



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

# Spring Update 2022





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# Spring Update 2022

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Andrea Gal

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**INFO@FMC-GAC.COM**

## MESSAGE FROM OUR CHAIR

Hello everyone,

The start of a new growing season typically holds fresh promise and excitement about what the year ahead will bring. After all, spring ushers in longer days, warmer weather, a new growing season, and new livestock.

This spring, that usual excitement may be tempered with worries resulting from industry challenges. In parts of Canada, for example, poultry producers are facing an outbreak of High Pathogenic Avian Influenza. Across Canada, we are dealing with increased crop input costs. Globally, we are shocked by the war in Ukraine, the subsequent humanitarian crisis, and the potential impacts on global food supplies.

As we continue to chart our paths ahead through these troubling times, we need to keep our farm business management plans top of mind; “regularly following a written farm business plan contributes to peace of mind and more effective coping mechanisms,” Farm Management Canada’s Healthy Minds, Healthy Farms report shows.

And these plans are not static documents; we must continue to revisit and refine our plans to ensure they meet the needs of our families and our operations.

Early this year, I carved out the time to take a course on commodity marketing with my father. While the course was a great learning opportunity, it was only one step in the process. Now, we must use what we learned to revisit our marketing plan and implement new strategies. With the myriad of pressing seasonal demands, this work will take discipline. After all, the spring pastures and the fields are much more alluring to many of us than the farm office. But the resiliency and success of our operations depends on our work in our farm offices, alongside our work in fields, barns, and greenhouses.

As usual, our quarterly newsletter includes information on the programs and educational offerings available through Farm Management Canada. Be sure to watch your inboxes for our e-blasts with more timely reminders, too. The Farm Management Canada staff and partners are hard at work on a range of programming and events to support a resilient and prosperous Canadian agricultural industry that prioritizes farm business excellence. To achieve this vision, we need continued collaboration with producers and industry partners including commodity groups, industry associations, educators, academic institutions, and government.

As always, thank you for your continued dedication to farm business management and your support for Farm Management Canada. And all the best for the busy spring season!

Sincerely,



**Andrea Gal**  
Chair, Farm Management Canada



**“Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort.”**

**~ Paul J. Meyer**

## MESSAGE FROM OUR EXECUTIVE DIRECTOR

Greetings fellow farm management enthusiasts,

As the last of the snow melts away in our Nation's capital, and specks of green are starting to break through, reaching for the warmth and energy of the sun, I cannot help but feel revitalized, refreshed and ready for a fresh start as we embark on a new fiscal year.

But, not before taking some time to reflect on our 2021 accomplishments – celebrating our successes and identifying opportunities for improvement.

We invite you to join us for our virtual Annual General Meeting on July 12<sup>th</sup> to celebrate with us as we review our 2021 accomplishments and announce our 2022 Board of Directors.

Interested in running for the Board? There's still time to submit your candidature! Nominations close May 13<sup>th</sup>.



With our 2022 business plan in hand, we're excited to continue to enhance your business skills and practices through our flagship programming and exciting new activities.

Mark your calendars to join us in Canmore, Alberta and online November 22-24 for our 2022 Agricultural Excellence Conference. And stay tuned for our fall/winter workshop lineup – whether you're interested in brushing up on your financial skills, risk management practices or planning for success!

2022 is a very special year for Farm Management Canada as it marks 30 years since we started this incredible journey as the Canadian Farm Business Management Council with Wilson Loree at the helm and government and industry uniting to help farmers achieve farm business excellence.

So much has changed for our organization as we have worked through each agricultural policy framework and have been challenged to rethink and revise our programming to meet the everchanging needs and priorities of our industry. Do you have a story to share on how Farm Management Canada has helped you over the past 30 years? We'd love to hear it!

The Next Policy Framework begins April 1, 2023 and we're encouraged to see building sector capacity, growth and competitiveness through skills development and proactive planning have been recognized as priorities. We continue to serve a vital role in helping our agricultural sector reach new heights through farm business excellence and look forward to the Government of Canada's continued support.

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.

Takin' care of business,

A handwritten signature in blue ink, appearing to read 'Heather Watson', written over a horizontal line.

**Heather Watson**  
Executive Director, Farm Management Canada

**“Taking time to recharge  
brings everything into  
perspective.”**

*~ Unknown*

# FARM MANAGEMENT CANADA AT A GLANCE

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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 Vision:**

A resilient and prosperous Canadian agricultural industry that prioritizes farm business excellence.

