



FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

ANNUAL REPORT 2023-2024

Nurturing a resilient and thriving
Canadian agricultural industry





FARM MANAGEMENT CANADA: AT A GLANCE

- A national champion for farm management excellence and national umbrella for Canada's farm business management activities.
 - Connecting diverse industry players to share insights and expertise across regions and production sectors.
 - Delivering business skills development programs and services that are national in scope, regional in relevance and replicable by partners.
 - Knowledge delivery channels that evolve to meet the learning preferences and practices of Canada's farmers for maximum reach and impact.
 - Governed by farmers and key stakeholders who set the strategic direction for the organization in response to the evolving agricultural sector.
-

Farm Management Canada's projects are funded in part by Agriculture and Agri-Food Canada (AAFC) under the AgriCompetitiveness program of the Sustainable Canadian Agricultural Partnership (Sustainable CAP).

To provide feedback on Farm Management Canada's Annual Report, please contact:
Farm Management Canada
21 Florence Street
Ottawa, Ontario K2P 0W6
Email: info@FMC-GAC.com

 **Please consider the environment**

This report may also be downloaded from www.fmc-gac.com.
Disponible en français.



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Farm Management Canada’s Annual Report outlines our unwavering commitment to prosperous, sustainable and world-leading agriculture in Canada.



MESSAGE FROM OUR MINISTER

Minister
Of Agriculture and
Agri-Food



Ministre
De l'Agriculture et de
L'Agroalimentaire

Ottawa, Canada



Thank you to Farm Management Canada for your leadership and expertise in farm business management and planning. Through your tools and resources, you are helping farmers to keep their businesses strong, resilient and ready for what lies ahead.

This report reflects the important work you have done over the past year.

Your Agriculture Excellence Conference brings farmers and industry experts together to learn, share and make those valuable connections. This year's theme "Embracing Opportunity" reflects the amazing potential of this great sector. You're helping farmers see how sound business management can have a positive impact on mental health and lead to peace of mind. Thank you to Farm Management Canada for your great work and dedication to the sector in 2023-2024.

For over three decades, you folks have been a champion for farm management excellence, through your leadership and expertise. Our Government is proud to support you through the Sustainable Canadian Agricultural Partnership.

This report reflects your numerous achievements over the past year, including groundbreaking new research focusing on farm women.

My wife Frances and I were in the potato and dairy business for many years back home on Prince Edward Island. We could not envision the challenges farmers face today – from extreme weather events due to climate change to the ongoing impacts of a global pandemic. Your expertise and resources are all vital to helping our farm businesses thrive, build resilience and stay on the cutting edge.

I also want to congratulate you on your next Agriculture Excellence Conference, in Abbotsford-Chilliwack, B.C. This marks a new chapter for AgEx as you partner with the Canadian Agricultural Safety Association and the B.C. Agriculture Council for this exciting event, bringing even more learning and local experiences to the event. This exciting collaboration certainly reflects this year's theme Together Towards Tomorrow.

The sky is truly the limit for farming and food in Canada. So, let's continue to work together.

Once again, thank you for your great work last year -- and I wish you a successful year ahead.

A handwritten signature in blue ink that reads "Lawrence MacAulay".

The Honourable Lawrence MacAulay, P.C., M.P.
Minister of Agriculture and Agri-Food

The word "Canada" in a bold, black, sans-serif font, with a small red and white Canadian flag icon above the letter 'a'.

MESSAGE FROM OUR CHAIR

As Chair of Farm Management Canada, I am pleased to welcome you to the 2023-24 Annual Report. I always relish these reports as an opportunity for us to take a step back and reflect on our accomplishments over the past year. Thanks to the support of our members, partners, and funders, we made some notable progress towards our three strategic priorities:



Provide Industry Leadership

- Infused 25 industry events with farm business management
- Participated in 15 consultations and served on 20 advisory committees, bringing a farm business management lens
- Launched our Seeding Success Business Practices Assessment and Planning Workshops, for producers to assess their business practices and develop practical plans to implement best practices
- Continued to deliver our flagship programming, including our Agricultural Excellence Conference, Bridging the Gap: Farm Transition Workshops, Farm Transition Appreciation Day, the National Farm Leadership Program, Risk Management Workshops, and Farm Financial Fluency Training Program
- Integrated our AgriShield platform into curriculum at 4 academic institutions
- Continued to engage with industry partners to push for harmonized tax forms to improve Canada's benchmarking capacity

Advance Industry Knowledge

- Published a ground-breaking study on the experiences of farm women and the crucial roles they play in the success of farm operations across Canada
- Completed gap-opportunity research into public perception, skills development, and market-access opportunities to elevate Canada's pork sector
- Contributed our expertise and insights to 40 industry articles, podcasts and radio interviews

Promote Industry Success

- Published a white paper on the relationship between strategic management and farm success
- Continued to collect and publicize success stories through over 1000 social media posts, and over 100 emails to subscribers
- Continued to celebrate those who are advancing farm business management through our Wilson Loree Award

Although we faced some financial limitations in 2023-24 because of changes in our funding sources, our momentum continues to build in our pursuit of championing farm management excellence. This is thanks to the strong support of our partners, as well as the dedication of our Executive Director Heather Watson, our staff, and our Board of Directors. I hope you enjoy learning more about our activities through our Annual Report. I look forward to continuing to find new opportunities to share our passion for farm business management, and collaborate to support the industry with the knowledge, resources and tools to drive farm management excellence.

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

Andrea Gal, Chair

MESSAGE FROM OUR EXECUTIVE DIRECTOR



Greetings members, partners and colleagues,

Thank you for your unwavering commitment and support over the past year and as we look to the future.

I must admit, it has been a challenging year for Farm Management Canada and our fellow national organizations dedicated to building the capacity and competitiveness of Canada's farmers through knowledge sharing and skills development programming under the new Sustainable Canadian Agricultural Partnership. Despite reduced funding, we are grateful for the support we have secured and remain committed to our mission of promoting farm business management excellence across Canada as evidenced through this year's Annual Report.

