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FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

FALL UPDATE 2020

- ❖ MESSAGE FROM OUR CHAIR
- ❖ MESSAGE FROM OUR EXECUTIVE DIRECTOR
- ❖ FARM MANAGEMENT CANADA ACTIVITY UPDATE
 - BOARD AND GOVERNANCE
 - PROJECTS AND PROGRAMS
 - INDUSTRY INVOLVEMENT
 - PROVINCIAL/TERRITORIAL NETWORK
- ❖ MEMBERSHIP
- ❖ WORK WITH US

Hello Everyone,

I hope you are all safe and well.

Agriculture is an industry full of uncertainty. When I think of uncertainty, it brings feelings of anxiousness. However, uncertainty can also lead to a favourable outcome. One of the best ways of dealing with uncertainty is to be prepared to the best of our ability by having a plan. I am sure you have heard the saying, prepare for the worst and hope for the best. Even in the worst of times you can have some peace of mind knowing you are making an educated decision because you are putting in place a plan that was devised with care and thought.

While it is vitally important to have a plan, it's entirely possible and in fact expected that the plan will change over time. The critical element of planning is developing a process by which you can evaluate your position against desired outcomes, even as situations change, and carve out a path to align with your end goal. This requires access to reliable, relevant and timely information, but also a reliable team supporting you and the farm business.



Making sure everyone is aware of the plan and on board will improve your chance for success, and allow you to better respond to whatever comes your way.

We have had an unprecedented year, and what lies ahead seems to be more of the same. This year we have all had to make sacrifices and adjust our plans, and even though we, as an industry are accustomed to uncertainty, it doesn't mean it gets any easier trying to predict outcomes. How many of us had a plan for a global pandemic and its impacts? Some things are just unpredictable, but as we wrap up our harvest and we move into winter, think about your farm business and what you can do to prepare the farm for whatever may happen, and put a plan in place to help guide you.

If you have questions about emergency preparedness and contingency planning, check out AgriResponse.ca. It is a great online resource Farm Management Canada just launched. You can ask questions, vote for questions, or perhaps your question has already been answered by industry experts.

Be prepared. Have a plan.

We wish you a bountiful harvest and good health.

With warm regards,

A stylized handwritten signature in black ink, appearing to read 'Joerg' followed by a large, sweeping flourish.

Joerg Zimmermann
Chair, Farm Management Canada

**“Autumn carries more gold in its pockets
than all the other seasons.”**

~ Jim Bishop

MESSAGE FROM OUR EXECUTIVE DIRECTOR

Greetings fellow farm management enthusiasts,

With most industry events moving to a virtual format, we find ourselves surrounded by learning opportunities that we may not have considered attending before. Perhaps it was too much time away, or travel and registration costs were prohibitive. While we certainly miss in-person interaction and chance encounters that spur random conversation and opportunities to build our network, the virtual learning environment we find ourselves in today is proving a unique opportunity to engage with new experts to add to our network.

As you think about post-harvest, have you taken time to reflect on what learning opportunities you will seek to hone your management skills? How can you invest in building the strength of your team?

We are looking forward to taking part in a number of agricultural learning events, and hosting our infamous Agricultural Excellence Conference while we continue to offer online workshops, and webinars to ensure industry is meeting the business skills development needs of Canada's farmers.



For a complete listing of management-related events, be sure to check out the events listing on our National Farm Business Management Resource Centre: www.takeanewapproach.ca.

We are pleased to announce our latest initiative: AgriResponse!

In response to COVID-19 and the various issues it has caused for Canadian agriculture, Farm Management Canada has created AgriResponse.ca, a new website designed to answer questions from Canadian producers on contingency planning, emergency preparedness and how to become more resilient when facing uncertainty.

Our 3-year Contribution Agreement with AAFC ends March 31, 2021. On July 1st, we submitted an application for continued support over the next two years, taking us to the end of the Canadian Agricultural Partnership.

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 continue to take care of ourselves, and each other during these uncertain times.

We look forward to "seeing" you all in December.

Happy harvesting, and stay safe out there,

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

Heather Watson
Executive Director. Farm Management Canada

**"Autumn shows us how beautiful
it is to let things go."**

~ Unknown

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

Farm Management Canada's Board of Directors continues to make progress on the strategic priorities outlined in the 2020-23 Strategic Plan, meeting quarterly to review progress and keep performance targets on track.

Our Strategic Priorities:

1. Validate the impact of farm business management
2. Develop an esteemed brand
3. Build strong partnerships
4. Improve our financial resiliency

Our tactics include:

- Gather existing research on the value and impact of farm business management skills development and practices, combine into a convincing paper to share with industry, inform marketing/promotional materials
- Find effective method to curate, create and exchange research with industry and academic institutions
- Curate or develop case studies on the impact of investing in farm business management
- Promotional campaign to promote the value of farm business management
- Develop a plan to maintain and grow positive relationship with Agriculture & Agri-Food Canada
- Identify other government funding opportunities (\$500,000)
- Identify additional non-government revenue sources (\$500,000)
- Create partnership package, identify top 25 potential partners and seek partnership
- Build a network of farm business management champions across Canada
- Create a communication strategy to improve brand awareness and visibility
- Evaluate membership structure and related benefits

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. Agriculture & Agri-Food Canada announced a call for funding applications that opened July 1st. We have applied 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, National Farm Leadership Program and exciting new initiatives.

