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FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

SPRING UPDATE 2020

- ❖ MESSAGE FROM CHAIR
- ❖ MESSAGE FROM EXECUTIVE DIRECTOR
- ❖ FMC ACTIVITY UPDATE
 - BOARD AND GOVERNANCE
 - PROJECTS AND PROGRAMS
 - INDUSTRY ADVISORY INVOLVEMENT
 - INDUSTRY & PARTNER EVENTS
 - PROVINCIAL/TERRITORIAL NETWORK HIGHLIGHTS
- ❖ MEMBERSHIP

MESSAGE FROM OUR CHAIR

JOERG ZIMMERMANN

Hello everyone,

I am certain there are a lot of different feelings out there. Fear, gratitude, anxiousness, and uncertainty.

One thing is certain, agriculture, and farming in particular, is being recognized in its rightful place – as an essential service. And farmers themselves, as heroes for keeping our grocery stores full.

Business is not as usual.

Things that seemed so important a week ago may now seem somewhat minuscule.

This is, perhaps, a chance to refocus on the things that truly matter.

With change, there is opportunity.

There is the opportunity to find new ways of doing things. And, perhaps we discover better ways. It's a chance to rethink tradition, the tried and true and status quo for new ways of doing business. Using technology to stay connected, for instance. Of course, this is also an opportunity to reflect on how prepared we are for the unknown, which is an essential element of management – whether it's managing our personal lives or our businesses. Like many others, I have been reviewing my business processes to see how the current situation will impact my business. I have been reviewing various financial scenarios to get a sense of my best, worst and likely case scenarios to take away some of the uncertainty. And, I have been spending time rethinking and revising protocols through standard operation procedures so that everyone remains healthy.

While we can expect more curveballs down the road, it's important we learn from them – assess the impact, and how we can put measures in place to seize opportunity and mitigate risk next time.

We look forward to returning to our regular programming soon. In the meantime, we are gearing up for a Strategic Planning exercise to seek out and maximize the opportunities that lay before us.

We welcome you to join us for our Annual General Meeting taking place July 9th, 2020 via webcast.

In the meantime, we wish you all well.

With warm regards,



Joerg Zimmermann, Chair



“What we plant in the soil of contemplation,
we shall reap in the harvest of action.”

~ Meister Eckhart

MESSAGE FROM OUR EXECUTIVE DIRECTOR

HEATHER WATSON

Greetings fellow farm management enthusiasts,

While spring is often seen as a time for renewal and regrowth, it seems overnight we find ourselves in a whole different world. Here at Farm Management Canada, we consider ourselves lucky so far. While we had to cancel a few meetings and learning sessions, for the most part, much of our work can be conducted from home offices, and we can use technology to stay in touch through videoconferencing.

I'm incredibly grateful for the work that we do and the team we have. Our video chats have given a larger glimpse into our personal lives, and it's really quite special seeing colleagues' pets, children and other loved ones.

However, there are many that are not faring so well, and our hearts and thoughts go out to those struggling during this time.

Thankfully, we were able to host a few of our learning activities before the outbreak. Earlier in March, we hosted the residency portion of our National Farm Leadership Program. We welcomed an incredible group of 11 participants to the beautiful seaside town of Sidney, British Columbia to focus on how our reactive tendencies, especially during times of stress, are getting in the way of our own success and happiness – thinking back to where we are today, the timing couldn't have been better. And speaking of timing, our Mental Health and Farm Management workshops took place in Guelph and London. Our national study exploring the connection between mental health and farm management is nearing completion. We cannot thank you enough for your contributions to this project and look forward to sharing the incredibly insightful feedback we have gained to help mark a path forward in supporting healthy farmers and healthy farms.

Our National Risk Management Roundtable as part of our 4-year Roots to Success farm risk management education project held its first in-person meeting in early March. We welcomed diverse industry experts including academia, consultants, producers and producer associations, government, insurance and lending to share their insights and help support the risk management education project.

We had the distinct honour of testifying to the Standing Committee on Agriculture & Agri-Food as part of their Business Risk Management (BRM) review. We promoted the value of a comprehensive approach to managing risk in agriculture where BRM programs work alongside farm business management practices. We have subsequently been invited to submit a list of recommendations to the Committee in preparation for the recommendations they will prepare for the Federal-Provincial-Territorial (FPT) Ministers' meeting in July.

As a non-profit industry organization, working together is vital to our success – not only to secure the necessary cost-share contributions to trigger our Federal funding, but to leverage our collective resources for greater reach and impact. Consider becoming a partner with Farm Management Canada and help us continue to build the business acumen of our farmers to achieve sustainable growth and success.

Let's make sure we are taking care of ourselves, and each other. Do More Ag (domore.ag) is a great resource with advice and tools to support your mental health during these times of uncertainty.

Stay safe everyone,



Heather Watson, Executive Director



*“Deep in their roots,
all flowers keep the light.”
~ Theodore Roethke*

FARM MANAGEMENT CANADA AT A GLANCE

A national umbrella for farm business management activity, Farm Management Canada 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.

