



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

# Spring Update 2023





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# Spring Update 2023

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Message from our Chair

Andrea Gal

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Message from our Executive Director

Heather Watson

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Farm Management Activity Update

BOARD AND GOVERNANCE

PROVINCIAL/TERRITORIAL NETWORK

INDUSTRY EVENTS

PROJECT AND PROGRAM UPDATES

---

Work with us



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**INFO@FMC-GAC.COM**



# MESSAGE FROM OUR CHAIR



**Andrea Gal**

## **OUR VISION:**

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

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## **OUR MISSION:**

To be the national champion of farm business management by connecting industry partners, facilitating learning opportunities, and providing valuable resources.

**Hello everyone,**

Recently, I attended an event where a panelist shared their frustration with current conversations about sustainability in agriculture. At first, I was a bit caught off guard by the remarks. After all, society at large is placing increasing emphasis on the importance of sustainability, and we regularly discuss the topic in our industry, too.

After the event, I had an opportunity to reflect further. I realized my exposure to conversations about sustainability in agriculture are likely different than the experiences of many other people in the industry. In addition to my role on my family farm, I also work as a consultant. Much of the work that we do centers on the topics of sustainability and innovation in the agri-food industry. When discussing sustainability, we emphasize the three pillars of economic, environmental, and social sustainability.

However, at the farm level, the pressures we face from wider society increasingly seem to focus on the environment. We are hearing about the impacts the agricultural industry has on the environment – soil health, greenhouse gas emissions, biodiversity, etc. Our farms and commodity organizations are helping to tell the story of the good work we already do, and additional beneficial management practices we can adopt.

I see environmental sustainability as a lifelong quest; we can always make incremental improvements. To support this quest, we must also prioritize and support economic and social sustainability. We need financial success, and we need farmer mental health and well-being to have the bandwidth to achieve environmental goals.

As an industry, we must continue to emphasize the need for a more holistic approach to sustainability, considering how to best support people, profit and the planet.

Recently, the team at Farm Management Canada completed a project titled “Acquiring Environmental Allies: Increasing the Adoption of Environmental Stewardship Practices by Ontario Landowners.” In this study, the team highlighted the need to recognize and promote the economic and social aspects of sustainability to encourage increased adoption of agri-environmental programming. You can learn more about the project below.

As always, thank you for your continued support of Farm Management Canada. We will continue our work to ensure that the economic and social pillars are recognized in discussions of sustainability. We will continue to encourage the adoption of farm business management practices that support the resiliency and success of the Canadian agricultural industry.

All the best,



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

# MESSAGE FROM OUR EXECUTIVE DIRECTOR



**Heather Watson**

**"Great things  
in business are  
never done by  
one person,  
they're done  
by a team  
of people."**

*-Steve Jobs*

Greetings fellow farm management enthusiasts,

As we welcome spring in our Nation's capital with bursting buds on the trees and skies of blue, I cannot help but feel revitalized and ready for a fresh start!

Our Board and staff have been working tirelessly on a new Strategic Plan for Farm Management Canada to guide us through the next three years, while we await news from Agriculture and Agri-Food Canada on our application for continuing support under the Sustainable Canadian Agricultural Partnership. A tremendous thank you to everyone who has helped inform our future planning, and for your unwavering support and enthusiasm for Farm Management Canada to continue to be our nation's champion for farm management excellence!

With a new plan in hand, we're excited to continue our flagship programming and embark on exciting new initiatives with a growing number of partners and supporters. We look forward to continuing to serve a vital role in helping build a resilient and thriving Canadian agricultural industry.

I would 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.

We invite you to join us for our virtual Annual General Meeting on July 12th to celebrate our accomplishments and announce our 2023 Board of Directors.

As a non-profit industry organization, working together is vital to our success. I invite you to become a partner with Farm Management Canada and help us continue to build the business acumen of Canada's farmers to confront change with confidence and seize new opportunities.