I am pleased to share that our industry partners have stepped up to help bridge this gap. Your generosity and commitment have been instrumental in ensuring that we can continue to offer vital resources, training, and support to meet the evolving needs of Canada's farmers in an increasingly complex business environment. Your contributions are not just financial; they are a testament to the shared vision of a robust agricultural sector positioned for continued growth and prosperity. This collaborative spirit reinforces the importance of our collective efforts in navigating the challenges and seizing the opportunities ahead.

Thanks to support from the Canadian Agricultural Human Resources Council, we launched the Seeding Success program offering business practices assessment and planning workshops from coast to coast to coast. We also embarked on an exciting new project in partnership with Groupe AGÉCO to help the Canadian pork sector navigate its sustainability journey over the next five years.

In addition to our flagship programs including the national Ag Excellence Conference, farm business management resource centre, Farm Leadership Program and financial fluency, farm transition and risk management training, we were called upon to speak at numerous industry events and contributed to a number of national initiatives to ensure farm business management remains a priority for our sector. We also launched groundbreaking new research results to help expand opportunities for Canada's agricultural sector by understanding the experiences of farm women, replacing stereotypes and anecdotal information with a foundation of facts, and gathered together evidence-based information on the return on investment for adopting farm business practices.

We look forward to continuing to occupy a much-needed space as a national coordinating body and umbrella for business management activities and continuing our work together to advance farm business management practices and ensure the success and sustainability of Canadian farms.

Takin' care of business,

A handwritten signature in blue ink, appearing to read 'Heather Watson', written over a horizontal line.

Heather Watson, Executive Director

CORPORATE PROFILE & GOVERNANCE

Incorporated as a not-for-profit organization, Farm Management Canada is governed by a nine-person Board of Directors comprised of producers and representatives from public and private sectors including provincial and territorial governments. Directors are elected from among members and set the strategic direction of Farm Management Canada.

As an organization that must maintain flexibility to respond to the changing realities of the agricultural sector, Farm Management Canada continues to evolve its governance and management practices in response to the needs of industry and its members. The Directors, Staff and Partners of Farm Management Canada are committed to making a difference in Canadian agriculture. We measure our success by our contributions to the success of Canada's farmers.

2023-2024 BOARD OF DIRECTORS



Andrea Gal, Chair
Young Farmer (ON)



Steve Duff, Vice Chair
Farmer (ON)



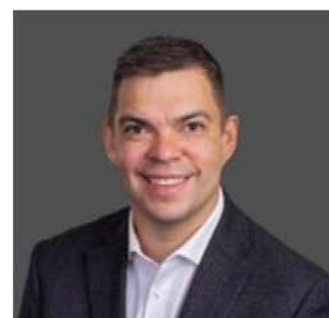
Derek Brewin, Secretary/Treasurer
Academic (MB)



Terry Aberhart,
Farmer (SK)



Bradley Barton
Provincial Government (YT)



Curtis Boyd
Young Farmer (AB)



Rob Cox
Farmer (ON)



Stuart Person
Corporate (AB)



Jim Selman
Member at Large (ON)



STRATEGIC PLAN AND PRIORITIES

In an ever-changing and increasingly complex global marketplace, farmers face intensifying volatility from economic fluctuations, trade relations, weather, pests and disease and consumer trends, among other factors, and must manage the social, economic and environmental impacts of farming like never before.

Much of the solution to deal with these intensifying realities lies in applying proven business practices and fostering innovative business thinking through skills development and connectivity between sector players.

A new 3-year Strategic Plan was launched by the Board of Directors in 2023 resulting in a new vision, mission, purpose and strategic priorities to ensure Farm Management Canada is positioned to meet the evolving needs of Canada's agricultural sector.

OUR NEW VISION:

A resilient and thriving Canadian agricultural industry.

OUR NEW MISSION:

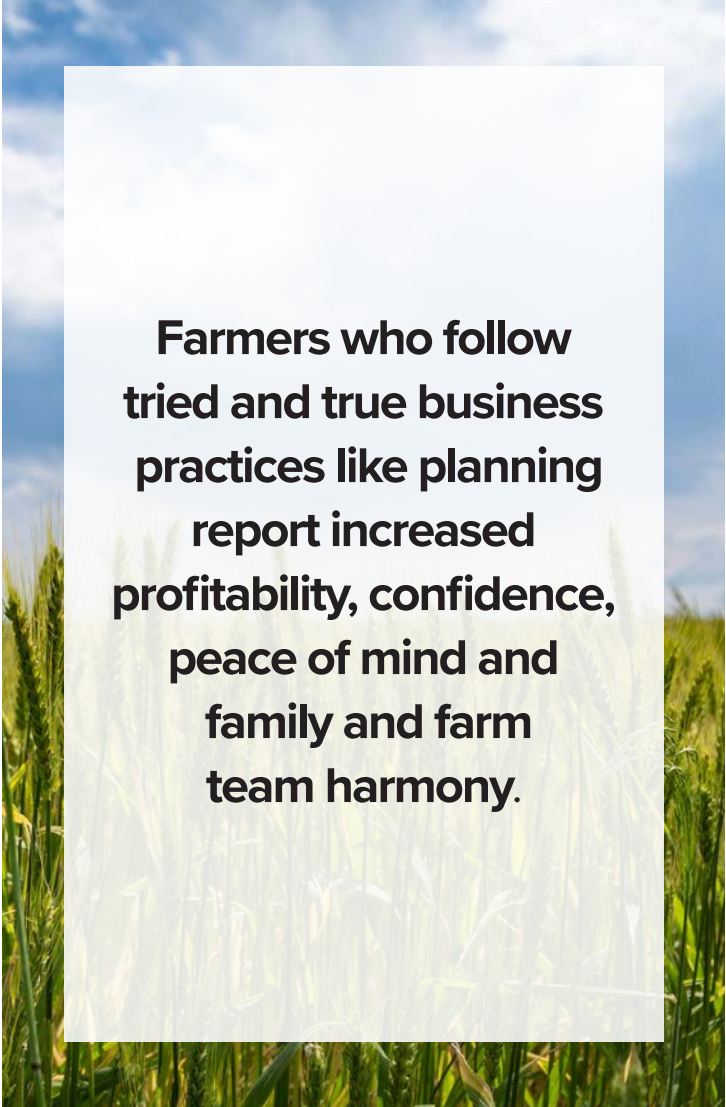
To champion farm management excellence.