## **Our Mission:**

To be the national champion of farm business management by connecting industry partners, facilitating learning opportunities, and providing valuable resources. We were established in 1992 following the financial crisis of the 1980s where interest rates spiked and commodity prices bottomed out, leaving many farmers high and dry. 2022 marks 30 years that we have worked to increase awareness, appreciation 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](mailto:info@fmc-gac.com).

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 financial and in-kind contributions.

## BOARD AND GOVERNANCE

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Farm Management Canada's Board of Directors met in March and again in April to review our 2022 business plan including how best to celebrate our 30<sup>th</sup> anniversary and preparing for the next policy framework.

Our strategic priority areas are led by Committees comprised of Board members.

### **Our Strategic Priorities:**

1. Validate and Promote the Impact of Farm Business Management led by Steve Duff
2. Maintain Financial Resiliency led by Derek Brewin
3. Build Strong Partnerships led by Roberta Galbraith
4. Build Farm Management Canada as an Esteemed Brand led by Annessa Good

To find out more about our Board of Directors, visit [www.fmc-gac.com](http://www.fmc-gac.com)

## ANNUAL GENERAL MEETING

Farm Management Canada's **Annual General Meeting** will take place online July 12<sup>th</sup> from 1-3pm EDT.

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

Farm Management Canada is **seeking nominees** to fulfill three (3) positions on the Board of Directors.

Nominees can be from any of the following member categories:

- Farmer
- Member at Large
- Association/Organization
- Academic Institution
- Corporate

Please note: One (1) position must be filled by an Association/Organization, Academic Institution or Corporate member.

Important Dates to Remember:

- May 13 – Nominations due
- May 27 – All Resolutions must be submitted for consideration
- June 3 – Elections open/Voting Packages sent to members
- June 24 – Online Voting Ballots due
- July 12 – Annual General Meeting (virtual)

For more information, visit [www.fmc-gac.com](http://www.fmc-gac.com)

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## THE CANADIAN AGRICULTURAL PARTNERSHIP

The 5-year Canadian Agricultural Partnership (CAP) program commenced April 1, 2018.

Farm Management Canada secured a 2-year Contribution Agreement under AgriCompetitiveness, taking the organization to the end of CAP. We are also fulfilling our 4-year Contribution Agreement (2019-23) under the AgriRisk Initiatives Program.

We are grateful to have the support of government and our industry partners 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, Farm Financial Fluency Training, Risk Management Training, ground-breaking research and exciting new initiatives.

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## THE NEXT AGRICULTURAL POLICY FRAMEWORK

The Next 5-year Agricultural Policy Framework (NPF) is scheduled to commence April 1, 2023.

The Guelph Statement was released in November following the FPT Ministers' meeting. It highlights the priority areas for the NPF:

- Building sector capacity, growth and competitiveness
- Climate change and environment
- Science, research and innovation
- Market development and trade
- Resiliency and public trust

We remain steadfast in advocating for continued support for fostering farm business management and skills development programming, resources and research. Furthermore, we are advocating for better support for Farm Management Canada and our fellow national organizations through increased government cost-share, increased admin and in-kind allowances and longer-term contribution agreements to provide the foundation for sustainable programs and services for Canada's farmers and future farmers.



# REACHING NEW HEIGHTS

NOVEMBER 22-24, 2022

Are you ready to get back to in-person events? We sure are! Join us **November 22-24** in Canmore, Alberta at the Coast Canmore Hotel! Enjoy the scenic mountain views while discovering new ways to take your farm business to the next level!

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.

This year's Conference theme, **Reaching New Heights**, is a celebration of the opportunities ahead for Canadian agriculture and acknowledging and embracing the farm business management practices that provide the foundation for success.

For the first time ever, we will be hosting a hybrid event allowing participants to attend in-person in Canmore, Alberta or to join virtually. Having both a physical meeting place and a virtual platform provides the best of both worlds to build your business network with farm management enthusiasts from across Canada. The in-person event includes a variety of keynote presentations, concurrent workshops, panel discussions, the national farm business resource showcase and networking with Canada's farm business thought leaders. If you can't join us in person, you can join us on our virtual platform, where we will host the keynote and panel discussions live, while also giving access to on-demand sessions and recordings.