We were established 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, we have 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 in support of fostering farm business management.

Please consider inviting Farm Management Canada 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.

BOARD AND GOVERNANCE

Following the December meeting, Farm Management Canada's Board of Directors are undertaking a strategic planning process to review the strengths, weaknesses, opportunities and threats of the organization in preparation for the renewal of a Contribution Agreement under AgriCompetitiveness and opportunities to continue to diversify and increase revenue and support.

Our sincere thanks to those industry partners who have agreed to join us in guiding our strategic plan.

CALL FOR NOMINATIONS AND ANNUAL GENERAL MEETING

Nominations to the Farm Management Canada Board of Directors are officially open.

Members in good standing, motivated to contribute to the governance of Canada's only national non-profit organization dedicated exclusively to supporting farm business management best practices, are invited to stand for election to the Board of Directors.

Nominations will close at 17:00 hrs. Eastern Time, Monday May 11, 2020. After this time, no further nominations will be accepted.

Farm Management Canada's Annual General Meeting is set to take place Thursday July 9th via webcast. Everyone is welcome! Login details will be sent along closer to the date.

Important dates to remember:

- May 11 - Nominations due
- May 25 - All Resolutions must be submitted for consideration
- June 9 - Elections open/ Voting Packages sent to members
- June 25 - Voting Ballots due
- July 9 - Annual General Meeting (electronic)

For more information and details on nomination criteria, consult the documents below:

- [Call for Nominations from the Elections Chair](#)
- [Board of Directors Nomination Form](#) and [Nominee Biography Template](#)

- [Q&A for Prospective Board Members](#)
- [Director Duties and Obligations Outline](#)
- [2019-20 Board of Directors Listing](#)
- [Call for Resolutions and Resolution Input Form](#)

Members are also encouraged to submit resolutions to be considered at the Annual General Meeting.

THE CANADIAN AGRICULTURAL PARTNERSHIP

The 5-year 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)

[We have compiled a list of P/T cost-share opportunities supporting business development available here.](#)

Farm Management Canada secured a 3-year Contribution Agreement (2018-21) under AgriCompetitiveness. We expect Agriculture & Agri-Food Canada to announce a call for funding applications in April, so that we may apply for our 4th and 5th year of programming under the AgriCompetitiveness program.

We hope to continue to be a champion for farm business management and offer our flagship programming including the annual Agricultural Excellence Conference, and take on exciting new initiatives.

We look forward to embarking on the following new activities in 2020:

- Farm Business Management Promotional Campaigns
- A Farm Business Management Toolkit
- A Farm Transition Toolkit
- Minority Groups Study – Meeting the Farm Business Management Needs of Indigenous Populations

Under CAP, we were also successful in securing a 4-year Contribution Agreement (2019-23) under AgriRisk to enhance farm risk management education.

Partnerships and collaboration are vital to Farm Management Canada's success. A complete list of partnership opportunities is available at the end of this Farm Management Update. If getting more involved with Farm Management Canada interests you, feel free to get in touch! We are seeking cash and in-kind contributions.

PROJECTS AND PROGRAMS



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

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 plenary sessions to workshops and panel discussions, you do not want to miss this opportunity to learn from farm management experts and thought leaders. Build your national network, and find out the latest and greatest management tools available.

WHY ATTEND AGEx?

- AgEx is the only gathering place for Canada's farm management enthusiasts
- AgEx is focused on building the business acumen and prosperity of Canada's farmers
- AgEx is focused on practical take-aways and learning outcomes
- AgEx focuses on interactive learning to meet the diverse learning preferences and practices of delegates

FUNDING AVAILABLE FOR FARMERS!

Farming in Manitoba, PEI, Newfoundland & Labrador, Yukon or Northwest Territories? You could be eligible for cost-share funding to attend!

Want some help with your application? Find your pre-filled applications here!

fmc-gac.com/programs-services/agricultural-excellence-conference

Manitoba Farmers: 50% funding up to \$2,500 to help support registration fees.

PEI Farmers: 50% funding up to \$2,000 to help support registration fees and travel (including accommodation and meals).

Newfoundland & Labrador Farmers: 75% funding to help with costs including airfare, ground transportation within and outside the province, meals, and hotel accommodations.

Yukon Farmers: 60% funding to a maximum of \$5,000 per year to help with registration fees and travel expenses.

Northwest Territories Farmers: 50% funding up to \$5000 to help support registration fees and travel expenses (travel costs must be consistent with GNWT travel expense guidelines).

GROUP RATES AVAILABLE!

Interested in attending AgEx with a group? Contact us! For groups of 5 or more, we can offer a discounted registration rate!

SPONSORSHIP OPPORTUNITIES AVAILABLE!

Interested in supporting AgEx 2020?

There are many ways you can support the Agricultural Excellence Conference ranging from \$2500 to \$25,000. We're of course happy to discuss a customized sponsorship package too.



SEEDING
EXCELLENCE

New! Student Sponsorship program
Ask us about Seeding Excellence!