OUR NEW PURPOSE:

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

OUR NEW STRATEGIC PRIORITIES:

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



**Farmers who follow
tried and true business
practices like planning
report increased
profitability, confidence,
peace of mind and
family and farm
team harmony.**



OUR VALUES

We at Farm Management Canada are committed to:

DEMONSTRATING LEADERSHIP

To be a national leader in promoting and modeling effective business management to all those we serve and with whom we work, continually seeking new and better ways to support our industry.

STRATEGIC, SUSTAINABLE MANAGEMENT

To demonstrate and nurture a culture of preparedness through proactive planning and performance measurement to maximize resources, manage risk, and seize opportunity to ensure the long-term health of our farmers and industry.

LIFELONG LEARNING

To foster and facilitate capacity building through innovative business thinking and on-farm implementation by providing and promoting lifelong learning and business skills development for the collective and individual success of Canada's farmers and the agricultural sector as a whole.

COLLABORATIVE RELATIONSHIPS

To cultivate collaboration with sector players to encourage dialogue and sharing of ideas between individuals, groups, and jurisdictions, encouraging teamwork and mutual support.

DIVERSITY, EQUITY AND INCLUSION

To embrace diversity and inclusion, and ensure every farmer, aspiring farmer and future farmers are treated with respect and dignity and have equal opportunity to succeed and prosper.

INTEGRITY AND TRANSPARENCY

To uphold the highest standards of integrity in all of our actions, ensuring honesty and openness in our communications and operations.

These values guide our mission and operations, ensuring we provide the highest quality programs, services and support to the farming community to ensure sustainable growth and prosperity of the agricultural industry.

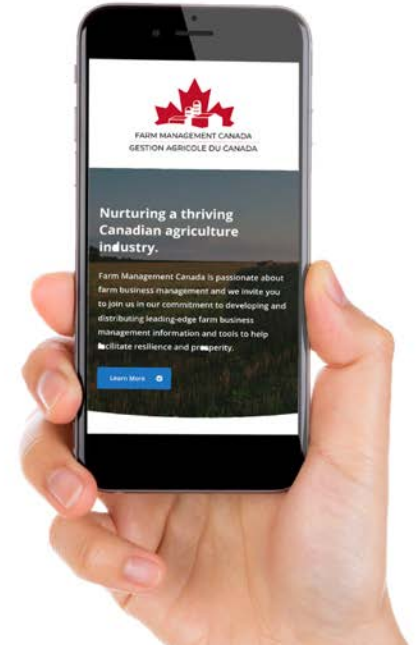
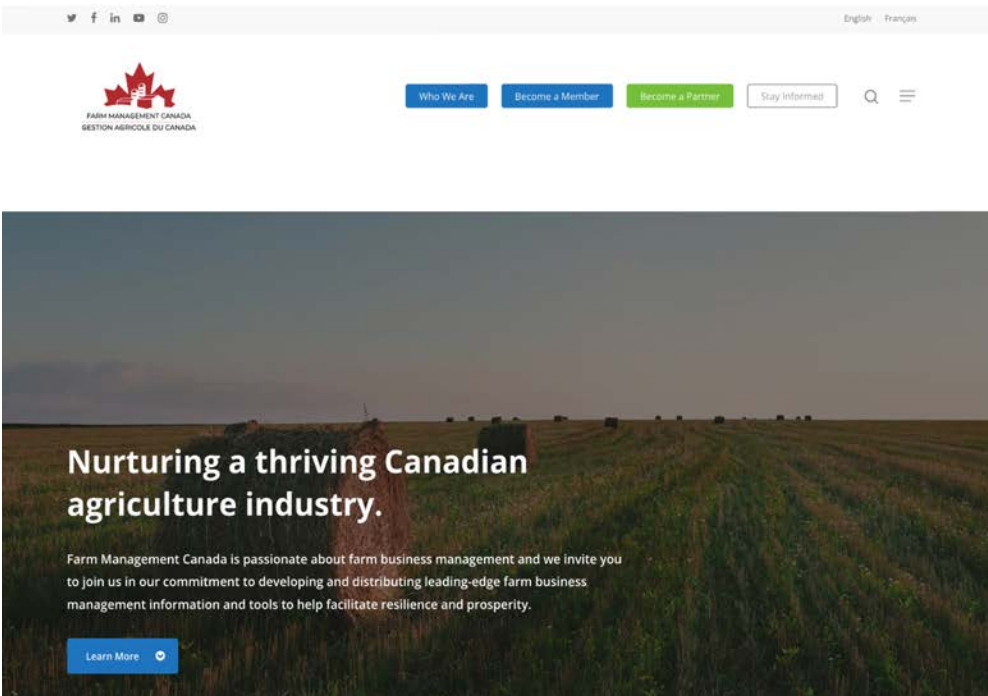
2023-24 PERFORMANCE HIGHLIGHTS