Takin' care of business,

A stylized, handwritten signature in black ink, appearing to read 'Heather Watson'.

**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.

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

**3 Year Membership  
available with a  
15% discount**

**To become a member or renew your  
membership, please contact:  
[info@fmc-gac.com](mailto:info@fmc-gac.com)**





## **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.

We bring a fresh approach to farm business management, fostering innovative ways to develop the capacity of Canada's farmers to continue to be major contributors to Canada's economic, environment and social development goals, and in turn help continue to build a resilient, vibrant agricultural sector for Canada and all of our industry players.

## **BOARD AND GOVERNANCE**

Farm Management Canada's Board of Directors meets on a quarterly basis to review our progress towards meeting organizational goals and discuss emerging trends and opportunities to enhance our programs, resources and services to meet the evolving needs of Canada's farmers.

Over the past few months, the Board has been working on a new 3-year Strategic Plan for the organization with input from key industry leaders.

We look forward to embarking on our new strategic plan and thank everyone for their input and guidance throughout the planning process.

**To learn more about our Board of Directors, visit [fmc-gac.com/who-we-are/](https://fmc-gac.com/who-we-are/)**

## **PROVINCIAL/TERRITORIAL MINISTRY NETWORK**

The Provincial-Territorial (PT) Ministry Network allows Farm Management Canada connect with 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 quarterly by teleconference, and in-person once a year. Additional meetings are arranged as desired by the network. During the April meeting, members shared updates on new programming and support available to producers under the Sustainable Canadian Agricultural Partnership. We will announce opportunities available to producers as information becomes available.

## UPCOMING EVENTS



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

### **FARM MANAGEMENT CANADA ANNUAL GENERAL MEETING**

July 12, 2023 (virtual)