We look forward to embarking on the following new activities in 2021:

- Expanding the National Farm Business Management Resource Centre
- Studying the Support Needs of Canada's Farmers, Post-COVID
- Studying the Economic Impact of Low Adoption of Business Management Practices
- Studying the Needs of Female Farmers

Under CAP, we have also secured 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 on our [website](#). 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

REGISTRATION IS NOW OPEN!

The poster features a background image of a vast agricultural field with rows of crops stretching towards a distant horizon under a cloudy sky. In the top left corner is the AgEx logo, which includes a stylized red maple leaf and the text 'AgEx' in green and black. The main title 'Agricultural Excellence Conference 2020' is written in large, bold, red letters, with the subtitle 'Prosperity with Purpose' in bold black letters below it. A large, thin green arc is positioned on the right side of the poster. At the bottom left, a blue curved banner contains the text 'GOING VIRTUAL' in green and 'December 8-10, 2020' in white. A yellow circle with the word 'FREE' in red is located near the bottom center. The website address 'www.agexcellenceconference.ca' is printed in black at the bottom right.

AgEx

Agricultural Excellence Conference 2020

Prosperity with Purpose

FREE

GOING VIRTUAL
December 8-10, 2020

www.agexcellenceconference.ca

The Agricultural Excellence Conference (AgEx) is the only event in Canada dedicated exclusively to bringing farm management enthusiasts together to build their business acumen. This year's theme, Prosperity with Purpose, is about taking a proactive approach to farm business management - to build the confidence and underlying capacity to weather any storm and seize opportunities, positioning the farm for continued success.

As COVID-19 is still creating much uncertainty in the world, we have decided to protect our attendees, speakers and sponsors and host our event online. Through a variety of speakers, panels and discussion, we will feature all the same great content, virtually, that you can enjoy from anywhere - your home, office, field, boat, barn or greenhouse!

Featured Speakers



Colleen Stewart
President & Creative Director,
Perfect Pitch Consulting Group Inc.
Keynote: *Storytelling for
Uncertain Times*
Tues., December 8, 11:00am EST



Sterling Hilton
Hilton Ventures & Origin Malting
and Brewing
Discussion Panel: *Getting the
Most Value out of your Farm*
Wed., Dec. 9, 2:00pm EST



Kelly Dobson
Chief Leadership Officer,
Leadershift
Keynote: *Fostering your
Leadership Effectiveness*
Wed., Dec. 9, 1:00pm EST

We'll be using a state-of-the-art platform to recreate the same great learning experience as our in-person Conference... and then some!

Inside Virtual Conference

You will be able to move around our virtual conference just like in-person; explore various speaker rooms, fill your swag bag with information, compete in mini-challenges for prizes, and network with others!



Resource Showcase

We will have our National Resource Showcase - just like we do in person! Learn from various organizations about what resources they have that may be able to help you!



Exhibitor Hall

We will have an exhibitor hall where you can learn more about organizations that see the value in business management, just as much as we do and chat with them, face-to-face!



Networking!

Everyone's favorite part about a conference: **networking**! Join us in our networking lounge to meet others, video chat with new connections, and of course, Hoppy Hour!



And the best part?

All of our main Conference sessions will be FREE! To ensure attendees from across the country can join us live, we will be hosting learning sessions between 10:00 a.m. – 4:00 p.m. EST everyday, from December 8-10, 2020.

New this year...



For only \$150, attendees will have access to our speakers in follow up sessions after the conference! You can pick the brain of the speaker, ask in depth questions and have general discussion about issues they may be able to help with in a smaller group setting!

Don't miss out! Register now and get updates on all our new speakers and conference activities. Although AgEx may look a little different than years' past, we are offering all the same things you love about it, just online!

[Register Here!](#)

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

Speaker Session



Networking Session



Coach on Call



Kick Start



Seeding Excellence



Supporting Partners



Government



**This event is only offered in English.*

GET READY!

FARMTRANSITIONGUIDE.CA IS COMING SOON: JANUARY 2021

We know that transition planning is not easy— it involves a hard look at the business and hard conversations with family and business partners.

Farm Management Canada, in partnership with Farm Credit Canada, BDO, and MNP are excited to bring you the Farm Transition Toolkit – a one-stop-shop for tools and resources for all stages and types of farm transition planning and implementation.

According to a Statistics Canada report released in 2016, there are over 193,000 farms in Canada, and 72 per cent of those families plan on transferring farm ownership to their children someday — and 38 per cent plan on transferring ownership within the decade.