- Welcomed over 108,000 visitors to our **Websites** Fmc-Gac.com, TakeaNewApproach.ca, Agriwebinar.com, FarmBusinessAssessment.com, FarmTransitionGuide.ca, MyAgriShield.ca, AgriResponse.ca.
- Over 266,000 social media users reached through over 1000 posts to **Twitter, Facebook, Instagram, LinkedIn, YouTube**.
- Sent 118 **eBlasts** to 32,746 subscribers resulting in over 3.8M touchpoints.
- Welcomed over 1,000 **Agriwebinar** registrants and 337 virtual participants.
- Featured in 40 **Ag Media articles, interviews and Podcasts** reaching over 1.2M touchpoints with subscribers.
- Sought by industry to provide 25 **Presentations** reaching over 2,200 audience members.
- Sought by industry to participate in 15 **Industry Consultations** and 20 **Advisory Committees**.
- Hosted the annual **Agricultural Excellence Conference** offering over 30 learning sessions to over 150 participants.
- Hosted the **National Farm Leadership Program** welcoming 10 new participants and 10 alumni.
- Hosted **Farm Transition Appreciation Day** welcoming 50 promotional partners and 3 **Bridging the Gap Farm Transition Workshops** welcoming 350 participants.
- Hosted 17 **Seeding Success Business Practices Assessment and Planning Workshops** welcoming 350 participants.
- Hosted 4 **Risk Management training sessions** welcoming 150 participants.
- Published New Research into **Expanding Opportunities for Canadian Agriculture by Understanding the Experiences of Farm Women**, and **The Relationship Between Strategic Management and Farm Success**.
- Continued recognition of industry excellence through the **Wilson Loree Award**.
- Secured a **3-year Contribution Agreement** under the Sustainable Canadian Agricultural Partnership, 3 **one-year projects**, and 2 **long-term partnerships** with industry partners.

THE YEAR IN REVIEW

WWW.FMC-GAC.COM

Visit fmc-gac.com to learn about our team, programs, projects, research, publications, and other initiatives.



ONLINE RESOURCE CENTRE: WWW.TAKEANEWAPPROACH.CA

As a one-stop-shop, the National Farm Business Management Resource Centre showcases the best resources available including programs, publications, videos, funding programs and business-focused events, ensuring Canada's farmers are equipped with the learning resources necessary to build their capacity to confront change with confidence and seize opportunities.

NATIONAL FARM BUSINESS MANAGEMENT RESOURCE CENTRE



SOCIAL MEDIA

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



@FMC.GAC



@FMC.GAC



@FMC_GAC



@FMC-GAC



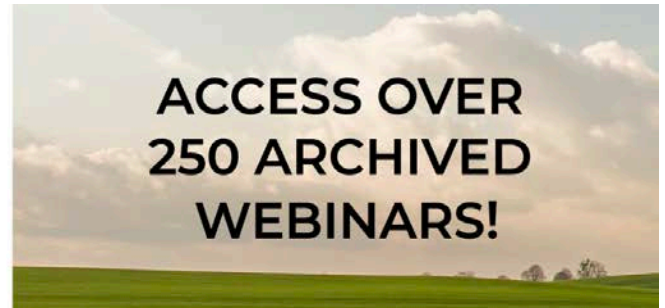
Channel/FMCGAC

AGRIWEBINAR®

Agriwebinar® provides access to topical and timely farm business management information from anywhere at any time. This year we hosted three webinars focused on farm safety, farm leadership and managing farm risk. Visit www.Agriwebinar.com to access over 275 insightful and informative webinars presented by a variety of

Agriwebinar®
Information at your fingertips.

VISIT WWW.AGRIWEBINAR.COM



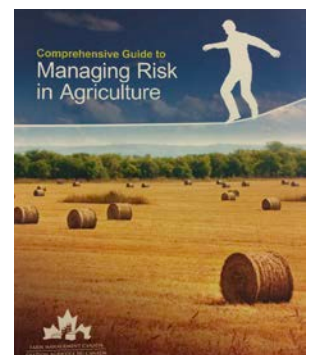
industry experts on topics like:

- Beginning & Young Farmers
- Benchmarking & Assessment
- Business Structures & Agreements
- Financial Planning & Management
- Health & Environment
- Human Resources Management
- Marketing
- Outlook & Innovation
- Risk Management
- Strategic & Business Planning
- Transition Planning

PUBLICATIONS CATALOGUE

Farm Management Canada works closely with its partners, members and supporting organizations to offer 20 farm business management print publications. Farm Management Canada resources are integrated into industry workshops and academic curriculum, providing a national baseline for training and skills development.

Over 70% of our resources are purchased by academic institutions for use in curriculum.



AGRICULTURAL EXCELLENCE CONFERENCE



Embrace The Opportunity
November 21-23, 2023
Guelph, Ontario

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

This year's 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.



The Conference kicked off with a farm tour on Tuesday of the Dairy Research Centre, Elora Brewing Company, and the Ontario Beef Research Centre.



On Wednesday and Thursday, delegates enjoyed 6 keynote presentations, 2 panel discussions, 4 concurrent workshops and a RealAg Radio Live broadcast. 45% of attendees were under the age of 40, and 45% of attendees were women.

98% of participants report AgEx increased their likelihood of adopting business planning practices.

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

Conference-goers came away from AgEx equipped with the information, tools and practical skills to thrive through change. Industry experts provided unique insights on how to see the opportunities in a changing environment, and the best management practices farmers can use to move their businesses forward. 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. All sessions are available to view on our [YouTube channel](#).





Thank you to our generous sponsors and supporting partners for making this conference possible.

Title Sponsor



Workshop Sponsors



Session Sponsors



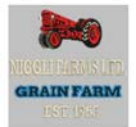
Farm Tour Sponsor



Media Sponsor



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Meal Sponsors



Seeding Excellence for Students



Supporting Partners



Government



WILSON LOREE AWARD

Congratulations to our 2023 recipient: Steve Funk

Now in its twenty-first year, the Wilson Loree Award honours individuals or groups who have made an extraordinary contribution to advancing agricultural business management practices in Canada.



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.

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.



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

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.



The Wilson Loree award is named after Wilson Loree who retired as Branch Head of Agriculture Business Management after 27 years with Alberta Agriculture, Food and Rural Development. A past director and one of the founders of the Canadian Farm Business Management Council (now Farm Management Canada), he has been cited as "an individual who exemplifies innovation, wisdom, and a constant focus on the farm manager and the farm family."