### **AGRICULTURAL EXCELLENCE CONFERENCE**

November 21-23, 2023, Guelph, ON



### **FARM MANAGEMENT UPDATE: YOUR LEADERSHIP INFLUENCE**

June 1, 2023, Ingersoll, ON + Virtual

### **AGRIROOTS: FARMER FRIENDLY FINANCING**

June 20, 2023, Virtual

### **FARM TAX & LEGAL UPDATE 2023**

October 5, 2023, Elora, ON



### **CANADIAN AGRICULTURAL ECONOMICS SOCIETY ANNUAL MEETING AND FARM BUSINESS MANAGEMENT RESEARCH SYMPOSIUM**

July 17-20, 2023, Whistler, BC



### **SUMMER MEETING AND FPT ROUNDTABLE**

July 18-19, 2023, Fredericton, NB



**RESILIENCE  
THROUGH  
INNOVATION**  
IFMA24

### **INTERNATIONAL FARM MANAGEMENT CONGRESS**

July 7-13, 2024, Saskatoon, SK



## STAY CONNECTED

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

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

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

# FOLLOW US ON SOCIAL MEDIA



@FMC.GAC



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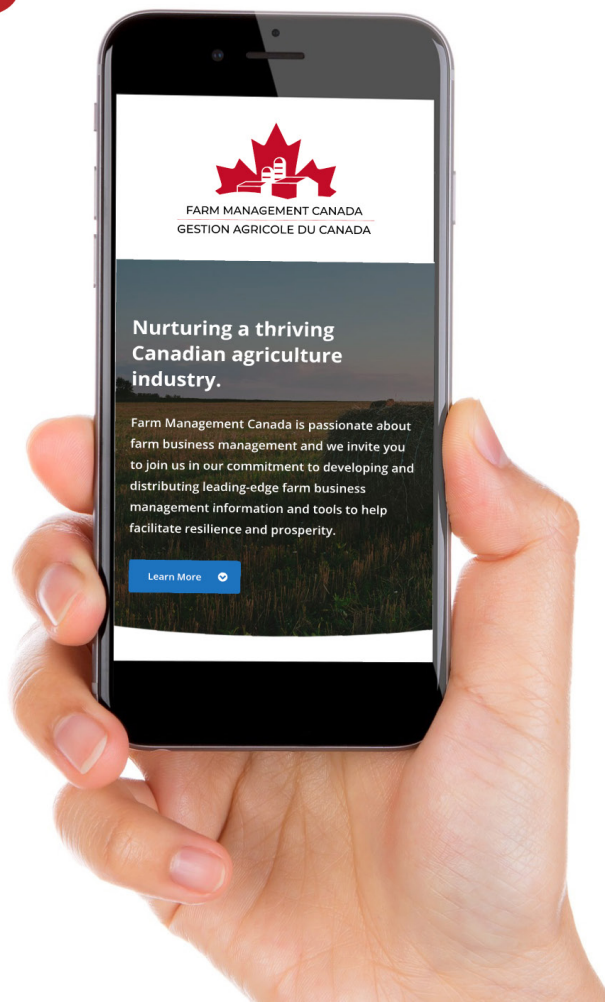
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## PROJECTS AND PROGRAMS



# Embrace the Opportunity

NOVEMBER 21-23, 2023 | GUELPH, ONTARIO

This year's Conference theme, Embrace the Opportunity, is a chance to explore the social, economic, and environmental pressures facing farmers and how to turn risk into opportunity. Learn how to nurture your entrepreneurial spirit and increase capacity to lead to foster farm management excellence.

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

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

## Early Bird Ticket Sale!

Get 10% off your AgEx ticket! Sale ends August 31 – get yours now!

Head over to [AgExcellenceConference.ca](https://AgExcellenceConference.ca) to check out our full agenda and to register for AgEx 2023!

## ACCOMMODATIONS



Delta Hotels Guelph Conference Centre  
50 Stone Road West  
Guelph, Ontario

You can book your hotel room now!  
Book your room early and secure our discounted price of \$189/night [HERE](#)  
Room block pricing ends October 21, 2023



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

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**Supporting Partners**



**INTERESTED IN SUPPORTING AGEX 2023?**

There are many ways you can support the Agricultural Excellence Conference ranging from \$2,500 to \$25,000. We're of course happy to discuss a customized sponsorship package too. To obtain a copy of our Sponsorship Package and discuss opportunities to support AgEx 2023 contact:

Nick Oakley  
Business Development Lead  
Telephone: 519-217-4601  
[sponsorship@fmc-gac.com](mailto:sponsorship@fmc-gac.com)

# FARM FINANCIAL FLUENCY TRAINING PROGRAM

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 is seeking partners to host our Fall and Winter [Farm Financial Fluency training program](#)!

Participants will benefit from a deeper understanding of their farm financial situation and the different options available to remain competitive and take calculated risks for continued success. Through the Farm Financial Fluency program, participants 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 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 virtual sessions and an optional complimentary meeting (60 minutes) with an MNP business advisor to discuss your own farm financial statements.

If you or your organization is interested in sponsoring and hosting a Training Program for your clients or members, please contact Nick Oakley, Business Development Lead at [sponsorship@fmc-gac.com](mailto:sponsorship@fmc-gac.com).

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*“A valuable course that will help you follow along with what your accountant presents and teach you the basics of calculating financial ratios and identifying trends so that you can make financial decisions that are congruent with your desired amount of risk.”*

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# ACQUIRING ENVIRONMENTAL ALLIES: INCREASING THE ADOPTION OF ENVIRONMENTAL STEWARDSHIP PRACTICES BY ONTARIO LANDOWNERS



This project was funded by the Ontario Ministry of Agriculture, Food and Rural Affairs' Ontario Agri-food Research Initiative (OAFRI) under the Canadian Agricultural Partnership.

