were encouraged to ask questions and discuss their farming situations with the group. The event provided an opportunity for delegates to share insights, transfer knowledge and network.

*This workshop gave us the resources needed to start the farm transition conversation.*

...

*Empowered us to have a hard conversation and make a move.*

...

*The workshop allowed us to see that it is possible to have the family intact with transition occurring.*

...

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*I have identified “elder abuse” and will take actions to speak up for myself and my family.*

...

*Realized the need to make things transparent.*

...

*We have an Action Plan to move forward.*

...

Bridging the Gap is proudly presented by:



In partnership with:



And funded in part by:



## ***Are you using EAGLE – FINANCIAL ANALYSIS AND BENCHMARKING PROGRAM?***

EAGLE provides farmers with a full set of calculated financial ratios, indicators, and related information that they can confidently use to analyze the financial performance of their farm. The software provides benchmarking, historic analysis, forecasting and 'What-if' scenarios for any farm, regardless of a farm's sector.



Comparative analysis through benchmarking provides the agricultural industry with insight into how different farm types and farm sectors are performing, down to the level of individual farm operations. This insight is key in determining what factors are most influencing success for the sector and how competitive advantage can be achieved and maintained.

*EAGLE* provides a way for farmers and their advisors to compare business management practices to financial outcomes going beyond classic financial management tools. Visit [www.backswath.com](http://www.backswath.com) to get started!

## **AGRI BENCHMARK INTERNATIONAL**



*Agri benchmark* is a non-profit global network of agricultural economists, coordinated by the Federal German Thünen Institute and the non-profit company global networks. Its aim is to generate and disseminate reliable and usable analysis on major trends in global crop production for decision makers.

*Agri benchmark* uses an internationally-recognized and harmonized method to gather farm data from participating countries to compare farms (production systems, production costs and competitiveness) on an international scale to determine competitive advantage and identify opportunities for improved performance.

Farm Management Canada is a proud partner with *agri benchmark*, helping to coordinate the Canadian network.

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# JOIN US FOR THE 2019 INTERNATIONAL CASH CROP CONFERENCE - GLOBAL FORUM! EXPLORING CANADA'S COMPETITIVE EDGE: HOW DO WE STACK UP?

June 26-27, 2019  
Radisson Hotel Downtown | Winnipeg, Manitoba

In today's global economy, farmers must look beyond the fencepost to gain much-needed insights into how to maintain a competitive position in the global marketplace. agri benchmark is a non-profit global network of 60 agricultural economists from 50+ international partner institutions working closely with farmers and consultants provide international insights into the strength and weaknesses of farmers across the globe. Once a year, members of the agri benchmark network meet for the annual international Cash Crop Conference to share first-hand insights on crop production. The Conference takes place in a different country every year. Canada has the honour of hosting the 2019 Conference.

As part of the international Cash Crop Conference, Farm Management Canada and the German Thünen-Institute have organized a Global Forum on June 26th and 27th, inviting members of the Canadian agricultural industry including growers, agribusiness, academics, consultants and governments to exchange insights with international counterparts and explore paths to sustaining Canada's competitive advantage.

**We invite you to join us to discuss Canada's position and opportunities  
for growth and continued prosperity.**

Register here: [globalcashcropconference2019.eventbrite.ca](http://globalcashcropconference2019.eventbrite.ca)



Please reach out to Canadian partner, Joerg Zimmermann ([joerg.zimmermann@agribenchmark.net](mailto:joerg.zimmermann@agribenchmark.net)) or visit [www.agribenchmark.com](http://www.agribenchmark.com) for more information.

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# CREATE YOUR AGRISHIELD®

## New Risk Management Tool Helps Keep Canadian Agriculture Competitive

The agriculture industry can be described as “unpredictable” at its best and “volatile” at its worst. With much of Canadian production being exported, international relations, political unrest, or changing regulations can have a drastic and lasting impact on Canadian agriculture. Through careful analysis, strategy, and application, however, many of these potential vulnerabilities can be managed proactively in order to keep Canadian agriculture strong on the world stage. AgriShield is a powerful new tool that aims to do exactly that.



