



FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

Winter Update 2024





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Winter Update 2024

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Andrea Gal

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Heather Watson

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INFO@FMC-GAC.COM

MESSAGE FROM OUR CHAIR



Andrea Gal

OUR VISION:

A resilient and thriving Canadian agricultural industry.

OUR MISSION:

To champion farm management excellence.

OUR PURPOSE

To be the Canadian organization that facilitates the improvement of farm management practices through research and education.

Hello everyone,

I always appreciate this time of year – and it might not be because of the first reason that comes to mind for you. While I'm happy to bundle up to head to the barn and do chores or spend time with my mare, I'm not the type of person who wants to strap on skis, snowshoes, or a snowboard.

Rather, the winter months provide an opportunity for farm business planning and education that might get pushed a bit further down the to-do list during the growing season. I know I am more likely to have the undivided attention of my sister and father during our weekly farm management sessions, as they will not feel the pull of fieldwork or the pressing need to deliver seed or fertilizer to customers. We can review and update our plans and strive towards some incremental improvements in our recordkeeping.

The winter months also have the added benefit of being meeting and conference season. And we are so fortunate in our industry to have such a range of options for continuing education! Our 2023 AgEx Conference was one such shining example. If you were unable to join us or would like to share some of the highlights from the conference with your networks, please be sure to follow our [YouTube channel](#). Mark your calendars to join us for the AgEx 2024 in British Columbia from November 19-21.)

You will see throughout the newsletter that we have plans underway for many more learning opportunities, including our Bridging the Gap Farm Transition Planning Workshops, Roots to Success: Comprehensive Risk Management Planning Workshops, and Seeding Success: Farm Business Practices Assessment Workshops, and National Farm Leadership Program. If you would prefer to learn at your own pace through online resources, please be sure to check out the [National Farm Business Management Resource Centre](#).

To offer such learning opportunities to farm families across Canada, we work closely with our partners. We are grateful for the support of these organizations and companies that recognize the importance of farm management excellence. As a national non-profit organization, we are always happy to connect with others to find ways to collaborate to support a resilient and thriving Canadian agricultural industry. Please reach out to our team if you want to learn more.

All the best,

“Continuous learning is the minimum requirement for success in any field.”

- Brian Tracy

MESSAGE FROM OUR EXECUTIVE DIRECTOR



Heather Watson

"Celebrate what you've accomplished, but raise the bar a little higher each time you succeed."

- Mia Hamm

Greetings fellow farm management enthusiasts,

As we embark on an exciting New Year, it's important to reflect upon and celebrate all the incredible accomplishments over the past year – the challenges overcome, and opportunities realized. It's also the perfect time to start thinking about your goals for the year ahead and writing them into your plan – how will you continue to build your path to success? Who can help you along the way? What other resources and support may you need?

Now is a great time to take advantage of the learning and skills development opportunities out there – whether it's attending a conference, participating in workshops and webinars, joining a peer group or perhaps enrolling in an advanced management or leadership development program like CTEAM or the National Farm Leadership Program.

We wish to thank everyone who attended our 2023 Agricultural Excellence Conference in Guelph, and our government and industry partners – without your support, our flagship event simply would not be possible! Thank you to our incredible line-up of engaging, thought-provoking presenters whose knowledge and insight will continue to influence planning and decision-making across the sector!

We look forward to welcoming you to our winter and spring program line-up. Assess your farm business management skills, brush up on your farm financial literacy, conduct a comprehensive risk assessment for your farm, and gather together with your family to make headway on your farm transition journey through our upcoming workshops. Look for us at your upcoming meetings and events, spreading farm management tips and tricks across the country!

With support secured under the Sustainable Canadian Agricultural Partnership, we look forward to continuing to serve a vital role in helping build the business acumen of Canada's farmers to confront change with confidence through farm business excellence. Continuing support from industry partners will be integral as we look to the future.

Takin' care of business,



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

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

To become a member or renew your membership, please contact:

info@fmc-gac.com



FARM MANAGEMENT CANADA AT A GLANCE

A national umbrella and champion for farm management excellence, Farm Management Canada is helping farmers understand the forces shaping the world around them by providing the information, resources, training and tools to enhance their business skills and practices, while helping the sector leverage and coordinate their capacity to support farmers where and when it is needed most.

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 typically gathers 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.

Since September, the Board and staff have been meeting monthly, closely monitoring and managing our operations while working hard to secure a Contribution Agreement under the Sustainable Canadian Agricultural Partnership.

Our Strategic Priorities:

1. Provide Industry Leadership
As the national voice and champion for farm management excellence.
2. Advance Industry Knowledge
As the curator and go-to resource for farm management expertise, learning opportunities, resources, and tools.
3. Promote Industry Success
Sharing the positive outcomes of implementing farm management practices to increase the adoption and implementation of best practices.

