



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

# Winter Update 2023





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# Winter Update 2023

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**INFO@FMC-GAC.COM**

Hello everyone,

With my mix of personal, family, and professional responsibilities, I can sometimes feel caught up in an endless cycle of to-do lists. There's always that next item on the list that feels pressing to tackle.

A task-based orientation can be crucial to managing daily operations and, in some ways, it can simplify the pressures you face. After all, you can focus on a task at hand – whether it be paying your invoices for the week, catching up on your inbox, ordering your seed, or fixing the fence. You feel a sense of accomplishment when you check something off the list, and you know the next thing you need to do.

However, the pitfall of this approach is that you can become too enmeshed in day-to-day or operational activities. Every once and awhile, it is crucial to take a step back and think strategically about the bigger picture.

Adhering to farm business management best practices can help with finding the right balance between operational and strategic activities. In the winter, my family and I review and refine our business plan. I set reminders in my calendar so I remember to block time for this work and avoid the to-do list “rabbit hole.” Often, I find it helpful to set different days for the different types of work. I'll focus on the operational tasks on Sundays (with breaks for family meals and family visits), and dig into the more strategic activities on Monday evenings.

At Farm Management Canada, too, we experience different cycles of activity. The Board of Directors provides strategic direction to the organization and assesses our accomplishments against our goals. Periodically, we need to take a step back to look at the larger picture through the strategic planning process. As our current strategic plan ends in March, we're developing our plan for the next three years. The timing of this work is intentional, as our new plan will help to guide our direction under the *Sustainable Canadian Agricultural Partnership*, which begins in April.

The strategic planning process is crucial, but also places added demands on the board. I am thankful for the extra time that all the board members are contributing to this process, and I appreciate the engaging conversations underway. We look forward to sharing the key updates with our members, partners, and supporters, and continuing to collaborate to best support the resiliency and success of the Canadian agricultural industry.

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

All the best,



**Andrea Gal**  
Chair, Farm Management Canada



*“Without strategy, execution is aimless.  
Without execution, strategy is useless.”*  
~ Morris Chang

## MESSAGE FROM OUR EXECUTIVE DIRECTOR

Greetings fellow farm management enthusiasts,

As we embark into a new year, I hope you have taken the time to reflect and celebrate all your incredible accomplishments. Looking back on the year past, I'm always amazed by the challenges overcome and opportunities realized.

The new year also allows for a time to revise or realign with our goals to ensure we continue advancing in the direction we desire to go. Take the time you need to rest, reflect and recharge as you prepare for the undoubtedly busy spring ahead.

This year will mark our 31<sup>st</sup> year since Farm Management Canada started our incredible journey in 1992, originally known as the Canadian Farm Business Management Council. We are excited for the next 30+ years as we continue to partner with industry, government, and primary producers. We are currently preparing to submit an application to the Sustainable Canadian Agricultural Partnership to continue our work of advancing Canadian farm business practices. Applications are expected to be available April 1, 2023. We look forward to continuing to serve a vital role in helping our agricultural sector reach new heights through farm business excellence.

We hit the ground running celebrating the third annual Farm Transition Appreciation Day on January 10<sup>th</sup> with our partners including BDO, FCC, MNP, RBC and the Canadian Association of Farm Advisors, with tremendous uptake and support from across Canada. We've launched our 2023 National Farm Leadership Program and are continuing to offer our Farm Financial Fluency and Risk Management training. We have a number of learning opportunities available to you, keep reading for dates and more information!

I invite you to consider becoming a partner with Farm Management Canada to help us continue to build the business acumen of Canada's farmers to achieve sustainable growth and success.

I would also like to extend a heartfelt thank you to everyone who helped us develop and deliver our programs and services over the past year, and especially those who took advantage of our learning opportunities. Working together is vital to our success!