**AgriShield** Risk Assessment and Management Tool  
POWERED BY  
FARM MANAGEMENT CANADA

*“AgriShield is going to revolutionize the way farmers view risk. The better we can set them up for success, the more competitive Canadian agriculture remains.” —*  
Mathieu Lipari, Farm Management Canada

AgriShield is a risk assessment and management tool designed to keep Canadian agriculture flourishing by providing farmers with the knowledge necessary to spot risks in their operations and implement a plan to address their vulnerabilities. Through a series of questionnaires, farmers will establish risk profiles based on the six key areas of risk: people, production, business environment, finances, markets, and management. These risk profiles are then used to generate detailed and prioritized action plans, creating a roadmap to continued success.

AgriShield is user-friendly “out of the box,” and there’s a minimal learning curve, which means consultants, farmers, farmer groups, policy makers, and educators can easily take advantage of everything AgriShield has to offer right away.

To learn more about AgriShield, visit [fmc-gac.com/agrishield](http://fmc-gac.com/agrishield).

In partnership with:



## **NEW STUDY UNDERWAY: EXPLORING THE CONNECTION BETWEEN MENTAL HEALTH AND FARM BUSINESS MANAGEMENT**



We know our farmers are incredibly stressed, and we know that stress and fatigue can have negative effects on making informed business decisions. Through ground-breaking research, Farm Management Canada seeks to further explore factors influencing mental health, and how we can support mental health through business management, support business management through mental health, and the critical path forward. We further seek to explore whether demographic differences exist between

regions, production sectors, gender and age, and steps we can take to meet these individual needs.

The study will involve a mixture of qualitative and quantitative primary research methodologies including interviews, focus groups, case studies and surveys. To avoid duplication of efforts and maximize resources, we are reaching out to those already working in this space in Canada and abroad to help inform the scope, format and content of our study.

Anyone interested in being involved is encouraged to contact:

[Denise.Rollin@fmc-gac.com](mailto:Denise.Rollin@fmc-gac.com) 1-888-232-3262 ext. 32.



### **MAKE THE SHIFT, BECOME AN EFFECTIVE LEADER**



Few of us consider our own leadership as a competitive advantage, however research has shown that leader effectiveness can account for as much as 1/3 of business performance.

Farm Management Canada is pleased to be working with LeaderShift to empower Canada's farmers through a leadership development program designed for hectic farm life and the desire to learn and perform in real time.

Develop your capacity to make bold decisions in the face of uncertainty by effectively engaging with others.

**YOUR FARM MANAGEMENT RESOURCE CENTRE**

### Program Benefits:

- ✓ Understand your leadership effectiveness against a global benchmark
- ✓ Identify critical development areas that will have the most impact on your business
- ✓ Build the confidence to initiate conversations that address persistent problems
- ✓ Develop your skills in real time, while working in your business
- ✓ Gain clarity in goal-setting and decision-making
- ✓ Increase the performance of yourself, and empower others
- ✓ Reduce stress, anxiety and achieve more of what matters most
- ✓ Connect with other professionals to share insights and build your support network

Led by certified executive coach and fourth generation farmer, Kelly Dobson, LeaderShift combines adult learning research, with neuroscience and IT, enabling leader development at any age. Kelly has direct experience with family business dynamics and managing through cyclical markets. He has a lifelong interest in teams and how effective leadership can create results greater than the sum of individual efforts.

### Program Details:

- 6 weeks structured learning with your cohort learning inside the LeaderLab – asynchronous, about four hours per week
- An assessment of your leadership benchmarked to a global data set of leaders with a 90 minute individual review
- 3-day residency: the highlight of the program where you will practice leadership effectiveness with your cohort (a safe place to learn and grow)
- 4 additional weeks learning and building your development plan with a review of your plan with your coach
- Unlimited access to the LeaderLab – a private online community to build community through conversation and access resources
- Unlimited coaching for one year

Save on Tuition!

LeaderShift's program is eligible for up to \$2500 cost-share funding for farmers in Manitoba and Saskatchewan. Check with your provincial Ministry of Agriculture for eligibility requirements.