NATIONAL FARM LEADERSHIP PROGRAM

The National Farm Leadership Program 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.



NATIONAL
FARM LEADERSHIP
PROGRAM

Not only is leadership good for business; it's good for the well-being of the leader and those they work with. The 8th cohort of the National Farm Leadership Program began in January and welcomed 10 participants who will continue their learning and leading journey for the remainder of the year.

Program details:

- 6 weeks of online learning
- 3-day residency in Victoria, BC
- A personal 360° assessment
- A personal development plan
- Quarterly group coaching
- Unlimited personal coaching
- Access to the LeaderLab

As part of the Connect Program, alumni took part in a residency program of their own and continue their leadership journey.

“LeaderShift was just a name, now I’m truly starting to understand what it means and how in-depth it is. It has not been easy and I have been pushed out of my comfort zone, but it’s making a difference and I’m looking forward to continuing the journey.”

Craig Lehr
Short Grass Ranches Ltd. Medicine Hat, Alberta
and NFLP 7, Connect Member



“Often in the ag industry, we’re trying to put the technical solutions ahead of the readiness of the people. When this happens, the outcome is often resistance.”

Kelly Dobson leads the National Farm Leadership Program. He is a certified executive coach and fourth generation farmer.



Powered By:



Farming for our Future



Farm Management Canada marked the day with a social media campaign. 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.

The Canadian Association of Farm Advisors held a free SuccessionReady webinar featuring James Grieve and Ashka Wirk. And, the Do More Ag Foundation hosted an online fireside chat on Prioritizing Emotional Well-being While Finding Harmony in Farm Transition.

JANUARY 9, 2024



Farm Credit Canada @FCCagriculture · Jan 9

Winter is an ideal season to do some farm transition planning. Our 9-part video series, Your Path to Farm Transition, provides an in-depth look at each step in the process.

[#FTADay2024](#) [#FarmTransition](#) [#FarmSuccession](#) [#CdnAg](#)



fcc-fac.ca

Your Path to Farm Transition virtual event series | FCC Your Path to Farm Transition is a 9-part virtual event series offering ideas and insights into key topics to ...

LOFT

Loft32 @theloft32 · Jan 22

How many generations have your family been farming for? I'm the 7th generation Sager farming and my son will be 8th.

[#FTADay2024](#) [#AgTwitter](#) [#CndAg](#) [#FarmSuccession](#) [#farmtransition](#)



Start the conversation about farm transition at least 10 years before the transfer is set to takeplace to allow sufficient time for stakeholders to prepare and adjust.



AAFC Canada @AAFC_Canada · Jan 9

As eighth, seventh, and sixth-generation farmers, Nancy Colpitts and her family aren't strangers to hard work. 🙌 For [#FTADay2024](#), read the full story about McCrea farms from Shannon, [#NB](#) here: ow.ly/C8zL50Qp9RN



In partnership with:



BRIDGING THE GAP: FARM TRANSITION WORKSHOPS



FARM TRANSITION WORKSHOP

WHERE ENTHUSIASM MEETS EXPERIENCE.



DENTONS

MNP

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 and in support of farm transition planning. Participants receive a workbook to guide them through assessing their situation, improving communication, navigating resistance, the key elements to planning, and working with a transition team. They also gain access to valuable resources and tools to help them along the way.

Participants are encouraged to ask questions and discuss their farming situations with the group, for an opportunity to share insights, transfer knowledge and network.



“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.”

SEEDING SUCCESS: FARM BUSINESS PRACTICES ASSESSMENT WORKSHOPS



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, where do you begin? The Seeding Success: Farm Business Practices Assessment Workshop 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!

Participants worked their way through a series of self-assessment questions to identify their current practices and develop action plans under key management areas: Production Management, Financial Management, Marketing, Human Resources, Succession Planning, Social Responsibility, and Business Goals.



“The modules are presented in an illustrative and elaborative way, which helps in building plans and setting goals in a detailed way.”

“I learned how to engage my farm team to participate more actively in managing the farm business and decision making.”

Funded by:



AGRISHIELD® - RISK ASSESSMENT AND PLANNING PLATFORM



AgriShield is a risk assessment and management tool designed to keep Canadian agriculture flourishing by providing farmers with the knowledge necessary to spot risks in their operations and implement a plan to address their vulnerabilities. Through a series of self-assessment questions, farmers will establish risk profiles based on the six key areas of risk: people, production, business environment, finances, markets, and management. These risk profiles are then used to generate detailed and prioritized action plans, creating a roadmap to continued success by mitigating and managing risk.

We now have over 1000 producers using the platform including students from four educational institutions.

AgriShield also allows producers to measure their sustainability, based on a scoring system developed by the Sustainable Agriculture Initiative (SAI) Platform's Farm Sustainability Assessment 3.0 (FSA 3.0), an internationally recognized farm sustainability measure.

In partnership with:



ROOTS TO SUCCESS: RISK MANAGEMENT TRAINING PROGRAM

The Roots to Success project is making meaningful progress towards improved risk management for the agriculture and agri-food sector by providing producers and advisors with training on how to take a comprehensive approach to managing risk. The program consists of two 3-hour virtual sessions or one-day in-person workshops. This past year we partnered with Alberta's Poultry Innovation Partnership to deliver in-person training programs across Alberta. Presentations were also provided to agricultural students and at industry events.

AGRIRESPONSE.CA

Success in farming, like any business means being prepared for change - to increase the capacity to respond to a changing business environment and be ready to seize opportunities that present themselves along the way, the website includes:

Articles: timely articles on the latest issues and opportunities facing agriculture.

Q & A: submit your questions and get answers from industry experts.

Support Programs and Resources: listing various tools and support available to producers to help with contingency planning and emergency preparedness.

AgriResponse is a way for us to focus our attention on the immediate concerns expressed by producers and help provide immediate solutions. We hope that Canadian producers will take advantage of this opportunity to build their resilience.

