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FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

# WINTER UPDATE 2019-20



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## MESSAGE FROM OUR CHAIR

### JOERG ZIMMERMANN

Happy New Year!

Another year under our belt, and with it a new year and a new beginning. 365 new chances.

It is typically a time to reflect on the past year; what went well, what didn't and what could be done differently to improve. While some of you may choose to set new years' resolutions, I don't really have one big new years' resolution. I prefer to frequently make small changes, rather than big changes once in a while. I approach it like steering a car, and as I navigate the ups and downs and challenges of a new path towards success, I identify opportunities to make minor adjustments to stay on course.

I have set some goals for myself and my business for the upcoming year:

1. Identify opportunities to make improvements
2. Invest in setting up processes to implement and monitor these changes



My starting point is to get a better understanding of the business, to understand how I am going to achieve my goals. If you don't know how to do this, consider reaching out for help:

- Talk with a professional advisor or consultant;
- Sign up for an extended learning program;
- Attend a conference or event to gather ideas or direction;
- Join a local group or online chat forum; or
- Something as simple as talking to family, friends or neighbours about your goal(s) to help get you pointed in the right direction.

Take time to develop your plan to reach your goals.

Here at Farm Management Canada, we are looking ahead. After another successful Agricultural Excellence Conference, we are excitedly planning the next AgEx in Alberta. However, we did not do this on our own and I would like to thank all of our partners, sponsors, and supporters, and of course our participants! Without you, we would not have a Conference. Thank you.

This is going to be an exciting year for us!

We have great programs planned, amazing events, and new resources.

We hope you are as excited as we are and I wish you a positive and prosperous 2020!

Joerg Zimmermann, Chair

“No winter lasts forever;  
no spring skips its return.”

~ Hal Borland

# MESSAGE FROM OUR EXECUTIVE DIRECTOR

## HEATHER WATSON

Greetings fellow farm management enthusiasts!

A sincere thanks to everyone who attended our annual Agricultural Excellence Conference in Fredericton. While weather proved a worthy foe, we were pleased to welcome a full house with incredible support from the New Brunswick Ministry of Agriculture, Aquaculture and Fisheries.

Incredibly, #harvest2019 continues to challenge farmers across Canada. Let's make sure we are taking care of ourselves, and each other. Do More Ag ([domore.ag](http://domore.ag)) is a great resource with advice and tools to support your mental health during these times of uncertainty.

It's a New Year, and that means a fresh start. What does 2020 mean for you? What goals do you have for your farm, your family, and yourself? A year from now, what do you want to look back on and feel good about?



Perhaps it means a new you! Our inaugural National Farm Leadership Program kicked off January 27<sup>th</sup>. This 11-week online program includes a 3-day residency and robust assessment of your leadership effectiveness to help develop a personal plan for you to achieve more of what matters to you. Curious about the program? Feel free to check out our informational webinars at [www.Agriwebinar.com](http://www.Agriwebinar.com).

Thanks to the generous support of Peavey Industries LP and TSC Stores Ltd. we were excited to launch the first in a series of one-day mental health and farm management workshops this month to engage and educate farmers in rural Ontario to recognize the signs of stress and build the knowledge, skills and confidence to take a proactive approach to mental health.

Speaking of mental health, our national study is coming along nicely! A huge thanks to the team at FCC Vision and to all of you for helping us conduct the national survey exploring mental health and farm management. We had an astonishing 85% response rate and nearly doubled our response goals! We're currently in the midst of conducting in-depth focus groups and interviews. Please get in touch if you're interested in being involved.

Our 4-year Roots to Success farm risk management education project is off to a flying start. The project will provide training sessions for farmers and advisors to learn how to take a comprehensive approach to managing risk in agriculture. The project includes the creation of a National Farm Risk Management Roundtable. The first meeting of the Roundtable was held in December, with the next meeting scheduled for March.

We are looking forward to taking part in a number of agricultural learning events, including FarmTech, Canada's Ag Day, the Canadian Federation of Agriculture's AGM and Canadian Young Farmers' Forum. For a complete listing of management-related events, be sure to check out our Farm Management Calendar available from our new national farm business management resource centre: [www.takeanewapproach.ca](http://www.takeanewapproach.ca).

As a non-profit industry organization, partnerships are 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.

Cheers to a wonderful New Year, and a new you!

*“People don't notice whether it's  
winter or summer when they're happy.”  
~ Anton Chekov*

A handwritten signature in black ink, appearing to read 'Heather'.