The Farm Transition Toolkit aims to support Canadian farmers through all stages and types of farm transition. Whether you're in the midst of implementing a transition plan and need help to keep the momentum going, or you're just starting to think about transition. And, whether you intend to keep the farm in the family or look at other options or you're looking for an opportunity to get into farming. The Toolkit will direct you to the tools, resources, and professionals you need to support your transition journey from assessing your situation to creating and implementing your plan. You'll also discover why the most successful farm businesses have a transition plan – from research to inspiring stories.

The Toolkit is set to be launched January 12, 2021.

Thank you to our project partners



JOIN US ON JANUARY 12TH TO CELEBRATE FARM TRANSITION APPRECIATION DAY!

In celebration of the launch of the Farm Transition Toolkit, Farm Management Canada along with Farm Life Financial, Young Agrarians and BDO are coming together on January 12th to celebrate farm transition with a virtual learning opportunity featuring:



- Industry experts to discuss best practices and have your key questions about transition answered;
- Tools and resources available to you; and
- Connect and network with others who are transitioning their farm businesses

Join Farm Management Canada, Farm Life Financial, Young Agrarians, and BDO on social media to celebrate your own farm transition journey! Share your successes! We'll be sharing inspiring stories, facts and figures!

Farm Transition Appreciation Day is proudly co-led by Farm Life Financial, featuring presentations from BDO and Young Agrarians, and supported by CAFA.



TAKE CHARGE OF YOUR LEADERSHIP EFFECTIVENESS



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 continues to meet for monthly group sessions discussing their progress in their personal development plan sharing their successes and challenges as they face real-life situations on the farm. Monthly group coaching and personal coaching will continue for the remainder of the calendar year to help realize their positive change.

When asked about the impact of the program thus far, here is what some of our participants had to say:

"The program improved my mental resiliency by a lot – to not just get through stressful periods, but learning how to deal with stress. I'm a better manager and leader. I'm better at communicating the things I want my farm to accomplish and including my family and employees, helping me in my ability to strategic plan for the farm and develop a clearer vision for where I want things to go. I'm more confident in decision-making and the way I interact with everyone on the farm. The program also helped me add structure to managing the farm and my team." Jake Leguee, Leguee Farms, Saskatchewan

"More awareness of myself has opened up a whole new realm of understanding for me and everyone around me. I wasn't aware of my tendency to avoid confrontation and create distance, and how this was affecting my team. I have learned that confrontation doesn't have to mean conflict. I am now able to have more open conversations. Concerns are eased, and I feel enlightened because I have more context about situations to understand and respond more appropriately." Adam Gregory, Interlake Agri Inc., Manitoba

"I had two previous experiences taking leadership courses, however both were a waste of time and money. Nothing got implemented because it's too much information all at once with no systematic follow-up and support. The National Farm Leadership Program provides the opportunity to find ways to practice what we learn and keep practicing. The one-year follow-up is a tremendous value."

"The program helped me become more self-aware. I discovered I was so focused on work that I was shying away from looking into what's important to me. What did I want in life? Now, I have a plan in place and have the confidence to tell my team, my children, and most importantly, remind myself. I'm a happier person and more confident about my leadership and how I show up – things I would have never realized without the program."

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?

Our next program runs January 25 – April 12, 2021.

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.

Powered by



APPLY FOR CANADA'S ONLY NATIONAL FARM MANAGEMENT TRAINING PROGRAM: CTEAM



CANADIAN TOTAL EXCELLENCE IN AGRICULTURAL MANAGEMENT

CTEAM is Canada's only national Executive Management course for farm managers. 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 - December 2020/January 2021 - Delivered Online

Module 2 - March 15-19, 2021 - Calgary, AB

Module 3 - December 6 - 10, 2021 - Guelph, ON

Module 4 - February/March, 2022 - Delivered Online

New Price!

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

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

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

SPONSORSHIP & SUPPORT OPPORTUNITY:

BUILDING AN EFFECTIVE FARM MANAGEMENT SYSTEM: ONLINE TOOL

Farmers and ranchers who regularly follow business management practices get a 5x higher return on assets than those who do not engage in planning practices. The vast majority (88%) of farmers and ranchers also report having a written plan for their operation contributes to their peace of mind and better coping mechanisms when facing uncertainty and stress. Yet, very few farms (less than 25%) have a process in place to capture their plans and farm management measures in writing. Championing planning and building an effective management system is critical to the continuation and prosperity of our farms and the agricultural sector at large.

To encourage more farmers and ranchers to take this critical step in securing the continuity and prosperity of their farms, Wittman Consulting and Farm Management Canada are collaborating to update and digitize the widely popular **Building Effective Farm Management Systems Guidebook**. For over 30 years, the Guidebook has been used by farmers, advisors and academia to help put professional management processes, practices and plans in writing to facilitate management discussions and decision-making with the farm team and their successors. By coming together, Farm Management Canada and Wittman Consulting are responding to the long-standing request from users – to create an online version of the Guidebook.

The online version will include the expertise, exercises, and templates that made the original Guidebook so popular, with revised content applicable to farm operations around the world in the 21st Century.