Programs begin: January 2020

Residency options:

March 3 – 5,  
March 10 – 12, or  
March 19 – 21

### WHAT ARE PEOPLE SAYING ABOUT LEADERSHIFT?

*"LeaderShift helped me realize the true price of my unhealthy work habits to myself, my team, my peers and my family. Working closely with my cohort and program coaches helped shine light on a new path forward where I am building the confidence to lead as my true, authentic self, and by doing so, empower the growth and development of those around me. I also appreciated the flexibility of the online learning community format, yet still bringing us together for a challenging and impactful residency."*

*"LeaderShift revealed a whole new side of leadership that has never been touched on in any previous course that I have taken. I was able to apply the principals immediately and witness the positive effects of clear*



*communication. The leader assessment identified areas where my leadership required improvement and both the LeaderLab and residency were great ways to practice in both an individual and cohort setting."*

Find out more at [www.leader-shift.ca](http://www.leader-shift.ca)

## INTERESTED IN ENROLLING?

You can also **Host a LeaderShift Cohort** for your Customers, Clients, or Members to support their development and strengthen your relationship.

Contact Farm Management Canada [info@fmc-gac.com](mailto:info@fmc-gac.com) or 1-888-232-3262.



## CTEAM UPDATE

**(CANADIAN TOTAL EXCELLENCE IN AGRICULTURAL MANAGEMENT)**

**Canada's only national farm management training program.**

CTEAM (Canadian Total Excellence in Agricultural Management) is Canada's only national Executive Management course for farm managers, and continues to gain popularity.

CTEAM participants come from all sorts of production sectors including cash grain, vegetable, beef, hog, dairy and fruit operations. Many are engaged in value-added activities as well as primary production. CTEAM addresses the business management issues that are common to all businesses, regardless of commodity. It is presented as a mini-MBA with emphasis on strategy, strategic planning, financial management, human resource management, succession and estate planning, and various aspects of marketing, operations management and various aspects of business leadership.

Participants develop and implement a strategic and operating plan for their farm as part of the course requirement. Based on what we've seen so far, Canadian agriculture is going to be in good hands going forward!

CTEAM is presented by Agri-Food Management Excellence, Inc (AME) and proudly supported by Farm Management Canada.

**The Next Class begins:** December 2019

### **Save on Tuition!**

For more details please check with your provincial Ministry of Agriculture for eligibility requirements.



More information is available on the AME website [www.agrifoodtraining.com](http://www.agrifoodtraining.com).

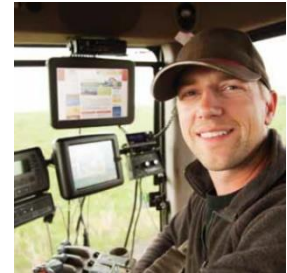
**YOUR FARM MANAGEMENT RESOURCE CENTRE**

# ONLINE RESOURCE PORTAL: FMC-GAC.COM

[www.FMC-GAC.com](http://www.FMC-GAC.com) is the central online database for any and all information, resources and tools related to farm business management.

From articles to publications, videos, podcasts and information resources, the website allows you to search for information related to any area of farm business management – from strategic planning to marketing and succession.

@FMC\_GAC



## NEW AGRIWEBINAR® RECORDINGS NOW AVAILABLE!

Miss out on an Agriwebinar® presentation? No worries – you can view the recordings on [Agriwebinar.com](http://Agriwebinar.com)!

### RECENT WEBINARS

#### [Healthy Farmer Series: Part 1 - You](#)

This webinar is the first part of Farm Management Canada's 'Healthy Farmer' webinar series, which focussed on health from different angles, including your personal health, your family's health, and the health of your farm business. Part 1 will focus on 'You' the individual.

#### [Healthy Farmer Series: Part 2 - Your Farm Business](#)

This webinar is part two of Farm Management Canada's 'Healthy Farmer' webinar series, which focussed on health from different angles, including your personal health, your family's health, and the health of your farm business. Part 2 will focus on your farm business.

#### [Healthy Farmer Series: Part 3 - Your Farm Family](#)

This webinar is part three of Farm Management Canada's 'Healthy Farmer' webinar series, which focussed on health from different angles, including your personal health, your family's health, and the health of your farm family.

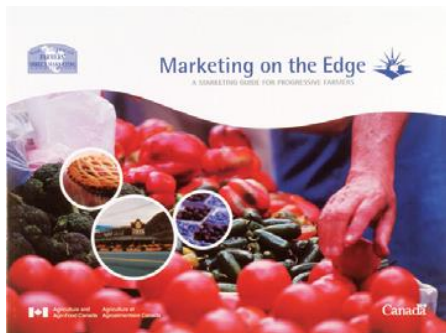
## Canadian Agricultural Partnership Webinar

This webinar, presented by Agriculture and Agri-Food Canada, covers the following topics:

- AgriStability and AgriInvest - changes under the Canadian Agricultural Partnership
- Common issues when completing your AgriStability and AgriInvest forms
- An overview of My AAFC Account.