Heather Watson, Executive Director



## FARM MANAGEMENT CANADA AT A GLANCE

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.

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 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

Farm Management Canada's annual Board of Directors meeting took place in conjunction with the annual Agricultural Excellence Conference in Fredericton, New Brunswick.

The Board reviewed progress towards deliverables and the overall financial strength and sustainability of the organization. Agriculture & Agri-Food Canada participated in an ex-officio capacity.

The Board will be undertaking a strategic planning exercise in the spring to review the strengths, weaknesses, opportunities and threats of the organization in preparation for the renewal of a Contribution Agreement under AgriCompetitiveness and opportunities elsewhere for support.

## 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 in support of the bulk of our farm business management support activities.

We will continue to be a champion for farm business management and offer flagship programming including the annual AgEx Conference, Agriwebinars, and publications.

We have taken on some exciting new initiatives, recently launching our National Farm Leadership Program. Our Farm Financial Toolkit is well underway, along with our Mental Health & Farm Management Study and Dollars & Sense Study Update.

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

We look forward to the 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

Partnerships and collaboration are vital to Farm Management Canada's success and we are excited to collaborate closely with our industry stakeholders to ensure strong programmatic linkages to fund development programs, workshops, toolkits, learning programs, and important research such as the link between mental health and farm business management to support the Farm Management Canada community.

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



### AGRICULTURAL EXCELLENCE CONFERENCE

## NATIONAL CONFERENCE FOCUSES ON CULTIVATING RESILIENCE IN CANADA'S AGRICULTURAL INDUSTRY

The 2019 Agricultural Excellence Conference was hosted in Fredericton, New Brunswick December 2-4 welcoming over 170 farm management enthusiasts from across Canada to hear from leading experts and exchange insights on today's hot topics affecting farm businesses. The Conference theme, *Cultivating Resilience* was an opportunity for delegates to focus on building the capacity to weather any storm - to confront change with confidence and seize opportunity.

The Conference opened with greetings from the Honourable Ross Wetmore, New Brunswick's Minister of Agriculture, Aquaculture and Fisheries and Chris van den Heuvel, 2<sup>nd</sup> Vice President of the Canadian Federation of Agriculture. Participants were also welcomed to Premier Blaine Higgs' open house, featuring New Brunswick's finest agricultural products.

In addition to keynote presentations, the Conference offered the National Farm Business Management Resource Showcase, a Panel Discussion and Concurrent Workshops. Over 40 new learning resources were shared with participants. The delegate book included information on speakers and topics as well as 'thought spots' to record ideas and practical take-aways to improve current practices.



*Pictured (L-R): Joerg Zimmermann (FMC Chair), the Honourable Ross Wetmore, and Heather Watson (FMC Executive Director)*



What participants had to say...

- ✓ 95% of participants report AgEx increased their awareness and understanding of beneficial practices
- ✓ 92% of participants report AgEx increased their awareness of beneficial management tools
- ✓ 84% of participants report AgEx increased their likelihood of adopting business planning practices

This word cloud represents the key words used by delegates to express their biggest takeaways.





Participants were asked: *What will you start doing, stop doing, or do differently as a result of attending AgEx?*

Here are some of their responses:

- ✓ *Say no if it doesn't match our vision*
- ✓ *Work toward my goals*
- ✓ *Think succession, have conversations*
- ✓ *Practice resilience by being proactive*
- ✓ *Implementing management skills development in our programs.*
- ✓ *Reach out to start a peer group*
- ✓ *Try to set up some benchmarking spreadsheets for clients*
- ✓ *Write down more policies and expectations of employees and partners*
- ✓ *Improve my record keeping and data utilization*
- ✓ *Taking care of my home life goals.*
- ✓ *Start re-designing the financials and implement some new ideas regarding SOPs*
- ✓ *SOP's, Policy & Procedures, Mission, Vision, Core Values for the farm and family*

*"Resilience is not something that happens in reaction to a crisis, but something that you need to build into your farm business so that when a crisis happens, you are positioned to see it for the challenge it really is, and use the plans you have in place to guide you forward. Attending this event made me feel more confident about the many uncertainties that face us in the future of agriculture. There may be many things out of our control, but we are far from helpless. Our farm will continue to work to have plans in place, and position ourselves so that we can be resilient when challenges inevitably do come our way."*

