



FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

2022

Summer Update





FARM MANAGEMENT CANADA
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Summer Update 2022

Message from our Chair
Andrea Gal

Message from our Executive Director
Heather Watson

Farm Management Activity Update

BOARD AND GOVERNANCE

PROJECTS AND PROGRAMS

INDUSTRY INVOLVEMENT

PROVINCIAL/TERRITORIAL NETWORK

Membership

Work with us



INFO@FMC-GAC.COM

Hello everyone,

As I am sure many of you can relate, I was first drawn to Farm Management Canada by my passion for farm business management, and my desire to continue my learning journey. I recognized the vital role of farm business management in the success of farm operations and wanted to be part of a community with a similar focus and mindset. I also wanted to support others in finding ways to expand their skillsets and knowledge.

This strong sense of community has helped to motivate my continued involvement in the organization. Since I joined the board in 2019, I have felt at home working alongside the board of directors, the staff, and the members. I have been fortunate to collaborate with a range of talented individuals at the board table. The group brings diverse perspectives, and we have strong discussions and debates to identify the best strategic direction for the organization.



Each annual meeting brings a new opportunity to thank outgoing directors for their service and to elect and welcome new directors. I appreciated working with Roberta Galbraith, Annessa Good, Janine Sekulic, and Henry Vos, and wish them all the best in their future endeavours. I am pleased to be joined by Julia Buckingham, Harsh Khela, Stuart Person and Jim Selman, and that Derek Brewin is returning for his second term and second year as secretary-treasurer. I am also grateful that Steve Duff has taken on the role of vice chair. Together, the board will continue to advance the strategic priorities of Farm Management Canada and support the broader farm community.

The staff have recently completed some notable activities and are hard at work on an array of events, programs, and services for the coming year. For example, Farm Management Canada has released its latest report, called “Seeds of Change – Shifting Diets & Soil Carbon Sequestration Markets: How Climate Change is Driving New Opportunities and Risks in Agriculture.” Check out page 17 for more information about the risks and opportunities identified through this research. On page 27, you can see a snapshot of upcoming industry events and presentations where you can learn from members of our team and a range of experts in farm business management. Be sure to make some additions to your calendars!

As always, thank you for your continued dedication to farm business management and your support for Farm Management Canada. I look forward to serving my second term as chair, and another exciting year packed full of formal and informal learning opportunities.

All the best,

A handwritten signature in dark ink, appearing to read 'Andrea Gal'.

Andrea Gal
Chair, Farm Management Canada

“ It is what we know already that often prevents us from learning.”

~ Claude Bernard

MESSAGE FROM OUR EXECUTIVE DIRECTOR

Greetings fellow farm management enthusiasts,

I'd like to start by thanking everyone who took the time to join us for our Annual General Meeting to celebrate our successes and recognize all those who have been helping us along the way. We're excited to have 4 new Directors join our Board: Julia Buckingham, Harsh Khela, Stuart Person and Jim Selman – I'm looking forward to your fresh perspectives and ideas! And, we thank and sincerely appreciate those who have decided to move on, and wish them the very best in their future endeavours – Annessa Good, Henry Vos, Janine Sekulic and Roberta Galbraith. It has been SUCH a pleasure working with you!



With our small, but dedicated team, I'm so proud of the work we have accomplished over the past year – another successful Agricultural Excellence Conference welcoming 900 participants, our new Farm Financial Fluency training program in partnership with MNP, our ongoing Roots to Success risk management training program, and another successful Farm Transition Appreciation Day welcoming over 500 participants in partnership with BDO, FCC, RBC and the Canadian Association of Farm Advisors. And, contributing to over 60 articles, podcasts and interviews with ag media to promote best practices and the impact of investing in farm business management! We're also so pleased to be involved in so many industry initiatives to help a farm management lens, including the Empowering Lasting Leadership Excellence program for women in agriculture and agri-food, the Canadian Agricultural Sustainability Initiative and Canadian Roundtable for Sustainable Beef. In June, I had the pleasure of participating in the International Farm Management Congress in Copenhagen, where I had the chance to exchange insights with farm management enthusiasts across the globe to bring back to Canada!