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

UPCOMING EVENTS



NATIONAL FARM LEADERSHIP PROGRAM BEGINS

January 29, 2024, Virtual (In-Person Residency March 12-14, Sidney, BC)

BRIDGING THE GAP FARM TRANSITION WORKSHOP

February 26, 2024, Lethbridge, AB

BRIDGING THE GAP FARM TRANSITION WORKSHOP

March 8, 2024, Grand Prairie, AB



AGRICULTURE INDUSTRY SYMPOSIUM

January 24-25, 2024, Grand Falls-Windsor, NL



ALBERTA CANOLA CONFERENCE & RESEARCH SYMPOSIUM

January 24-25, 2024, Grand Prairie, AB



ANNUAL MEETING & FARM FINANCIAL HEALTH FORUM

February 27-28, 2024, Ottawa, ON



WOMEN ENTREPRENEUR SUMMIT

March 7, 2024, Vancouver, BC

AG SUMMIT

March 13, 2024, London, ON



RETIRING FARMERS FORUM

April 2-3, 2024, Regina, SK



INTERNATIONAL FARM MANAGEMENT CONGRESS

July 7-13, 2024, Saskatoon, SK

STAY TUNED FOR MORE WORKSHOP ANNOUNCEMENTS!

- Farm Financial Fluency Training
- Roots to Success: Comprehensive Risk Management Planning
- Seeding Success: Farm Business Practices Assessment

Interested in sponsoring or hosting a Workshop for your clients or members?

Contact Nick: sponsorship@fmc-gac.com

OUT AND ABOUT

MISSION TO CANADA WOMEN IN AGRICULTURE FORUM

Farm Management Canada participated a Women in Agriculture event organized and hosted by the Mission of Canada in Brussels where our latest research on expanding opportunities for Canadian agriculture by understanding the experiences of farm women was shared and discussed.

INFLUENTIAL WOMEN IN CANADIAN AGRICULTURE SUMMIT

Farm Management Canada participated in the IWCA Summit organized and hosted by Annex Business Media to share and discuss our farm women study results.

GRAIN FARMERS OF ONTARIO WOMEN'S GRAIN SYMPOSIUM

Farm Management Canada hosted an interactive learning session at the Grain Farmers of Ontario's farm women's summit focusing on developing a personal strategic plan to increase leadership effectiveness.

NSFA FARM TRANSITION: HOW TO TAKE THE LEAD AS THE NEXT GENERATION

Farm Management Canada hosted a webinar for the Nova Scotia Federation of Agriculture for Nova Scotia Young Farmers on how the next generation can take the lead and resources available to help you along the way.

AGRICULTURE & AGRI-FOOD CANADA KNOWLEDGE DEVELOPMENT MANAGEMENT TEAM MEETING

Farm Management Canada was invited to present and discuss the results of its latest research: Understanding the experiences of farm women, to staff at Agriculture & Agri-Food Canada during their November knowledge development team meeting.

DUNDAS SOIL AND CROP IMPROVEMENT ASSOCIATION AGM

Farm Management Canada presented its research results related to the connection between mental health and farm management along with mental health support resources available.

FCC AG SUMMIT – RED DEER

Farm Management Canada hosted a concurrent workshop and participated in a plenary discussion panel on fostering success through strategic management with a focus on building a management culture that precipitates effective communication.

PROVINCIAL/TERRITORIAL MINISTRY NETWORK MEETING

Farm Management Canada hosted its annual in-person meeting of the P/T Ministry Business Development Network to get an update from the provinces and territories on Sustainable-CAP programming available to farmers, showcase farm business resources and tools for producers and discuss opportunities to collaborate on national programming.

CANADIAN ASSOCIATION OF DIPLOMAS IN AGRICULTURE FACULTY ROUNDTABLE

Farm Management Canada hosted the semi-annual faculty roundtable for CADAP members and faculty representatives to share insights related to increasing student engagement and the challenges and opportunities presented by artificial intelligence.

NATIONAL WORKFORCE STRATEGIC PLAN

Farm Management Canada participated in the Agri Labour Market Information Virtual Summit and Skills Development Working Group meetings as part of the national strategy. The strategy is a partnership between the Canadian Agricultural HR Council, Food and Beverage Canada, and the Canadian Federation of Agriculture to address 5 key themes: Perception and Awareness of Industry and Careers, People and Workplace Culture, Immigration and Foreign Workers, Skill Development, and Automation and Technology.

AGRICULTURE & AGRI-FOOD CANADA SKILLS DEVELOPMENT TABLE

Farm Management Canada participated in AAFC's Skills Development Table meeting to discuss skills development requirements for career pathways, labour strategies and microcredentials.

ENVIRONMENTAL FARM PLAN MODERNIZATION CONSULTATION

Farm Management Canada participated in the Ontario Soil and Crop Improvement Association's EFP modernization consultation to share insights related to increasing program participation, renewal and uptake.

NATIONAL INDEX ON AGRI-FOOD PERFORMANCE

Farm Management Canada is a member of the National Index group, participating in its most recent meeting to discuss progress and next steps.

STANDARDIZING FARM FINANCIAL STATEMENTS FOR CANADIAN AGRICULTURE

Farm Management Canada is a member of the working group to create a national standard for farm financial statements to facilitate financial literacy, comparability, and benchmarking.

