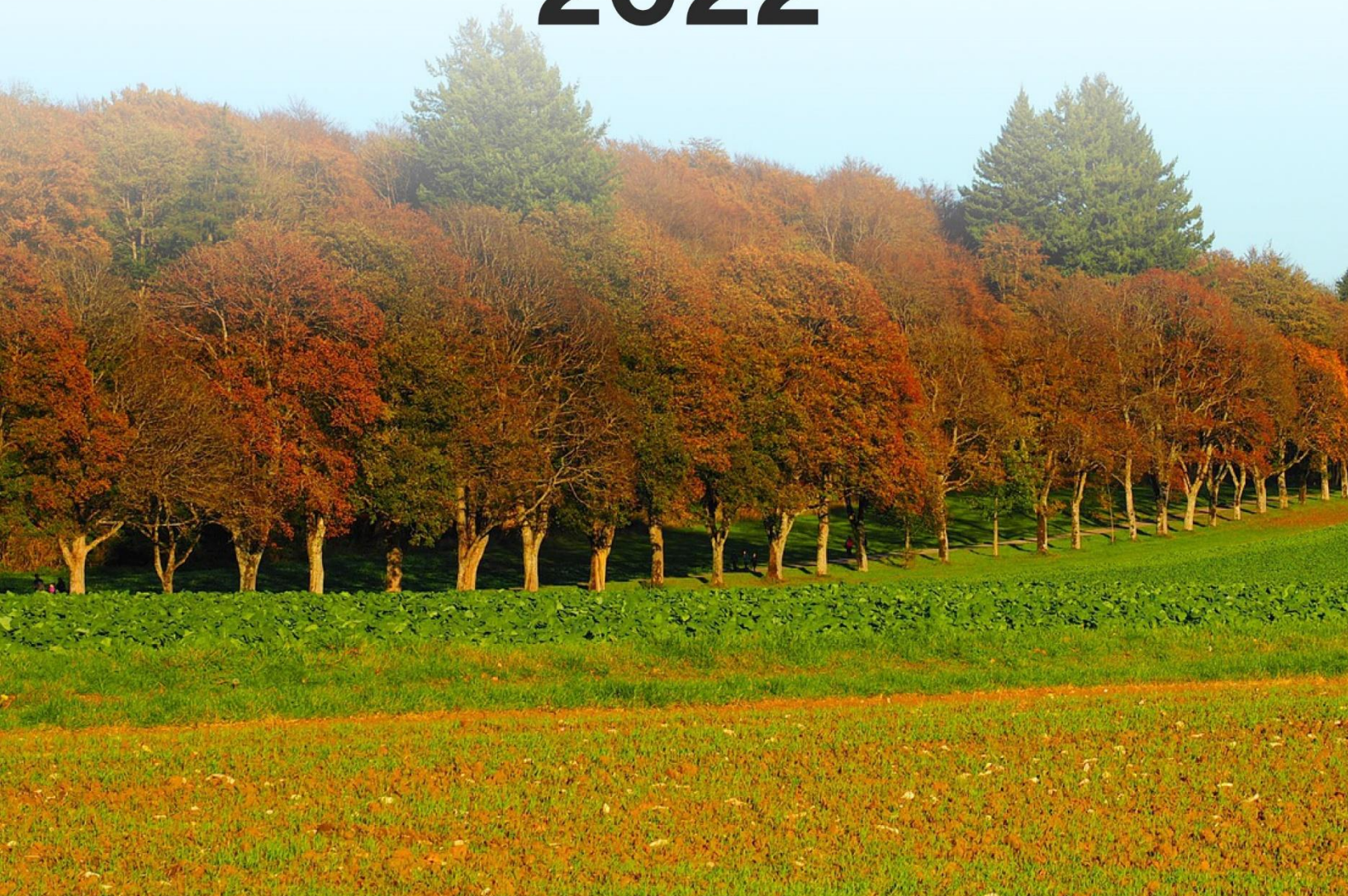




FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

Fall Update 2022





FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

Fall 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,

For as long as I can remember, a motivational sign with a simple but powerful message has hung in the family farm office. The sign shows a frog trying to strangle a pelican, accompanied by the message “Never give up.” In my childhood, the sign was a simple black-and-white photocopy. Eventually, a family friend made a custom rug hooking, creating a small banner to replace the tattered paper.

Over the years, Dad pointed to that image to drive home his message as my sister and I faced various childhood and youthful challenges. As we have transitioned into management roles on the farm, that sign has certainly come up in a conversation or two.