### **DYK (Did you know)!?**

- There is no other Conference like AgEx! It's the only Conference in Canada dedicated to bringing together thought leaders and farm management enthusiasts hungry for new knowledge and insights!
- The Conference focuses on building the business acumen and prosperity of Canada's farmers
- We focus on providing diverse, interactive learning sessions
- You will leave AgEx with practical take-aways and learning outcomes

[Register Here](#)

COAST CANMORE HOTEL & CONFERENCE CENTRE

**You can book your hotel room now!**

To book a room during the conference, please call in to the hotel at 1-800-663-1144 and quote code **CCM-GFC4814** or Agricultural Excellence (AgEx).

Rates will be offered 3 days pre and post contracted dates based upon availability at time of request (room type and rooms are not guaranteed for pre and post stay) for any guests looking to spend extra time in the mountains. Guests will be required to provide a credit card at time of reservation.

## INTERESTED IN SUPPORTING AgEx 2022?

There are many ways you can support the Agricultural Excellence Conference ranging from \$2,500 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 2022, contact:

**Nick Oakley**

Business Development Officer

Telephone: 519-217-4601

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

## THANK YOU TO OUR GENEROUS SPONSORS FOR MAKING THIS CONFERENCE POSSIBLE.

### Title Sponsor



### Keynote Sponsor



### Workshop Sponsor



### Session Sponsor



### Farm Tour



### Media Sponsor



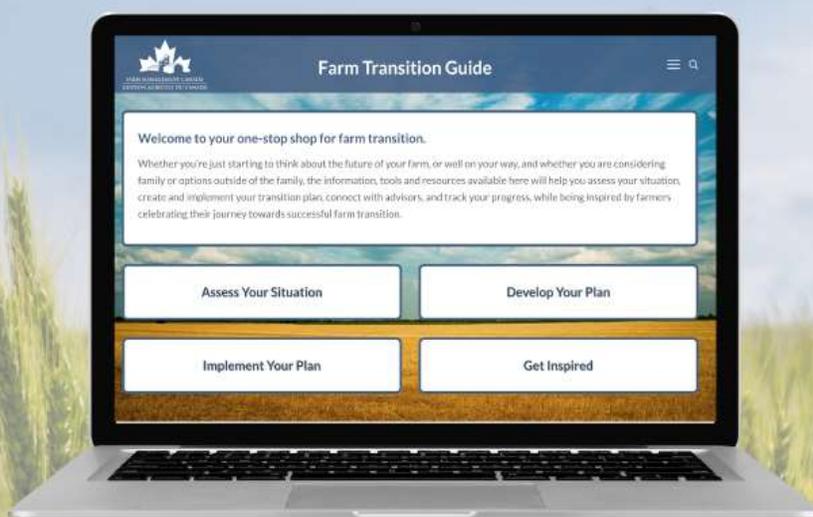
### Supporting Partners



### Government



# Your one-stop shop for farm transition.



[FarmTransitionGuide.ca](https://FarmTransitionGuide.ca)

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**MNP**

Canada 

# FARM FINANCIAL FLUENCY TRAINING PROGRAM



Financial literacy is a fundamental starting point for effective farm business management, helping producers understand the direct impact of their business decisions and the options and opportunities available going forward. Yet, research shows that basic financial literacy is a significant sore spot for the vast majority of Canada's producers.

In recognition of the need for greater financial literacy amongst Canada's producers, Farm Management Canada and MNP have joined forces to offer Farm Financial Fluency training for

producers. The program is specifically designed to help producers understand, interpret, and use financial tools including balance sheets, financial statements, cash flow, budgets, and financial plans. Participants will be better equipped to have progressive discussions and planning sessions when working with their lenders, accountants and financial advisors.

The program is delivered virtually over the course of three 2-hour sessions coupled with an optional follow-up session with an MNP advisor for those seeking additional support.

Through the Farm Financial Fluency program, you will learn:

- ✓ Why financial reporting is important and to whom
- ✓ Key differences between types of financial reporting and who uses what
- ✓ Different farm business structures and their impact on financial reporting
- ✓ How to interpret your financial statements (balance sheet, income statement, cash flow)
- ✓ Financial ratios and how to use them to analyze risk
- ✓ How to spot potential financial issues and opportunities
- ✓ Tools and resources available to manage financial risk



## THANK YOU TO OUR DELIVERY PARTNERS!

Farm Management Canada hosted 6 Farm Financial Fluency training programs from December 2021-March 2022 with focuses on grains and oilseeds, mixed grains and beef cattle, dairy and hog (farrow to finish).