The ready-to-use materials will give farm and ranch managers more immediate access to the most critical elements for establishing their **Farm Business Management Manual** that can be shared with key stakeholders including members of the farm team and successors.

This collaboration combines years of experience and expertise in supporting farm business management excellence, and fulfills a long-time demand from users in the United States, Canada, Australia, New Zealand, South Africa, and across the globe, to provide improved access to and usability of the Guidebook through digital and printable worksheets in building an effective farm management system.

If you are a champion of farm business management, help us bring the Toolkit to life by becoming a project partner.

Depending on your contribution, you can receive:



Free access to the Guidebook and Farm Management Manual



Targeted communication materials (for email, newsletters, social media, handouts) to share with your members, stakeholders and/or clients)



Logo on all promotional materials and ongoing communications regarding the project and outcomes



Demonstrate you and/or your organization as a Champion of Farm Transition, exploring opportunities challenges and finding solutions for Canada's farmers.

This project is funded by Agriculture and Agri-Food Canada under the Canadian Agriculture Partnership (CAP) AgriCompetitiveness program on a 50/50 cost-share basis. We are looking to partner with industry stakeholders who are committed to supporting Canada's current and future farm managers and can help us achieve the cost-share requirements for the project.

To discuss how you can join this winning team and be recognized as a champion of farm business management in Canadian agriculture, contact Shawna Holmes, PhD, Project Manager at shawna.holmes@fmc-gac.com.

In partnership with:

wittmanconsulting



AgriShield

AGRISHIELD® – NOW INCLUDES A FARM SUSTAINABILITY ASSESSMENT!

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

AgriShield is a user-friendly risk assessment and management tool that analyzes a farm's risk based on six key areas: people, finance, markets, management, business environment, and production. Through a series of questionnaires, detailed risk profiles are generated, as well as itemized and prioritized into action plans that farmers can implement based on risk level. These risks can range from pest management to personnel, money management, and more.

AgriShield will now also allow producers to measure their sustainability, based on a scoring system developed by the Sustainable Agriculture Initiative (SAI) Platform's Farm Sustainability Assessment 2.1 (FSA 2.1), an internationally recognized farm sustainability measure. This new AgriShield feature was added to allow producers to obtain a preliminary measure of their farm's sustainability, while assessing your farm for risk exposure and preparedness, and all without doing any extra work!

The Sustainability Score provides an unaudited rating for individual farms and may be used to determine ways of improving that score. Official certification of the sustainability score must still be done through an audit. FSA 2.1 is a comprehensive approach to farm sustainability built around a set of internationally standardized questions.

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, and thanks to its new feature, it can help farmers to implement the best practices they need to ensure a sustainable Canadian agricultural sector.

To learn more about AgriShield please visit fmc-gac.com/agrishield.

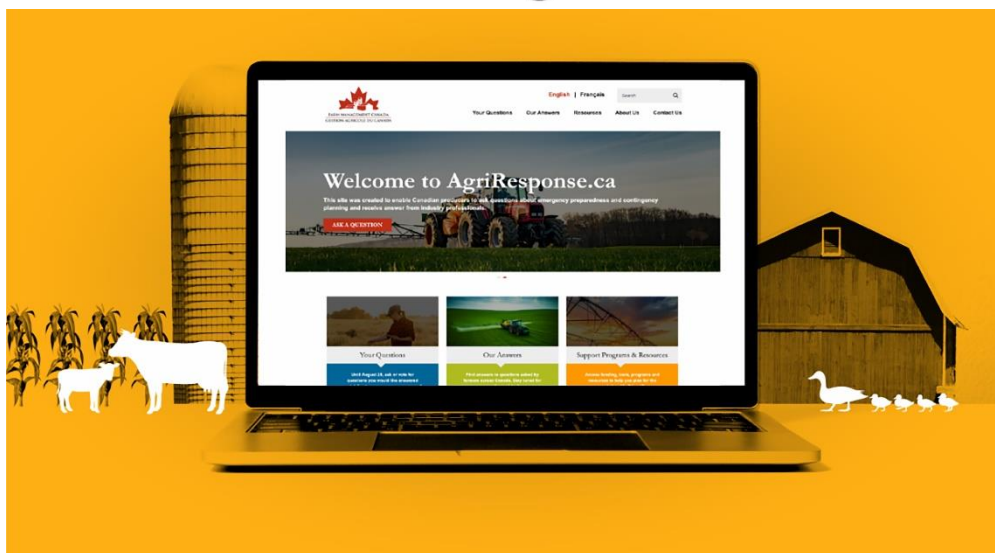
In partnership with:



INTRODUCING

AgriResponse.ca

Confront change with confidence



COVID-19 has highlighted the importance of being prepared for change, to increase the capacity to build resilience of our farms, and to not only be ready to face the challenges ahead, but to be ready to seize the opportunities that may present themselves along with those challenges. This is why Farm Management Canada has created [AgriResponse.ca](https://agriresponse.ca), a new website designed to answer questions from Canadian producers on contingency planning, emergency preparedness and generally becoming more resilient when facing uncertainty.