Project no. OAF-2020-101771

As societal pressures around environmental stewardship increase and Canada has set ambitious targets for achieving its environmental outcomes, the agricultural sector will continue to come under the spotlight for its role in environmental sustainability. While environmental stewardship is practiced by many primary producers and recognized as a necessity for the sustainability of the sector's natural capital, participation in environmental programs remains relatively low, especially in Ontario. Industry associations and agri-retailers have created sustainability assessment frameworks for their members and suppliers to measure and work towards desired environmental and social goals. Now more than ever, environmental practices are inherently linked to more than just environmental outcomes.

Management experts and scholars view sustainability through the triple-bottom-line, recognizing there is a balance between achieving environmental, economic and societal goals. Government and Industry will benefit from recognizing and promoting the triple-bottom-line to primary producers to help increase the adoption of agri-environmental programming.

This project sought to improve our understanding of how landowners could be engaged to participate and improve the environmental stewardship of their lands by studying the adoption of environmental stewardship practices in other jurisdictions and farm business management best practices.

The research reveals a number of opportunities to increase the participation of landowners in agri-environmental programming. The recommendations derived from this research are presented in three (3) distinct categories: Policy and Programming, Communication Tactics and Strategies, and Future Research.

For a complete list of Key Findings and Recommendations, including the final research report, visit:

[fmc-gac.com/programs-services/research-analysis/#stewardship](https://fmc-gac.com/programs-services/research-analysis/#stewardship)

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

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

- Derek Axten, Axten Farms



## INTERESTED IN ENROLLING?

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

Our next cohort begins January 2024.

## 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.

## *Interested in becoming a Program Partner?*

Consider becoming a partner to support your team, members and clients in developing their leadership effectiveness.

Get in touch with us at [farmladership@fmc-gac.com](mailto:farmladership@fmc-gac.com).

Powered by





# APPLY FOR CANADA'S ONLY NATIONAL FARM MANAGEMENT TRAINING PROGRAM: CTEAM



## CANADIAN TOTAL EXCELLENCE IN AGRICULTURAL MANAGEMENT

CTEAM is Canada's only national Executive Management course for farm managers. Participants come from all sorts of production sectors including cash grain, vegetable, beef, hog, dairy and fruit operations. Many are engaged in value-added activities as well as primary production. CTEAM addresses the business management issues that are common to all businesses, regardless of commodity.

It is presented as a mini-MBA with emphasis on strategy, strategic planning, financial management, human resource management, succession and estate planning, and various aspects of marketing, operations management and various aspects of business leadership.

Participants develop and implement a strategic and operating plan for their farm as part of the course requirement. Based on what we've seen so far, Canadian agriculture is going to be in good hands going forward!

*100% of CTEAM graduates surveyed said taking the time away from the day-to-day operations to look at the big picture of their farm and develop a business strategy was beneficial in their operation.*

### UPCOMING PROGRAM DATES:

#### CTEAM 1

Module 1 (Calgary) Dec. 12-15, 2022  
Module 2 (Online) Jan. 16-20, 2023  
Module 3 (Online) Jan. 30-Feb.3, 2023

#### CTEAM 2

Module 1 (Online) Dec. 2023  
Module 2 (Online) Jan. 2024  
Module 3 (Online) Feb. 2024  
Module 4 (Online) Mar. 2024

Sign up for CTEAM at:

[www.agrifoodtraining.com/for-producers-cteam](http://www.agrifoodtraining.com/for-producers-cteam)





## AgriShield

"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

## AGRISHIELD® – HELPING 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 to help 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 create a detailed risk profile. You can then select from a list of best practices or come up with your own based on the amount of risk and how prepared you are to manage them.