***Interested in hosting Farm Financial Fluency training for your members, clients and stakeholders?***

Feel free to get in touch with the Farm Management Canada team ([sponsorship@fmc-gac.com](mailto:sponsorship@fmc-gac.com)).

For more information, visit: [fmc-gac.com/fff](https://fmc-gac.com/fff)

**STAYED TUNED FOR FALL 2022 / WINTER 2023 DATES!**

# TAKE CHARGE OF YOUR LEADERSHIP EFFECTIVENESS



NATIONAL  
FARM LEADERSHIP  
PROGRAM

**Leader effectiveness can account for as much as 1/3 of business performance.**

The National Farm Leadership Program (NFLP) 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 2022 Program began January 24<sup>th</sup> welcoming participants from across Canada. Participants met in Victoria, BC for the 3-day residency and were joined by program Alumni to continue to hone their leadership skills and practices.

What can participants expect?

- Gain in-depth insight into your leadership against a global benchmark
- Design a personal development plan to increase your leadership effectiveness
- Develop your skills in real-time, while working in your business
- 11 weeks of structured online learning
- 3-day residency training in Victoria, BC
- 9 months of follow-up group and personal coaching

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.

"The National Farm Leadership Program **doesn't merely teach principles** of leadership; participants **develop highly personalized** ways to apply them in everyday life, incorporating accountability and follow up. I didn't realize the impact that my tendency to be a perfectionist and trying to 'do it all' was having on my colleagues and in my personal life."

- Tina Zakowsky,  
Canadian Angus Association



**Interested in enrolling? Visit [www.leader-shift.ca](http://www.leader-shift.ca) today!**

## 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.



## NEW!

The first InSight cohort completed their learning journey in February.

- Discover a way out of silence, argument and unproductive behaviour
- Move towards the outcomes you want by understanding the human side of business
- 4 weeks of online community learning and group sessions with your coach

***Interested in hosting InSight training for your members, clients and stakeholders?***

Feel free to get in touch with the Farm Management Canada team ([farmladership@fmc-gac.com](mailto:farmladership@fmc-gac.com)).

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!

*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

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

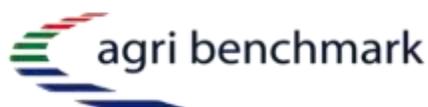
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## AGRI BENCHMARK INTERNATIONAL

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

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

Farm Management Canada is a proud partner with *agri benchmark*, helping to coordinate the Canadian network. Interested in becoming involved? Visit [www.agribenchmark.com](http://www.agribenchmark.com) for more information.





# AgriShield

## AGRISHIELD® – HELPS CANADIAN FARMERS WEATHER ANY STORM

[Now available for a FREE TRIAL](#)

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

AgriShield is a user-friendly risk assessment and management tool, developed by Farm Management Canada, that helps you identify risks to your farm and mitigate them through an itemized, prioritized action plan.

**“This program is going to blow your mind. I am in awe of the thoroughness that has been put into it. There have been few things in my 75 years that have been so worth the time. It is so easy to move through, with loads of options to customize the information. Everyone who farms and everyone who is thinking about farming should do this!”**

**- Janice Schooley, Apple Hill Lavender**

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

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

To learn more about AgriShield and to **try it for free**, visit [www.myagrishield.ca](http://www.myagrishield.ca)

In partnership with:



## ROOTS TO SUCCESS: TAKING A COMPREHENSIVE APPROACH TO MANAGING 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 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 2022-2023!** 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](mailto:mathieu@fmc-gac.com).

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

# AGRIRESPONSE – A WAY TO MEET ALL YOUR RISK MANAGEMENT NEEDS



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, 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 reaction. 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 will help 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.

## About AgriResponse

Access expert advice, resources and tools to respond to risk situations.

- See best practices for farm resilience
- Learn about funding and support programs for contingency planning
- Access resources and tools to support emergency preparedness and risk management
- Read about emerging issues that could affect your farm and learn how to prepare for them.