As much as we encourage producers to take a proactive approach to managing risk, we realize many risk management responses are reactive. It is our hope that we can use the current pandemic as a way to help farmers consider emergency preparedness measures and contingency planning as a necessary component to managing the farm – to be prepared for whatever may happen, drawing on their current experiences of COVID.

The AgriResponse website helps to gather the needs and concerns of Canadian producers through an online venue where they can ask questions or vote for questions submitted by other producers, and receive responses directly from industry experts in order to find the best ways to prepare themselves for uncertainty.

The website is composed of three main sections:

- **Your Questions:** a section of the website where people can submit their questions or vote for questions that have already been posted on the website. People asking a question or voting for a question will receive a direct notification once the answer has been provided by an industry expert.
- **Our Answers:** a section of the website where all the answers to questions from the public are posted.
- **Support Programs and Resources:** a section of the website listing various organizations, multimedia, and tools available to producers to help them with contingency planning and emergency preparedness.

The answers provided by industry experts will take different forms, from a short written answer with links to resources, to a podcast or video of an interview conducted to respond to a question requiring a more lengthy response, or a webinar when we see that the demand is great enough to warrant such a response (this will be determined by the votes collected, as well as the complexity of the issue).

AgriResponse is a way for us as an industry to focus our attention on the concerns expressed by producers, straight from the horse's mouth. We hope that Canadian producers will take advantage of this opportunity to build their resilience.

The [website](https://agriresponse.ca) is now available to all Canadian producers for free.

The project is funded under the Federal Government's AgriRisk Initiative.

Project Update:

HEALTHY MINDS, HEALTHY FARMS: EXPLORING THE CONNECTION BETWEEN MENTAL HEALTH AND FARM BUSINESS MANAGEMENT

Healthy Minds, Healthy Farms, was released in May of 2020 and we are now in the process of disseminating the information into easy-to-access graphics. We know this information is timely as well as useful for a variety of different organizations within agriculture. If you would like to learn more about the report or any specific findings, please reach out. To read the full Final Report and Environmental Scan, and access our infographics to help promote our findings, visit www.fmc-gac.com/mh-media-kit/



Here is a sample of some of the graphics that really resonate with Farm Management Canada!



RECOMMENDATION #3: Ease farmer stress using business management to help manage risk and uncertainty

- a. Use terms familiar to farmers like risk management to encourage business planning
- b. Make risk management and scenario planning tools more available and accessible
- c. Provide step-by-step resources to help farmers use business management on their farms
- d. Incorporate mental health into emergency planning
- e. Research medium and long-term effects of business management on mental health



Healthy Minds, Healthy Farms

Farm Management Canada's Healthy Minds, Healthy Farms report offers recommendations to improve business services and farmers' mental health.

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Farm Management Canada would like to thank our cost-share partners:



RECOMMENDATION #4: Advocate for farmer-specific mental health services



Healthy Minds, Healthy Farms

Farm Management Canada's Healthy Minds, Healthy Farms report offers recommendations to improve business services and farmers' mental health.

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DOLLARS AND SENSE STUDY UPDATE REPORT: 2015 vs. 2020

UNDERSTANDING THE DRIVERS & BARRIERS TO ADOPTING FARM BUSINESS MANAGEMENT PRACTICES

While we realize most farmers didn't get into farming to be business managers, we know farm business management matters.



It has been 5 years since the first Dollars and Sense study. In 2020, we wanted to take a deeper dive into understanding the barriers and drivers of adopting farm business management practices on Canada's farms, and how we can help.

The Dollars and Sense Study Update surveyed over 700 farmers from across Canada, farm types and farm size.

The rate of adoption for 80% of business management practices has dropped over the past 5 years, including those practices that were found to have the greatest impact on farm financial performance in 2015.

While the ability to read and use Financial Statements continues to have the highest rate of adoption at 63%, this has declined significantly since 2015 (73%), and having a formal plan for human resource management continues to have the lowest adoption, now at 12% (compared to 20% in 2015).

However, there is hope!



DOLLARS & SENSE STUDY UPDATE: 2015 VS. 2020

DEMOGRAPHIC FINDINGS SHOW THAT:



Young Farmers are more likely to adopt Farm Business Management Practices



Adoption of Farm Business Management Practices generally improves as gross farm sales increase



Female Farmers are more likely to adopt Farm Business Management Practices

This research reinforces the need for Farm Management Canada to continue to champion a better understanding and use of business management practices on Canada's farms.

Some of the recommendations derived from our findings include:

- ✓ Redefine the value of farm business management by redefining what success looks like. Success can be both business-focused and and/or personal:
 - Create messages targeted to different segments – by age, gender and farm type that would better resonate with a specific group regarding the value and importance of each business management practice

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 is making meaningful progress towards improved risk management for the agriculture and agri-food sector by promoting a comprehensive approach to managing risk. This project provides 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 help 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.

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 are now being offered online until further notice.