Takin' care of business,



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



*"Progress lies not in enhancing what is,  
but in advancing toward what will be."*

*~ Khalil Gibran*

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

### OUR UPCOMING EVENTS

| <u>DATE</u>       | <u>EVENT</u>   | <u>LOCATION</u> |
|-------------------|--|-----------------|
| March 2 & 3       | <a href="#">PRODUCERS: ROOTS TO SUCCESS: RISK MANAGEMENT WORKSHOP</a>      | Virtual         |
| March 7, 8 & 9    | <a href="#">FARM FINANCIAL FLUENCY TRAINING</a><br>Canola Growers Training | Virtual         |
| March 16 & 20     | <a href="#">ADVISORS: ROOTS TO SUCCESS: RISK MANAGEMENT WORKSHOP</a>       | Virtual         |
| March 20, 22 & 24 | <a href="#">FARM FINANCIAL FLUENCY TRAINING</a><br>General Training        | Virtual         |
| November 21 - 23  | <a href="#">AGRICULTURAL EXCELLENCE CONFERENCE</a>                         | Guelph, Ontario |

## BOARD AND GOVERNANCE

Farm Management Canada's Board of Directors met in November to review our progress towards our goals for 2022-23. Our strategic planning work is now in full swing. It began with one-on-one interviews with board members, staff, and industry representatives, and some brainstorming during the in-person board meeting in Canmore. Now, the board is participating in in-depth virtual strategic planning sessions.

#### **Our Strategic Priorities for 2020-23:**

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

We look forward to finalizing our new strategic plan, which will guide our activities for the next three years.

To learn more about our Board of Directors, visit <https://fmc-gac.com/who-we-are/>



# AgEx

AGRICULTURAL EXCELLENCE CONFERENCE

## Reaching New Heights

NOVEMBER 22-24, 2022

After two years of hosting the Agricultural Excellence Conference virtually, Farm Management Canada held AgEx as a hybrid event welcoming over 350 participants in-person and virtually, and the event was a huge success!

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 focused 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**, was a celebration of the opportunities ahead for Canadian agriculture and acknowledging and embracing the farm business management practices that provide the foundation for success.

In addition to 6 keynote presentations, the Conference included a farm tour at Hilton Ventures Farm and Origin Malting & Brewing, 4 panel discussions, 4 concurrent workshops and a RealAg Radio Live broadcast. All keynote, panel discussions and the RealAg Radio sessions are available to view on our [YouTube channel](#).

From farmers to advisors, consultants, students, academia, government, private industry and associations, AgEx welcomed a diverse group of industry stakeholders who provided incredible energy and engagement.







MORE ABOUT THE 2022 AGRICULTURAL EXCELLENCE CONFERENCE

Participants were asked:

What will you start doing, stop doing, or do differently because of attending AgEx? Here is what some of the participants had to say:

- |  |  |  |
|--|--|--|
| ✓ I will try harder to keep track of our financial records and ROI   | ✓ Goal promotion, higher level management competency attribution   | ✓ Pay more attention to groups and resources out there   |
| ✓ Have more business meetings with financial statements. Cash and accrual. Complete a transition plan to date.   | ✓ We will spend more time considering how to mitigate repercussions of government policies, and we will plan more farm meetings. | ✓ Will stop letting things ride and being complacent that others are in charge and I'm just along for the ride |
| ✓ Going to keep working on getting better at communication and leadership skills. Not afraid to spend money on specialized advisors if we need them as the transition to next generation goes into the implementation stage. | ✓ Continue to monitor government climate policy  | ✓ Setting short, medium, and long term goals   |
|  | ✓ Be more detailed in my goal in planning for execution  | ✓ We will form farm goals and do regular check-ins.  |
|  | ✓ Quarterly planning meetings  | ✓ Be more proactive in my planning   |
| ✓ Be more compassionate  |  |  |

## TOP TAKE AWAYS

Participants were asked to give their top 3 take-aways from AgEx 2022. Below is a word clouds showing the most common words used by respondents followed by verbatim responses.



