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FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

SPRING UPDATE 2021

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MESSAGE FROM OUR CHAIR

Hello everyone,

I hope you are all safe and well.

We've made it through the winter and with the arrival of spring comes the promise of new beginnings, growth and opportunities. There are brighter days ahead and so much to look forward to.

Farm Management Canada is wrapping up its fiscal year-end and reflecting on what a unique, unpredictable, yet successful year we've had. Like everyone, there were challenges and obstacles to overcome, moving all our in-person events to virtual platforms, the learning curve with those platforms, and adapting to our new 'work-from-home' environment. In all of this, we've discovered the need for events to be more accessible and affordable, which has increased our reach and the impact on the agricultural industry.



We've had great uptake on our Risk Management Workshops, our Mental Health workshops, and AgExtras. As we move into our next fiscal year, we are excited to be launching new business management tools, share our research into the farm business management needs of Indigenous producers and embark on new research to better understand the experience and needs of women on the farm. We will of course continue our Risk Management training and look forward to our 2021 Agricultural Excellence Conference in November.

We are also gearing up for our Annual General Meeting taking place July 7, 2021. We have 3 positions opening on the Board of Directors and nomination packages will be distributed in April. If you are interested in having a seat on Farm Management Canada's Board and a say in the direction of the organization, we welcome you to submit your candidacy.

Tune into our social channels to stay up-to-date on all the new programs and events happening this year!

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 2021 season!

With warm regards,

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

Joerg Zimmermann
Chair, Farm Management Canada

**“The key to happiness is
excitement for the future.”**

~ Anonymous

MESSAGE FROM OUR EXECUTIVE DIRECTOR

Greetings fellow farm management enthusiasts,

Spring is here, signaling a fresh start and new beginnings. When looking forward, it's important to look back from time to time to celebrate our continuing path to prosperity and triumphs, not forgetting the challenges we have overcome. It's hard to believe a year has passed since the global pandemic came into our lives, affecting all of us in profound ways. Taking some time to reflect, how have you managed?

Looking back, we are proud of the way in which we could confront change with confidence and pivot our programming into the virtual learning space. In fact, we have never experienced such an incredible response to our offerings! Our AgEx Conference welcomed over 1100 participants, while our Risk Management Training sessions were consistently oversubscribed. Without the budget constraints of travel, and access to new virtual learning platforms, we have been able to tap into industry experts and reach key audiences like never before, forever changing the way we will continue to offer accessible, state-of-the-art programming. At the same time, we have been able to participate in incredible outreach opportunities including training and student project reviews within academic curriculum at agricultural colleges.



While the winter season has traditionally meant many hours of travel to attend industry meetings and events, I have had more time to focus on our organization and securing our future. Many farmers are reporting they have also had more time to focus on their business, taking the lessons learned from COVID-19 and shoring up their business practices, putting plans and practices in place to continue to prosper in the face of future uncertainty.

While our current Contribution Agreement with Agriculture & Agri-Food Canada under the AgriCompetitiveness program comes to an end, we look forward to securing our next funding agreement very soon.

We have exciting new activities on the horizon including research into understanding the experience of farm women as well as the economic impact of current farm management practices, and a new financial management tool. We look forward to continuing to offer our flagship programming including the Ag Excellence Conference, National Farm Leadership Program and workshops and farm management training opportunities.

As a non-profit industry organization, working together is vital to our success. Consider becoming a partner with Farm Management Canada and help us continue to build the business acumen of Canada's farmers to achieve sustainable growth and success.

Let's make sure we continue to take care of ourselves, and each other.

A handwritten signature in black ink, appearing to read 'Heather Watson', with a long horizontal flourish extending to the right.

Heather Watson
Executive Director. Farm Management Canada

“Spring: A lovely reminder of how beautiful change can truly be.”

~ Anonymous

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 to share with industry and inform marketing/promotional materials
- Find an 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
- Develop a plan to maintain and grow a positive relationship with Agriculture & Agri-Food Canada
- Identify other government funding opportunities (\$500,000)
- Identify additional non-government revenue sources (\$500,000)
- Create partnership packages, 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
- Continue to enhance flagship programs and resources

The Board met in February to review and approve the 2021-22 Business Plan, and again in March for our quarterly review. Leading up to the Annual General Meeting on July 7, 2021, the Board will be participating in performance reviews for the organization, Board and Executive Director.