The first training sessions were held this summer and because of the high demand and limited space they sold out quickly after they were announced to the general public. Many more workshops, both online and hopefully in-person (once in-person gatherings and travel are no longer restricted) will take place in late Fall and Winter.

Stay tuned for more workshops by subscribing to our social media channels or emails!

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.

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.

THE INTERNATIONAL FARM MANAGEMENT ASSOCIATION

Farm Management Canada is pleased to be a long-standing member of the International Farm Management Association (IFMA) and has served on IFMA's Council for many years.

Each year, as a member of IFMA, Farm Management Canada submits a country report to provide IFMA members with insights into agriculture in Canada – challenges and opportunities from politics to production.



This year, following a very successful Congress in Tasmania and launch of the Next Gens program, IFMA is launching a new initiative, soliciting young farmers and agriculturalists in member countries to provide a 'Hands On' insight into farm businesses around the world and create a network of contacts for next generation agriculturalists.

The plan is to collate the reports into one publication, which will be circulated amongst IFMA members. Participants will get to know one another through these reports as well as an opportunity to videoconference with one another.

Farm Management Canada is proud to introduce you to Canada's next generation representatives!



Hannah Konschuh
Grains and Oilseeds Farmer
Alberta



Morgan Smallman
Potato Farmer
Prince Edward Island

[Check out the first set of reports here.](#)



Catch the action online!

Follow and Like @IFMAOnline www.facebook.com/ifmaonline
Join our LinkedIn group: www.linkedin.com/groups/3161741

DATE CHANGE!

JOIN US IN COPENHAGEN, DENMARK JUNE 26 – JULY 1, 2022!

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!

For the safety of delegates, the 23rd Congress has been postponed to 2022. The program will remain the same.

The Congress organizers along with IFMA Council plan to host webinar meetings next summer as a warm up to the conference in 2022. The webinars will deal with select topics from different regions organized by the IFMA Council. There will also be sessions with a focus on Next Generation farmers to present their challenges and successes. You will be able to find the links for the webinars on the IFMA23 homepage. See more and remember to subscribe to the newsletter at www.ifma23.org.

On behalf of the IFMA23 organizing Committee:

Brian H. Jacobsen, Denmark

Ove Karlsson, Sweden

Ole Christen Hallesby, Norway

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.

Starting
Your Farm
Business



Growing
Your Farm
Business



Transitioning
Your Farm
Business



SOCIAL MEDIA

FARM MANAGEMENT CANADA IS NOW ON INSTAGRAM!



Our social media feeds are chock full of information and inspirational stories to help build your business acumen!



Follow us on [Twitter](#) @FMC_GAC
Like us on [Facebook](#) @FMC.GAC
Subscribe to our [YouTube](#) channel FMCGAC
Follow us on [Instagram](#) @FMC.GAC
Follow us on [LinkedIn](#)

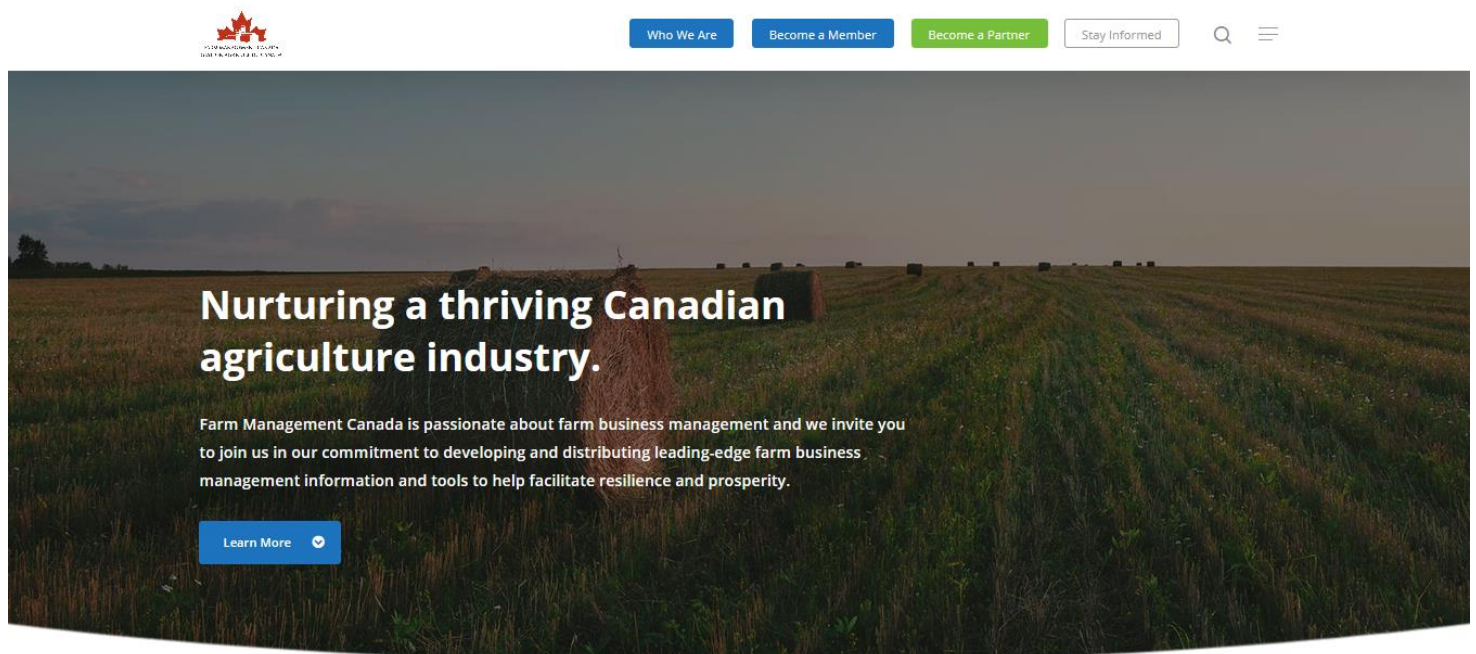
FMC-GAC.COM HAS A NEW LOOK!