With our 2022-23 business plan in hand, we've got our noses to the grindstone, preparing to launch our programming in the fall, including our workshops in support of farm financial fluency, managing farm risk and farm transition, and of course the AgEx Conference while we continue to strengthen and create new industry partnerships. We're also waiting to hear back on a few applications we have submitted to enhance existing and offer new programming. Fingers crossed!

Mark your calendars to join us in Canmore, Alberta and online November 22-24 for our 2022 Agricultural Excellence Conference.

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. 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

“Remember how far you've come,
not just how far you have to go.”

~ Rick Warren

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 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.

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

Farm Management Canada would like to thank everyone who participated in this year's Annual General Meeting (AGM). The AGM was held virtually July 12th and was a great success, welcoming members and stakeholders from across Canada and around the world to celebrate Farm Management Canada's 2021-22 accomplishments and hear the results of Director elections.

Farm Management Canada's Annual Report is available online at www.fmc-gac.com.

This year, Farm Management Canada received 6 nominations for 5 Board positions available.

Farm Management Canada welcomed four new Directors: Julia Buckingham, Harsh Khela, Stuart Person and Jim Selman to its Board of Directors, and Derek Brewin was re-elected for a second term.

Farm Management Canada, its members and Board extended a sincere thank you to its outgoing Board members: Annessa Good, Henry Vos, Roberta Galbraith and Janine Sekulic.

Following the Annual Meeting, Andrea Gal, who farms with her family in Oxford County, Ontario and works as a consultant, was re-elected Chair. Steve Duff, a farmer from Ontario was elected Vice-Chair, and Derek Brewin, Head of the Department of Agribusiness and Agricultural Economics at the University of Manitoba was re-elected Secretary/Treasurer.

MEET FARM MANAGEMENT CANADA'S 2022-23 BOARD OF DIRECTORS



Andrea Gal, Chair
Farmer
Ontario



Stephen Duff, Vice-Chair
Farmer
Ontario



Derek Brewin, Treasurer/Secretary
Academic Member
Manitoba



Terry Aberhart
Farmer
Saskatchewan



Brad Barton
Government
Yukon



Julia Buckingham
Member at Large
Ontario



Harsh Khela
Young Farmer
British Columbia



Stuart Person
Corporate Member
Alberta



Jim Selman
Member at Large
Ontario

To learn more about our Board of Directors, visit www.fmc-gac.com.



AGRICULTURAL EXCELLENCE CONFERENCE

Reaching New Heights

Join us for our 2022 Hybrid Event!

Hosted in Canmore, Alberta

November 22-24, 2022

www.agexcellenceconference.ca

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.

Early Bird Pricing - 10% off!

Early Bird Pricing Available until September 30th, 2022

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.

Don't miss out on AgEx 2022, register now and book your hotel in the beautiful mountain town of Canmore!

Register Here

Farm Tour

Join us November 22 for the AgEx 2022 Farm Tour: Hilton Ventures Farm and Origin Malting and Brewing Co.!



We will be taking off from the Calgary Airport to Strathmore, Alberta where we'll meet the team behind Hilton Ventures.

Spencer and wife Lynne became full partners with his parents several decades ago, with his brother Sterling (who is 15 years younger than Spencer) and his wife Lianna joining in the late '90s. Most recently Spencer and Lynne's sons Dane and Reid joined the partnership.

The farm includes 12,500 acres of cropland spread between Drumheller and Calgary. Alongside growing a diverse crop rotation and servicing multiple end-buyers, the farm supplies premium two-row malting barley to the farm business subsidiary, Origin Malting and Brewing Co., which is managed in part by daughter, Meleah, and son-in-law, Kyle Geeraert.

From the farm, we'll make our way to [Origin Malting and Brewing Co.](#) to see how everything comes together; barley, malt, beer, and community. Launched in 2017, Origin is one of the only craft brewers in Canada to malt their own barley grown on their family farm. Origin Malting provides full traceability to the exact field where they barley is grown.



Pictured above from left: Reid, Lianna, Dane, Spencer, Lynne and Sterling Hilton

We'll meet the team, tour the brewery and finish in the taphouse to sample from 12 craft beers!

The tour will end with lunch before heading to Canmore for the Agricultural Excellence Conference.