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. 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 Economic Impact of the Current Low Adoption Rates for Business Management Practices
- Studying the Experience and Support Needs of Women on the Farm

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

SAVE THE DATE!



THE CHALLENGE OF CHANGE

VIRTUAL CONFERENCE

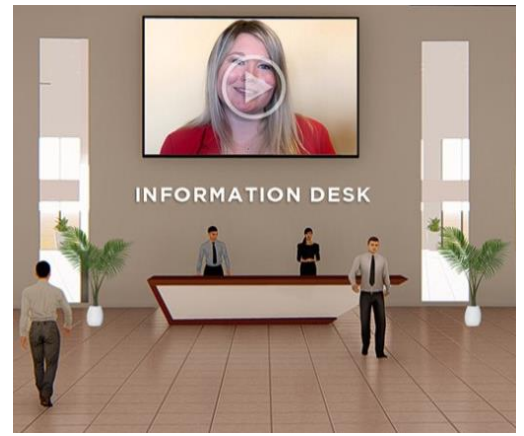
NOVEMBER 24-26, 2021

The Agricultural Excellence Conference (AgEx) welcomes anyone and everyone from farmers to advisors, academia, organizations, private industry, and government to join us to exchange expertise and insights to continue to position Canada's farmers for success through farm management excellence. Through a variety of speakers, discussion panels and interactive learning, we will feature top notch content through our virtual platform, so you can enjoy learning and networking from anywhere - your home, office, field, boat, barn or greenhouse!

AgEx is the only event in Canada dedicated exclusively to bringing farm management enthusiasts together to build their business acumen. This year's theme, **The Challenge of Change**, is about acknowledging that change can be difficult and also provide immense opportunity - learning how to confront change with confidence is the key. Conference-goers will come away from AgEx equipped with the information, tools and practical skills to prosper through change.

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
- And thanks to our generous sponsors and supporting partners, it is **FREE!**



Interested in supporting AgEx 2021?

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, visit fmc-gac.com/programs-services/agricultural-excellence-conference/ or contact:

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

REGISTRATION AVAILABLE SOON

We hope to see you there.



Follow #AgExConf21 on Twitter, Facebook and Instagram for Conference updates!



To keep the learning going, for the first time ever, Farm Management Canada invited AgEx presenters to join us for special in-depth learning sessions following the Conference.

We were pleased to have 13 presenters offer these sessions throughout January, February, and March:





Sessions included:

- Exploring Your Leadership Effectiveness** - Kelly Dobson, Chief Leadership Officer, Leadershift
- Diversifying Your Farm** - Barb Stefanyshyn-Cote, Co-Owner and Co-Founder, Black Fox Farm and Distillery
- Benchmarks for Grain and Oilseed Farms** - Carol Kruck, Accountant and Benchmarking Specialist, BDO
- Benchmarks for Dairy Farms** - Jen Milman, Accountant and Benchmarking Specialist, BDO
- What to Expect and How to Prepare for 2021** - Vincent Cloutier, Chief Advisor, Agriculture, National Bank
- Your Cattle Market Questions Answered** - Anne Wasko, Cattle Trends Inc.
- Manage Farm Cash Flow and Commodity Price Fluctuations** - Dave Gallant, Canadian Canola Growers Association
- How Strategizing Leads to Better Decision Making on My Farm** - Terry Aberhart, Aberhart Farms
- Numbers Matter...Why?** – Tyler Fewings, Producer, Scott Dickson, Director of Livestock Services, MNP
- Exploring your Farm Story** - Colleen Stewart, President, Perfect Pitch
- Until we have Star Trek Transporters...** - Patrick Walther, Co-Founder & CEO, Kris Babbings, Sales Lead, AGvisorPRO

THIS YEAR, MAKE TRANSITION PLANNING A PRIORITY!

Your one-stop shop for farm transition.

FarmTransitionGuide.ca

The laptop screen shows the 'Farm Transition Guide' website with a welcome message and four main navigation buttons: 'Assess Your Situation', 'Develop Your Plan', 'Implement Your Plan', and 'Get Inspired'.