## ADDITIONAL FEEDBACK

*"As a business professional with a focus on agriculture, I have been to many industry conferences and this conference was the first time I felt like it was 100% applicable to me and my role within the industry. Lakeland College was fortunate enough to bring 37 students to the conference and the experience was fantastic. Not only did our students learn more about management practices from the industry experts they also had the opportunity to build their networks that will work to expand their future potential as they begin their careers in the world of agriculture."*

*"As always, Ag Ex presents pertinent information in an effective manner. The topics are wide ranging but also focused on helping farmers do better and remain profitable."*

*"Heather Watson, Mathieu Lipari, & their team do an amazing job not just with the Ag Excellence conferences, but everyday helping farmers navigate the growing demands & challenges in our business!"*

*"Ag excellence is always a great conference to connect with other business leaders, industry partners in farmers. To get together and celebrate the benefits and value, farm business management, and creating what you want out of your life and business."*

**95% of survey participants will promote this event or Farm Management Canada to others.**

## AgEx 2023 SOCIAL MEDIA

 **Megz Reynolds** @MegzReynolds · Nov 24, 2022  
Congratulations @FMC\_GAC on 30 years!!

Thank you for bringing such an important conversation to the stage yesterday!

It was an honour to moderate the panel and hear Jimi and Wendy share their stories, 1 year after the BC floods.

 **FMC/GAC** @FMC\_GAC · Nov 23, 2022

Now @ #AgEx2022: 'BC Floods, One Year Later' with @MegzReynolds of @domoreag, Wendy Bennett of @AgSafeBC and farmer BC farmer Jimi Meier of U&D Meier Dairy #2 Farms tell us how best to support farmers across Canada in an increasingly complex and unpredictable business environment



Reaching New Heights  
November 22-24, 2022 | Camrose, Alberta & Virtual



### BC Floods, One Year Later

Wednesday, November 23

#### PANEL MEMBERS



Megz Reynolds

Executive Director  
The Do More Agriculture Foundation



Wendy Bennett

Executive Director AgSafeBC



Jimi Meier

U&D Meier Dairy Farms

Sponsored by:



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

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Join us in Guelph, Ontario for AgEx 2023  
November 21-23, 2023

## MANITOBA'S MICHELE ROGALSKY RECOGNIZED FOR HER CONTRIBUTION TO FARM MANAGEMENT EXCELLENCE WITH PRESTIGIOUS WILSON LOREE AWARD

Farm Management Canada recently held its annual Agricultural Excellence Conference where Michele Rogalsky was announced as the 2022 recipient of the prestigious Wilson Loree Award. Now in its twentieth year, the Award honours individuals or groups who have made an extraordinary contribution to advancing farm business management in Canada.

Michele has dedicated her career to the advancement of agricultural education and training, retiring in 2022 from the University of Manitoba, School of Agriculture after 33 years of service. She spearheaded a critical revitalization of the two-year Diploma in Agriculture program, transforming the curriculum into one of the top applied farm management and production agriculture training programs in Canada. As part of the renewed curriculum, Michele engaged with industry technology partners to integrate digital agriculture which resulted in a new course titled "Agricultural Technologies for Farm Management Decision Making" which has brought together agricultural tech firms with students to explore and evaluate instrumentation and digital analysis platforms at the University of Manitoba's Carman research station and on their own farms.



Pictured (L-R): Michele Rogalsky accepting the 2022 Wilson Loree Award from Wilson Loree.

Under her guidance, the School of Agriculture has established itself as a farm safety education and training leader, and Michele facilitated a collaboration with Brodenhead Ojibway Nation to incorporate growing Indigenous foods and medicines, exploring sustainable food systems, nutrition, land stewardship and business practices.

According to student feedback, Michele's farm instructors made one of the best pivots to deliver effective online offerings during the COVID shutdowns on campus. Most of her current team of instructors were mentored by Michele as her students.

Throughout her career, Michele served on a number of industry Boards including the Canadian Agricultural Safety Association, the Canadian Agricultural Human Resources Council, and as Chair of the Canadian Association of Diplomas in Agriculture Program.

Michele was nominated by Derek Brewin, Chris Hamblin, and Martin Scanlon to receive the 2022 Wilson Loree Award.