Visit the [Upcoming Webinars](#) section on Agriwebinar.com or [sign up to our newsletter](#) to stay advised of Agriwebinar® presentations coming to a computer or mobile phone near you!

## FEATURE PUBLICATION:



### **MARKETING ON THE EDGE: A MARKETING GUIDE FOR PROGRESSIVE FARMERS**

Easy to read and well organized, this 162-page booklet outlines how you can launch a processing business and sell products directly to the public. Statistics show strong growth potential for managers who decide to “do it on their own.” Natural products, for example, such as organic foods, functional foods and supplements, are a \$45 billion US industry and growing 20% per year. At the farm level, the

trend towards healthier eating has been evidenced in the sales of garlic between 1970 and 1992, up 8.51% (USDA food Consumption Prices and Expenditures). Marketing on the Edge explores how to approach a wide range of direct marketing businesses such as meat markets, wineries and much more. All related topics are covered including processing, merchandising and promotion (see table of contents below). Special sections on the role of the Internet for your business are included.

Visit Farm Management Canada’s website to order this book: [fmc-gac.com/publications/marketing-edge-marketing-guide-progressive-farmers/](http://fmc-gac.com/publications/marketing-edge-marketing-guide-progressive-farmers/). Place your order by phone: 1 888 232 3262.

## **INDUSTRY AND PARTNER ADVISORY INVOLVEMENT**

### **BRIGID RIVOIRE MEMORIAL AWARD FOR BEST PRACTICES IN MENTAL HEALTH**

Farm Management Canada is proud to be a part of this Committee to recognize those individuals and groups making a positive contribution to mental health in the Canadian agricultural sector.



### **INTERNATIONAL FARM MANAGEMENT ASSOCIATION**

Heather Watson, Farm Management Canada’s Executive Director represents Canada on the IFMA Council.



### **STANDING COMMITTEE ON AGRICULTURE & AGRI-FOOD**

Heather Watson, Farm Management Canada’s Executive Director testified to Committee on studying the link between mental health and farm business management.



### **RISK MANAGEMENT WORKSHOP**

Heather Watson, Farm Management Canada’s Executive Director co-hosted a multidisciplinary consultation on risk management education gaps and opportunities alongside Agriculture & Agri-Food Canada and the Canadian Federation of Agriculture.





## NATIONAL AGRICULTURAL OCCUPATIONAL FRAMEWORK II

Farm Management Canada is pleased to participate in the NAOF II project, dedicated to enhancing agricultural skills development and training knowledge and pathways.