On January 12, 2021 Farm Management Canada launched farmtransitionguide.ca in conjunction with Farm Transition Appreciation Day.

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 — while 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.

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 2021 National Farm Leadership Program began its journey in January and will continue to meet weekly for 11 weeks followed by monthly group coaching and anytime personal coaching for the remainder of the year for participants to discuss their progress in their personal development plan, sharing their successes and challenges as they face real-life situations on the farm.

"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."

**- Adam Gregory,
Interlake Agri Inc., Manitoba**



Program details:

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

Led by certified executive coach and fourth generation farmer, Kelly Dobson, LeaderShift combines adult learning research, with neuroscience and IT, enabling leader development at any age.

Interested in enrolling?

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

SAVE ON TUITION!

This program is eligible for:

- Up to \$10,000 in grant funding for farmers in BC, AB, SK, MB, ON, NB, NS, PEI, and NL under the Canada Job Grant
- Up to \$2500 in cost-share funding for farmers in SK, MB, NB, NL, PEI, YT under the Canadian Agricultural Partnership

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 (Online) - December 2021/January 2022
Module 2 (In-class) - March 14-18, 2022 - Calgary, AB
Module 3 (In-class) - December 5-9, 2022 - Guelph, ON
Module 4 (Online) - February/March 2023

New Price!

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

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

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

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.

COMING SOON:
REVISED AND DIGITIZED
BUILDING AN EFFECTIVE FARM MANAGEMENT SYSTEM

Farm Management Canada and Wittman Consulting are pleased to announce the latest edition of Dick Wittman's wildly successful *Building an Effective Farm Management System* Guidebook and Farm Management and Governance Manual. The updated version will be available soon as a digitized version for download and in the classic binder format to give farm managers and their teams the tools to create a comprehensive governance and management system to tackle all their management needs.

Building an Effective Farm Management System could not come at a better time. Fewer than 25% of farmers have a written plan, yet 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.

Building an Effective Farm Management System champions planning and provides farm managers with intuitive, customizable templates that address everything they need to create or enhance an existing Business Management Manual that can be shared with key stakeholders including other members of the farm team and their successors.

Order your digital copy or purchase the hardcopy in Canada by visiting [Farm Management Canada's National Farm Business Resource Centre Publications list](#).

Farm Management Canada and Wittman Consulting are still seeking Farm Management champions to support this project. For inquiries, please contact

Shawna Holmes, PhD
Project Manager/ Gestionnaire de projet
Farm Management Canada / Gestion agricole du Canada
shawna.holmes@fmc-gac.com

In partnership with:

wittmanconsulting

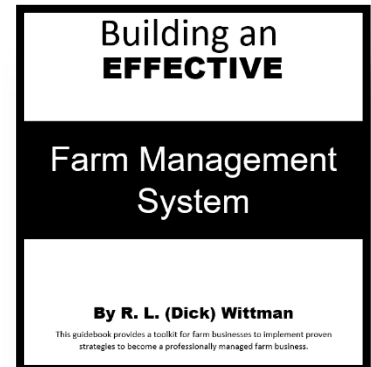
Upcoming Report:
UNDERSTANDING THE BUSINESS MANAGEMENT
NEEDS OF INDIGENOUS PRODUCERS

Farm Management Canada with the support of the Canadian Agricultural Human Resources Council are pleased to announce the forthcoming report that provides critical insight into the unique business management needs of First Nations, Inuit, and Metis producers working within Canada.

Now that we have identified gaps specific to indigenous farm business management and skills development, we are eager to use the knowledge gained from this project to support these producers and start addressing those gaps. Sharing this information with other organizations and businesses looking to support indigenous agricultural businesses will further bolster the available tools and resources to address management needs specific to Indigenous producers.

Farm Management Canada is grateful for the participation of the indigenous producers who shared their stories as agricultural business managers to produce this study. Without their contributions, this would not be possible.

With sincere thanks to our project partners Bayer and the Canadian Canola Growers Association, Farm Management Canada is still seeking partners to support this project. For inquiries, please contact Shawna Holmes, Project Manager, shawna.holmes@fmc-gac.com





AGRI SHIELD® – THE MOST COMPREHENSIVE RISK MANAGEMENT TOOL FOR AGRICULTURE IN CANADA

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 application, however, many of these potential vulnerabilities can be managed proactively in order to keep Canadian agriculture strong on the world stage. AgriShield is a powerful new tool that aims to do exactly that.