Here is some of what Michele's colleagues had to say about her contributions to affecting positive change in farm business management:

*"Michele is a deserving candidate for the award, as she has truly made extraordinary contributions for positive change in farm business management practices and expertise in Canada. Her hard work and dedication to agricultural education, particularly in the areas of farm management and applied agriculture training, have transformed our Diploma in Agriculture program and benefited current students, alumni and our industry as a whole."*

*"I cannot think of an individual who is more deserving of this recognition, both in her dedication to training tomorrow's leaders in agricultural management and her role as a mentor to young professionals in Manitoba and across the country."*

*"She is a 'connector', bringing together members of the agricultural community in the communal goal of enhancing and delivering modern relevant agricultural training."*

*"Over the last decade, she has been passionate about ensuring that diploma graduates are prepared to succeed in agribusiness and farm management. Under her watch, the program has been updated to reflect modern agricultural practices and innovations through experiential learning, incorporating new technologies and strengthening high-level decision-making skills."*

*"I would like to highlight the incredible impact Michele Rogalsky has had on the people around her. She has been a mentor to students, young professionals and her colleagues, guiding and encouraging them to pursue career-advancing opportunities. She has worked quietly to build up others, and is often the person nominating others for awards, which is why I am so pleased to be able to support this nomination of Michele."*

*"Michele, quite simply, is a force of nature who sees a challenge, builds a team, and works with the individuals in the team to achieve their individual and team goals. Those successes have improved agricultural education and more broadly, the future of our agricultural industry."*

*"By far though, Michele's greatest attribute has been her leadership and her mentorship in the Manitoba agricultural community. Her knowledge and expertise has been widely sought by colleagues and policy-makers and Michele ensures that she is available to those who have need of her advice."*

*"She is an inspiring example of how an educator, colleague and mentor can influence and lift up the efforts of those around them."*

*"She truly exemplifies the aims of the Wilson Loree Award, working tirelessly to advance farm business management training to support the Canadian farming community now and into the future."*

Wilson Loree retired as Branch Head of Agriculture Business Management after 27 years with Alberta Agriculture, Food and Rural Development. The Award was created in 2002 in Wilson's name by Farm Management Canada. Wilson is cited as "an individual who exemplifies innovation, wisdom, and a constant focus on the farm manager and the farm family." Currently Wilson resides in Calgary, Alberta.

Our congratulations to Michele!

## THANKS FOR JOINING US!

Farm Management Canada, Farm Credit Canada, BDO, RBC and the Canadian Association of Farm Advisors joined forces to celebrate the 3<sup>rd</sup> annual Farm Transition Appreciation Day (FTADay) on January 10, 2023.

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.



Farm Management Canada marked the day with a **social media campaign** and an Agriwebinar presentation titled **Succession Planning on Canadian Farms: Evidence from the Farm Financial Survey** presented by Jennifer Syme of Agriculture and Agri-Food Canada's Research and Analysis Directorate who shared some of the highlights of the survey. The Do More Agriculture Foundation also presented a fireside chat with farm family coach Elaine Froese and mental health professional Mona Cooley discussing **Prioritizing Emotional Wellbeing While Finding Harmony in Farm Transition**, facilitated by Executive Director Megz Reynolds. Farm Credit Canada presented a session titled **Handing over the keys: Transferring knowledge in farm transition**, presented by FCC Business Advisor Annessa Good.

Farmers, organizations, agribusinesses and ag media joined in FTADay, sharing their farm transition success stories, tips, resources and tools to create a coast-to-coast buzz around farm transition and encourage Canada's farmers to continue their transition journey.

# Want a better understanding of your farm's financial situation?



More information available:  
[www.fmc-gac.com/fff/](http://www.fmc-gac.com/fff/)

Farm Management Canada, in partnership with MNP, is pleased to offer Canadian farmers the opportunity to sign up for our [Farm Financial Fluency training program](#).