HARMONIZING FARM INCOME TAX FORMS TO ADVANCE BENCHMARKING CAPACITY PROGRAM PERFORMANCE

Farm Management Canada is leading a national initiative to harmonize farm tax forms to facilitate the availability of farm production and financial data in greater detail to support improved farm data, analysis, comparability, and benchmarking for producers.

EMPOWERING LAST LEADERSHIP EXCELLENCE PROGRAM FOR WOMEN IN AG AND FOOD

Farm Management Canada is a member of the advisory committee for the development of a national executive development program for women in agriculture and agri-food.

IN THE MEDIA

[A Smarter Farm Start](#)

[Groundbreaking Research Reveals Women are Making Extraordinary Contributions to Farming in Canada, Yet Continue to Face Significant Challenges](#)

[New Report Outlines the Breadth and Depth of the Experiences of Farm Women in Canada](#)

[Women Make Major Contributions to Ag Sector](#)

[The 5 Experiences of Farm Women](#)

[How to Pressure Test your Strategic Plan for Farm Success](#)

[Time to Start Thinking About Farm Transition](#)

[Are You a Farmer? The Answer May Surprise You.](#)

[How Will You Know When You Are Successful?](#)

[Research Reveals Farmers Who Invest in Strategic Management Practices See a 100% Return on Investment](#)

[Measuring Success on the Farm](#)

[Embrace The Opportunity: 2023 AgExcellence Event](#)

[Conflict on the Farm](#)

[Raising the Bar on Farm Management and Lifelong Learning](#)

[40 Percent of Rural Canadians Do Not Have Reliable Connectivity](#)

[Alberta's Steve Funk Recognized for His Contribution to Farm Management Excellence](#)

[Coaching For Farmers: Getting Unstuck, Peak Performance & So Much More...](#)

[Celebrate Farm Transition Appreciation Day on January 9, 2024](#)



STAY CONNECTED

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

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

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.

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 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!

FOLLOW US ON SOCIAL MEDIA



@FMC.GAC



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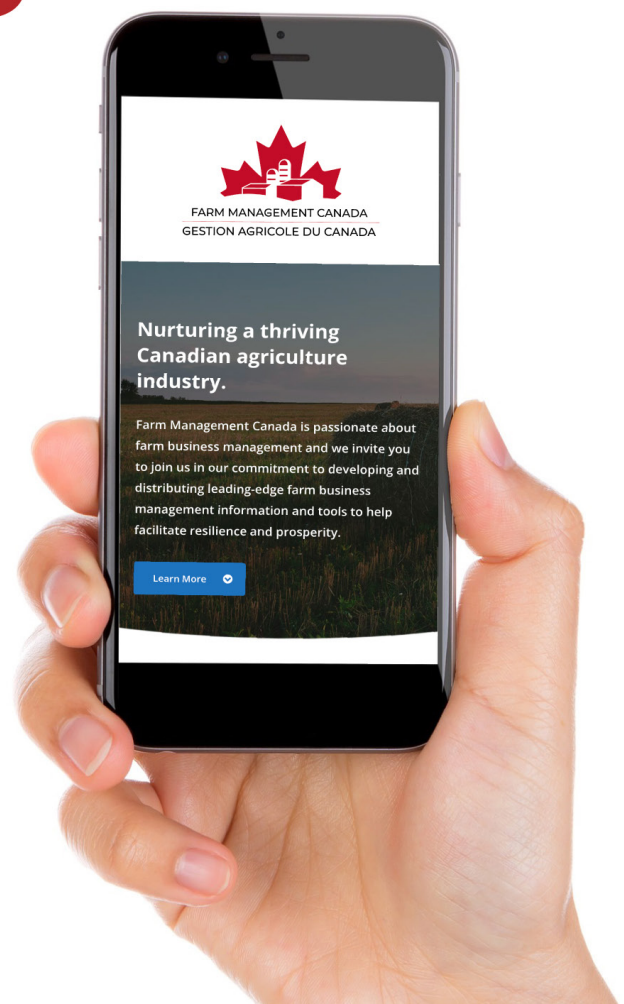
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PROJECTS AND PROGRAMS



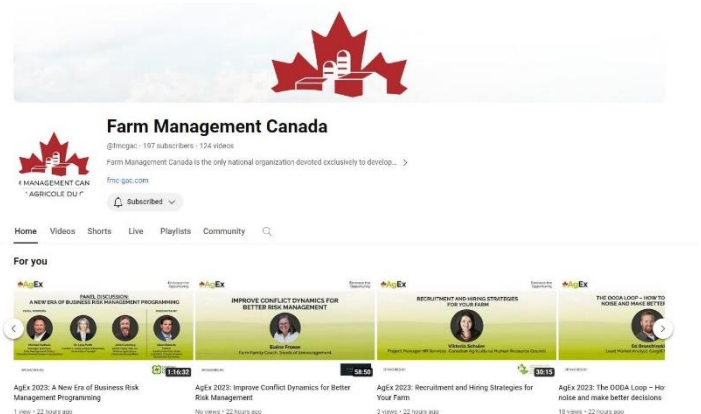
AGRICULTURAL EXCELLENCE CONFERENCE



Farm Management Canada held its annual AgEx Conference in Guelph, Ontario welcoming farm management enthusiasts from across Canada to gather, learn and exchange knowledge and insights!