Developed by Farm Management Canada with the goal of keeping Canadian agriculture globally competitive, **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 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!

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 <https://www.fmc-gac.com/agrishield/>.

In partnership with:



Project Update: ROOTS TO SUCCESS

TAKING A COMPREHENSIVE APPROACH TO MANAGING FARM RISK



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. The project is led by a National Risk Management Roundtable, comprised of a variety of industry stakeholder to inform and guide the project.

TRAINING AND WORKSHOPS

Farm Management Canada is conducting 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.

There are more workshops coming in 2021-2022! Stay tuned for more workshops by subscribing to our social media channels or emails!

**Please note that because of the situation with COVID-19, all training sessions are being offered online until further notice.*

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

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

AGRIRESPONSE.CA – ASK QUESTIONS. GET ANSWERS. ACCESS RESOURCES.

We've got a new look, full of features and resources to meet all your risk management needs!

Learn about emerging farm risk issues and how to deal with them.

Come take a look at the new Recent Issues section.

For more information, please visit www.AgriResponse.ca

COVID-19 has highlighted the importance of being prepared for change - to increase the capacity to build the resilience and be ready to seize opportunities that present themselves along the way. This is why Farm Management Canada has created AgriResponse.ca.

As much as we encourage producers to take a proactive approach to managing risk, we realize many of us tend to react to changing circumstances. 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 website is composed of three main sections:

- **Your Questions:** a section of the website where you can submit your questions to industry experts.
- **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 tools and support available to producers to help with contingency planning and emergency preparedness.

AgriResponse is a way for us to focus our attention on the immediate concerns expressed by producers, and help provide immediate solutions. We hope that Canadian producers will take advantage of this opportunity to build their resilience.

The [website](http://www.AgriResponse.ca) is now available to all Canadian producers for free.

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

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!

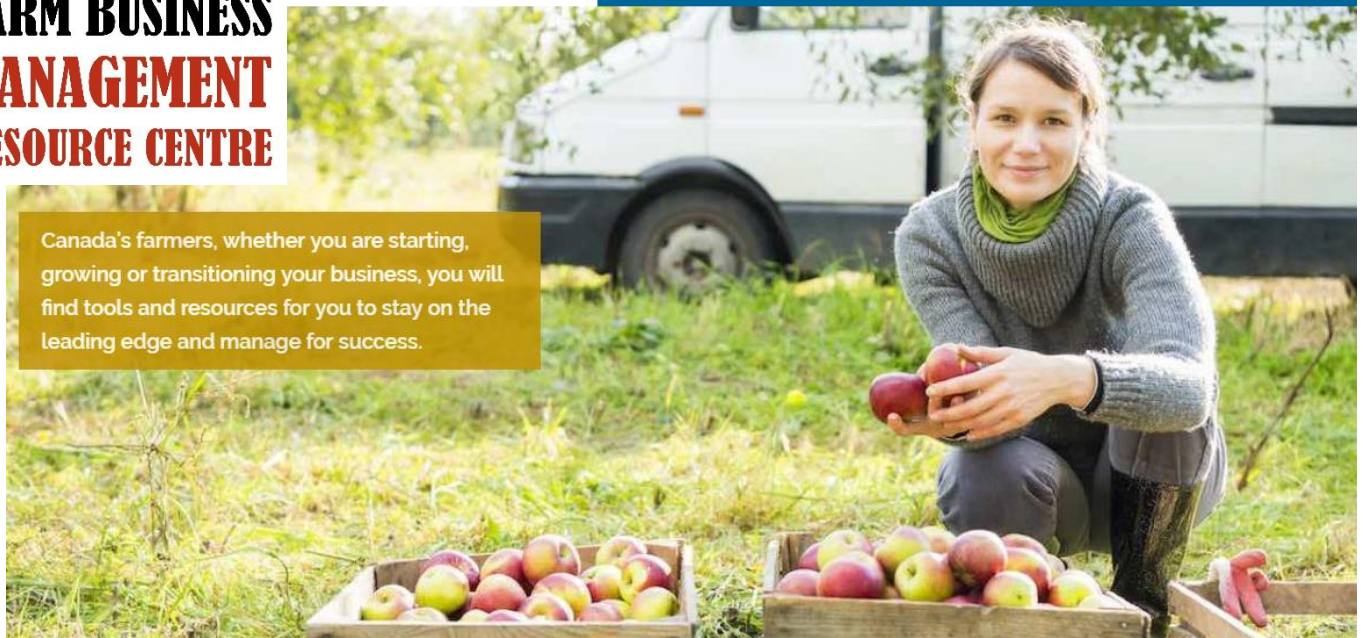
For the safety of delegates, the 23rd Congress has been postponed to 2022. The program will remain the same.