## AgriResponse now features a *Recent Issues* section.

Here are a few excerpts:

### How the chip shortage is impacting farms

When COVID-19 was declared a pandemic by the World Health Organization (WHO),<sup>[1]</sup> it wasn't clear to producers what that would mean for the demand for agricultural products. In Canada, we faced challenges such as an increased demand for wheat flour and a decreased demand for dairy, leading to dumping.<sup>[2]</sup>

In a different industry, the world's silicon chip manufacturers expected demand for electronic devices to decrease, and so production of these essential components was slowed down. Very soon, however, demand not only increased, but it began to outpace the rate of production.<sup>[3]</sup> This shortage of chips began to affect many other industries, including agriculture, which uses a lot of advanced technology.



### **What Business Risk Management Tools are Right for You?**

Business risk management (BRM) is most often understood in reference to federal or provincial risk management programs aiming at mitigating the consequences of financial and production uncertainties.

But business risk management is more than that.

The approach of business risk management is also about reducing or eliminating risk by taking proactive, systematic action to ensure resilience to potential impacts resulting from known or unknown threats. This approach does not and should not exclude reactive supports, but can enable farmers to rely more on themselves to build holistic durability and adaptability into their farms. They can do so by having a plan to prevent, mitigate, and manage not only what can be controlled, but what cannot be controlled.



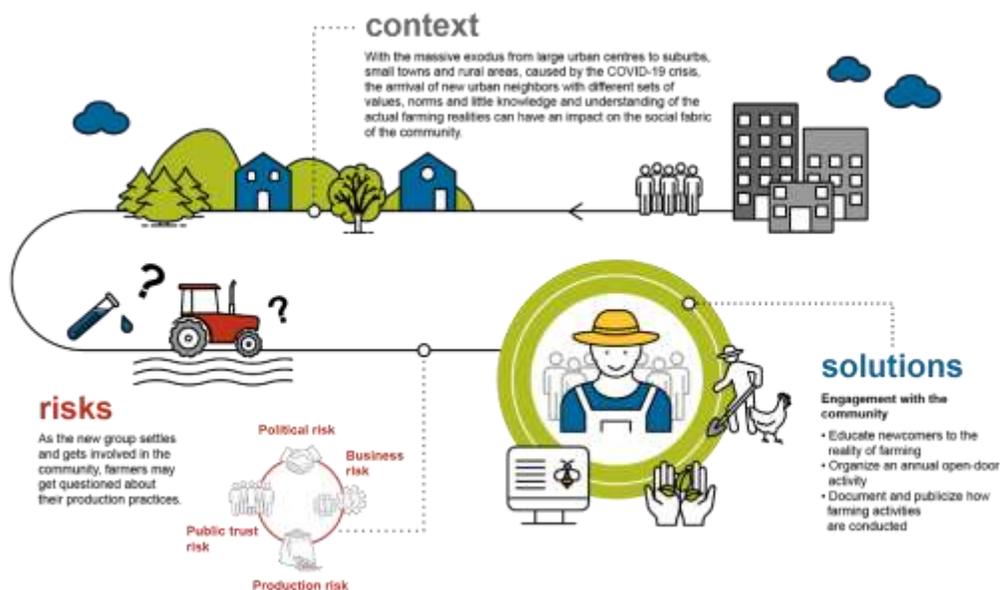
### **Supply Chain Disruptions**

The COVID-19 pandemic has shown how food supply chain could be disrupted quickly at a large scale, especially in the meat industry but also for dairy and produce. This physical disruption of the supply chain also led to a volatile price environment.

More generally, the world is becoming more volatile and riskier with the increasing probability of events having large-scale impacts. Many of these global risks have the potential to profoundly disrupt agriculture and food supply chains: climate change and weather events, epizootics and pandemics. The increased risk of large-scale disruption will certainly lead to changes in how food supply chains are structured and governed.

### **Post-COVID Urban Exodus**

With the massive exodus from large urban centres to suburbs, small towns and rural areas, caused by the COVID-19 crisis, the arrival of new urban neighbors with different sets of values, norms and little knowledge and understanding of the actual farming realities can have an impact on the social fabric of the host communities.



You can read more articles at [www.agriresponse.ca](http://www.agriresponse.ca)

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

# EXPANDING OPPORTUNITIES FOR CANADIAN AGRICULTURE BY UNDERSTANDING THE EXPERIENCE OF FARM WOMEN



Much has been said about the role of women on the farm, but little has been measured.