AgEx is the only national event in Canada that serves as an interactive platform for farmers, advisors, academia, organizations, private industry, and government officials to connect and collectively pave the way for farm management excellence across Canada. This year's Conference theme, Embrace the Opportunity, provided an opportunity for attendees to discuss social, economic, and environmental impacts on farms and explore the management practices that foster success in any business environment.

In addition to 6 keynote presentations, the Conference included a farm tour at the Dairy Research Centre, Elora Brewing Company, and the Ontario Beef Research Centre, 2 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](#).



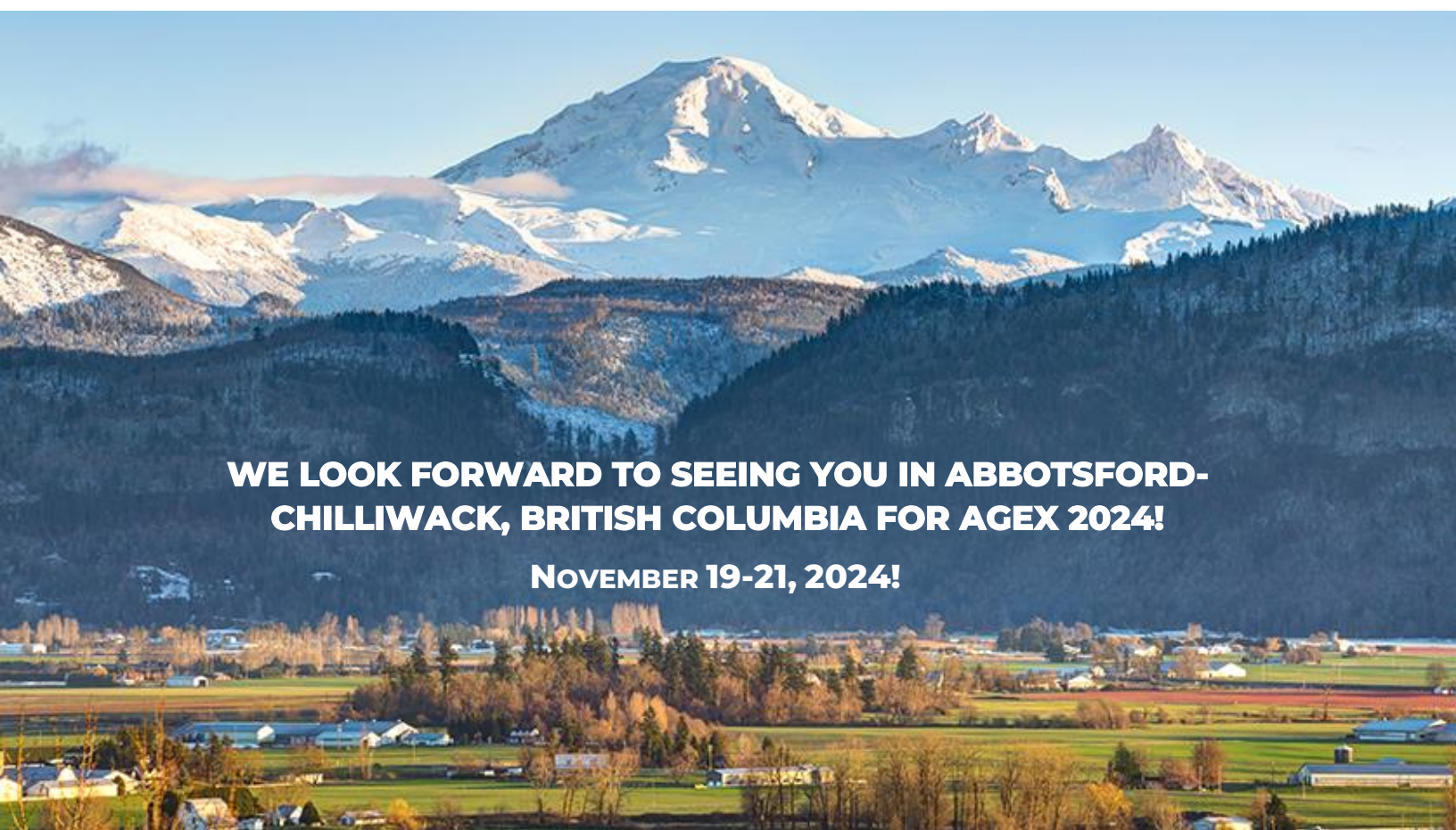
**“It is important to make time for strategic thinking,
to step back from the daily rut.”**

“Change is slow, we need to keep going.”

Check out the AgEx 2023 photos [here](#)



THANK YOU FOR JOINING US AT AGEX 2023!