The Congress organizers along with IFMA Council plan to host webinar meetings 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



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

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

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

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

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



SOCIAL MEDIA

Our 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](#)



AGRIWEBINAR FEATURE:

Farm Transition Appreciation Day Recordings

On January 12, 2021, Farm Management Canada and Farm Life Financial hosted the first annual Farm Transition Appreciation Day, celebrating Farm Transition at every stage and putting together a series of learning sessions to help you and your farm team celebrate and take the next step in your farm transition journey. The recordings from the event are now available online!

Sessions include:

Non-Family Transition 101 - Darcy Smith and Dana Penrice, Young Agrarians

Family Participation Policies: Clarity for All Generations - Brent Van Parys, Hali Van Vliet, and Maggie Van Camp, BDO Canada and Elaine Froese, Seeds of Encouragement

How to Get Your Farm's Estate Plans to the Finish Line - Darrel Wade, Farm Life Financial

Converting to a Co-operative: Something you maybe hadn't thought about? - Fiona Duguid, Duguid Consulting and Josée Charbonneau, Research and Education Institute for Cooperatives and Mutuals, University of Sherbrooke

Tax Considerations for Intergenerational Farm Transfers - Earl Pollock, Farm Life Financial and Matt Holmes, BDO Canada

Clarity on Cashflow: Fueling Your Farm Succession and Transition Livelihood - Bernie Kottelenberg, Farm Life Financial

Courageous Conversations: Tackling Family Dynamics - Kim Siegers-Robinson, Farm Life Financial

Growth and Flexibility for Today's Farm Families - Kent Willmore, Aginvest Farmland Properties Canada Inc.

[Click here](#) to access the recordings.

Canadian Agricultural Partnership Agriwebinar

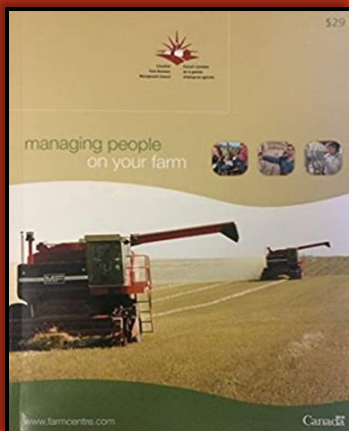
This webinar is for people who are new to the AgriStability and AgriInvest programs or have not yet joined the programs but would like to learn more.



Visit www.Agriwebinar.com to access over 250 archived webinars!

FEATURE PUBLICATION

MANAGING PEOPLE ON YOUR FARM



This book will help you - to recruit better employees - to supervise, motivate and train you employees to reach desired performance; and - to discipline and dismiss employees should that be required. Applying the principles and methods contained herein will help you achieve sound human resource management practices which can result in increased productivity, reduced staff turnover, and satisfied employees and managers. This publication should also prove useful to advisors, consultants and trainers working in the agricultural management field. A video entitled 'Managing People on Your Farm' can be used in conjunction with this book and is available from Farm Management Canada.

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.



CANADIAN AGRICULTURAL SAFETY WEEK

Farm Management Canada is pleased to participate in CASA's Canadian Ag Safety Week.



EQUALITY, 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.



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

FARM PROJECT REVIEW PANEL

Farm Management Canada was pleased to be part of the review panel for ag diploma graduates at the University of Manitoba and University of the Fraser Valley to present their final farm projects.



FOOD FROM THOUGHT REVIEW PANEL

Farm Management Canada was pleased to be part of the review panel for University of Guelph's Food from Thought initiatives.