## INDUSTRY & PARTNER MEETINGS/EVENT PARTICIPATION



### **CANADA'S AGRICULTURE DAY**

FEBRUARY 12, OTTAWA, ON



### **AGRI-VISIONS**

FEBRUARY 13-14, LLOYDMINSTER, AB



### **WORKSHOP: THE 7 PRACTICES DRIVING FARM SUCCESS**

FEBRUARY 19, PORTAGE LA PRAIRIE, MB



### **WORKSHOP: THE 7 PRACTICES DRIVING FARM SUCCESS**

FEBRUARY 21, ROSETOWN, SK



### **ANNUAL GENERAL MEETING**

FEBRUARY 27-28, OTTAWA, ON



### **INTERNATIONAL FARM MANAGEMENT CONGRESS**

MARCH 3-8, TASMANIA



### **BRIDGING THE GAP: FARM TRANSITION FOR FARM FAMILIES WORKSHOP**

MARCH 8-9, MONCTON, NB



### **RISK MANAGEMENT EDUCATION WORKSHOP**

MARCH 18-19, OTTAWA



### **BRIDGING THE GAP: FARM TRANSITION FOR FARM FAMILIES WORKSHOP**

MARCH 20-21, LANGLEY, BC

## UPCOMING INDUSTRY & PARTNER MEETINGS/EVENT PARTICIPATION



### **CANADIAN ASSOCIATION OF DIPLOMAS IN AGRICULTURE PROGRAM**

JUNE 10-13, WINNIPEG, MB



### **CANADIAN ASSOCIATION OF FARM ADVISORS FARM MANAGEMENT UPDATE**

JUNE 6, WOODSTOCK, ON

**YOUR FARM MANAGEMENT RESOURCE CENTRE**



**INTERNATIONAL CASH CROP CONFERENCE**  
JUNE 23-30, WINNIPEG, MB



**ANNUAL GENERAL MEETING**  
JULY 10, WEBCAST



**FPT MINISTER'S MEETING**  
JULY 16-18, QUEBEC, QC



**AGRICULTURAL EXCELLENCE CONFERENCE**  
DECEMBER 2-4, FREDERICTON, NB



**ANNUAL GENERAL MEETING**  
DECEMBER 2-4, FREDERICTON, NB



**CANADA'S OUTSTANDING YOUNG FARMERS NATIONAL EVENT**  
DECEMBER 5-8, FREDERICTON, NB



**INTERNATIONAL FARM MANAGEMENT CONGRESS**  
JUNE 27-JULY 2 2021, DENMARK

## **PROVINCIAL/TERRITORIAL MINISTRY REPRESENTATIVE UPDATE**

Farm Management Canada hosted the quarterly P/T Ministry Network teleconference where representatives shared insights relating to business management programming (availability, uptake and any changes), new initiatives and opportunities for collaboration.

A number of Ministries have undergone significant changes under the Canadian Agricultural Partnership, causing a reduction in cost-share funding for business management programming and services. However, we are pleased to report we are embarking on a collaborate project with the Ministries to conduct a Dollars and Sense update study. This study will measure changes in adoption of business management practices over the past 5 years, and take deep dive into barriers and enablers to success in adopting and sustaining these business practices.

We are currently working with the appointed P/T Ministry Representatives to secure matching funds. We are also working to renew the Provincial or Territorial memberships to Farm Management Canada, to sustain the P/T Network and this very important mechanism to share best practices, positioning Canada's farmers for continued excellence.

## **MEMBERSHIP**

**WELCOME & WELCOME BACK TO OUR NEW & RENEWED MEMBERS**

**FARM MANAGEMENT CANADA WELCOMES NEW CORPORATE MEMBER INTELLIFARM**

**YOUR FARM MANAGEMENT RESOURCE CENTRE**



Farm Management Canada is pleased to announce IntelliFARM has joined in our commitment to developing and distributing leading-edge farm business management information and products to Canada's farmers as our newest Corporate member.

IntelliFARM is led by a team of consultants working in Western Canada together with grain farms to create customized grain marketing plans. These plans are created around a farm's cost of production, cash flow needs, bin space capacity, personal preferences, market outlooks, and risk tolerances.

Their system helps farmers stay informed of market trends so they can make sound management decisions while meeting the everyday demands of farmlife.

We are incredibly excited about our new alliance with the team at IntelliFARM, and their commitment to facilitate advanced farm management practices with their marketing service for farmers.

By working together, we'll help ensure Canada remains competitive in the global marketplace.

#### INDIVIDUAL MEMBERS

AARON M. LAW	JOHN SPENCER
AGBOR NDONA AGBOR	KENT SEREDA
ANDREA GAL	LANCE WALKER
ANDY DE VRIES	LARRY MARTIN
ANNESSA GOOD	LEN DAVIES
ART LANGE	MARTINE DESCHAMPS
BARBARA & TOM PARKER	MATHIEU ROULEAU
BILL MACFARQUHAR	MERVIN WISEMAN
BRANDT CARTER	MICHEL DIGNARD
BRIAN WITTAL	NANCY ROSS
BRUCE STEPHEN	PAUL & JENNIFER LOEPPKY
COLLEEN YOUNIE	RICK LEKX
DONALD GOOD	ROBERTA GALBRAITH
ELAINE FROESE	RYAN & LAUREN MAURER
FREDERICK MINER	RYAN SCORGIE
GEORGE GELDART	SALAHUDDIN SAIYED
GRAHAM GILCHRIST	SIMON SOMOGYI
HOLLY WHITE	STERLING HILTON
HUMPHREY BANACK	TAMARA CARTER
JEANNETTE MONGEON-DIGNARD	TERRY ABERHART
JOANNE & TONY HOGERVORST	TERRY KREMENIUK
JOE ROWBOTTOM	TIMOTHY OGILVIE