**WE LOOK FORWARD TO SEEING YOU IN ABBOTSFORD-
CHILLIWACK, BRITISH COLUMBIA FOR AGEX 2024!**

NOVEMBER 19-21, 2024!

Photo: Tourism Abbotsford

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

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Supporting Partners



ALBERTA'S STEVE FUNK RECOGNIZED FOR HIS CONTRIBUTION TO FARM MANAGEMENT EXCELLENCE WITH PRESTIGIOUS WILSON LOREE AWARD

Steve Funk was announced as the 2023 recipient of the prestigious Wilson Loree Award at Farm Management Canada's AgEx Conference. Now in its twenty-first year, the Award honours individuals or groups who have made an extraordinary contribution to advancing farm business management in Canada.



Pictured (L-R): Steve Funk accepting the 2023 Wilson Loree Award from Wilson Loree.

Steve retired earlier this year as Director of MNP's Agriculture Risk Management Resources where he helped producers and industry understand AgriStability and other business risk management (BRM) programs, how these programs impact and support farm financial viability, and how to optimize program coverages and payments within the context of an overall farm insurance risk management strategy. Steve oversaw the Firm's provision of AgriStability, AgriInvest, Ag Risk Management Projector™ and other risk management services, where he was instrumental in service design, development, implementation, training and monitoring of service delivery systems and processes.

Steve has been a leading authority on AgriStability and other BRM programs in Canada. Over the last 27 years of Steve's career, he dedicated himself to helping government shape the current BRM framework. Steve has also educated hundreds of people across Canada on business risk management to create

awareness and further educate the industry on BRM helping make a positive influence on many policy decisions related to BRM.

More recently, Steve has been a strong supporter of financial fluency in Canadian agriculture. He has drawn a key correlation between a farmer's level of financial fluency and their ability to understand risk management and support farmer mental health through risk management planning.

Here is some of what Steve's colleagues had to say about his contributions to farm business management:

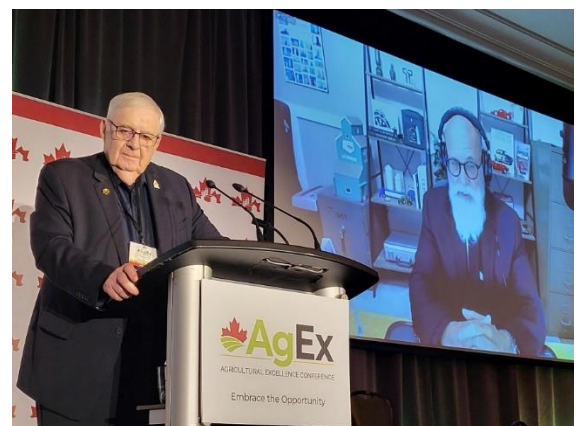
"Steve would rank in the top 2-3 people (possibly #1) in Canada who best understand AgriStability, and this has been recognized by the federal government and key industry organizations who have engaged Steve on multiple occasions to assist them in their assessment of the program."

"Steve has regularly served as a resource to many of us in the industry, and his level of commitment to providing trusted and reliable guidance in the areas of AgriStability and Business Risk Management (BRM) is immediately apparent."

"Steve goes above and beyond by sharing his knowledge publicly, through speaking engagements and presentations, to ensure that Canadians are well advised. He has regularly made himself available to producer associations across Canada to discuss BRM, share insights from his extensive experience and technical expertise, and support producer education and advocacy in the process."

"Canadian Agriculture would not be as strong today without the contributions that Steve has made to the industry."

Our congratulations to Steve!



BRIDGING THE GAP WORKSHOPS



FARM TRANSITION WORKSHOP

WHERE ENTHUSIASM MEETS EXPERIENCE.

FEBRUARY 26TH, 2024 | LETHBRIDGE, ALBERTA

MARCH 8TH, 2024 | GRAND PRAIRIE, ALBERTA



DENTONS



Our Bridging the Gap (BTG) workshops seek to help bridge the gap between generations of farmers to provide Canada's farming future with the best chance for success.

The workshop welcomes farm families to work with Farm Management Canada and our presenting partners MNP, AFSC, Dentons and Alberta Canola to help make meaningful progress in their farm transition journey.

This workshop is uniquely designed to engage multiple generations working together on the family farm in meaningful discussions to better understand each others' concerns and considerations for the future of the farm.

Attendees will work through sessions on planning, communication, navigating resistance, working with your transition team and gain access to valuable resources and tools to help them along the way.

Attendees will be encouraged to ask questions and discuss their farming situations with the group, for an opportunity to share insights, transfer knowledge and network. Farms of all sizes & commodities are welcome.

UPCOMING BTG WORKSHOPS:

February 26, 2024 | Lethbridge, AB – [REGISTER HERE](#)

March 8, 2024 | Grande Prairie, AB – [REGISTER HERE](#)

"This was the first time that all four of us have been encouraged to attend the same learning event together. Usually only one person is able to attend and attempts to bring home the information and try to relay what they learned. This was a priceless experience."

- Past Participant

If you or your organization is interested in sponsoring and hosting a Workshop for your clients or members, please contact our Business Development Lead, Nick Oakley, at sponsorship@fmc-gac.com.