To obtain a copy of our Sponsorship Package and discuss opportunities to support AgEx 2020, contact:

Nick Oakley
Business Development Officer
Farm Management Canada
250 City Centre Avenue, Ottawa, Ontario K1R 6K7
Telephone: 519-217-4601
sponsorship@fmc-gac.com

REGISTRATION AVAILABLE SOON

We hope to see you there.

Please note: We are aware the ongoing COVID-19 Pandemic may prevent us from hosting the Conference in a physical location. If we cannot host the event in person, we will be hosting AgEx online! Through a variety of speakers and discussion groups, we will feature all of the same great content, virtually. While we remain hopeful that everything will be resolved by November, as we advocate for contingency planning, we must do the same.



Follow #AgExConf20 on Twitter or our Facebook event page for Conference updates!

Thank you to our generous sponsors for making this Conference possible!

Lunch



Break



Seeding Excellence



Supporting Partners



Funded in part by:





Do you know? Research has shown that leader effectiveness can account for as much as 1/3 of business performance.

The National Farm Leadership Program fits into busy farm life to help farmers identify the critical development areas that will have the greatest impact on their personal and professional lives. Not only is leadership good for business, it's good for the well-being of the leader and those they work with.

The first cohort of the National Farm Leadership Program began its journey in January and just finished its 3-day residency in Sidney, British Columbia. Welcoming 11 participants, the residency provided a physical meeting place and safe space to observe and study our reactive tendencies to stress and uncertainty, and how we can build the skills to choose a better path forward. Participants will continue in the learning program until the end of April and will then have access to monthly group coaching and personal coaching anytime for the remainder of the year to help realize their positive change.

Program details:

- 11 weeks of structured online asynchronous learning
- 3-day residency to develop your skills
- A personal leadership assessment against a global data set of leaders
- Create a personal plan to increase leadership effectiveness
- Unlimited personal coaching for a year and access to the LeaderLab (a private online community)

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.

Interested in enrolling?

Visit leader-shift.ca/national-farm-leadership-program or contact: FarmLeadership@fmc-gac.com

SAVE ON TUITION!

This program is eligible for up to \$2500 cost-share funding for farmers in SK, MB, NB, NL, PEI, YT. Check with your provincial Ministry of Agriculture for eligibility requirements.

WHAT ARE PEOPLE SAYING?

"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 appreciated the flexibility of the online learning community format, yet still bringing us together for a challenging and impactful residency."

"I would recommend this course to anyone interested in becoming more self-aware, managing their anxiety and being a better communicator. Kelly and Darrel are very flexible, and were quick on their feet to adjust to the needs of the group. The experience exceeded my expectations and was worth every penny."

"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."

Contact FarmLeadership@fmc-gac.com.

Powered by





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.

However, travel expenses, time away and childcare make attending CTEAM difficult. Not only that, this past year's harvest left many acres in the field.

This is why the team at Agri-Food Management Excellence has developed a new delivery format for CTEAM:

New Format!

Modules 1 & 4 will be delivered using an interactive online format

Modules 2 & 3 will be delivered in-person

New Price!

With the new format, the cost for CTEAM is \$6700.

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!

Invest in yourself and your farm's success.

100% of CTEAM graduates surveyed said taking the time away from the day-to-day operations to look at the big picture of their farm and develop a business strategy was beneficial in their operation.



UPCOMING PROGRAM DATES:

Module 1 – March 16-20, 2020 – Online

Module 2 – December 7-11, 2020 – Calgary, AB

Module 3 – March 1-5, 2021 – Guelph, ON

Module 4 – December 6-10, 2021 – Online

Sign up for the CTEAM course, here www.agrifoodtraining.com/for-producers-cteam

CTEAM is presented by Agri-Food Management Excellence, Inc (AME).

AGRISHIELD® HELPS CANADIAN FARMERS WEATHER ANY STORM



It can be pretty hard to see risk coming when you're busy managing the day-to-day operations of your farm. It's easy to keep ploughing ahead and just deal with problems as they arise. Unfortunately, problems can pile up or snowball, jeopardizing the future of your operation, and the hardest part is trying to pinpoint just where these issues might crop up. That's where AgriShield comes in.

AgriShield

"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 user-friendly risk assessment and management tool, developed by Farm Management Canada, that helps you identify risks to your farm and mitigate them through an itemized, prioritized action plan. The best part is that AgriShield comes ready to use right "out of the box." There's no tweaking required, no system integration to worry about, and a minimal learning curve. Just follow it based on priority and go right to work implementing best practices on your farm.

"Our main goal is to help farmers identify threats to their operations and act on them with as much information as possible," says Heather Watson of Farm Management Canada. "This tool was developed to make sure farmers have the necessary platform to create very real, tangible plans to help mitigate risk and ensure the long-term success of their farms."

If you're wondering how an online tool could possibly determine risks to your unique operation, AgriShield breaks it out into six key areas of risk: people, finance, markets, management, business environment, and production. It then uses a series of questionnaires to determine potential vulnerabilities and creates a detailed risk profile followed by a to-do list that's prioritized based on the amount of risk and how prepared you are to manage it.