While the message holds an important place in my family’s memories and discussions, I think the image encapsulates the attitude of so many individuals in our industry. We often share a dedication to push through a challenge and find a solution. We can think of those times we try to nurse a sick young calf. Or those evenings we have an equipment breakdown and must find a workaround solution until our equipment dealer opens again.



The message also resonates with Farm Management Canada’s history. The organization began in 1992, as an outgrowth of a government and industry recommendation to establish a national body to coordinate, develop and disseminate farm business management resources and tools. The agricultural industry was rebuilding after the farm crisis of the 1980s, and sector stakeholders wanted to ensure producers had more resources to help weather financial challenges.

This year, Farm Management Canada is celebrating its 30th anniversary. We are grateful for all our generous members, sponsors, supporters, and partners who help to make our work possible. We are dedicated to championing farm business management.

And, of course, farm business management is a continual learning journey. We can always find ways to advance our skills to ensure the resiliency of our businesses, farms, and families.

A key opportunity to gather with fellow farm business management enthusiasts is fast approaching: our annual AgEx conference runs this year from November 22 to 24. The Farm Management Canada team has been hard at work preparing an engaging and informative agenda. If you have not yet registered, we encourage you to join us – either in the beautiful Canmore, Alberta or in the convenience of your farm office (or kitchen table)! You can learn more about the conference below.

As always, thank you for your continued support of Farm Management Canada and your dedication to farm business excellence.

All the best,

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

Andrea Gal
Chair, Farm Management Canada

“Many of life’s failures are people who did not realize how close they were to success when they gave up.”

~ Thomas Edison

MESSAGE FROM OUR EXECUTIVE DIRECTOR

Greetings fellow farm management enthusiasts,

I'd like you to join me on a journey back in time. Let's turn the dial back to 30 years ago and take a look at what was happening in Canadian agriculture...

It was the early 90s and farmers were struggling to get back on their feet following the financial crisis that wreaked havoc a decade earlier. It was also when government and industry joined forces to not only find a way to help the industry recover, but to help build our farmers' capacity to manage risk and once again achieve prosperity. They turned their attention to investing in farm business management, recognizing that business practices like budgeting, planning, monitoring performance and contingency planning could help farmers face the volatility and unpredictability of agriculture. They worked together to establish a national organization to champion farm business education and skills development. On November 12, 1992 the Canadian Farm Business Management Council was created, known today as Farm Management Canada.



Looking back on the past 30 years has been incredible - we've created a page on [our website](#) so you can see a timeline of our accomplishments and read about the history of our organization. You name it, we've done it, and we keep doing it! We're so grateful to the many who have helped us along the way and continue to stand firmly by our side.

I'm proud of the way we have embraced and continue to embrace innovative ways of reaching farmers – I mean, we beat the internet when we established a national network for farm business support! Many of our core programs still exist today including our national Agricultural Excellence conference to showcase the latest information and resources for farmers, and we were the first to offer online seminars we call Agriwebinars, which are still going strong. We've built an incredible network of experts from Canada and around the world to exchange insights and draw from to ensure we bring the latest and greatest opportunities to our farmers.

As you'll read throughout this newsletter, we've got an incredible line-up of programs for the fall and winter learning season. We hope you will take advantage of the many opportunities available to you. And we hope to see you all in Canmore November 22-24 for our 2022 Agricultural Excellence Conference!

We look forward to continuing to serve a vital role in helping our agricultural sector reach new heights through farm business excellence.

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', with a stylized flourish at the end.

Heather Watson
Executive Director, Farm Management Canada

*"Potential is not an endpoint but
a capacity to grow and learn."*

~ Eileen Kennedy-Moore

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.

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's Board of Directors met during the summer to review our performance and revisit our goals for 2022-23. New Director orientation was provided to our newest Board members along with Executive orientation to Directors newly elected to serve Executive positions. The Board meets quarterly to review our progress against our goals. Board members volunteer to lead and be part of our strategic priority areas.

Our Strategic Priorities:

1. Validate and Promote the Impact of Farm Business Management
2. Maintain Financial Resiliency
3. Build Strong Partnerships
4. Build Farm Management Canada as an Esteemed Brand

Our current Strategic Plan is set to expire in March, so the organization is initiating a new Strategic Planning exercise to determine the Strategic Priorities of the organization for the next 3 years and as we enter into the New Policy Framework – the Sustainable Canadian Agriculture Partnership.