We've updated our website with a fresh, new look and easy navigation! Visit fmc-gac.com to learn about our team, our mission, programs, projects, research, publications, and other initiatives in farm business management, including:

- 'Healthy Minds, Healthy Farms' Study: Exploring the Connection Between Mental Health and Farm Business Management
- Dollars and Sense Study: Measuring the Tangible Impacts of Beneficial Business Practices on Canadian Farms
- National Risk Management Programs
- National Agricultural Excellence Conference
- National Farm Business Management Resource Centre
- National Agriwebinar Series
- National Award Programs
- National Farm Leadership Program

You can also visit our website to become a member, learn about partnership opportunities, or sign up for our email updates!

Come check it out!



www.FMC-GAC.com



AGRIWEBINAR FEATURE:

RBC's Farm Succession Series: Farm Succession Planning – The Kitchen Table Discussion

In the first part of this webinar series, Brent DeKoning shares valuable information on farm succession planning with a goal to inspire you to start thinking and be well prepared to answer two very important questions: What is the future of my farming operation? And what if something happens?

In Part 2 of this webinar, Brent DeKoning and Bobby Hinduja share valuable information on farm succession planning, including why and how to hire an agriculture professional, tax planning opportunities and strategies on how to transfer farming assets to your children.

[Click here to access this Agriwebinar series.](#)



AGRIWEBINAR FEATURE:

Farm Management Canada's 'Healthy Farmer' Agriwebinar Series

This series focuses on health from different angles, including your personal health, your family's health, and the health of your farm business.

Part 1: You

with [Gerry Friesen](#), The Recovering Farmer

We live in a fast-paced world where things are always changing. It is tough to get what you want. It is tough to keep up. At times it is simply a matter of survival. This chaos we work in and live in can have a detrimental effect on our health, our well-being and our relationships. It has the ability to create stress and conflict. To a degree, we thrive in chaos, but it does take its toll. Then as the body and mind become weary, our behaviours have a tendency to change. Our expectations for ourselves increase. Our expectations for others increase. And as that happens, relationships suffer, conflict ensues, and stress increases. Through research and lived experience find out how you can bring a sense of sanity and a more balanced life to the chaotic world we live in.

[Click here to access this webinar.](#)

Part 2: Your Farm Business

with [Kelly Dobson](#), LeaderShift

Research is now revealing that high performing leaders are behaving differently than average leaders. These differences in behaviour are accounting for large differences in the overall performance of businesses.

Kelly Dobson, Chief Leadership Officer of LeaderShift Inc. discusses a proactive approach to managing the overall stress level on the farm that is also good for business and essential if you have growth aspirations. The research also has strong recommendations for how leaders can improve their effectiveness.

[Click here to access this webinar.](#)



Part 3: Your Farm Family

with [Elaine Froese](#), Family Farm Coach

Imagine a farm team where everyone's opinion is heard, and counts. What would it feel like to have courageous conversations that create solutions? Join Elaine Froese for tools to strengthen the culture on your farm to have more energy for management. Elaine is a farm partner. She's got a toolbox of common-sense approaches to build healthy beliefs, behaviours and decision-making choices that will build a happier farm team. She believes "culture beats strategy." Learn tools to build a strong, fit marriage, too.

[Click here to access this webinar.](#)



FEATURE PUBLICATION



MARKETING ON THE EDGE: A MARKETING GUIDE FOR PROGRESSIVE FARMERS

Easy to read and well organized, this 162-page booklet outlines how you can launch a processing business and sell products directly to the public. Statistics show strong growth potential for managers who decide to "do it on their own." Natural products, for example, such as organic foods, functional foods and supplements, are a \$45 billion US industry and growing 20% per year. At the farm level, the trend towards healthier eating has been evidenced in the sales of garlic between 1970 and 1992, up 8.51% (USDA food Consumption

Prices and Expenditures). Marketing on the Edge explores how to approach a wide range of direct marketing businesses such as meat markets, wineries and much more. All related topics are covered including processing, merchandising and promotion (see table of contents below). Special sections on the role of the Internet for your business are included.