Farm Management Canada's goal is to ensure Canada's farmers are positioned for success through sustainable growth. This takes a comprehensive approach to managing risk on the farm and promotes a globally competitive Canadian agriculture industry. AgriShield is a powerful tool that can help farmers be proactive in strengthening their operations, confront change, and seize opportunities as they arise.

To learn more about how AgriShield can help keep Canadian agriculture strong, visit <https://fmc-gac.com/agrishield>.

In partnership with:



GROUPE
AGÉCO

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Project Update: ROOTS TO SUCCESS

TAKING A COMPREHENSIVE APPROACH TO MANAGING FARM RISK

Funded under the AgriRisk Initiative as part of the Canadian Agricultural Partnership, the Roots to Success project will make meaningful progress towards improved risk management for the agriculture and agri-food sector by promoting a comprehensive approach to managing risk. This project will provide farmers and consultants working directly with farmers with much-needed training to identify, assess, and prioritize risks and create comprehensive risk management plans. The project will also serve to establish industry benchmarks using baseline data to identify opportunities for policy and program improvement to meet the risk management needs of Canada's farmers. This includes looking at ways to establish linkages with industry initiatives including the government's BRM programs.

LITERATURE REVIEW

Our literature review is nearing completion and will be **available on the Farm Management Canada website in April**. The review looked at risk assessments previously completed by industry stakeholder groups, including projects under AgriRisk Initiatives to ensure our risk management platform includes all identified risks and best practices.



SUSTAINABLE AGRICULTURE INITIATIVE PLATFORM COMPLIANCE

The project team has benchmarked AgriShield to the international Farm Sustainability Assessment (FSA) and the platform has been given the GOLD Level, indicating the highest level of sustainability. The platform is considered an exemplary tool to help producers improve their sustainability measures and comply with international standards.

In the coming weeks, AgriShield will be adapted in order to identify the best practices that contribute to the FSA farm sustainability score, and an additional feature will be added to the platform that will calculate a farm's individual sustainability level, which can be certified following an audit.

NATIONAL RISK MANAGEMENT ROUNDTABLE

A national Roundtable comprised of a diverse cross-section of sector players with a common goal – to guide the industry towards comprehensive risk management, has been formed. The Roundtable will meet on a regular basis throughout the 4-year project to discuss how to drive a comprehensive approach to managing risk for Canada's agricultural sector and to serve in an advisory capacity to the project, evaluating and monitoring progress towards meeting project goals.

The first in-person Roundtable was held in Ottawa on March 4th, 2020.

TRAINING AND WORKSHOPS

Farm Management Canada will be conducting a series of workshops to train producers on risk assessment and the implementation of a comprehensive risk management plan for their farm, and to train professionals offering consultative services to farmers to use a comprehensive risk management approach with their clients.

Because of the situation with COVID-19, all training sessions have been suspended until further notice.



If you wish to host or sponsor a comprehensive risk management workshop in your area, for producers or for consultants, please contact Mathieu Lipari, Program Manager at Farm Management Canada: mathieu@fmc-gac.com or 613-237-9060 ext. 24.

HEALTHY FARMERS, HEALTHY FARMS SUPPORTING OUR RURAL COMMUNITIES

WORKSHOP SERIES



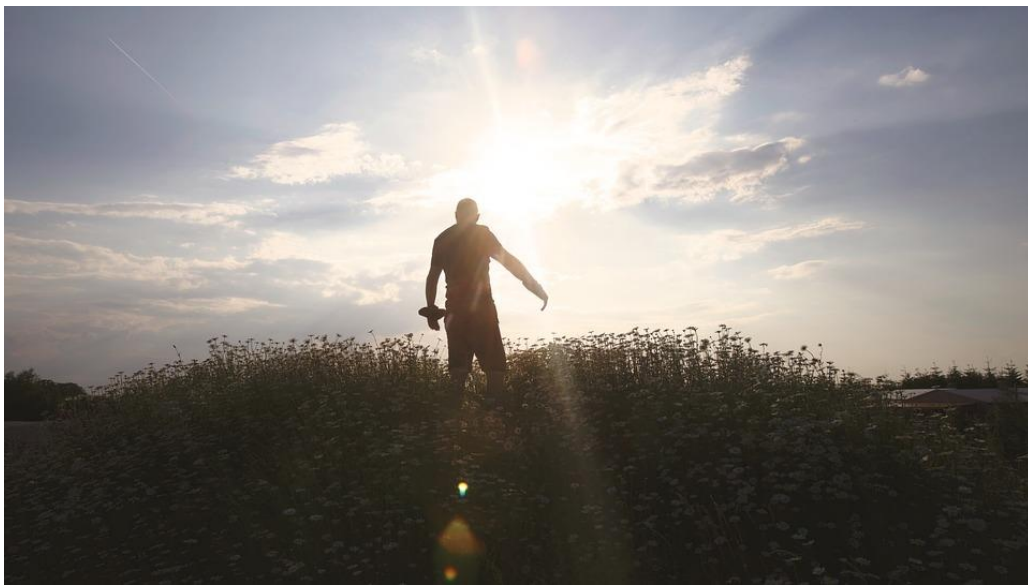
We hosted our 4-part workshop series **Healthy Farmers, Healthy Farms** over the last few months in communities across Ontario. In January, we were in Kemptville and Kawartha Lakes. In March, we were in Guelph and London. Over 78 people attended one of the 4 workshops, which demonstrates the appetite in agriculture for a better understanding of Mental Health, and ways we can cope and better handle some of the stressors within the industry using farm management practices. We hope these 78 people can now go back to their communities and spread the knowledge they obtained at these workshops.