FARM FINANCIAL FLUENCY TRAINING PROGRAM



WANT A BETTER UNDERSTANDING OF YOUR FARM'S FINANCIAL SITUATION?

Register for our Farm Financial Fluency Program today!

Farm Management Canada is seeking partners to host our Winter/Spring [Farm Financial Fluency training program](#)!

Participants will benefit from a deeper understanding of their 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 online training 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.

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

“A valuable course that will help you follow along with what your accountant presents you as well as teaching 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.”

- Past Participant

SEEDING SUCCESS: ASSESS, ACT, ACHIEVE

FARM BUSINESS PRACTICES ASSESSMENT WORKSHOP



It's no secret – primary producers who adopt farm business management practices enjoy increased profitability, confidence, peace of mind and family and farm team harmony.

But, what are the best practices when it comes to farm business management?

And, where do you begin?

The [Seeding Success: Farm Business Practices Assessment Workshop](#) (known in some regions as Growing Your Farm Profits and others as Taking Stock) is designed to help producers improve their business practices by combining self-assessment and action plan development with access to support resources to achieve results: Assess, Act, Achieve!

WHO SHOULD ATTEND?

The one-day workshop is free, and open to all producers – new and established. Farm families and management teams are encouraged to attend the workshop together.

WHAT TO EXPECT:

Participants will work their way through a series of self-assessment questions to identify their current practices under key management areas:

- | | |
|--------------------------|--------------------------|
| 1. Production Management | 5. Succession Planning |
| 2. Marketing | 6. Social Responsibility |
| 3. Financial Management | 7. Business Goals |
| 4. Human Resources | |

Sample question:

FINANCIAL MANAGEMENT

Do you monitor your cashflow?



Green Answer

I prepare cashflow projections and monitor the cashflow of the business on a monthly or quarterly basis.



Yellow Answer

I occasionally monitor the cashflow of the business, but it is difficult because my record keeping system does not allow me to do so easily.



Red Answer

I do not prepare cashflow projections or monitor the cashflow of the business other than monitoring my bank accounts or line of credit.

Priority

High

Medium

Low

Not Applicable

Based on their self-assessment, participants will identify their top priority areas for improvement to start creating action plans. Participants will not be asked to share personal or financial details of their operations, but rather assess their practices against industry best practices.

Participants will also learn about additional support and resources including advisory services, training, and cost-share funding opportunities to help achieve their business goals.

The workshop is being offered free to producers in multiple locations across Canada thanks to funding from the Canadian Agricultural Human Resource Council and funded in part by the Government of Canada's Sectoral Workforce Solutions Program.

Plan to attend a Seeding Success farm business practices assessment workshop near you!

REGISTER FOR A FREE WORKSHOP IN YOUR AREA



AgriShield

AGRISHIELD® – HELPING CANADIAN FARMERS MANAGE RISK AND BUILD RESILIENCE

[Access our FREE TRIAL](#)



Risk can be hard to predict when you're busy managing the day-to-day operations of your farm. It's easy to just deal with problems as they arise. Unfortunately, problems can pile up, jeopardizing the future of your operation, and the hardest part is trying to figure out 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, assess them, and mitigate them through an itemized, prioritized action plan.

AgriShield 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 level of risk and how prepared you are to manage it. Subscribe to AgriShield and start your free trial today!

And AgriShield is not just for current farmers, it's for future farmers as well. We're offering free farm risk management presentations, using AgriShield, in colleges and universities accross Canada.

"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

ROOTS TO SUCCESS: RISK MANAGEMENT TRAINING TAKE A COMPREHENSIVE APPROACH TO MANAGING RISK

Our Roots to Success workshops provide farmers and consultants working directly with farmers with much-needed training to identify, assess, and prioritize risks and create comprehensive risk management plans.

These 6-hour online or one-day in-person workshops guide participants through a comprehensive risk management process using AgriShield to help increase on-farm resilience and manage risk.

New workshop availability will be announced shortly!

If you would like to host a comprehensive risk management workshop for your members, clients or students, please contact our Business Development Lead, Nick Oakley, at sponsorship@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 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

"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/ or contact:
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 \$3,000 in cost-share funding under the Sustainable 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
farmleadership@fmc-gac.com.

Powered by



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

The Canadian Total Excellence in Agricultural Management (CTEAM) program is Canada's 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!

UPCOMING PROGRAM DATES:

Module 1 (Online) December 2023

Module 2 (Online) January 2024

Module 3 (Online) February 2024

Module 4 (Online) March 2024

2024 program intake details are coming soon!

SAVE ON TUITION!

This program is eligible for:

- Up to \$10,000 in grant funding under the Canada Job Grant
- Up to \$3,000 in cost-share funding under the Sustainable Canadian Agricultural Partnership

Check with your provincial Ministry of Agriculture for eligibility requirements.

Sign up for the CTEAM program at

www.agrifoodtraining.com/for-producers-cteam

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.