*"This Conference has definitely made my husband and I are more intentional, more disciplined with planning...[The Conference] gave us an opportunity to sit down and do some one-on-one coaching with Elaine Froese, she gave us a place to start with succession planning and to do some good farm management ...A program like Ag Excellence is really important because it gets you out of day to day operations to focus on the big picture, future of the farm and how you're going to get to the goals you're going to set...I've been to a lot of conferences and this one was excellent. A lot of great farm management professionals there to have great discussions and to help you with your operation in a personal setting. I highly recommend the Ag Excellence Conference to anybody."*

*"Ag Ex opened my eyes to the bigger picture of farm business. We often get caught up in the day to day issues and forget to take a step back. The exciting part of Ag Ex was the broad focus on improving Agriculture as a whole and not focusing on one aspect of farm business. By improving our leadership skills and building relationships with others, we will become more resilient."*

*"Attending AgEx has been a mind-opening experience for my husband and myself. It has enabled us to be exposed to producers across the country that share our celebrations and struggles. You have introduced us to professionals that we would normally never had knowledge or access to. Great learning experience!"*

*"Amazing conference + invaluable learning opportunity. Truly! Thank-you :)"*

*In conjunction with the conference, Nuffield Canada hosted their Annual Meeting and Scholarship Orientation. Canada's Outstanding Young Farmers National Conference was held immediately following AgEx.*

Thank you to our Local Ambassador Committee for helping shape the Agenda and entice participation:

Camille Coulombe, *NB Ag Alliance and Young Farmers Forum*  
Cedric MacLeod, *MacLeod Agronomics*  
Donald Daigle, *Farmer*  
Faith Matchett, *FCC*  
Lynda MacSwain, *PEI Department of Agriculture*  
Merv Wiseman, *Farmer*

Nicole Williams, *NB Ministry of Agriculture, Aquaculture and Fisheries*  
Patricia Ouellette, *Agriculture & Agri-Food Canada*  
Sylvain Gadbois, *NB Ministry of Agriculture, Aquaculture and Fisheries*  
Tracy Kittilsen, *Dalhousie University*

To relive the Conference experience, search the hashtag **#AgExConf19** and look for [coverage by our media partners](#): RealAgriculture, FarmMarketer, Small Farm Canada, and DvL Publishing.

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

Title



Workshop



Presenting Partner



Bridging the Gap  
Panel



Speaker



Experience



Break



Kick Start



Supporting Partners



Farm Management Canada wishes to recognize the Government's contribution to this project.





# SAVE THE DATE FOR AGEx 2020!



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 including what's on the horizon for Canada's farmers, build your national network, and find out the latest and greatest management tools available and beneficial practices

## 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, 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](https://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.

**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](mailto:sponsorship@fmc-gac.com)

## REGISTRATION AVAILABLE SOON

**We hope to see you there.**



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



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.

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.

#### 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.

## Make the Shift, Become a Complete Leader

### Interested in enrolling?

Visit [leader-shift.ca/national-farm-leadership-program](http://leader-shift.ca/national-farm-leadership-program) or contact: [FarmLeadership@fmc-gac.com](mailto:FarmLeadership@fmc-gac.com)

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

### SAVE ON TUITION!

LeaderShift's 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."*

*"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](mailto: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.

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.**

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*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.*

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### UPCOMING PROGRAM DATES:

**Module 1** – March 16-20, 2020 – Abbotsford, BC

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

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

**Module 4** – December 6-10, 2021 – Montreal QC / Ottawa, ON

**REGISTRATION DEADLINE FOR CTEAM IS FEBRUARY 28, 2020!**

Sign up for the CTEAM course, here [www.agrifoodtraining.com/for-producers-cteam](http://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:



## 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 use a state-of-the-art risk management platform to provide farmers and professionals that work directly with farmers with much-needed training to identify, assess, 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. 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 COMPLIANCE

The project team has identified a handful of best practices that will be added to our risk management platform in order to achieve compliance.

#### 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 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 Roundtable meeting was held by teleconference on December 19<sup>th</sup>, 2019 and the group will convene in-person for the first time in Ottawa on March 4<sup>th</sup>, 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. A series of 40 workshops will be conducted over the next three years.

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](mailto:mathieu@fmc-gac.com) or 613-237-9060 ext. 24.

## Join us in Guelph on March 16<sup>th</sup> **RISK MANAGEMENT TRAINING:**

### ROOTS TO SUCCESS

Farm life can be unpredictable, even on the best days - weather, pests, market conditions, relationships, and much more can affect not only day-to-day farm management but the future of the operation altogether. But, with risk, also comes opportunity for those who are positioned to take calculated risks. This is why it's important to plan for risk.