A variety of speakers with diverse backgrounds in Mental Health, Farm Business Management and Community Support helped workshop participants recognize the signs of stress and build the knowledge, skills and practices to gain the confidence to assist one another and build a local support network, while putting measures in place to support their own mental health. We'd like to thank all the speakers who came out and shared your knowledge with our attendees. A special thanks goes out to our keynote speakers, including Martine Oliveria from AGS Rehab Solutions, Darrell Wade and Kim Siegers-Robinson from Farm Life Financial and Len Davies from Davies Legacy Planning.

A sincere thank you to our partners at Do More Agriculture and Peavey Mart Industries/TSC Stores Ltd. for supporting these workshops through the Community Agricultural Grant.

Project Update: EXPLORING THE CONNECTION BETWEEN MENTAL HEALTH AND FARM BUSINESS MANAGEMENT

In response to new knowledge about the state of farmers' mental health in Canada, Farm Management Canada is examining the connection between mental health and farm business management. The goal of this research is to develop an understanding of the relationship between farm business management practices and farmer mental health. This question is being explored from both sides of the relationship. For example, how does effective farm business management impact or support farmer mental health? As well as conversely, how does mental well-being impact or support farm business decision-making?



As we are nearing the end of this project, we would like to thank each of you who contributed to the many research engagement sessions. Many of you took part in our National survey hosted by Farm Credit Canada's Vision panel in December. With over 1700 responses to the survey, we are confident that it truly reflects the entire country. It was also one of the Vision Panel's highest response count for a survey! We are very proud and grateful to all of you. Wilton Consulting Group have been working hard to gather qualitative data through one-on-one interviews and focus groups. 72 one-on-one interviews and 14 focus group were conducted. We want to sincerely thank everyone for all your time and input. We have started working on the final report, which we aim to have ready to share in late spring.

In the meantime, please [click here](#) to access the Environmental Scan if you haven't had a chance to read it yet. It contains existing research and programs across Canada and the world relating to mental health, farmer mental health, farm business management and any connections between those pieces. It also identifies the gaps for further research, including, but not limited to, our study.



The Brigid Rivoire Award for Champions of Agricultural Mental Health

The Brigid Rivoire Award for Champions of Agricultural Mental Health annually recognizes a specific initiative that has made outstanding contributions in raising awareness, addressing stigma, and supporting mental health for farmers in their local community. This annual award includes a \$2,000 donation to a mental health initiative of the recipient's choice, along with an invitation to attend the Canadian Federation of Agriculture's (CFA) Annual General Meeting in February with all expenses paid.

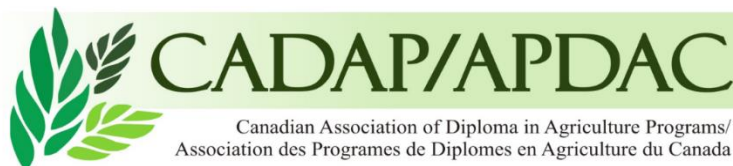
Congratulations to Andria Jones-Bitton & Briana Hagen, winners of the 2019 Brigid Rivoire Award for Champions of Agricultural Mental Health!



In 2015, Andria began researching farmer mental health in Canada. Until this point, research on this topic was sparse and understanding of the state of Canadian farmer mental wellness was lacking.

She conducted a national survey in which over 1100 Canadian farmers participated in to provide essential baseline statistics. Briana conducted 75 in-depth interviews to explore the lived experience of farmer mental health to better understand the impacts and to learn first-hand what farmers need for mental health support. Learning that farmers felt they lacked mental health literacy, this team created the *In the Know* mental health training program to help farmers learn the knowledge, skills and tools they could use to help deal with mental health issues.

Since this research program began in 2015, the agriculture community is more engaged in the discussion around farmer mental health; Do More Ag has been formed and the federal government is studying the issue. They have publicly presented at over 40 events and given over 70 media interviews.



2019-20 EXCELLENCE AWARD FOR AGRICULTURAL STUDENTS IS ACCEPTING APPLICATIONS UNTIL MAY 4TH!

Farm Management Canada and the Canadian Association of Diploma in Agriculture Programs (CADAP) are proud to offer the 2019-20 Excellence Award for Agricultural Students, designed to encourage students to improve their critical thinking, communication and leadership skills through a national competition.