Funded in part by:



FARM FINANCIAL FLUENCY TRAINING PROGRAM

Financial literacy is a fundamental starting point for effective farm business management, helping producers understand the direct impact of their business decisions, and opportunities available going forward.

Through the program, producers 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 financial statements (balance sheet, income statement), key financial ratios and how to use them to analyze risk, how to spot potential financial issues and opportunities, and 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.



“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.”

In partnership with:



FARM FINANCIAL STATEMENTS STANDARDIZATION INITIATIVE

Despite ongoing discussions for over 50 years, there is currently no standard format for farm financial statements. Without standardization and the ability to compare apples to apples, there are no benchmarks for financial performance. Further, it is common for producers to work with multiple financial service providers. Without a standard for financial statement reporting, analyses are varied, making it difficult for the farm manager to interpret and use the information for decision making. A national advisory committee and working group has been formed along with a draft set of statements and guidelines. We will continue to work on this endeavour going forward.

In partnership with:



HARMONIZING FARM TAX FORMS TO BUILD CANADA'S BENCHMARKING AND REPORTING CAPACITY

In an increasingly complex and volatile business environment where severe weather events and socio-economic changes are challenging many farms to survive, supporting farm financial management is imperative. In order to support farm financial management, national, comparable data must be made available.

Farm Management Canada is leading a national initiative that starts with harmonizing the coding used in Canada for various income tax forms when reporting farm income. This relatively simple harmonization will enable the creation of a common farm income dataset for all farms in Canada. This common dataset would profoundly improve the breadth and scope of financial data available to farmers, industry and government in support of timely, effective programming and decision-making.

Horticulture operations are historically very underrepresented with the only commodity delineation available being fruit or vegetable. This has severely limited the usefulness of available data to this sector. This initiative would put horticulture farm level data on the same level of detail as available for other sectors. For example, Statistics Canada, for the first time will be able to produce data on apple farms specifically.

Supply managed operations are also underrepresented and require modeling by both Agriculture & Agri-Food Canada and Statistics Canada to inform responsive programming.

A common farm income dataset would mean that Agriculture & Agri-Food Canada, Statistics Canada and participating provinces would no longer do economic modeling to account for farms not participating in programs. This significantly reduces resource requirements, and increases the accuracy and timeliness of data and analysis.

With a common dataset in place, the door would open to several significant simplifications for AgriInvest and AgriStability and fully and accurately provide widespread farm income benchmarking to every farm in Canada.

We will continue to work on this endeavour going forward.

In partnership with:



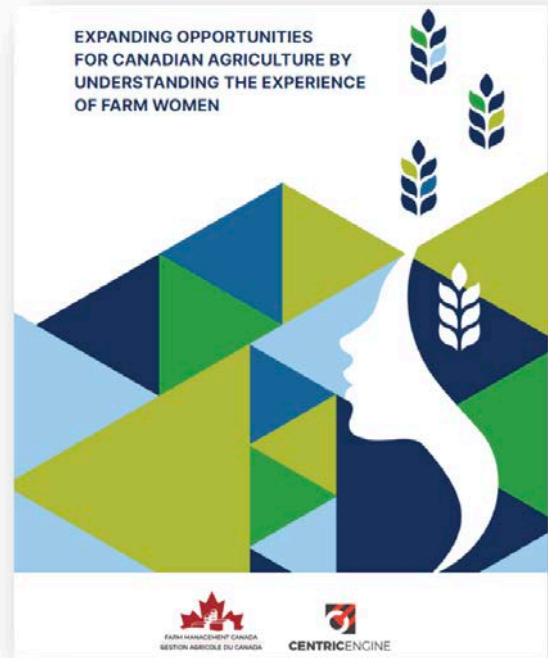
With the support of:



NEW RESEARCH: EXPANDING OPPORTUNITIES FOR CANADIAN AGRICULTURE BY UNDERSTANDING THE EXPERIENCES OF FARM WOMEN

Much has been said about the experience of women in farming, but little has been measured. Farm Management Canada partnered with CentricEngine to shed 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.

The research replaces stereotypes and anecdotal information with an accurate and actionable picture of farm women and their diverse experiences 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.



The research report offers 30 recommendations under six distinct headings:

1. Support gender equity and equality initiatives in policy development, programming and governance.
2. Dedicate efforts beyond women in agriculture to focus exclusively on supporting farm women.
3. Create and enhance programming, development opportunities, and resources that specifically address the needs of farm women.
4. Promote communication and interpersonal skills as essential components of farming and farm management.
5. Expand existing research to more effectively capture data related to farm women.
6. Conduct additional research on the experience and contributions of farm women, factors that influence farm success, and a comparative study of farm men using the same human-centered lens.

The Report is accompanied by an Environmental Scan that helped inform the national study.

Funded in part by:



NEW RESEARCH: THE RELATIONSHIP BETWEEN STRATEGIC MANAGEMENT AND SUCCESS IN FARMING

In today's dynamic landscape, where conventional industries evolve at a relentless pace, most professionals, across sectors, mandate business degrees as a prerequisite for managerial roles. Yet, within agriculture, a stark contrast emerges. Many dedicated farm operators initially embark on this journey driven by a passion for agriculture, not the intricacies of business management. Consequently, a wide spectrum of attitudes and varying levels of knowledge pertaining to the benefits of strategic management has emerged, painting a diverse canvas across the agricultural landscape.

This comprehensive study delves deep into the pivotal connection between business management practices and farm success to foster a transformative shift in the industry by catalyzing the widespread adoption of strategic management techniques among farmers.