Farm Management Canada in partnership with CentricEngine Inc. is undertaking an important and timely research project that will serve as a benchmark, a guide and a view into the future and opportunities of a critical, underrepresented segment of Canada's farming population: farm women. Our goal is to gain a better understanding so that we can create a path forward to meet the unique current and future needs of this target group.



We have completed our Environmental Scan and qualitative research phase including focus groups and interviews with Canadian farm women and would like to thank everyone for their support and guidance.

Soon, we'll be launching a national survey and encourage farm women across Canada to participate!

We would like to thank our project partners for helping us get this vital research off the ground:



CASA | ACSA  
CANADIAN AGRICULTURAL SAFETY ASSOCIATION  
ASSOCIATION CANADIENNE DE SÉCURITÉ AGRICOLE



For more information and to opportunities to partner, contact: Nick Oakley [sponsorship@fmc-gac.com](mailto:sponsorship@fmc-gac.com)

## INTERNATIONAL FARM MANAGEMENT ASSOCIATION (IFMA)

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. Heather Watson and Eric Micheels represent Canada on the Council. At our March Council meeting, Saskatoon was chosen as the location for IFMA's 2024 Congress! Stay tuned for more details!



**Heather Watson**  
*Executive Director*  
*Farm Management Canada*



**Eric Micheels**  
*Acting Associate Dean, Associate Professor, Department*  
*of Agricultural and Resource Economics*  
*University of Saskatchewan*

Every year, Council members submit a country report to provide IFMA members with insights into agriculture in Canada – challenges and opportunities from politics to production.

Participating countries include Canada, the USA, Argentina, Brazil, the UK, Poland, The Netherlands, Slovenia, Denmark, Australia, New Zealand, Nigeria, South Africa, and Kenya.

Stay tuned for the 2022 Country Reports coming out in May!

The IFMA 2021 Country Report can be viewed here: [online.flippingbook.com/view/628670779](https://online.flippingbook.com/view/628670779)

In 2020, IFMA started a new initiative, engaging next generation farmers and gathering Hands On Farm Management Reports from around the world every May and September. Farm Management Canada is proud to have Hannah Konschuh and Morgan Smallman representing Canada's next generation! The IFMA Hands on Farm Management Reports can be viewed here:

[online.flippingbook.com/view/770203029](https://online.flippingbook.com/view/770203029)



**Hannah Konschuh**  
Grains and Oilseeds Farmer  
Alberta



**Morgan Smallman**  
Potato Farmer  
Prince Edward Island

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



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!

Early bird registration ends May 1<sup>st</sup>. Pre- and Post-Congress tours are available. For more information and to register, visit [www.ifma23.org](http://www.ifma23.org).



**Catch the action online!**

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

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

## NEW RESOURCE AVAILABLE:

# ***BUILDING AN EFFECTIVE FARM MANAGEMENT SYSTEM GUIDEBOOK***



Farm Management Canada and Wittman Consulting are pleased to announce the release of the *Building an Effective Farm Management System Guidebook* now available as a digital download or in the classic binder format.

With more than 100 pages of new content, including twice as many editable worksheets, the Guidebook is a valuable investment for farm managers and advisors alike. The new version combines conceptual content with working illustrations that give readers a clear vision of how to document and put key concepts into daily practice.

Available as hardcopy + digital or digital only format – order now by visiting <https://wittmanconsulting.com/product/building-an-effective-farm-management-system/>

In partnership with: **wittmanconsulting**

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

### **NATIONAL FARM BUSINESS MANAGEMENT RESOURCE CENTRE**



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 browse the resources, programs, and events available to you.



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



YouTube

channel/FMCGAC



Facebook

@FMC.GAC



Instagram

@FMC.GAC



Twitter

@FMC\_GAC



LinkedIn

@FMC-GAC

VISIT [AGRIWEBINAR.COM](http://AGRIWEBINAR.COM)



**Agriwebinar<sup>®</sup>**  
Information at your fingertips.

ACCESS OVER 250 ARCHIVED WEBINARS!

**AGRIWEBINAR FEATURE:**

**Info Session: National Farm Leadership Program**

Learn about Farm Management Canada's National Farm Leadership Program designed for busy farmers and ag professionals who want to improve their personal and professional effectiveness.



**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.Agrிwebinar.com](http://www.Agrிwebinar.com) to access over 250 archived webinars!