Our annual in-person Board meeting will take place in conjunction with the Agriculture Excellence Conference in November. We look forward to seeing you there!

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.



Reaching New Heights

November 22-24, 2022
In-Person & Virtual

Canmore, Alberta

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!

AgEx is 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 with practical take-aways and learning outcomes.

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 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 broadcast live sessions, while also providing access to our resource library, on-demand sessions and recordings.

Join us in Alberta for an exclusive tour of Hilton Venture Farms and Origin Malting and Brewing, our national resource showcase, interactive networking sessions, and celebrating 30 years of advancing farm business excellence at our 30th Anniversary Banquet.

AGENDA

(Mountain Standard Time)

November 22	
Pre-AgEx Farm Tour	
10:00 AM - 11:00 AM	Farm Tour Bus departs Calgary Airport
11:00 AM - 03:00 PM	Arrive at Hilton Venture Farms followed by Origin Malting & Brewing in Strathmore, AB
03:00 PM - 05:00 PM	Farm Tour Bus departs to Canmore
AgEx Conference Begins	
07:00 PM - 09:00 PM	Welcome Reception / Conference Check-In
November 23	
07:00 AM - 08:00 AM	Breakfast / Conference Check-In
08:00 AM - 08:15 AM	Opening Remarks Andrea Gal , Farm Management Canada and Special Guests
08:30 AM - 08:45 AM	<i>Reaching New Heights</i> Heather Watson , Farm Management Canada
08:45 AM - 10:00 AM	<i>Optimizing Your Growth Potential</i> Michael Langemeier , Purdue University
10:00 AM - 10:15 AM	Health Break & Networking Opportunity
10:15 AM - 11:15 AM	RealAg Radio LIVE: <i>Practical Approaches to Farm Management</i>

	Shaun Haney with Special Guests
11:15 AM - 12:15 PM	Farm Business Management Resource Showcase
12:15 PM - 12:45 PM	Lunch Break
12:45 PM - 01:45 PM	<i>How to reduce financial stress, and improve your confidence and mental health in the process</i> Stuart Person , MNP
01:45 PM - 02:45 PM	Concurrent Workshops <ul style="list-style-type: none"> – <i>Getting to YES with your Lender</i> – Lindsey Nichol, BMO – <i>Using Data to Optimize Farm Profitability</i> – Shea Ferster and Colin Wenngatz, MNP – <i>Building your Inner Leader</i> – Kelly Dobson, Leadershift – <i>Planning for What Lies Ahead: Building Resiliency on the Farm</i> – Mathieu Lipari, Farm Management Canada
02:45 PM - 03:00 PM	Health Break & Networking Opportunity
03:00 PM - 03:45 PM	The Farm Transition “Dating Game” Joel Bokenfohr , FCC
03:45 PM - 05:00 PM	<i>BC Floods, One Year Later</i> Megz Reynolds , The Do More Agriculture Foundation Wendy Bennett , AgSafeBC Jimi Meier , U&D Meier Dairy #2 Ltd.
05:45 PM - 06:30 PM	Student Networking Event
06:30 PM - 09:00 PM	FMC's 30th Anniversary Banquet & Wilson Loree Award
09:00 PM - 11:00 PM	Hospitality Suite

November 24

07:00 AM - 08:00 AM	Breakfast
08:00 AM - 08:10 AM	Morning Welcome Heather Watson , Farm Management Canada
08:10 AM - 09:00 AM	<i>What is IoT and what does it mean to my farm?</i> Daniel Portela , Decisive Farming by Telus Agriculture
09:00 AM - 10:15 AM	<i>Taking it off the Farm - Ideas in Connecting to Big Policy Issues</i> Dean Roberts , Canadian Canola Growers Association Dave Carey , Canadian Canola Growers Association Janice Tranberg , Alberta Cattle Feeders' Association, and National Cattle Feeders' Association Jeff Nielsen , retired farmer former President of the Western Barley Growers Association
10:15 AM - 10:30 AM	Health Break & Networking Opportunity
10:30 AM - 11:15 AM	<i>Making Market Sense</i> Edward Broschinski , Cargill MarketSense
11:15 AM - 12:15 PM	Concurrent Workshops
12:15 PM - 01:00 PM	Lunch Break
01:00 PM - 01:45 PM	<i>Conquer Transition Mountain</i> Maggie Van Camp and Eric Colberg , BDO
01:45 PM – 02:30 PM	<i>Why you need strategy in 2023 (even if you got this far without one)</i> Josée Lemoine , Backswath Management Inc.
02:30 PM - 03:00 PM	Closing Remarks

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

Register Here

For more information about AgEx, the hotel and shuttle, visit: [AGEXCELLENCECONFERENCE.CA](https://agexcellenceconference.ca)

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 Canmore and picking up at the Calgary Airport to Strathmore, Alberta where we'll meet the team behind Hilton Ventures.