The award is designed to help students develop their communication skills by having the opportunity to voice their opinion on a subject related to farm management.

First place will receive \$1,500, second place \$1,000 and third place \$500!

How to Apply

Students are asked to submit a multimedia presentation, a video, a blog or a Wiki, responding to the following question:

The agriculture industry is vast, multifaceted and growing. How do we generate awareness and excitement about the industry to attract new entrants?



To take part in the competition, for details on how to enter, or to apply: www.fmc-gac.com

*All applications must be received no later than **May 4th 2020**.



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.

Interested in becoming involved? Visit www.agribenchmark.com for more information.

JOIN US IN COPENHAGEN, DENMARK JUNE 27 – JULY 2 2021!

www.IFMA23.org



The 23rd International Farm Management Congress will be hosted by the University of Copenhagen.

The theme of the Congress is Strategic Farming in Scandinavia and will focus on what it takes to be a successful farm business manager under a variety of circumstances and different conditions. The Congress will focus on key elements such as: production, markets, finance, leadership, strategy and regulatory borders. You will be invited to explore the farming challenges, as well as having the opportunity to enjoy the beautiful countryside of Scandinavia during both the Congress, and the pre- and post-conference tours.

You will experience how world quality products are produced, whilst at the same time, being shown how respect for the environment is embedded in the decision making. You will have the opportunity to experience Scandinavian hospitality first-hand and gain an understanding of why the three countries are ranked as some of the happiest countries in the world!



Important Dates:

November 1st 2020

February 1st 2021

May 1st 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: Norway to Denmark

IFMA23 Congress in Copenhagen, Denmark

Post-Congress Tour: Denmark

Catch the action online!



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

www.IFMAOnline.org



ONLINE RESOURCE PORTAL: www.TakeANewApproach.ca

NATIONAL FARM BUSINESS MANAGEMENT RESOURCE CENTRE

[Home](#)[Resources](#)[Programs](#)[Events](#)[Contact](#)[Français](#)

Canada's farmers, whether you are starting, growing or transitioning your business, you will find tools and resources for you to stay on the leading edge and manage for success.



The **National Farm Business Management Resource Centre** provides farmers across Canada with access to tools and learning opportunities to support farm business skills development all in one place. From business planning tools to workshops and webinars, the website hosts farm business management resources in a variety of formats to meet the learning preference and practices of Canada's farmers.

Planning for success may seem daunting, but it can be as easy as starting here, with a commitment to learning more, and finding the tools that can help you start, grow or transition your farm business.

As a one-stop-shop, the Resource Centre showcases the best resources available, ensuring Canada's farmers are equipped with the learning resources necessary to build their capacity to confront change with confidence and seize opportunities.

Take some time to explore the website www.takeanewapproach.ca and browse the resources, programs, events and research available to you.



SOCIAL MEDIA

Our Twitter and Facebook feeds are chock full of information and inspirational stories to build your business acumen!



Follow us on [Twitter](#) @FMC_GAC

Like us on [Facebook](#) @FMC.GAC

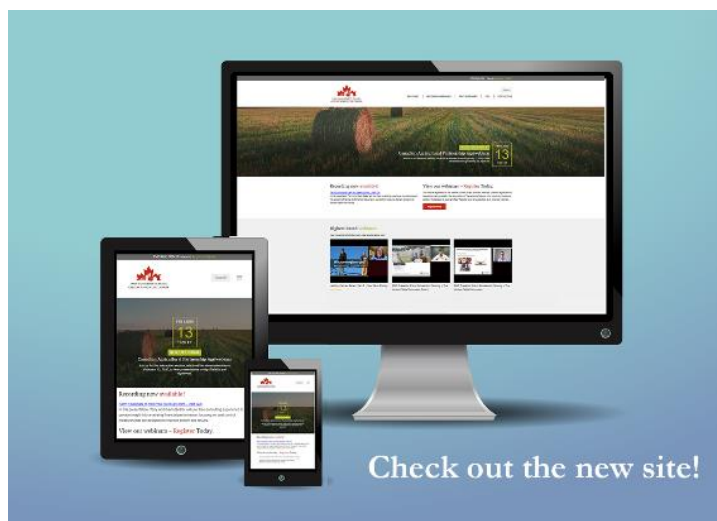


Agriwebinar.com HAS A NEW LOOK!