AGRI BENCHMARK CANADIAN NETWORK

Farm Management Canada is pleased to be part of the agri benchmark Canadian network.



NATIONAL YOUTH COMPETITION FOR

Farm Management Canada is pleased to be part of the judging panel for the Canadian Centre for Occupational Health and Safety's National Youth Competition.



FARM MANAGEMENT CANADA IN THE MEDIA





INDUSTRY & PARTNER MEETINGS/PRESENTATIONS



ROOTS TO SUCCESS RISK MANAGEMENT WORKSHOP
February 9, 11, 2021 (Virtual)



FARM BUSINESS MANAGEMENT MATTERS
February 10, 2021 (Virtual)



ROOTS TO SUCCESS RISK MANAGEMENT WORKSHOP
February 16, 18, 2021 (Virtual)



AGEXTRAS: BENCHMARKS FOR GRAIN AND OILSEED FARMS: HOW DOES YOUR FARM MEASURE UP?
February 17, 2021 (Virtual)



AGEXTRAS: BENCHMARKS FOR DAIRY FARMS: HOW DOES YOUR FARM MEASURE UP?
February 18, 2021 (Virtual)



AGEXTRAS: ECONOMICS IN A POST-COVID ERA: WHAT TO EXPECT AND HOW TO PREPARE FOR 2021?
February 22, 2021 (Virtual)



CANADA'S AG DAY
February 23, 2021 (Virtual)



ROOTS TO SUCCESS RISK MANAGEMENT WORKSHOP
February 23, 26, 2021 (Virtual)



THE BUSINESS OF BIRDS
February 24, 2021 (Virtual)



AGEXTRAS: YOUR CATTLE MARKET QUESTIONS ANSWERED
February 24, 2021 (Virtual)



MENTAL HEALTH AND FARM MANAGEMENT PART 1: CREATING A HEALTHY WORKPLACE
February 25, 2021 (Virtual)



A COMPREHENSIVE APPROACH TO MANAGING FARM RISK
February 24, 2021 (Virtual)



BUSINESS OPERATING SYSTEMS FOR FARMS
March 1, 2021 (Virtual)



AGEXTRAS: MANAGE FARM CASH FLOW AND COMMODITY PRICE FLUCTUATIONS WITH AN APP CASH ADVANCE

March 3, 2021 (Virtual)



ROOTS TO SUCCESS RISK MANAGEMENT WORKSHOP

March 2, 4, 2021 (Virtual)



AGEXTRAS: HOW STRATEGIZING LEADS TO BETTER DECISION-MAKING ON MY FARM

March 5, 2021 (Virtual)



AGEXTRAS: NUMBER MATTER... WHY?

March 8, 2021 (Virtual)



CELEBRATING INTERNATIONAL WOMEN'S DAY

March 8, 2021 (Virtual)



AGEXTRAS: EXPLORING THE STORY COMPASS

March 10, 2021 (Virtual)



ROOTS TO SUCCESS RISK MANAGEMENT WORKSHOP

March 10 & 12, 2021 (Virtual)



PLANNING FOR HEALTH, WEALTH AND HAPPINESS

March 16, 2021 (Virtual)



ROOTS TO SUCCESS RISK MANAGEMENT WORKSHOP

March 16 & 19, 2021 (Virtual)



FARM WOMEN AND MENTAL HEALTH

March 18, 2021 (Virtual)



MANAGING FARM RISK

March 23, 2021 (Virtual)



AGEXTRAS: UNTIL WE HAVE STAR TREK TRANSPORTERS...

March 24, 2021 (Virtual)



MENTAL HEALTH AND FARM MANAGEMENT PART 2: IMPLEMENTING YOUR HEALTHY WORKPLACE PLAN

March 25, 2021 (Virtual)



THE BIG EXCHANGE: EDUCATION AND TRAINING IN A RURAL CONTEXT

March 25, 2021 (Virtual)



NATIONAL RISK MANAGEMENT ROUNDTABLE

March 26, 2021 (Virtual)



FROM THE AG CLASSROOM TO THE FARM CLASSROOM: SETTING YOU UP FOR SUCCESS

March 31, 2021 (Virtual)

UPCOMING INDUSTRY & PARTNER MEETINGS/PRESENTATIONS



INTERNATIONAL FARM MANAGEMENT CONGRESS

June 26-July 1, 2022, Denmark

PROVINCIAL/TERRITORIAL MINISTRY REPRESENTATIVE UPDATE

Provincial-Territorial (P/T) Ministry membership to Farm Management Canada is the only way for farm business management Ministry representatives to connect 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, giving farmers across Canada an equal opportunity to succeed. The network meets by teleconference every quarter, and in-person once a year. Additional meetings are arranged as desired by the network.