JOERG ZIMMERMANN  
JOHN GRIFFIN

WILSON LOREE

#### ASSOCIATION MEMBERS

AGRICULTURAL PRODUCERS ASSOCIATION  
OF SASKATCHEWAN  
BACKSWATH  
CANADA'S OUTSTANDING YOUNG FARMERS  
PROGRAM  
CANADIAN 4H  
CANADIAN ASSOCIATION OF DIPLOMAS IN  
AGRICULTURE PROGRAM  
CANADIAN ASSOCIATION OF FARM  
ADVISORS  
CANADIAN FEDERATION OF AGRICULTURE

CANADIAN YOUNG FARMERS' FORUM  
CENTRE DE RÉFÉRENCE EN AGRICULTURE ET  
AGROALIMENTAIRE DU QUÉBEC  
DALHOUSIE UNIVERSITY, AGRICULTURAL CAMPUS  
GLOBAL NETWORKS  
INTERNATIONAL FARM MANAGEMENT ASSOCIATION  
LES GROUPES CONSEILS AGRICOLES DE QUÉBEC  
OLDS COLLEGE  
UNIVERSITY OF MANITOBA  
WESTERN PRODUCER

#### CORPORATE MEMBERS

BDO  
BMO BANK OF MONTREAL  
FARM CREDIT CANADA

INTELLIFARM  
ROYAL BANK OF CANADA

#### PROVINCIAL MEMBERS

ALBERTA AGRICULTURE AND FORESTRY  
BRITISH COLUMBIA MINISTRY OF  
AGRICULTURE  
CENTRE D'EXPERTISE EN GESTION  
AGRICOLE  
GOVERNMENT OF NEWFOUNDLAND &  
LABRADOR  
GOVERNMENT OF NORTHWEST  
TERRITORIES  
GOVERNMENT OF YUKON

MANITOBA AGRICULTURE FOOD & RURAL  
DEVELOPMENT  
NEW BRUNSWICK AGRICULTURE, AQUACULTURE AND  
FISHERIES  
NOVA SCOTIA AGRICULTURE & FOOD OPERATIONS  
ONTARIO MINISTRY OF AGRICULTURE, FOOD AND  
RURAL AFFAIRS  
PRINCE EDWARD ISLAND DEPARTMENT OF  
AGRICULTURE & FORESTRY  
SASKATCHEWAN MINISTRY OF AGRICULTURE

### 3 Year Memberships available with a 15% discount!

Farm Management Canada is passionate about farm business management and we invite you to join us in our commitment to developing and distributing leading-edge farm business management information and products to help facilitate successful farm management.

Companies, associations and individuals across Canada are joining Farm Management Canada. Our members form a vital alliance of groups interested in better farm management. Here's your opportunity to be part of the team. Membership with Farm Management Canada allows you to stay connected to farm business

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management initiatives across Canada, and positions Farm Management Canada to play a leading role in the growth and profitability of the industry.

To become a member or renew your membership, contact  
Camellia Asbreuk at 1-888-232-3262 or [admin@fmc-gac.com](mailto:admin@fmc-gac.com)

## **STAY CONNECTED**

Farm Management Canada focuses its efforts on keeping members informed of its activities to ensure the strategic direction, while identifying new and collaborative opportunities to improve programs and services to meet the changing demands of the industry. We also encourage you to provide a link to our website, [www.fmc-gac.com](http://www.fmc-gac.com), on your personal or company website, to help visitors connect with the information, resources and tools they seek.

## **KEEP US INFORMED**

Please feel free to inform Farm Management Canada of any upcoming events or new resources that would be of interest to our other members for promotion on our website. Don't be afraid to subscribe us ([info@fmc-gac.com](mailto:info@fmc-gac.com)) to your newsletter and other information bulletins so that we can help promote all the wonderful farm business management initiatives happening across Canada!



Farm Management Canada's programs and activities are made possible through support from generous sponsors, supporters and partners. The success of Farm Management Canada depends upon garnering support from industry partners.

Contact us:  
**Farm Management Canada**  
300-250 City Centre Avenue Ottawa, Ontario K1R 6K7

**YOUR FARM MANAGEMENT RESOURCE CENTRE**

Tel: 1-888-232-3262 [info@fmc-gac.com](mailto:info@fmc-gac.com) [www.fmc-gac.com](http://www.fmc-gac.com)

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FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

KNOWLEDGE, LEADERSHIP, PROSPERITY  
CONNAISSANCE, LEADERSHIP, PROSPÉRITÉ

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