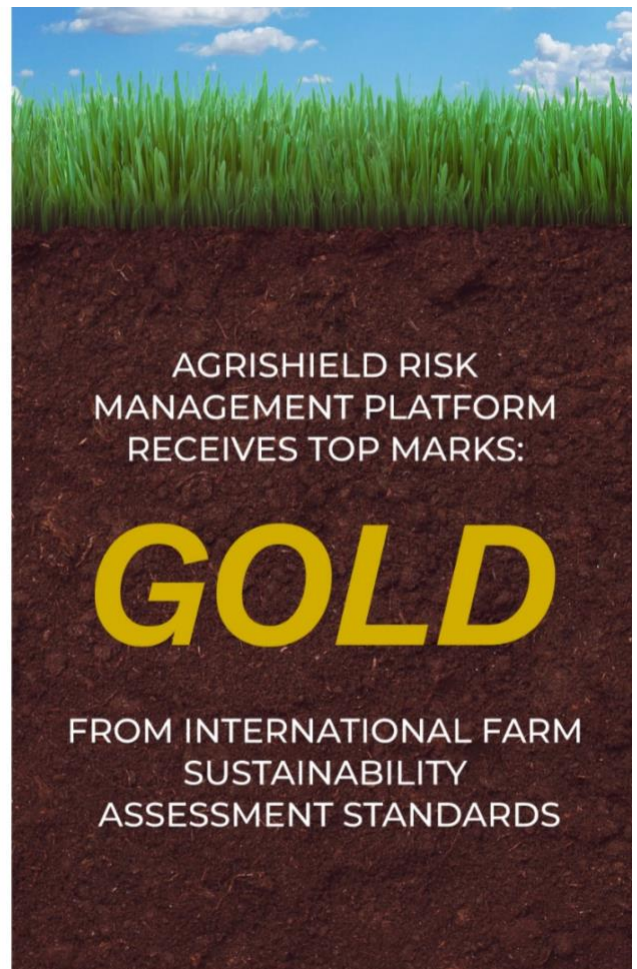
AgriShield is the first and only risk management platform in Canada that meets the Farm Sustainability Assessment (FSA) standard at the highest level – **GOLD**.

The FSA was developed by the Sustainable Agriculture Initiative (SAI), an internationally recognized sustainability standard dedicated to advancing sustainable agriculture across the food and beverage value chain. Over 150 companies in over 30 countries including Canada are using the FSA tool to support their sustainable sourcing goals. These companies include Nestle, Cargill, Bayer, Syngenta, Bonduelle, Kellogg's, McDonald's, OceanSpray, and McCain. FSA is used to evaluate the level of on-farm sustainability and encourage continuous farm improvement in economic viability, social responsibility, and environmental stewardship.

And now, AgriShield can be used by farmers to meet on-farm sustainability requirements.

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

In partnership with:



AGRISHIELD RISK  
MANAGEMENT PLATFORM  
RECEIVES TOP MARKS:

# GOLD

FROM INTERNATIONAL FARM  
SUSTAINABILITY  
ASSESSMENT STANDARDS

## ROOTS TO SUCCESS: A COMPREHENSIVE APPROACH TO MANAGING FARM RISK

The Roots to Success project has made meaningful progress towards improved risk management for the agriculture and agri-food sector by providing farmers and consultants working directly with farmers with much-needed training to identify and assess risks and create comprehensive risk management plans.

Over the course of the project, Farm Management Canada offered 40 workshops to farmers and advisors. These workshops guided participants through a comprehensive risk management assessment and planning process using AgriShield platform, enabling them to continue their work in the months that followed. Students in agricultural colleges in universities all across Canada were also trained on managing farm risk and the AgriShield platform, and a national promotional campaign helped to inform the Canadian agricultural sector about the best practices, tools and resources available to help increase farmer and farm resilience.



*"I enrolled in the risk management course at a very stressful time for our farm, and I really appreciated the information and tools provided through the course. The course helped me identify areas for improvement, and learn how to prioritize risks, which in turn has brought us some peace of mind."*

Now that the CAP has come to an end, Farm Management Canada hopes to continue to improve risk management for the agriculture and agri-food sector through the Sustainable Canadian Agricultural Partnership (Sustainable CAP). Through the AgriCompetitiveness program, Farm Management Canada has applied for funding to conduct a series of focus groups aimed at reviewing the risk management needs of farmers, resources and tools available, their use and impact, and opportunities for new knowledge resources and tools. A National Risk Management Advisory Committee would also be established to work towards the development of a National Risk Management Education and Communication Strategy.