FULL TICKET

\$52.50
(incl. CA\$2.50 HST)

This ticket includes Shuttle from the Calgary Airport to the Farm Tour, Brewery Tour, Lunch, Shuttle to the Canmore Coast Hotel.

Itinerary:

- The tour will start at the Calgary Airport, where the shuttle will leave promptly at 10am. Please ensure your flight arrives at the airport before 9:30am.
- The ride out to Strathmore will take approximately 1 hour.
- We will tour Hilton Venture Farms
- We will head to Origin Malting & Brewery Co.
- **Lunch will be provided** by a local food truck at the brewery.
- The shuttle will take everyone to the Canmore Coast Hotel for AgEx!

FARM TOUR ONLY TICKET

\$31.50
(incl. CA\$1.50 HST)

This ticket includes the Farm Tour, Brewery Tour and lunch. This ticket does NOT include the shuttle and is for attendees who will drive to the farm tour themselves.

Itinerary:

- We will tour Hilton Venture Farms
- We will head to Origin Malting & Brewery Co.
- **Lunch will be provided** by a local food truck at the brewery.

Tickets are final sale.

Register for Farm Tour

The Farm Tour is sponsored by



FOR INFORMATION ABOUT HOTEL AND SHUTTLE GO TO

Agexcellenceconference.ca

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

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

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Workshop Sponsor



Panel Sponsor



Keynote Sponsor



Session Sponsor



by



TELUS® Agriculture



Meal Sponsors



Farm Tour



Media Sponsor



Supporting Partners



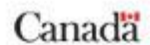
Government



Your one-stop shop for farm transition.



FarmTransitionGuide.ca



MARK YOUR CALENDARS!



FARM TRANSITION
APPRECIATION DAY

JANUARY 10, 2023

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

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).

For more information, visit: 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.

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.

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

"I used to try and micromanage everything to death. On top of that, I wanted perfection. The benefits of teaching and delegating to others is really starting to shine...everyone is stepping up and the work is getting done. I no longer feel like it's all up to me. I can play a more supportive role as a leader."

- Derek Axten, Axten Farms



INTERESTED IN ENROLLING? OUR NEXT PROGRAM STARTS JANUARY 2023.

VISIT WWW.LEADER-SHIFT.CA TODAY!

SAVE ON TUITION!

This program is eligible for:

Up to \$10,000 in grant funding under the Canada Job Grant

Up to \$2500 in cost-share funding under the Canadian Agricultural Partnership

Check with your provincial Ministry of Agriculture for eligibility requirements.



NEW!

- 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 (farmlleadership@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 (In-Class): December 12-15, 2022 - Calgary, AB

Module 2 (Online): Week of January 16, 2023

Module 3 (Online): Week of January 30, 2023

Module 4 (Online): March 2023

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



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.

To learn more about AgriShield and to **try it for free**, visit 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 this year! Stay tuned for more workshops by subscribing to our social media channels or emails!

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

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.

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.

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.

Check out our latest articles under *Recent Issues*.

A new kind of pest: Hackers and cyberattacks in today's agriculture

The threat of cyberattacks on agricultural producers is increasing, along with the resulting costs for individual farmers and agri-food businesses alike with payments to hackers reaching new highs every year. Cyberattacks are an issue of concern for any individual, industry, or government. More than 20% of Canadian businesses were a target of a cyberattack in 2019. A recent report puts the cost of cyberattacks on Canadian businesses in the hundreds of millions each year, although the actual amount is certainly higher as most attacks go unreported.

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.



SEEDS OF CHANGE REPORT

New Report Examines Potential Risks and Opportunities Related to Climate Change for Agriculture

The image shows the cover of the 'Seeds of Change' report on the left. The cover is white with a red maple leaf logo at the top right. The title 'Seeds of Change' is in a bold, sans-serif font. Below it, the subtitle reads 'Shifting Diets & Soil Carbon Sequestration Markets: How Climate Change is Driving New Opportunities and Risks in Agriculture'. The date 'May 2022' is printed below the subtitle. A circular graphic with the words 'change', 'climate', and 'change' repeated in a stylized font is on the right side of the cover. At the bottom left of the cover, it says 'Prepared by Rick Davies, Davies Policy Consulting Inc.'. To the right of the cover, the text 'Farm Management Canada is pleased to announce the release of our latest research:' is displayed in a large, bold, black font. Below this, the title of the report is quoted: '"Seeds of Change: Shifting Diets and Soil Carbon Sequestration Markets: How Climate Change is Driving New Opportunities and Risks in Agriculture"'. At the bottom, a black rectangular box contains the text 'To read the full report, visit www.fmc-gac.com' in white font. The background of the entire section is a blurred image of a green field under a blue sky with white clouds.