**Farm Management Canada** invites farmers to attend the Roots to Success Risk Management training session to increase their ability to assess and address risks using a comprehensive approach to managing risk on the farm.

#### The training session will allow you to:

- Gain knowledge, tools and resources to make better business decisions
- Share best practices and lessons learned with other producers
- Begin to create a comprehensive risk management plan tailored to your farm



**March 16, 2020**

**9:00 a.m. to 5:00 p.m.**

**Fairfield Inn and Suites by Marriott**

**35 Cowan Place, Guelph, ON**

**To register for this free training session, [click here!](#)**

Thanks to Agriculture and Agri-Food Canada and the Agri-Risk Initiatives Program, this session is free to producers.

By participating in this training session, you will gain free access to AgriShield®, an online risk management platform for a period of one year.

**Note that space is limited to 15 participants who will be confirmed on a first-come first-serve basis. Please confirm your attendance as soon as possible. A pre-training survey will be shared in order to tailor the content of workshop to the needs of the participants.**

We hope to see you in Guelph!

Mathieu Lipari, Program Manager, Farm Management Canada



# HEALTHY FARMERS, HEALTHY FARMS SUPPORTING OUR RURAL COMMUNITIES

## WORKSHOP SERIES



**This workshop series is in partnership with Do More Agriculture in which we look to engage and educate farmers and the agricultural community at large in support of mental health in rural communities.**

Farmers are the backbone of our rural communities. However, our farmers are facing risk and uncertainty like never-before, from Mother Nature to changing markets and regulations, much of which is outside of their control. Public trust is now putting more pressure on farmers. A recent University of Guelph study shows farmers suffer from higher rates of stress, anxiety, and depression than the general population. This incredible stress is jeopardizing our farmers' health and likewise, the health of our rural communities.

A variety of speakers with diverse backgrounds in Mental Health, Farm Business Management and Community Support will help 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.

**Workshops were hosted in Kemptville and Kawartha Lakes (Eastern Ontario) on January 20 and 22.**

**Stay tuned for our Guelph and London dates and locations!**

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

### ENVIRONMENTAL SCAN REVEALS LACK OF RESEARCH EXPLORING MENTAL HEALTH AND FARM 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?



The purpose of the Environmental Scan was to provide a review of the existing research and programs across Canada and around the world relating to farmer mental health and farm business management, and to identify and leverage any existing research connecting the two.

The Scan includes information on mental health, farmer mental health, stress factors, farm business management practices, decision-making, and more specifically, how these topics relate to one-another.

The insights gathered from the Scan are being used to inform the next phase of this project, which involve a nationwide survey, focus groups and one-on-one interviews. The Scan also identifies knowledge gaps beyond the scope of this project that may help inform subsequent research.

Results reveal there is likely an inherent connection between mental health and managing the farm, but this link has not been explored in research.



**Three main gaps were identified for further exploration:**

**Gap 1:** The limited scope of research related to mental health in Canadian Agriculture

**Gap 2:** The connection between mental health and farm management

**Gap 3:** The effectiveness of mental health support programs & resources.

Please [click here](#) to access the Environmental Scan and learn more about existing research and programs across Canada and the world, and the gaps which we will be exploring further.



## 2019-20 EXCELLENCE AWARD FOR AGRICULTURAL STUDENTS IS NOW OPEN!

Farm Management Canada and the Canadian Association of Diploma in Agriculture Programs (CADAP) are proud to announce the launch of 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.

### How to Apply

FMC and CADAP are collecting submissions from agricultural students across Canada and will award three winners with scholarships towards furthering their education in agriculture. **First place will receive \$1,500, second place \$1,000 and third place \$500!**

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.

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](http://www.fmc-gac.com)

\*All applications must be received no later than **May 4<sup>th</sup> 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](http://www.agribenchmark.com) for more information.



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

[www.IFMA23.org](http://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 1<sup>st</sup> 2020**

Announcement of paper and poster submissions

**February 1<sup>st</sup> 2021**

Deadline for paper and poster submissions

**May 1<sup>st</sup> 2021**

Deadline for early bird rate

**June 19 – June 26 2021**

Pre-Congress Tour: Norway to Denmark

**June 27 – July 2 2021**

IFMA23 Congress in Copenhagen, Denmark

**July 3 – July 10 2021**

Post-Congress Tour: Denmark

## Catch the action online!



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

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



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

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

ONLINE RESOURCE PORTAL: [WWW.TAKEANEWAPPROACH.CA](http://WWW.TAKEANEWAPPROACH.CA)

# NATIONAL FARM BUSINESS MANAGEMENT RESOURCE CENTRE

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

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.