# INDUSTRY AND PARTNER ADVISORY INVOLVEMENT



Brigid Rivoire Award for Champions for Agricultural Mental Health



International Farm Management Association



Canadian Association of Diplomas in Agriculture Program



National Agricultural Occupational Framework



Canadian Agricultural Safety Week



THE CANADIAN CENTRE FOR FOOD INTEGRITY  
Equality, Diversity and Inclusion Working Group



Canadian Agri-Food Sustainability Initiative



North American Agricultural Advisory Network



Empowering Lasting Leadership Excellence (ELLE) Program



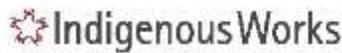
Next Policy Framework National Engagement Session



Skills Development Table



Risk Management Education Strategy



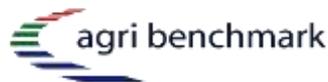
Luminary Works Strategy



Provincial Climate Change Impact Assessment



AgHR Roundtable



Agri benchmark Canadian Network



National Youth Competition



Canadian Roundtable for Sustainable Beef Program Evaluation



Student Project Industry Panel



Supporting Farmer Mental Health

# FARM MANAGEMENT CANADA IN THE MEDIA

## CountryGuide

STRATEGIC. BUSINESS. THINKING.

### Building a knowledge base for your farm team

For today's farmers, the top question to ask your farm business advisor may be, "Who else are we bringing in on my job?"

By **Angela Lovell**  
Contributor

Published: March 28, 2022  
Guide Business, Management



More and more professional farm advisors are ready for a team approach when a client comes to them for advice. Photo: iStock/Getty Images

### Farm advisors a growing trend

Farm advisors are already delivering big value to most farms. In fact, it's growing year upon year

By **Angela Lovell**  
Contributor

Published: February 24, 2022  
Guide Business, Management



"Farmers are seeking the tools and skills to lead and empower their teams effectively," says the executive director of Farm Management Canada. Photo: iStock/Getty Images

## canola DIGEST

The Source for Canada's  
Canola Growers



### BUSINESS MANAGEMENT

## A CONTINGENCY PLAN FOR HEALTH



How will the farm function if one of the major players has a serious injury, illness or dies? A good answer takes some planning. Create "What if" scenarios, plan how to work through these scenarios, and share these plans with every member of the farm team. We all know that agriculture can be dangerous, but...

## How managing financial stress can improve your mental health



# INDUSTRY MEETINGS, EVENTS & PRESENTATIONS



## NATIONAL STUDENT ROUNDTABLE

February 3, 2022



## ROOTS TO SUCCESS: RISK MANAGEMENT TRAINING

February 8, 11, 2022

February 15, 18, 2022



## UNLOCKING THE POTENTIAL: RURAL BROADBAND

February 17, 2022



## ROOTS TO SUCCESS: RISK MANAGEMENT TRAINING

February 22, 25, 2022



Agriculture and  
Agri-Food Canada

## SKILLS DEVELOPMENT ROUNDTABLE

February 25, 2022



## FARM FINANCIAL FLUENCY TRAINING

February 28, March 2, March 4, 2022



## ROOTS TO SUCCESS: RISK MANAGEMENT TRAINING

March 1, 4, 2022

March 8, 11, 2022



MANITOBA  
CROP ALLIANCE

## FARM FINANCIAL FLUENCY TRAINING

March 1, 8, 15, 2022



## FARM FINANCIAL FLUENCY TRAINING - DAIRY

March 7, 9, 11, 2022



## FARM FINANCIAL FLUENCY TRAINING - HOGS

March 16, 17, 21, 2022



## HEALTHY MINDS, HEALTHY FARMS, HEALTHY FARMERS

March 17, 2022



## ROOTS TO SUCCESS: RISK MANAGEMENT TRAINING

March 15, 18, 2022

March 22, 25, 2022



Agriculture and  
Agri-Food Canada

## SKILLS DEVELOPMENT ROUNDTABLE

March 28, 2022



## PLANNING FOR FARM BUSINESS SUCCESS

March 29, 2022



## EXPECT THE UNEXPECTED – WHERE RISK MEETS OPPORTUNITY

April 1, 2022



## P/T MINISTRY NETWORK MEETING

April 13, 2022



## TAKING STOCK FLOOD RECOVERY WEBINAR

April 20, 2022

# UPCOMING INDUSTRY EVENTS & PRESENTATIONS

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## INTERNATIONAL FARM MANAGEMENT CONGRESS

June 26-July 1, 2022, Denmark



## ANNUAL GENERAL MEETING

July 12, 2022

## PROVINCIAL/TERRITORIAL MINISTRY REPRESENTATIVE UPDATE

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Provincial-Territorial (PT) 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 across Canada. The network meets by teleconference every quarter, and an annual meeting in the winter. Additional meetings are arranged as desired by the network.