Climate Change is driving shifts in Canadian agriculture and food consumption at an increasingly rapid pace, introducing new opportunities and risks that were unanticipated just a few years ago. Traditional forecasting methods fail when the future looks nothing like the past. How best then, to manage risk when faced with this kind of uncertainty? Farm Management Canada's Roots to Success project responded to this challenge by undertaking a foresight exercise focused on farms and ranches.

Weak signals or seeds of change are defined in foresight analysis as the first indicators of change that may become significant in the future. Members of Farm Management Canada's National Risk Management Roundtable participated in a horizon scan exercise that identified 8 weak signals driven by climate change. Two of these signals were identified as priorities by Roundtable members:

- Canadians are shifting their diet to include more fruit, vegetables and non-animal protein alternatives (for both health and environmental reasons); and
- Soil carbon sequestration markets will become an opportunity for the agriculture sector.

In the report, both priority signals were then used to build future scenarios that indicate potential outcomes should the signal become the norm. Resulting opportunities and risks to farmers and ranchers were then identified, along with recommendations for support strategies that Farm Management Canada, other similar organisations, and governments can provide.

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. has undertaken 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 research and are compiling our results. We will be launching our Final Report very soon – stay tuned!

We would like to thank our project partners for helping us undertake this vital research:



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





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.



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.

The IFMA 2022 Country Reports can be viewed here:

www.ifma.network/content/large/country_reports/2022_ifma_country_reports.pdf

In addition to the Country Reports from Council members, Next Generation farmers from around the world contribute Hands On Farm Management Reports 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:

www.ifma.network/content/large/country_reports/hands_on_farmer_reports/Hands_On_Master_Report_-_April_2022.pdf



Hannah Konschuh
Grains and Oilseeds Farmer
Alberta



Morgan Smallman
Potato Farmer
Prince Edward Island

INTERNATIONAL FARM MANAGEMENT CONGRESS

JUNE 26 – JULY 1, 2022 – COPENHAGEN, DENMARK



The 23rd International Farm Management Congress took place June 26 – July 1 in Copenhagen, Denmark.

The theme of the Congress was **Strategic Farming in Scandinavia** and focused on what it takes to be a successful farm business manager under a variety of circumstances and different conditions. The Congress focused on key elements including production, markets, economics, leadership, and strategy.

Over the course of 5 days, participants from around the world heard from industry experts through keynote presentations, concurrent sessions and panel discussions. Participants also had the opportunity to participate in 2 days of farm tours to explore the farming challenges, as well as having the opportunity to enjoy the beautiful countryside of Scandinavia.

For those looking for more, a Pre-Congress tour was hosted, taking delegates on an agricultural tour starting in Norway, through Sweden and ending up in Denmark for the Congress.

Visit our social media channels to follow our journey through Scandinavia and the Congress @IFMAOnline!

And in the meantime, here are some photos for you to enjoy!