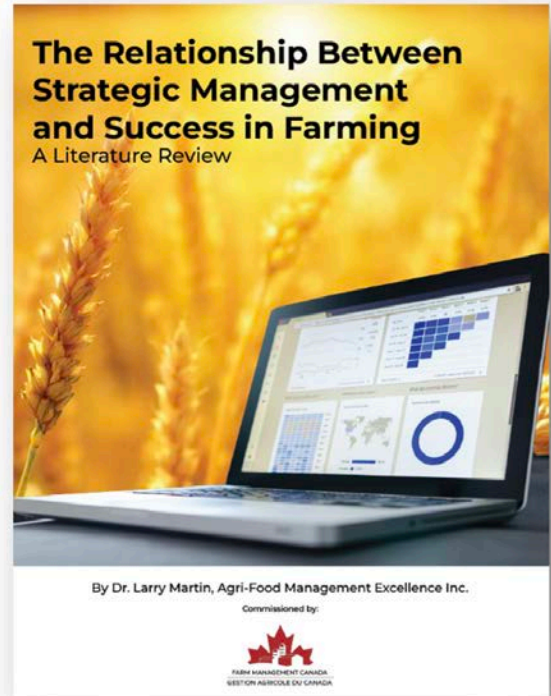
Larry Martin, Principal of Agri-Food Management Excellence Inc. authored the report, commissioned by Farm Management Canada. Martin conducted an extensive literature review and interviewed business management experts.

Results reveal three key findings:

1. Improving strategic management can lead to a 100% return on investment.
2. Strategic managers tend to be consistently more successful regardless of size, location or type of enterprise.
3. Definitions of farm success go beyond profitability.

In reality, farmers have many goals including work/life balance, improved family relationships, positive mental health and contributions to the community and environment. However, personal or non-economic goals are more easily achieved when a business is not under financial pressure – for example, farmer mental health is more vulnerable when there is not enough income to service debt.

Already, we see a number of Canadian farmers benefiting greatly from adopting strategic management processes and hope these numbers will grow. We are grateful for the work of Larry Martin in providing evidence-based research that further demonstrates the relationship between investing in business practices and farm success. This research further validates our belief that in an increasingly competitive and volatile business environment, farmers must think and act strategically to remain resilient and competitive.



In partnership with:



THE INTERNATIONAL FARM MANAGEMENT ASSOCIATION

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. Each year, Canada submits a country report to provide IFMA members with insights into agriculture in Canada – challenges and opportunities from politics to production. And, Canada's Next Gen representatives submit a Hands-on Farmer Report that's shared around the world. Meet our IFMA reporting team:



Heather Watson
Farm Management
Canada



Eric Micheels
University of
Saskatchewan



Hannah Konschuh
Generation Land &
Grain Co.



Morgan Smallman
J & J Farms

PROVINCIAL-TERRITORIAL MINISTRY NETWORK

The Provincial-Territorial (P/T) Ministry Network is the only way to connect to agricultural ministries and departments offering farm business support programming across Canada to build relationships, share knowledge, foster new ideas, collaborate and leverage resources to continue to advance farm business management, programs and initiatives.

The P/T Representatives meet annually to share ideas and bring information back to their respective regions. Quarterly teleconferences complement the annual meeting by helping the group stay in touch and providing continuous momentum in coordinating activities.



PARTNERSHIP DEVELOPMENT & INDUSTRY ENGAGEMENT

Farm Management Canada plays an integral role in connecting farm business management activities and stakeholders across Canada to:

- ◆ Facilitate a national conversation focused on farm management excellence
- ◆ Facilitate collaboration and coordinate activities
- ◆ Maintain a solid network of thought-leaders
- ◆ Leverage expertise and resources, increasing impact and reducing duplication
- ◆ Showcase Canada's excellence on the world stage
- ◆ Provide efficient and effective delivery of farm business management information, resources and tools to continue to meet the needs of Canada's farmers

Farm Management Canada continually seeks opportunities to enhance and extend programs and services to farmers and lead national projects to strengthen the culture of business management and advance Canadian agriculture through innovative business thinking.

Farm Management Canada's industry outreach endeavours include:

- ✓ Hosting industry events: conferences, workshops, discussion forums, and roundtables
- ✓ Participating in industry consultations and advisory committees
- ✓ Program and project management with industry partners
- ✓ Professional speaking
- ✓ Event participation and attendance
- ✓ Research to inform best practices in business management and extension

Farm Management Canada continues to use its partnership network to tap into regional initiatives, exposing more farmers to and increasing the impact of successful initiatives. Working collaboratively provides a significant opportunity to reach more producers in a way that substantiates the content. The content becomes trusted, reliable and far-reaching.

STRATEGIC ALLIANCES



The goal of these strategic alliance is to support Farm Management Canada as a national resource for farm business management information and learning opportunities for growers and encourage others to support Farm Management Canada.

FARM MANAGEMENT CANADA'S INDUSTRY GROUP 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 and
Audit Committee



Farm Financial Statement
Standards for Canada



Skills Development Table



North American Agricultural
Advisory Network



Influential Women in
Canadian Agriculture 2024
Recipient Judging Panel



Risk Management Study



Farmer Health and
Wellbeing Study



Farm Transition and
Mental Health Study



Advisory Committee



International Farm
Transition Network



Environmental Farm Plan
Modernization Consultation



Foundations in Agricultural
Management Program
Advisory Committee



Ontario Agri-Food Research Initiative
Policy Proposal Review Panel

FARM MANAGEMENT CANADA'S PRESENTATIONS TO INDUSTRY

Farm Management Canada provided presentations at a number of industry meetings and events, including:



Using AgriShield to Assess and Manage Farm Risk
May 17, 2023, Winchester, ON



Annual Meeting and Roundtable
June 12-14, 2023, Montreal, QC



Women's Leadership Program – From Self-Doubt to Self-Assurance
June 21, 2023, Ottawa, ON



Canadian Agricultural Economics Society and Western Agricultural Economics Association Annual Congress – Farm Business Management Research Symposium
July 17-19, 2023, Whistler, BC



Flock Talks – Managing Farm Risk
August 15-17, 2023, Edmonton, Red Deer, Lethbridge, AB



Planning for Farm Business Success
September 19, 2023, Perth, ON



EU Mission to Canada – Incentivise, Inspire and Include: Transatlantic Views on Supporting Women in Agriculture
October 27, 2023 (Virtual)