From registering for the program, you will benefit from a deeper understanding of your financial situation and the different options available to remain competitive and take calculated risks for continued success. 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)
- ✓ 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

The program consists of three 2-hour sessions spaced out to allow time for reflection and homework. There is also an optional complimentary meeting (60 minutes) with an MNP business advisor to discuss the interpretation of your own financial statements.

The general program is open to any Canadian producers to attend. The fundamentals of the training are applicable to all farm operations, although the Case Study and some examples may focus more on beef and mixed grain farming.

The dairy focused program will be specific to Canadian dairy producers.

## **\*CANOLA GROWERS TRAINING**

**WHEN:** March 7, 8 + 9

**TIME:** 1-3p.m. EST

**WHERE:** Online

**COST:** \$250 + HST

\*Alberta: [Click here to register](#)

\*Saskatchewan: [Click here to register](#)

\*Manitoba: [Click here to register](#)

## **GENERAL TRAINING**

**WHEN:** March 20, 22 + 24

**TIME:** 1-3p.m. EST

**WHERE:** Online

**COST:** \$250 + HST

[Click here to register](#)

Program capacity is 40 registrants, so don't delay!

*\*Please note: you must be a registered canola grower in either Alberta, Saskatchewan, or Manitoba to participate in this training.*



For help with your registration, please contact us:

**Farm Management Canada**

Tel: 1-888-232-3262 or (613) 237-9060

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

# 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?

Visit [www.Aгриwebinar.com](http://www.Aгриwebinar.com) to learn more about the role leader development plays on farms and the programs available to you!

## INTERESTED IN ENROLLING?

Visit [leader-shift.ca/national-farm-leadership-program](http://leader-shift.ca/national-farm-leadership-program) or contact: [FarmLeadership@fmc-gac.com](mailto:FarmLeadership@fmc-gac.com)

## 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](mailto: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 (Online): December 2023

Module 2 (Online): January 2024

Module 3 (Online): February 2024

Module 4 (Online): March 2024

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

"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](http://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 stakeholders to inform and guide the project.

### TRAINING WORKSHOPS

**Farm Management Canada** invites **farmers** and **advisors** to attend the Roots to Success Risk Management virtual training session to increase their ability to assess and address risks using a comprehensive approach to managing risk on the farm.

#### **The farmer workshop will allow you to:**

- Learn about a comprehensive approach to assess, prioritize and plan for risks on your farm.
- Share best practices and lessons learned with other farmers.
- Improve your situation with buyers, insurers and lenders.
- Gain free access and learn how to use a comprehensive risk management platform specifically designed for Canadian farmers.
- Improve your ability to mitigate risks on your farm.

#### **The advisor workshop will allow you to:**

- Learn how to apply a comprehensive approach to assess, prioritize and plan for risks with your clients.
- Gain access to tools that allow them to conduct risk assessments with your clients.
- Learn about resources and best practices to mitigate risks.
- Share best practices and lessons learned with other advisors.

WORKSHOP SERIES FOR ADVISORS: March 16 & 20 from 1 p.m. to 4 p.m. EST

Thanks to Agriculture and Agri-Food Canada and the Agri-Risk Initiatives Program, these sessions are **free to producers and advisors**.

By participating in this training session, you will gain **free access to AgriShield®**, an online risk management platform for a period of one year.