And, workshops will continue to be delivered using the AgriShield platform to help farmers establish a comprehensive approach to risk assessment and planning including how to optimize the use of government BRM programs

While our application for funding is still pending, you may still host or sponsor a comprehensive risk management workshop in your area, for producers or for advisors. Please contact Mathieu Lipari, Program Manager for more information: [mathieu@fmc-gac.com](mailto:mathieu@fmc-gac.com).



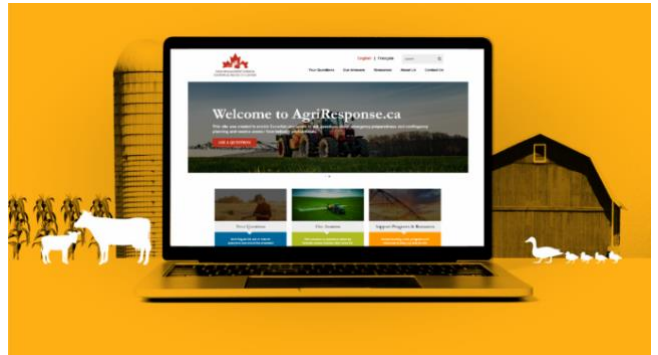
# AGRIRESPONSE – A WAY TO MEET ALL YOUR RISK MANAGEMENT NEEDS

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 the way.

The AgriResponse website provides access to expert advice, resources and tools to support risk preparedness and management.

AgriResponse also features a *Recent Issues* section.

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



## Post-pandemic inflation and the need for on-farm financial management

As the world recovered from the pandemic, surges in demand led to shortages in supply, which were exacerbated by several events, including Russia's invasion of Ukraine, domestic and international political tensions, and the increasing urgency for climate action resulting in new policies, targets, and practices. The result of this [im]perfect storm is the current inflation we are experiencing, which went from -0.4% in January 2022 to 8.1% in June 2022. Moreover, inflation has been made more complex by the emergence of new price drivers, such as fossilflation, greenflation, and climateflation, which had already begun to impact economies around the world amidst the urgency of ensuring an effective and timely net-zero transition.

Global supply chain conditions are changing, with China at the centre: What will this mean for Canadian farmers?

China is home to nearly 1.5 billion people and is the world's second largest economy, valued at USD\$17.74 trillion in 2021. Canada's agri-food exports to China represented almost CAD\$9.4 billion in 2020, an increase of 43.3% from 2019. While China's continued growth has been beneficial for exporters and significantly alleviated its domestic poverty rates metrics, the pace of its growth has also left some behind. Moreover, while its historical growth rate has been quite high, its potential growth may slow, with trade implications for exporters like Canada. These implications may be compounded by an increasingly inward-facing approach to development, as well as several key structural factors, including access to food, energy, and healthcare; an ageing population; and food security concerns. Due to the nature of today's global supply chain, any instability in China has potential risks for its trade partners.

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

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

# NEW REPORT SHINES LIGHT ON HOW TO BUILD FARM FINANCIAL RESILIENCE TO MANAGE FARM RISK



*The Risk Management Forum and subsequent Report was funded in part through Agriculture and Agri-Food Canada's AgriRisk Initiatives Program.*

A National Agriculture Risk Management Forum was hosted by Farm Management Canada in Ottawa February 16–17, 2023.

The objective of the Forum was to identify the impacts of actual, emergent, and potential risks and opportunities for agriculture to establish a path forward and make meaningful progress in building on-farm risk resilience and the build capacity for Canada's farmers to seize new opportunities.