We've updated the Agriwebinar website with a fresh, new look and easy navigation. Visit Agriwebinar.com to access over 200 insightful and informative webinars presented by a variety of industry experts on topics like:

- Beginning & Young Farmers
- Benchmarking & Assessment
- Business Structures & Agreements
- Financial Planning & Management
- Health & Environment
- Human Resources Management
- Marketing
- Outlook & Innovation
- Risk Management
- Strategic & Business Planning
- Transition Planning

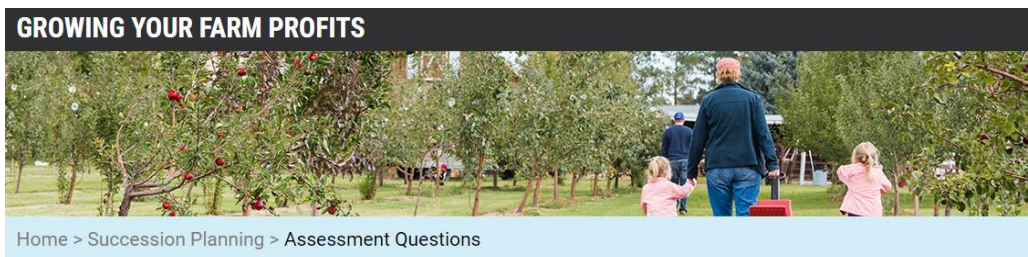
Come check it out!



FEATURE PUBLICATION

ONLINE FARM BUSINESS SELF-ASSESSMENT TOOL AVAILABLE TO HELP FARMERS PLAN FOR SUCCESS!

Growing Your Farm Profits (GYFP): Planning for Business Success Online Farm Business Self-Assessment Tool provides producers with the first step in the business planning process. Producers will come away with a comprehensive assessment of their farm business practices, priorities, key goals and ultimately, an Action Plan as a starting point towards the farm's business plan.



Producers can complete the online assessment on their own, or alternatively invite other members of the farm team to complete the assessment so that they can compare results before creating their roadmap to success; their business plan. Comparing assessments can lead to positive discussions regarding the future of the farm and ensure everyone's perspective is taken into account.

Once completed, the Action Plan can be submitted for validation. Producers may be eligible for cost-share opportunities to hire a consultant or to participate in training and learning events to improve their business practices.

Farm Management Canada offers a national version of the self-assessment tool, while OMAFRA offers a customized Ontario version and the PEIDAF offers a customized version of the tool, called *Planning for Business Success*, for PEI producers.

The Growing Your Farm Profits: Planning for Business Success Online Business Self-Assessment Tool is available from the following links:

English – www.FarmBusinessAssessment.com

French – www.AnalysezVotreEntrepriseAgricole.com

INDUSTRY AND PARTNER ADVISORY INVOLVEMENT

BRIGID RIVOIRE AWARD FOR CHAMPIONS FOR AGRICULTURAL 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.

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 AG DAY

February 11, Ottawa, ON



ECO FARM DAYS: FOOD AND FARMING IN A SHIFTING CLIMATE

February 22-23, Cornwall, ON



CFA ANNUAL GENERAL MEETING

February 26-27, Ottawa, ON



MENTAL HEALTH & FARM MANAGEMENT WORKSHOPS

March 10, Guelph, ON

March 11, London, ON



ROOTS TO SUCCESS RISK MANAGEMENT TRAINING (POSTPONED)

March 16, Guelph, ON

March 26, Drummondville, QC

April 7, Canmore, AB



ALBERTA'S CANOLA LEADERS PROGRAM (POSTPONED)

March 24-25, Edmonton, AB

UPCOMING INDUSTRY & PARTNER MEETINGS/EVENT PARTICIPATION



AGRICULTURAL EXCELLENCE CONFERENCE

November 24-26, Canmore, AB



INTERNATIONAL FARM MANAGEMENT CONGRESS

June 27-July 2, 2021, Denmark

PROVINCIAL/TERRITORIAL MINISTRY REPRESENTATIVE UPDATE

Provincial-Territorial Ministry membership to Farm Management Canada is the only way to connect with fellow 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 farmers in each Province/Territory and Canada as a whole. The network meets by teleconference every quarter, and in-person once a year. Additional meetings are arranged as desired by the network.

Following a productive in-person meeting in Fredericton in December, the P/T Network met by teleconference on March 31st as part of Farm Management Canada's strategic planning exercise to discuss how Farm Management Canada can continue to work with the provinces and territories to play a meaningful role in advancing farm business management practices and opportunities across Canada.

The P/T Network also met by teleconference on April 15th to discuss the provincial and territorial responses to farmers affected by the COVID-19 crisis so that we can work collectively to assist farmers across Canada with the programs and resourced needed most.

Recently, the provincial government of Alberta announced significant cuts to the Department of Agriculture and Forestry budget. Sadly, this has resulted in the loss of our P/T Network representative from Alberta, Dean Dyck. Farm Management Canada is seeking continued representation from Alberta for the network and hoping to increase Alberta's support for fostering farm business practices.

The P/T Network and this very important mechanism to share best practices, providing Canada's farmers with equal opportunity for continued excellence.