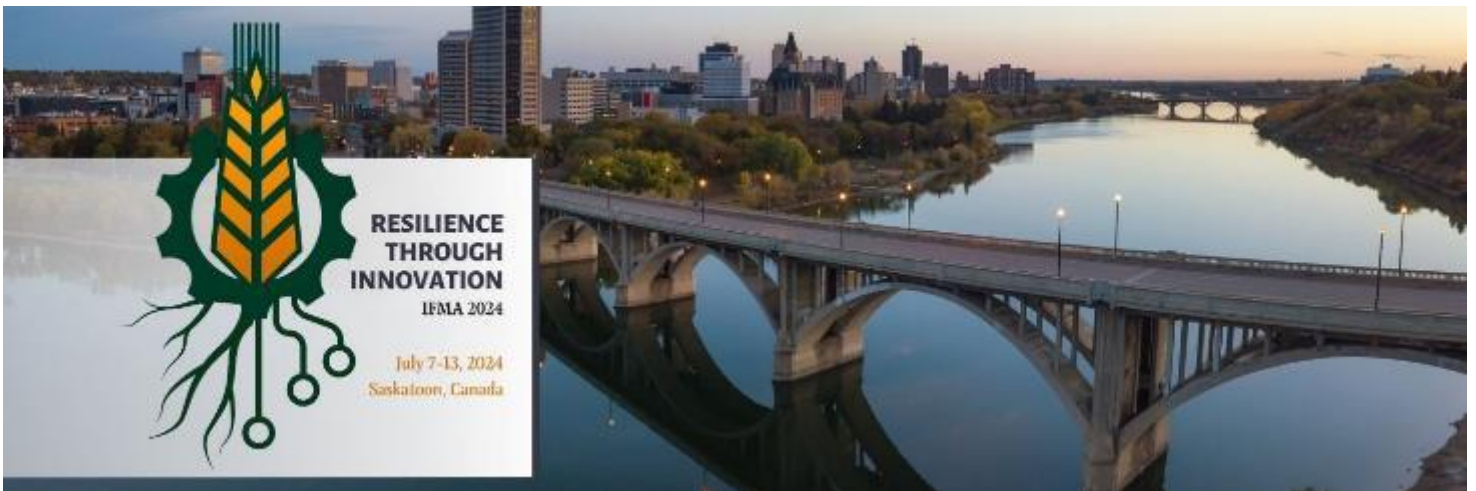


Catch the action online!

Follow and Like **@IFMAOnline**

Join our LinkedIn group: www.linkedin.com/groups/3161741

JOIN US FOR THE 24TH
INTERNATIONAL FARM MANAGEMENT CONGRESS
JULY 7-13, 2024
SASKATOON, SASKATCHEWAN



For details, visit www.ifma2024.org

Like and follow **@IFMA2024** and **@IFMAOnline**

Hosted by the College of Agricultural and Resource Economics



**UNIVERSITY OF
SASKATCHEWAN**

ONLINE RESOURCE PORTAL: www.TakeANewApproach.ca

NATIONAL FARM BUSINESS MANAGEMENT RESOURCE CENTRE

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The National Farm Business Management Resource Centre provides Canada's farmers with access to tools and learning opportunities to support farm business skills development.



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.

Take some time to browse the resources, programs, and events available to you.

Resources By
Stage Of Farming

Starting
Your Farm
Business



Growing
Your Farm
Business



Transitioning
Your Farm
Business



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AGRIWEBINAR FEATURE:

Taking Stock for Flood Recovery

In this webinar, Jim Forbes walks you through a new resource available for producers: Taking Stock for Flood Recovery. This workbook is designed to assist you to assess “where you are” and figure out how to get where you want to be through a self-assessment of your farm management systems, skills and practices.



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.



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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



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



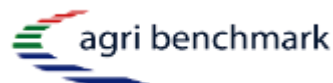
Luminary Works Strategy



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



Peer Groups Toolkit



Measuring Program Impact

CountryGuide

STRATEGIC. BUSINESS. THINKING.

Editor's Note: Making up your mind in 2022

By Tom Button
Editor

Published: June 2, 2022
Column

Reading Time: 2 minutes



Tom Button is editor of Country Guide magazine. Photo: File

AgriResponse

A new kind of pest: Hackers and cyberattacks in today's agriculture

A new kind of pest: Hackers and cyberattacks in today's agriculture

Category: Management | Topic: Technology and innovation

Posted Date: June 08, 2022

The threat of cyberattacks on agricultural producers is increasing along with the resulting costs for individual farmers and agri-food businesses alike with payments to hackers reaching new highs every year.[1]

More than 20% of Canadian businesses were a target of a cyberattack in 2019[2]. A recent report[3] puts the cost of cyberattacks on Canadian businesses in the hundreds of millions each year, although the actual amount is certainly higher as most attacks go unreported.



EASTERN ONTARIO AGRINews

HEATHER WATSON IS ONE OF 2022'S INFLUENTIAL WOMEN IN CANADIAN AGRICULTURE

Presenting Agriculture | Jan 2, 2022 | AgriProfile | 0 min | 4.4/5.0



By Sandy Caswellman
Assistant Copy Editor

OTTAWA, (TheStar.com) — Heather Watson, who I know so many incredible women working so hard for our industry, I couldn't believe my name would be put forward to amongst such an amazing group of women. Already, I'm thinking about all the women I'd like to nominate for next year."