The Forum brought together key representatives from different parts of the agriculture sector including academia, advisors, industry associations, lenders, producers, provincial governments and retailers.

A comprehensive summary report titled "Building Farm Financial Resilience" is now available at: [fmc-gac.com/programs-services/research-analysis/#risk-management](https://fmc-gac.com/programs-services/research-analysis/#risk-management).

The Report contains key messages and recommendations identifying roles and responsibilities for key players within Canada's agricultural sector. Recommendations include:

- Create a national risk management education and communication strategy for producers.
- Demonstrate the connection between sustainability, resilience and risk management to increase the understanding of the practical benefits for farmers.
- Undertake greater collaboration with farmers when designing farming policies and programs like the Sustainable Agricultural Policy.
- Coordinate and expand farm financial literacy and risk management training.
- Standardize farm financial statements and streamline farm financial reporting.
- Encourage producer groups and farm organizations to prioritize, invest in, and coordinate risk management training and education.
- Identify gaps in agricultural research and development of new technologies to support emerging risks.
- Invest in mental health programming that caters to the unique needs of farmers.
- Prioritize investments into high-speed internet to ensure rural communities have access to educational programming and resources.

# JOIN US FOR THE 24TH INTERNATIONAL FARM MANAGEMENT CONGRESS

**JULY 7-13, 2024**  
**SASKATOON, SASKATCHEWAN**

[www.ifma2024.org](http://www.ifma2024.org)

Every two years, the International Farm Management Association (IFMA) selects a country to host its International Farm Management Congress. Canada has been selected to host the 2024 Congress in Saskatoon, Saskatchewan in partnership with Farm Management Canada and the College of Agricultural and Resource Economics at the University of Saskatchewan. The Congress provides a unique and most enjoyable way to travel to different parts of the world, to learn about the local agriculture, to meet people of like mind – both in an international and a local context, to form international relationships of mutual benefit, to learn something about the local and national heritage, to taste local food and drink and to altogether have a thoroughly rewarding learning and networking experience.

The first IFMA congress was held in the United Kingdom in 1971.

Each congress lasts 6 days and normally attracts 400 participants from all continents. The plenary program is run over the course of three days (Monday, Wednesday and Friday) and includes a mixture of keynote presentations and discussion panels with invited speakers and concurrent contributed paper and poster sessions.

Interspersed with the plenary program, for two days of the Congress (Tuesday and Thursday), delegates participate in field trips to various farms, as well as research, agribusiness and educational facilities in the local area.

Pre- and post- Congress tours, usually of a week's duration, are organized to give participants the opportunity to see much more of the host country's agriculture and heritage. And a comprehensive and diverse partners' program is offered, and a varied and enjoyable social program is also included in each Congress.

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action online



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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

### Farm Transition Appreciation Day Series

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.



Agriculture and  
Agri-Food Canada

Visit [www.Agriwebinar.com](http://www.Agriwebinar.com) to access over 250 archived webinars!

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.

[www.takeanewapproach.ca](http://www.takeanewapproach.ca)

## NATIONAL FARM BUSINESS MANAGEMENT RESOURCE CENTRE



## WORK WITH US!

How can we help you?

As a valued contributor to Canada's agricultural success, we are offering a number of ways to show your members, clients and competition just how dedicated you are to helping them achieve success through farm management excellence.

Become a partner to take advantage of our one-of-a-kind programs and services.

### Areas of Expertise:

- ✓ Business Assessment and Planning (including farm transition and risk management)
- ✓ Building Financial Resilience (including farm financial literacy and economic sustainability)
- ✓ On-Farm Leadership (including communicating effectively and supporting mental health and wellbeing)
- ✓ Knowledge Mobilization (including best practices, resources and support programs)

**We're happy to provide customized training, tools and research to meet your unique needs and interests.**

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.

Contact: Nick Oakley  
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**#hellospring**





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