Farm Management Canada would like to announce the launch of the **National Farm Business Management Resource Centre** now available at [www.takeanewapproach.ca](http://www.takeanewapproach.ca).

The website was originally created by the Agri-Food Management Institute (AMI) who unfortunately had to close its doors this past May. Before doing so, AMI asked Farm Management Canada to continue to provide its knowledge resources to farmers. In honour of AMI and the learning resources and programs they built for the agricultural sector, Farm Management Canada is giving a fresh new face and new name to the website.

"The National Farm Business Management Resource Centre will provide farmers across Canada with access to tools and learning opportunities to support farm business skills development all in one place," says Heather Watson, Executive Director of Farm Management Canada.

From business planning tools to workshops and webinars, the website will host 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 **National Farm Business Management Resource Centre** will showcase 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 new website and browse the resources, programs and research available to you.

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



@FMC\_GAC



@FMC.GAC



## [Agriwebinar.com](http://Agriwebinar.com) HAS A NEW LOOK!

We've updated the Agriwebinar website with a fresh, new look and easy navigation. Visit [Agriwebinar.com](http://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!**

### UPCOMING WEBINAR

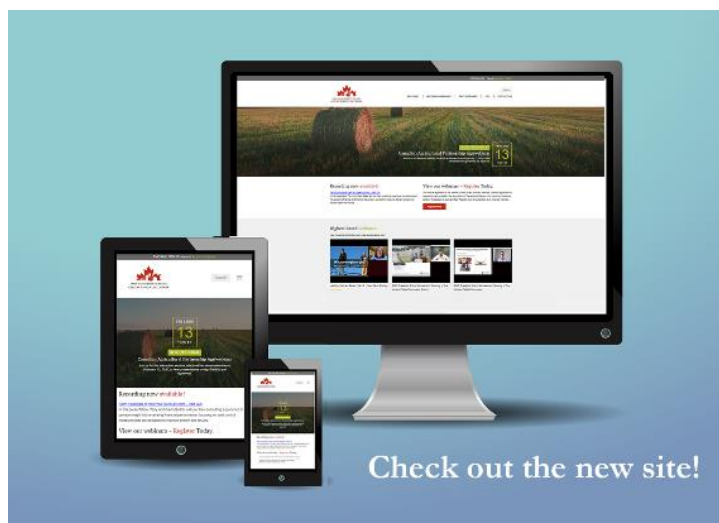
February 13 at 11 a.m. EST

#### [CANADIAN AGRICULTURAL PARTNERSHIP AGRIWEBINAR](#)

Agriculture and Agri-Food Canada invites you to participate in a free webinar. Join us for this interactive webinar, which will be streamed online on February 13, 2020, to hear presentations on the following topics:

- AgriStability and AgriInvest application process and program requirements
- Common issues when completing your AgriStability and AgriInvest forms
- Overview of the Appeal Process

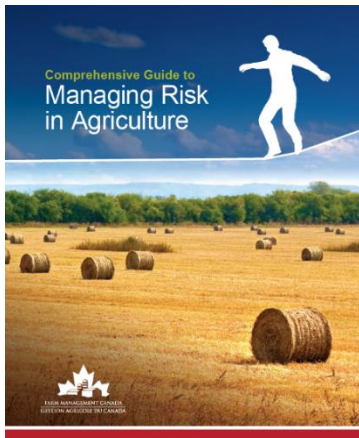
During the webinar you will be able to ask questions related to the topics discussed and receive responses from Agriculture and Agri-Food Canada officials.





## FEATURE PUBLICATION

### COMPREHENSIVE GUIDE TO MANAGING RISK IN AGRICULTURE



**Do you know all the risks facing your farm and farm family?**

**Do you wish there was a way to identify and mitigate the negative impact of risk?**

**Are you interested in turning risk into your competitive advantage?**

This guide will help you become more aware of all the risks to your business and give you the tools to make the shift from just 'handling' risks to implementing a strategic approach to risk management. A comprehensive approach to risk management will both mitigate possible negative impacts of risk and position farm managers to benefit from potential opportunities and gain the competitive advantage.