Brought to you by:



REGISTER FOR: INVESTING IN CAPITAL ASSETS IN AGRICULTURE: ANALYSIS & DECISION MAKING

Smart investment strategies can be the linchpin for sustained success and as asset costs continue to soar, optimizing these investments becomes pivotal for farmers seeking resilience and growth in the face of market uncertainties.

Ready to be able to make the best decisions for your business? We invite you to join our next course.

PROGRAM OVERVIEW:

Delivered in 5 Virtual Sessions

Feb 5 - 19, 2024

Tuition: \$475 (+ applicable taxes)

Taught by Dr. Larry Martin and Travis Jansen

Designed to empower farmers in navigating the complexities of asset investment, this program is crafted to equip you with the tools and insights necessary to construct and implement the optimum machinery management strategy for your farm.



KEY COURSE HIGHLIGHTS:

- Strategic Equipment Management: Defining equipment strategies encompassing replacements, additions, and integrating new technology.
- Financial Expertise: In-depth exploration of equipment cost analysis, financing principles, and mastering the time value of money concept.
- Interactive Learning: Engage with real-world case studies and an investment spreadsheet, facilitating practical application and personalized guidance.

WHY CHOOSE THIS PROGRAM?

In today's challenging market scenario, this program offers a unique opportunity to reevaluate your equipment strategy, reduce costs, and make informed decisions that align with your farm's goals. You'll gain actionable insights from internationally renowned experts, amalgamating theoretical expertise with practical, hands-on experiences.

Limited slots are available for this exclusive program, scheduled from February 5 to 19, 2024. Don't miss this chance to fortify your farm's future and steer your machinery investments toward profitability and sustainability. Visit our website or contact us for more information and to secure your spot.

[REGISTER TODAY!](#)

Brought to you by:



SAVE THE DATE!

RETIRING FARMERS FORUM

At some point, all farmers will find themselves at, or approaching, their transition from the ownership and management of their businesses.

As retiring farmers, spouses and partners, have you ever wondered what others in similar situations are dealing with as they work through the transition processes? Have you ever thought it might be interesting to talk to someone, other than family or advisors, who are in a similar stage in their life?

Backswath's Retiring Farmers Forum presents that opportunity!

It's a Forum where only retiring farmers and their spouses and partners are invited to attend.



Hear from keynote speaker, Cynthia Beck. Cynthia has a MSc in clinical psychology. She, her husband and two children operate a grain and cattle farm in Saskatchewan, along with her husband's parents and his brother's family. Cynthia knows reconciling generational perspectives offers challenges and possibilities.



Also, hear from Terry Betker, P.Ag., as he presents his thoughts taken from a career of talking to farm families in these situations.

DATE: April 2nd & 3rd, 2024

LOCATION: Regina, SK

Registration details coming soon!

Questions?

Reach out to Gavin Betker (gavin.betker@backswath.com) or call 204-275-0458.

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www.backswath.com

AGRIMENTOR PROGRAM

The Union des cultivateurs franco-ontariens (UCFO), in partnership with Dimension E-Canada program of Agricultrices du Québec, is recruiting French-speaking, English-speaking or bilingual female mentors across Canada as part of the AgriMentor mentoring project.

The project aims to provide support to female entrepreneurs in agriculture, whether they are already established or aspiring to join the sector, by pairing them with experienced female mentors in agriculture or business for guidance tailored to their specific needs.

The program runs for **six (6) months**, with **one monthly meeting** of up to one hour each between the mentor and the mentee. The guidance provided will help to strengthen the establishment of women in agriculture.

We are seeking mentors with the following characteristics:

- women working in the field of agriculture or business;
- French-speaking, English-speaking, or bilingual;
- reside in one of the provinces in Canada;
- have more than five (5) years of experience in entrepreneurship, or agriculture;
- available for virtual meetings, and make a commitment allowing mentees to achieve the objectives set at the beginning of the program.

Our goal is to create a dynamic, united farming community, where knowledge and experience are shared in a meaningful way. To encourage the participation of mentors, a budget has been set aside for fair remuneration.

For any further inquiries:

Adelphine Kabedi
AgriMentor program management
Union des cultivateurs franco-ontariens
akabedi@ucfo.ca | 613-488-2929, ext. 103

The Dimension E-Canada program is funded by the [Women Entrepreneurship Strategy \(WES\)](#), a Government of Canada initiative.



JOIN US FOR THE 24TH INTERNATIONAL FARM MANAGEMENT CONGRESS

JULY 7-12, 2024
SASKATOON, SASKATCHEWAN

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 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 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 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.

REGISTER TODAY!

Catch the action
online



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IFMA24 CALL FOR PAPERS

The 24th International Farm Management Congress has launched its call for papers. This is your chance to submit either a peer-reviewed or non-peer reviewed (applied) paper or poster which you can then present during concurrent sessions at the event.

The conference theme for IFMA24 is “Resilience Through Innovation.” In line with the conference theme, the organizing committee welcomes applied and peer-reviewed papers that focus on resilience-driven approaches to farm management. Papers that examine farm and community resilience through managerial innovations, technology integration, novel financial models, or new resource management techniques resilience are particularly encouraged.