MEMBERSHIP

WELCOME & WELCOME BACK TO OUR NEW & RENEWED MEMBERS

INDIVIDUAL MEMBERS

Aaron Law	Joanne & Tony Hogervorst	Reg Shandro
Andrea Gal	Joe Rowbottom	Rick Lekx
Annessa Good	Joerg Zimmermann	Roberta Galbraith
Art Lange	John Griffin	Ron Friesen
Barbara Parker	John Spencer	Ryan & Lauren Maurer
Bill MacFarquhar	Kent Sereda	Ryan Scorgie
Brandt Carter	Lance Walker	Salahuddin Saiyed
Brian Wittal	Larry Martin	Simon Somogyi
Colleen Younie	Len Davies	Sterling Hilton
Donald Good	Mathieu Rouleau	Tamara Carter
Elaine Froese	Mervin Wiseman	Terry Aberhart
George Geldart	Michel Dignard	Terry Kremeniuk
Graham Gilchrist	Mike Pylypchuk	Timothy Ogilvie
Holly White	Nancy Ross	Ulf Geerds
Humphrey Banack	Perry Pressman	Wilson Loree
Jeannette Mongeon		

PROVINCIAL/TERRITORIAL MEMBERS

British Columbia	Newfoundland & Labrador	Prince Edward Island
Manitoba	Northwest Territories	Saskatchewan
New Brunswick	Nova Scotia	Yukon

ORGANIZATIONS/ASSOCIATIONS

Agricultural Producers Association of Saskatchewan	Canadian Association of Diplomats in Agriculture Program	Global Networks
Alberta Canola	Canadian Association of Farm Advisors	International Farm Management Association
Alberta Wheat	Canadian Federation of Agriculture	Les Groupes conseils agricoles du Québec
Canada's Outstanding Young Farmers Program	Canadian Young Farmers' Forum	Manitoba Canola
Canadian 4-H Council	Centre de référence en agriculture et agroalimentaire du Québec	
Canadian Agricultural Safety Association	Food Processing Skills Canada	

CORPORATIONS

Backswath	Farm Credit Canada	RBC Royal Bank of Canada
BDO Canada LLP	IntelliFARM	Western Producer
BMO Bank of Montreal		

ACADEMIC INSTITUTIONS

Dalhousie University, Agriculture Campus

Olds College

University of Guelph

University of Manitoba

GET YOUR MEMBERSHIP TO HELP SUPPORT FARM BUSINESS MANAGEMENT!

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

3 YEAR MEMBERSHIPS AVAILABLE WITH A 15% DISCOUNT!

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



#HelloSpring

WORK WITH US!

As a valued contributor to Canada's agricultural success, we are offering a number of ways to participate and offer your support. Show your clients and/or potential business partners just how dedicated you are to helping them achieve success through farm business management.

Learning Events

- Agricultural Excellence Conference: Prosperity with Purpose
 - November 24-26, 2020 Canmore, Alberta
- Workshops
 - Bridging the Gap: Farm Transition Planning
 - Creating a Comprehensive Risk Management Plan
- Agriwebinars
 - Ex. The Healthy Farmer Series
 - Over 250 archived presentations

Learning Programs

- National Farm Leadership Program
- Advanced Farm Management Program

Learning Tools

- AgriShield: Risk Assessment & Planning Platform
- Farm Business Management Toolkit
- Farm Transition Toolkit (for Farmers, for Advisors)
- Farm Financial Toolkit

Networks

- Provincial/Territorial Ministry Network
- Farm Transition Successor Support Network
- Farm Transition Advisor Forum
- National Farm Risk Management Roundtable

Outreach

- Promotional Campaigns – ex. Risky Business
- Industry Presentations – ex. The 7 Practices of Canada's Top Farmers
- Farm business management best practices
- Resources and support available
- Extension and knowledge transfer best practices
- Events Calendar
- Social Media
- Quarterly Newsletter
- Ag Media

Research

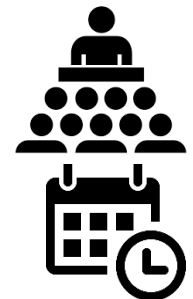
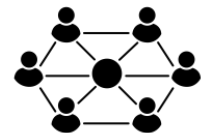
- Mental health and farm management: Exploring the link
- Barriers and enablers to making farm management a reality
- Farm management for under-represented populations in agriculture

Reports

- Making Dollars and Sense: The 7 Practices Driving Farm Financial Success
- Baseline Study: Adoption and Attitudes Towards Business Planning Practices



AgriShield



We're happy to provide customized training, tools and research to meet your unique needs and interests.

Contact: Nick Oakley
Business Development Lead, Farm Management Canada
Cell: 519-217-4601 | sponsorship@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 National Farm Business Management Resource Centre, www.takeanewapproach.ca, 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 and through our various media channels.

Don't be afraid to subscribe us (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 FMC depends upon garnering support from industry partners.

Contact us:

Farm Management Canada

300-250 City Centre Avenue Ottawa, Ontario K1R 6K7

Tel: 1-888-232-3262 info@fmc-gac.com www.fmc-gac.com

Our thanks to the Government of Canada for supporting Farm Management Canada's projects under the Canadian Agricultural Partnership AgriCompetitiveness and AgriRisk Programs:



FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

KNOWLEDGE, LEADERSHIP, PROSPERITY
CONNAISSANCE, LEADERSHIP, PROSPÉRITÉ