On March 16, 2021, the P/T Network held their Spring meeting. This allowed the network to continue to share tools and resources, as well as find opportunities for collaboration collaborate across regions. Among the topics covered were the need for improved farm financial literacy, support for beginning farmers, a national business assessment tool and best practices for virtual learning delivery, which is critical to supporting knowledge extension during COVID-19.

MEMBERSHIP

WELCOME & WELCOME BACK TO OUR NEW & RENEWED MEMBERS

INDIVIDUAL MEMBERS

Andrea Gal	Jeanne Sanchez	Rick Lekx
Annessa Good	Joerg Zimmermann	Roberta Galbraith
Art Lange	Jonathan Small	Ron Friesen
Barbara Parker	Larry Martin	Ryan & Lauren Maurer
Bill MacFarquhar	Leighton Kolk	Ryan Scorgie
Earl Pollock	Len Davies	Sébastien Leveillé
George Geldart	Mario Roy	Simon Somogyi
Graham Gilchrist	Mathieu Rouleau	Sterling Hilton
Henry Vos	Merle Good	Sydney Siegle
Humphrey Banack	Mike Pylypchuk	Terry Aberhart
Jake Leguee	Nancy Ross	Terry Kremeniuk
Janine Sekulic	Parvinder Mangat	Ulf Geerds
Jeannette Mongeon + Michel Dignard	Reg Shandro	Wilson Loree

PROVINCIAL/TERRITORIAL MEMBERS

British Columbia	Northwest Territories	Quebec
Manitoba	Nova Scotia	Saskatchewan
New Brunswick	Prince Edward Island	Yukon

ORGANIZATIONS/ASSOCIATIONS

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

CORPORATIONS

BDO Canada LLP

Farm Credit Canada

ACADEMIC INSTITUTIONS

Dalhousie University, Agriculture Campus

University of Guelph

University of Manitoba

Olds College

BECOME A MEMBER AND HELP SUPPORT FARM BUSINESS EXCELLENCE!



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

WORK WITH US!

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

Become a partner to stay up to date on the latest trends in farm business management. We are pleased to provide customized communications, training, tools and research to meet your unique needs and interests.

Partnership packages available include:

→ Connector	\$5000
→ Champion	\$15,000
→ Catalyst	\$30,000
→ Collaborator	\$50,000+

And of course, we offer the opportunity to partner and support specific programming:

Learning Events

- Agricultural Excellence Conference (November 24-25, 2021)
- Workshops
 - Roots to Success: Managing Risk on the Farm
 - Farm Financial Literacy
 - Building Farm Resilience and Prosperity
- Agriwebinars
 - Ex. The Healthy Farmer Series



Learning Programs

- National Farm Leadership Program
- Advanced Farm Management Program



Learning Tools

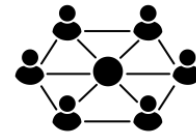
- AgriShield: Risk Assessment & Planning Platform
- Farm Business Management Toolkit
- Farm Transition Toolkit
- Farm Financial Toolkit



AgriShield

Networks

- Provincial/Territorial Ministry Network
- National Farm Risk Management Roundtable



Outreach

- Promotional Campaigns – ex. Managing Farm Risk, Building Farm Resilience
- Industry Presentations – ex. The 7 Practices of Canada's Top Farmers
- Farm Business Management Resources and Support Programs
- Extension and Knowledge Transfer Best Practices
- Social Media
- Quarterly Newsletter



Research

- Understanding the Experience of Farm Women
- Understanding the Economic Impact of Farm Business Management



Reports

- The Farm Business Management Needs of Indigenous Producers
- 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



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

#hellospring



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:



The word 'Canada' in a serif font, with a small Canadian flag above the letter 'a'.