The PT Network met online in March to share insights, showcase new programs and resources and strategic plan for the next policy framework and collaborative projects.

## MEMBERSHIP

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

#### INDIVIDUAL MEMBERS

Andrea Gal	Jeannette Mongeon + Michel Dignard	Paul & Jennifer Loepky
Andrea McCoy-Naperstkow	Jim Ferrier	Reg Shandro
Art Lange	Joanne + Tony Hogervorst	Rick Lekx
Barbara Parker	Joerg Zimmermann	Roberta Galbraith
Colleen Younie	John Spencer	Ron Friesen
Earl Pollock	Jonathan Small	Salahuddin Saiyed
Frederick Miner	Larry Martin	Stephen Duff
Graham Gilchrist	Leighton Kolk	Sterling Hilton
Henry Vos	Len Davies	Sydney Siegle
Humphrey Banack	Mario Roy	Terry Aberhart
Jacob Murray	Mathieu Rouleau	Terry Kremeniuk
Jake Leguee	Merle Good	Vincent Cloutier
Janet Thompson	Monika Benoit	Wilson Loree
Janine Sekulic	Nancy Ross	

## **PROVINCIAL/TERRITORIAL MEMBERS**

British Columbia

Manitoba

New Brunswick

Northwest Territories

Nova Scotia

Prince Edward Island

Quebec

Saskatchewan

Yukon

## **ORGANIZATIONS/ASSOCIATIONS**

Agricultural Producers Association of  
Saskatchewan

Alberta Canola

Alberta Wheat

Canada's Outstanding Young Farmers  
Program

Canadian 4-H Council

Canadian Agricultural Safety Association

Canadian Association of Diplomas in  
Agriculture Program

Canadian Association of Farm Advisors

Canadian Federation of Agriculture

Canadian Young Farmers' Forum

Cando

Centre de référence en agriculture et  
agroalimentaire du Québec

Canadian Association of Farm Advisors

Food Processing Skills Canada

Canadian Federation of Agriculture

Global Networks

Groupe Agri-D

International Farm Management  
Association

Manitoba Canola

Manitoba Forage and Grasslands  
Association

Manitoba Livestock Cash Advance  
Program

Ontario Forage Council

Sollio Cooperative Group

Union des cultivateurs franco-ontariens

## **CORPORATIONS**

AFSC

BDO Canada LLP

BMO

Farm Credit Canada

## **ACADEMIC INSTITUTIONS**

Olds College

University of Guelph

University of Manitoba

## **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.

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](mailto: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	\$5,000
→ 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
- Workshops
  - Roots to Success: Risk Management Training
  - Farm Financial Fluency Training
- Agriwebinars
  - Ex. The Healthy Farmer Series



## Learning Programs

- National Farm Leadership Program
- LeaderShift Insight Program



## Learning Tools

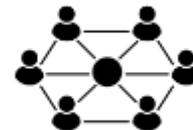
- AgriShield: Risk Assessment & Planning Platform
- Farm Business Management Toolkit
- Farm Transition Toolkit
- Farm Financial Toolkit



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 Post-COVID



## Reports

- The Path Forward: Supporting 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](mailto:sponsorship@fmc-gac.com)

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## STAY CONNECTED

Farm Management Canada focuses its efforts on keeping members informed of its activities to ensure the strategic direction, while identifying new and collaborative opportunities to improve programs and services to meet the changing demands of the industry.

We also encourage you to provide a link to our National Farm Business Management Resource Centre, [www.takeanewapproach.ca](http://www.takeanewapproach.ca), on your personal or company website, to help visitors connect with the information, resources and tools they seek.

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## 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](mailto:info@fmc-gac.com)) to your newsletter and other information bulletins so that we can help promote all the wonderful farm business management initiatives happening across Canada!

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



**#spring2022**

# CONTACT US

## Farm Management Canada

21 Florence St, Ottawa, ON K2P 0W6

[info@fmc-gac.com](mailto:info@fmc-gac.com)

1-888-232-3262

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

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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

Canada 