Check out the full list of our publications and order now at takeanewapproach.ca >Resources >Publications

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.



EFFECTIVE MENTAL HEALTH PROGRAMMING

Farm Management Canada was pleased to participate in AgSafeBC's research into effective mental health programming.

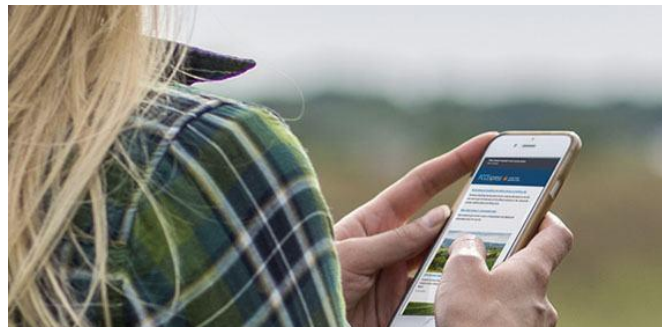
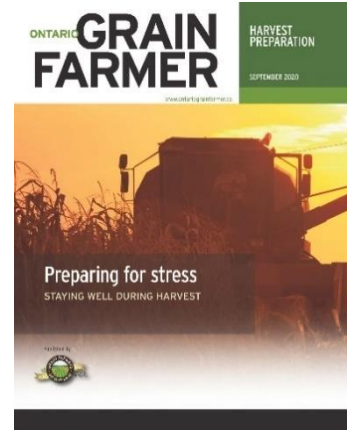
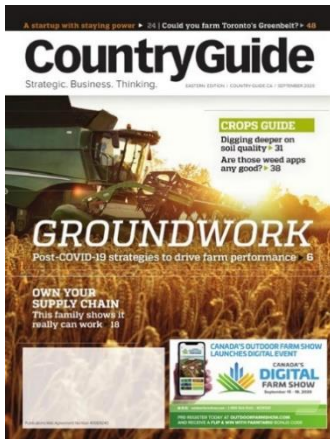


DIVERSITY AND INCLUSION WORKING GROUP

Farm Management Canada is pleased to be a part of this working group to address diversity and inclusion in agriculture.



FARM MANAGEMENT CANADA IN THE MEDIA



INDUSTRY & PARTNER MEETINGS/EVENT PARTICIPATION



THE BENEFITS OF BUSINESS PLANNING – WRITE IT DOWN, ADD IT UP!
July 21-25, 2020



CANADIAN BEEF INDUSTRY CONFERENCE
August 11-13, 2020



University
of Manitoba

TECHNOLOGY FOR FARM BUSINESS MANAGEMENT
September 15, 2020



THE BENEFITS OF BUSINESS PLANNING – WRITE IT DOWN, ADD IT UP!
September 17, 18 2020



FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

ROOTS TO SUCCESS ADVISOR TRAINING – ENGLISH
September 14, 18, 2020
October 21, 23, 2020



CULTIVATING EXCELLENCE IN FARM BUSINESS MANAGEMENT
October 9, 2020



INFLUENTIAL WOMEN IN AG SUMMIT
October 20, 2020 (Virtual)



A GOLDMINE OF FARM BUSINESS RESOURCES
October 22, 2020



HEALTHY MINDS, HEALTHY FARMS, HEALTHY FARMERS
October 29, 2020



TRAINING FOR FARM SUCCESSION AND WHATEVER COMES NEXT w/ KELLY DOBSON
November 9-10, 2020

UPCOMING INDUSTRY & PARTNER MEETINGS/EVENT PARTICIPATION



AGRICULTURAL EXCELLENCE CONFERENCE
December 8-10, 2020 (Virtual)



ANNUAL GENERAL MEETING
December 10, 2020 (Virtual)



HEALTHY MINDS, HEALTHY FARMS
December 16, 2020



BUSINESS SUMMIT
January 28-30, 2021 (Virtual)



INTERNATIONAL FARM MANAGEMENT CONGRESS
June 26-July 1, 2022, 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.

The P/T Network met by teleconference in September to share insights and updates on farm business programming.

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

Martine Deschamps

Parvinder Mangat

Sébastien Leveillé

BECOME A MEMBER 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 admin@fmc-gac.com

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
 - December 8-10, 2020 (we're going virtual!)
- Workshops
 - Roots to Success: Managing Risk on the Farm
- 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
- National Farm Risk Management Roundtable

Outreach

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

Research

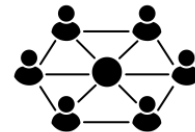
- Exploring the farm business management needs of Indigenous producers

Reports

- Healthy Minds, Healthy Farms: Exploring the Connection between Mental Health and Farm Business Management
- Dollars and Sense Study Update: Factors Driving Adoption of Business Management Practices
- 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

#harvestthewarmth



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 Farm Management Canada 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 a number of Farm Management Canada's projects under the Canadian Agricultural Partnership AgriCompetitiveness and AgriRisk Programs:



PARTENARIAT
CANADIEN pour
l'AGRICULTURE