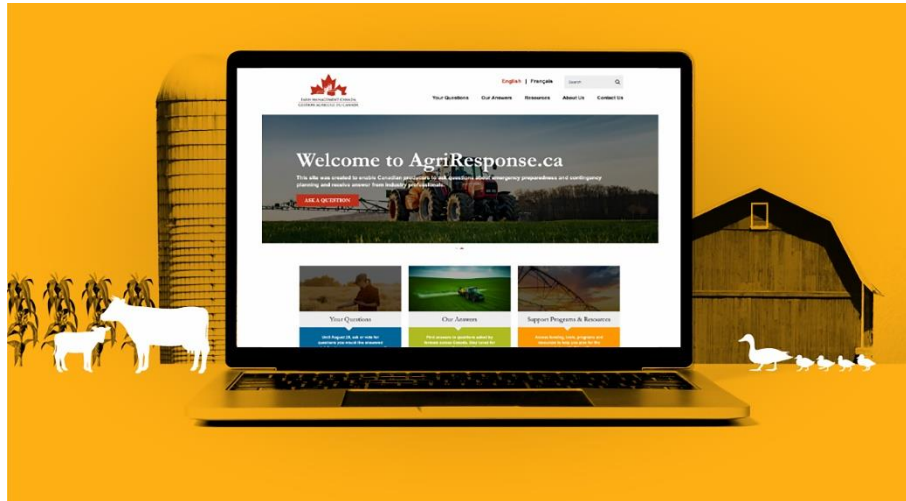
### **Important Notes:**

- This workshop is designed for Canadian producers and advisors only. For this reason, your registration will be reviewed. If your registration is accepted, you will receive a follow-up email containing instructions for accessing the event.
- Space is limited and will be given on a first come, first-serve basis.
- Participants are expected to have access to a computer and a reliable internet connection to attend the training.

**REGISTER FOR A WORKSHOP HERE**

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).

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



Recent events like COVID-19, supply disruptions, inflation and increased interest rates have 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.

## 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 excerpts from two articles that were posted since our last newsletter:

### **Carbon farming: The way of the future?**

The urgent need for a reduction of greenhouse gas emissions has increased the pressure across the globe on businesses in every sector and governments at every level to make changes to how they operate toward reducing or eliminating environmental impacts. Agriculture is among those sectors most affected by this momentum of change, not only because of its significant impacts on people, economies, and on the natural environment, but because it is an immediately available “technology” that can significantly influence global carbon levels for the better.

### **What the transformation of protein production means for livestock producers**

Recent years have seen a flurry of activity in the alternative proteins space, from scrambled eggs made from mung beans[1] to meat grown in a lab.[2] Biorefined or cultured proteins refer to proteins found naturally in meat, eggs, or dairy, but grown in biofoundries or bioreactors using yeasts, bacteria, or stem cells. The resulting products are nearly identical to that produced via conventional means, i.e., animal husbandry, but may be modified to, for example, have a healthier fat profile. These technologies have existed for some time in the biopharmaceutical sector to produce organs, tissues for medical interventions or proteins of pharmaceutical interest, but the technology has been refined to produce animal proteins as food ingredients at a commercial scale.

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

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



## 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](http://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](https://www.linkedin.com/groups/3161741)



## ONLINE RESOURCE PORTAL

[www.TakeANewApproach.ca](http://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](http://AGRIWEBINAR.COM)



ACCESS OVER 250 ARCHIVED WEBINARS!

**AGRIWEBINAR FEATURE:**

**Grain Marketing Agriwebinar Series**  
from



**How to Develop a 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

**Succession Planning on Canadian Farms: Evidence from the Farm Financial Survey**

Using the results of the Farm Financial Survey, this webinar shone new light on progress among Canadian farms in farm succession (otherwise known as transition) planning. Jennifer Syme from Agriculture and Agri-Food Canada's Research and Analysis Directorate shared some of the highlights of the survey.



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



Skills Development Working Group



Canadian Agricultural Safety Week



Equality, Diversity and Inclusion Working  
Group



Canadian Agri-Food Sustainability Initiative



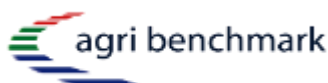
North American Agricultural Advisory  
Network



Empowering Lasting Leadership Excellence  
(ELLE) Program



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



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, 2022, Osoyoys, British Columbia  
November 30, 2022, Kelowna, British Columbia  
December 5 & 9, 2022 (virtual)  
January 11 & 18 2023 (for BC meat producers – virtual)  
January 13 & 20 2023 (for BC meat producers – virtual)  
January 23, 25 & 27 (for organic growers – virtual)  
February 6 & 9, 2023 (virtual)  
March 2 & 3, 2023 (virtual)  
March 16 & 20, 2023 (virtual – for advisors)