In her statement, Watson was referring to the fact that she's been named one of this year's influential women in Canadian Agriculture (WCA). She is the co-convener of Farm Management Canada's (FMC) Women's event of 2022, which is the 2022 Women's event of the recognition program designed to honour, highlight and celebrate women who are driving the future of Canadian agriculture."

The FMC recognition program was first launched in 2020. Watson is the planner for the 2022 event of FMC's include in alphabetical order by last name: Valerie Conway (Coastal Poultry Innovation), Mary Beth Mulvihill (Poultry and research program director at the University of Guelph), Lisa Munro (owner of Munro Farming, Guelph, Ontario), Barbara (research scientist with Agri-Innovate Agri Food Canada), Lisa Shaw (manager of Southwest Research Farm), and Sarah Thelen (professor at the University of Saskatchewan).

THE WESTERN PRODUCER

A farm woman's life: survey on experiences of that world

By Braedyn Wozniak

Reading Time: 2 minutes

Published: June 23, 2022
Farm Living



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HillNotes

Quick reads on Canadian topics

The Mental Health of Canadian Farmers

BY LOPRESPUB on JULY 13, 2022

Canadian farmers face significant challenges in their work, such as market volatility and extreme weather events, which are compounded by difficult farm working conditions that involve long hours in often isolated conditions and a high risk of occupational injury.

These stressors correlate with farmers experiencing mental health challenges, including anxiety and depression, at higher rates than the general population. Furthermore, farmers face personal and institutional barriers in accessing mental health services to address these issues.

INDUSTRY MEETINGS, EVENTS & PRESENTATIONS



INTERNATIONAL FARM MANAGEMENT CONGRESS

June 26-July 1, 2022, Denmark



ANNUAL GENERAL MEETING

July 12, 2022

UPCOMING INDUSTRY EVENTS & PRESENTATIONS



AGSMART EXPO 2022

August 9-10, 2022, Olds, Alberta



ANNUAL CONFERENCE: SAFETY IS OUR PROMISE

October 3-6, 2022, Hamilton, Ontario



INFLUENTIAL WOMEN IN CANADIAN AGRICULTURE SUMMIT

October 18, 2022



BRIDGING THE GAP: FAMILY FARM TRANSITION WORKSHOP

November 8, 2022, Red Deer, Alberta



AGRICULTURAL EXCELLENCE CONFERENCE

November 22-24, 2022, Canmore, Alberta



FARM TRANSITION APPRECIATION DAY

January 10, 2023



INTERNATIONAL FARM MANAGEMENT CONGRESS

July 7-13, 2024, Saskatoon, Saskatchewan

STAY TUNED FOR ROOTS TO SUCCESS RISK MANAGEMENT TRAINING AND FARM FINANCIAL FLUENCY TRAINING!

PROVINCIAL/TERRITORIAL MINISTRY REPRESENTATIVE UPDATE

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 July to share insights, showcase new programs and resources and strategic plan for the next policy framework and collaborative projects. Our next meeting will take place November 25 in Canmore, Alberta following the AgEx Conference.

WELCOME & WELCOME BACK TO OUR NEW & RENEWED MEMBERS

INDIVIDUAL MEMBERS

Bob Riddell

Curtis Wong

Harsh Khela

Holly White

Jim Selman

Julia Buckingham

Kent Fulford

Simran Bains

Yvonne Choquette

CORPORATIONS

TELUS Agriculture

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



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
 - Bridging the Gap – Family Farm Transition
- Agriwebinars
 - Ex. The Healthy Farmer Series



Learning Programs

- National Farm Leadership Program
- LeaderShift Insight Program



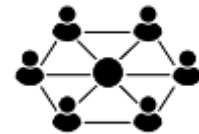
Learning Tools

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



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 Best Practices for Farm Business Management – A Global Study



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

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.

Sign up to our mailing list to stay informed of our programs and activities at fmc-gac.com/sign-up/#mailing-list

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

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1-888-232-3262

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.



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