Spencer and his 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.

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.

Register Here

Sponsored by



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CONFERENCE POSSIBLE.

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SAVE THE DATE!

The Dawn of a New Generation

JANUARY 10, 2023



FARM TRANSITION
APPRECIATION DAY

The next Farm Transition Appreciation Day (FTADay) is taking place on January 10, 2023.

Over the next 10 years, 75% of farms across Canada will change hands.

FTADay was created to encourage and celebrate the progress Canada's farmers are making to secure the future of farming in Canada. It is a groundswell movement to motivate farmers to start, restart and keep going with farm succession through inspirational stories shared on social media and live events. And, the one day of the year when we can come together to help farmers through their farm transition journey. The New Year is the perfect time to celebrate our successes and take action to keep farms healthy for generations to come.

What can you do to support FTADay 2023?

Farmers, industry organizations, governments, agricultural media and agribusinesses across the country are encouraged to:

- ✓ Highlight FTADay in your newsletters leading up to January 10, 2023 - "We're getting ready to celebrate Farm Transition Appreciation Day, are you?"
- ✓ Share your farm transition success stories, tips, resources and tools through your websites, social media, industry publications and other communication channels
- ✓ Help amplify these stories and how families are transferring their farms to the next generation - strategically building, planning and supporting each other through change.
- ✓ Host virtual or in-person events for your members, clients and stakeholder community

Help create a coast-to-coast buzz around farm transition and encourage and support Canada's farmers in their transition journey.

Use #FTADay2023 to be part of the conversation on January 10th!

And, let us know what you're up to, so we can help promote your FTADay activities!

For more information, including access to our FTADay media kit, visit fmc-gac.com/ftaday



SEEKING HOST PARTNERS FOR FARM FINANCIAL FLUENCY TRAINING PROGRAM

Are you interested in hosting Farm Financial Fluency training for your members, clients and stakeholders? We are seeking host partners to sponsor sessions this Fall and Winter.

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

We are seeking host partners now!

Please reach out to Farm Management Canada at sponsorship@fmc-gac.com to discuss pricing and date options.

We are happy to work with you!

For more information and to register for an upcoming session, visit: fmc-gac.com/fff



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



Want to learn more?

Tune into our Agriwebinar on November 15, 2022 to learn more about the role leader development plays on farms and the programs available to you! Visit www.Aгриwebinar.com to learn more and register.

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 (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 (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® – 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.

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.

Getting to know Farm Management Canada's Risk Management Programs

AgriShield

Put an action plan in place to minimize threats and maximize opportunities for your farm business.

Identify, assess, and prioritize your farm risks.

Create a risk management action plan for you and your farm team.

Access resources and tools to help you manage risk.

"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

To learn more about AgriShield and to **try it for free**, visit www.myagrishield.ca

In partnership with:



ROOTS TO SUCCESS: TAKE 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](#).



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](http://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



Catch the action online!

Follow and Like **@IFMAOnline**

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



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SASKATCHEWAN

ONLINE RESOURCE PORTAL

www.TakeANewApproach.ca

**NATIONAL
FARM BUSINESS
MANAGEMENT
RESOURCE CENTRE**



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.

VISIT AGRIWEBINAR.COM



ACCESS OVER 250 ARCHIVED WEBINARS!

UPCOMING AGRIWEBINARS:

November 7, 2022: From Small Business to Small Farm

Melissa Schooley will share her journey from transitioning from a self-employed artist to becoming an agri-tourism entrepreneur. She will discuss business planning and marketing, diversification, agri-tourism, creating partnerships, the ups and downs of working with family, and things that have made her journey easier.



November 15, 2022: Growing Your Potential

Join us as we chat with Kelly Dobson, a fourth-generation farmer in Fairfax, Manitoba and founder of LeaderShift Inc. about the role leader development plays on farms, the connection between personal development and professional development, and the impact investing in leader development is having on farmers across Canada. We'll also learn what's in store for 2023 and the leader development programs available to you.