This resource guide is also practical for training and education on risk management in various agricultural contexts (academia, government and workshop facilitators) including not only concrete methods of dealing with various elements of risk management at the farm level, but tools and strategies that go beyond the standard financial aspects (insurance, income protection, etc.) and include environmental issues, food safety issues, weather and climate related issues, global markets, human resources, consumer pressures, changes to government policy, to name a few.

Visit Farm Management Canada's website to order this book: [www.fmc-gac.com/publications/farmers-working-farmers-power-groups](http://www.fmc-gac.com/publications/farmers-working-farmers-power-groups). Place your order by phone: 1 888 232 3262.

**Please note:** Farm Management Canada will be increasing the price of all publications to reflect the increased cost of production since originally priced in 1992. To give you time to prepare and to take advantage of current pricing this change will take effect early in 2020. Check out our publications listed on our [website](#) and order now.

## INDUSTRY AND PARTNER ADVISORY INVOLVEMENT

### BRIGID RIVOIRE AWARD FOR CHAMPIONS FOR AGRICULTURAL MENTAL HEALTH

FMC 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, FMC's Executive Director represents Canada on the IFMA Council.



### NATIONAL AGRICULTURAL OCCUPATIONAL FRAMEWORK II

FMC 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



### ADVANCING WOMEN IN AGRICULTURE CONFERENCE

October 27-29, Niagara Falls, ON



### COUNCIL FOR THE ADVANCEMENT OF NATIVE DEVELOPMENT OFFICERS ANNUAL CONFERENCE

October 28, Gatineau, QC



**JOURNÉE INTERGÉNÉRATIONNELLE**

November 20, Quebec



**BC DAIRY INDUSTRY CONFERENCE**

November 27-28, Vancouver, BC



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

**AGRICULTURAL EXCELLENCE CONFERENCE**

December 2-4, Fredericton, NB



**Nuffield Canada**  
AGRICULTURAL SCHOLARSHIPS

**ANNUAL GENERAL MEETING**

December 2-4, Fredericton, NB



**CANADA'S OUTSTANDING YOUNG FARMERS NATIONAL EVENT**

December 5-8, Fredericton, NB



**PRAIRIE CEREALS SUMMIT**

December 11-12, Banff, AB



**MENTAL HEALTH & FARM MANAGEMENT WORKSHOP**

January 20, Kemptville, ON

January 22, Fenelon Falls (Kawartha Lakes), ON



**FarmTech™**

**FARMTECH**

January 29-31, Edmonton, AB

**UPCOMING INDUSTRY & PARTNER MEETINGS/EVENT PARTICIPATION**



**CANADA'S AG DAY**

February 11, Ottawa, ON



**CFA ANNUAL GENERAL MEETING**

February 26-27, Ottawa, ON



**CANADIAN YOUNG FARMERS FORUM**

March 6-8, Charlottetown, PEI



**ALBERTA'S CANOLA LEADERS**

March 24-25, Alberta

## **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.

Farm Management Canada hosted its annual P/T Ministry Network meeting on December 5, immediately following the 2019 AgEx Conference in Fredericton, New Brunswick. Representatives shared insights relating to business management programming (availability, uptake and any changes), new initiatives and opportunities for collaboration. Representatives were present from Yukon, British Columbia, Saskatchewan, Manitoba, New Brunswick, Nova Scotia and Prince Edward Island.

Isabelle Beriau, Agriculture and Agri-Food Canada provided a CAP programming update on the AgriCompetiveness and AgriDiversity Programs.

Heather Watson, Executive Director, provided an update on Farm Management Canada's activities and programs including the organization's ultimate goals, observations on barriers and drivers of adoption of farm business practices, and opportunities for collaboration.

The P/T Network nominated Brad Barton to remain as the Government representative to the Farm Management Canada Board of Directors.

Open discussion surrounded the importance of farm business management and concern over the lack of business management programming in some Provinces and Territories. The Network noted the importance of advocating for farm business management to be included as its own pillar in the Next Policy Framework (CAP 2) so that programming is carried forward into the bilateral agreements.

We will be working to renew the Provincial or Territorial memberships early in 2020 to sustain the P/T Network and this very important mechanism to share best practices, providing Canada's farmers with equal opportunity for continued excellence.

## **MEMBERSHIP**

### **DON'T FORGET TO RENEW YOUR MEMBERSHIP BY APRIL 1<sup>ST</sup>!**

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 FMC allows you to stay connected to farm business management initiatives across Canada, and positions FMC 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](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 National Farm Business Management Resource Centre, [www.takeanewapproach.ca](http://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 FMC 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](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!



FMC'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**

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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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