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



AGRIWEBINAR: HOW TO DEVELOP AND ROCK SOLID GRAIN MARKETING PLAN  
January 31, 2023



FARM FINANCIAL FLUENCY (GENERAL TRAINING)  
February 13, 15 + 17, 2023



## AGRIWEBINAR: CONVERSATIONS SUR LE CONSEIL DE FAMILLE (FAMILY COUNCIL CONVERSATIONS)

February 24, 2023



### FARM FINANCIAL FLUENCY (DAIRY TRAINING)

February 27, March 1 + 3, 2023



### BRIDGING THE GAP: FAMILY FARM TRANSITION WORKSHOP

February 27, 2023 Lethbridge, Alberta

## UPCOMING INDUSTRY EVENTS & PRESENTATIONS



### CFA ANNUAL GENERAL MEETING

March 6 & 7, 2023 Ottawa, Ontario



### FARM FINANCIAL FLUENCY (CANOLA GROWERS TRAINING)

March 7, 8 + 9, 2023



### OTTAWA VALLEY FARM SHOW

March 14-16, 2023, Ottawa, Ontario



### CANADIAN AG SAFETY WEEK

March 12-18, 2023



### ROOTS TO SUCCESS (RISK MANAGEMENT TRAINING FOR ADVISORS)

March 16, 2023



## AGRIWEBINAR: LA DÉCISION DE SORTIE ENTREPRENEURIALE (THE ENTREPRENEUR'S DECISION TO LEAVE THE BUSINESS)

March 17, 2023



### ROOTS TO SUCCESS (RISK MANAGEMENT TRAINING FOR ADVISORS)

March 20, 2023



### FARM FINANCIAL FLUENCY (GENERAL TRAINING)

March 20, 22 & 24, 2023



### ROOTS TO SUCCESS (RISK MANAGEMENT TRAINING FOR YOUNG FARMERS OF NOVA SCOTIA)

March 23, 2023



### AGRICULTURAL EXCELLENCE CONFERENCE

November 23-25, 2023, Guelph, Ontario



### INTERNATIONAL FARM MANAGEMENT CONGRESS

July 7-13, 2024, Saskatoon, Saskatchewan

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



YouTube

[channel/FMCGAC](https://www.youtube.com/channel/FMCGAC)



Facebook

[@FMC.GAC](https://www.facebook.com/FMC.GAC)



Instagram

[@FMC.GAC](https://www.instagram.com/FMC.GAC)



Twitter

[@FMC\\_GAC](https://twitter.com/FMC_GAC)



LinkedIn

[@FMC-GAC](https://www.linkedin.com/company/FMC-GAC)

## 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 in-person once a year. Additional meetings are arranged as desired by the network.

Farm Management Canada hosted its annual P/T Ministry Network meeting on November 25, immediately following the 2022 AgEx Conference in Canmore, Alberta. Representatives shared insights relating to business management programming (availability, uptake, and any changes), new initiatives, opportunities for collaboration and updates on SCAP where applicable. Representatives were present from Yukon, British Columbia, Quebec, Manitoba (virtual), New Brunswick and Prince Edward Island (virtual).

Heather Watson, Executive Director, provided an update on Farm Management Canada's activities and programs.

We will be working to renew the Provincial or Territorial memberships early in 2023 to sustain the P/T Network and this very important mechanism to share best practices, providing Canada's farmers with equal opportunity for continued excellence. We are seeking members from Alberta, Ontario and Newfoundland, please contact us if interested in representing your Ministry.

### 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, please contact:  
Camellia Asbreuk at [admin@fmc-gac.com](mailto:admin@fmc-gac.com)

## WORK WITH US!

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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



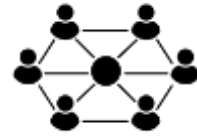
## Learning Tools

- 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



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.

**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)

## STAY CONNECTED

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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.

Sign up to our mailing list to stay informed of our programs and activities at [fmc-gac.com/sign-up/#mailing-list](http://fmc-gac.com/sign-up/#mailing-list)

## KEEP US INFORMED

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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.



#winter2023

# 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 