Grain Marketing Agriwebinar Series

December 6, 2022: Navigating the Grain Markets 101

As a producer, you're the CEO of your own company. It's your responsibility to maximize each crop's potential and competently align risk to reward. While this task is much easier said than done, accomplishing it successfully is the name of the game. Join us for this webinar where we will teach you the very basics of crop marketing so you have the foundational tools to start your journey proactively navigating your profitability.

Brought to you by



- Market volatility and risk management
- Carry in the market
- Cash contracts
- What is basis?
- Basic tools to manage your marketing

January 4, 2023: Using Financial Tools to Market Your Crop

- What is hedging?
- What tools can I use to hedge my risk?
- Futures contracts
- Options contracts

January 24, 2023: How to Develop and Rock Solid Grain Marketing Plan

- Putting together your dynamic crop marketing strategy
- Maximizing your hedging toolbox
- Tracking your expenses and knowing your margin
- Advanced option strategies

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



Skills Development Working Group



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



Skills Development Table
Understanding Skills Required Working Group



Agri benchmark Canadian Network



AgHR Roundtable



Program Review



Peer Groups Toolkit



Measuring Program Impact



Risk Management Study

INDUSTRY EVENTS & PRESENTATIONS



AGSMART EXPO 2022 - WHERE DOES CANADA STAND IN RELATION TO THE WORLD WITH AG TECH?

August 9-10, 2022, Olds, Alberta



MANAGING FARM RISK

September 15, 2022



FARM BUSINESS MANAGEMENT 101

September 16, 2022



ANNUAL CONFERENCE: SAFETY IS OUR PROMISE – CREATING A SUSTAINABLE WORKPLACE STARTS WITH SELF

October 3-6, 2022, Hamilton, Ontario



INFLUENTIAL WOMEN IN CANADIAN AGRICULTURE SUMMIT – WORKING TOWARDS WORK/LIFE BALANCE

October 18, 2022



Statistics
Canada

Statistique
Canada

FPT MINISTRY MEETING

October 26, 2022



NEXT GENERATION OF LEADERS IN AGRICULTURE – CANADA CONVENING

November 3, 2022

UPCOMING INDUSTRY EVENTS & PRESENTATIONS



AGRIWEBINAR: FROM SMALL BUSINESS TO SMALL FARM

November 7, 2022



BRIDGING THE GAP: FAMILY FARM TRANSITION WORKSHOP

November 8, 2022, Red Deer, Alberta



AGRI-TRADE

November 9-10, 2022 Red Deer, Alberta



FARMER MENTAL HEALTH

November 10, 2022



NATIONAL RISK MANAGEMENT ROUNDTABLE

November 14, 2022



AGRIWEBINAR: GROWING YOUR POTENTIAL

November 15, 2022



MANAGING FARM RISK

November 16, 2022



AGRICULTURAL EXCELLENCE CONFERENCE

November 22-24, 2022, Canmore, Alberta



ROOTS TO SUCCESS: RISK MANAGEMENT WORKSHOP

November 28, Osooyos, British Columbia

November 30, Kelowna, British Columbia

December 5-9 (virtual)



AGRIWEBINAR: NAVIGATING THE GRAIN MARKETS 101

December 6, 2022



AGRIWEBINAR: USING FINANCIAL TOOLS TO MARKET YOUR CROP

January 4, 2023



**FARM TRANSITION
APPRECIATION DAY**

FARM TRANSITION APPRECIATION DAY

January 10, 2023



FARM FINANCIAL FLUENCY

January 17-18, Saskatoon, Saskatchewan



AGRIWEBINAR: HOW TO DEVELOP AND ROCK SOLID GRAIN MARKETING PLAN

January 24, 2023



INTERNATIONAL FARM MANAGEMENT CONGRESS

July 7-13, 2024, Saskatoon, Saskatchewan

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 September 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.

MEMBERSHIP

WELCOME & WELCOME BACK TO OUR NEW & RENEWED MEMBERS

INDIVIDUAL MEMBERS

Gilles-André Gauthier

Judy Wilson

Mélanie Lanciault

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
 - Grain Marketing
- Agriwebinars
 - Ex. The Healthy Farmer Series



Learning Programs

- National Farm Leadership Program
- LeaderShift Insight Program



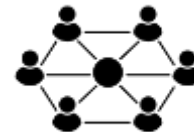
Learning Tools

- 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.

#harvest2022



CONTACT US

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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