You can find the Call for paper submissions on the IFMA24 webpage www.ifma2024.org or by clicking the button below to download.

Download Call for Papers

The final deadline for submission of all papers is 11:59 pm CST March 31, 2024.

If you are interested in organizing a symposium (collection of papers and presenters) on a specific theme, please get in touch with the Organizing Committee.

To subscribe to the IFMA24 Newsletter for updates as they become available, please visit www.IFMA2024.org

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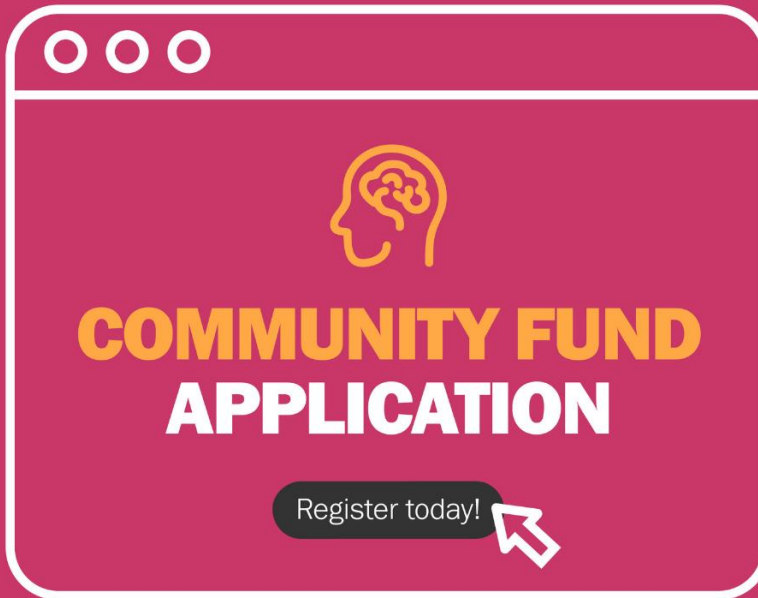
AGRIWEBINAR FEATURE:

Creating a Partnership that Honours Different Personalities

Kelly Dobson of LeaderShift sits down with Heather Watson of Farm Management Canada to share some practical applied psychology that unpacks why people irritate and avoid each other, and how growing our capacity to be ourselves, wherever we are, and whoever we're with, is the only sustainable and scalable path to bringing our best to situations with actions that get results.



VISIT WWW.AGRIWEBINAR.COM



The
Do More
Agriculture
Foundation



Bring free mental
health workshops
and literacy
programs to your
farming community.

The Do More Agriculture Foundation has announced that applications for the 5th year of the Community Fund, presented by Farm Credit Canada (FCC), are now open until February 15th, 5:00 PM CST.

This series of mental health workshops for the agricultural community brings an even broader selection of courses than previous series. Through FCC's support, Do More Ag has been able to grow their offerings and increase the number of rural communities to receive programming across Canada. To learn more and apply today, visit <https://www.domore.ag/community-fund>, or contact Do More Ag by email at hello@domore.ag.

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

NATIONAL FARM BUSINESS MANAGEMENT RESOURCE CENTRE



OUR LATEST RESEARCH

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

Much has been said about the experience of women in farming, but little has been measured. Farm Management Canada in partnership with CentricEngine offer new research that sheds light on the crucial roles played by farm women in influencing farm success in Canada. This comprehensive research underscores the indispensable contributions of women and offers a compelling narrative that highlights opportunities to foster a transformative shift in the industry by supporting the unique needs of farm women.

Over 40% of Canada's farm women are struggling to access capital for the farm, with 1 in 4 requiring co-signers or verification from men

The research replaces stereotypes and anecdotal

information with an accurate and actionable picture of farm women to create a foundation of facts where none existed before and a path forward to meet the unique current and future needs of this target group.

This research was made possible through the generous contributions of the project Steering Committee including representatives from the Maritime Agriculture Women's Network, la Fédération des Agricultrices du Québec, the Ag Women's Network (Ontario), Ag Women Manitoba, Manitoba Women in Agriculture & Food, Women in Agriculture (Saskatchewan), Alberta Ag Women and BC Women in Ag.

"We are excited to unveil this transformative research, which provides a roadmap for empowering Canada's farm women," says Heather Watson, Executive Director of Farm Management Canada. "By recognizing and supporting the unique needs of farm women, we

can unlock tremendous potential for advancing Canada's agricultural sector from the grassroots, paving the way for future generations of farmers in Canada."

The Report is accompanied by an Environmental Scan that helped shape the national study. Read the Full Study and access the media kit here: www.fmc-gac.com/farm-women-media-kit



Farm Management Canada would like to thank our project partners:



PARTNER WITH US!

How can we help you?

As a valued contributor to Canada's agricultural sector, we are offering a number of ways to show your members, clients and competition just how dedicated you are to helping our industry 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
Business Development Lead, Farm Management Canada
Cell: 519-217-4601| sponsorship@fmc-gac.com



#WINTER2024

CONTACT US

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