Understanding the Experiences of Farm Women
November 8, 2023 (Virtual)



Farm Transition: How to Take the Lead as the Next Generation
November 9, 2023 (Virtual)



Circle of Care Summit
November 21, 2023, Guelph, ON



Grain Women's Symposium
November 27-28, 2023, Guelph, ON

November 15, 2023 (Virtual)



**Dundas Soil and Crop Improvement Association Annual General
Meeting: Healthy Minds, Healthy Farms**

December 5, 2023, Chesterville, ON



Ag Summit - Fostering Success through Strategic Management

December 12, 2023, Red Deer, AB



National Roundtable for Educators

December 15, 2023 (Virtual)



**Agriculture Industry Symposium - Building Resiliency on the Farm
through Proactive Risk Management**

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



**Annual Conference and Research Symposium - Fired Up for
Farm Management**

January 24-25, 2024, Grand Prairie, AB



Planning for Farm Business Success

February 8, 2024 (Virtual)



Annual Meeting - Farm Financial Health Forum

February 27-28, 2024, Ottawa, ON



**Agricultural Advisory Committee: Positioning Canada's Farmers for
Success through Farm Business Management Excellence**

March 7, 2024 (Virtual)



Women Food and Farming Leaders' Roundtable

March 8, 2024 (Virtual)



Planning for Farm Business Success

March 8, 2024 (Virtual)



Ag Summit - Fostering Success through Strategic Management

March 13, 2024, London, ON

FARM MANAGEMENT CANADA IN THE MEDIA

APRIL

- Press Release: AgriShield becomes the first risk management platform in North America to receive top marks from the International Farm Sustainability Assessment
 - Press Release: New Report shines light on how to build farm financial resilience to manage farm risk
 - Press Release: New Research Report: Acquiring Environmental Allies: Increasing the Adoption of Environmental Stewardship Practices by Ontario Landowners
-

JULY

- Press Release: Farm Management Canada Celebrates Success, Welcomes New Directors at Annual Meeting
 - FCC Express: Managing Financial Stress
 - FCC Express: Farm Business Practices Resources
-

AUGUST

- FCC Express: Preparation and Planning can Reduce Risk Management Stress
-

SEPTEMBER

- Press Release: New Research Report: The Relationship Between Strategic Management and Farm Success
-

OCTOBER

- Press Release: Groundbreaking research reveals women are making extraordinary contributions to farming in Canada, yet continue to face significant challenges
- RealAgriculture: New Report Outlines the Breadth and Depth of the Experiences of Farm Women in Canada
- Woolwich Observer: Women Make Major Contributions to the Ag Sector
- Country Guide: A Smarter Farm Start
- FCC Express: How to Pressure Test Your Strategic Plan
- AFSC: Time to Start Thinking about Farm Transition
- Western Producer: Are You a Farmer? The Answer May Surprise You
- Better Farming: Adoption of Farm Business Management Practices
- Canola Digest: The 5 Experiences of Farm Women

NOVEMBER

- Impact Farming: AgExcellence 2023 – Embrace the Opportunity
 - Impact Farming: Conflict on the Farm
 - Farms.com: How Will You Know When You Are Successful?
 - RealAg Radio: Raising the Bar on Farm Management and Lifelong Learning
 - Press Release: Alberta's Steve Funk Recognized for his Contribution to Farm Management Excellence with Prestigious Wilson Loree Award
-

DECEMBER

- Country Guide: Measuring Success on the Farm
 - Press Release: Celebrate Farm Transition Appreciation Day on January 9th!
-

JANUARY

- Press Release: Farm Management Canada's Annual Agricultural Conference is Sowing the Seeds of Excellence
 - Farms.com: 40% of Rural Canadians Do Not Have Reliable Connectivity
 - Impact Farming: Coaching for Farmers
 - RealAg Radio: The Farm Transition Juggernaut
 - RealAgriculture: Fair, Equal, and the Farm table Gap: Where Canadian Farmers are at with Succession
 - FCC Express: Employee Fractional Ownership
 - Better Farming: Business Management – Still Room to Improve
 - Better Farming: Farm Payroll Practices
-

FEBRUARY

- Country Guide: Do the Kids Really Want It?
 - Country Guide: Is My Kid a Leader?
 - Better Farming: Is the Family Still on the Farm?
 - Grainnews: Plan Now for a Farm's Future
-

MARCH

- Country Guide: Is It Time to Get a Farm Management Coach?
- Country Guide: Skills Training That can make You a Better Farmer
- Wellington Advisor: Celebrating Women in Agriculture – Wellness, Safety and Leadership
- VOXM: Risk Management Theme of 2024 Agriculture Industry Symposium

REACH & IMPACT: A NATIONAL SUMMARY

At Farm Management Canada, we combine strategic insight with impact analysis to continue to invest in proven successes while embracing new opportunities and innovative activities. Our annual Performance Survey provides crucial feedback regarding our programs and services and the needs and priorities of the agricultural community so we can continue to provide relevant programming and services.

While our ultimate target is Canada's farmers, Farm Management Canada also works with service providers including the Ministries of agriculture, advisors, academia, corporations and fellow organizations to positively influence farm business excellence.

Farm Management Canada uses a multi-medium approach to meet the learning preferences and practices of Canada's farmers and support service providers

The results of Farm Management Canada's 2023-24 Performance Survey confirm that Farm Management Canada's activities have contributed to increasing knowledge and awareness of beneficial management practices, while also changing management behaviour at the farm level, leading to the advancement and achievement of business goals, and overall, making positive contributions to farm businesses and their families.

As a result of Farm Management Canada's activities:

- ✓ 85% of Farmers are more aware of beneficial business management strategies and tools.
- ✓ 84% of Farmers are adopting beneficial management strategies and tools in their operation.
- ✓ 88% of farmers are adopting planning practices for their operation.
- ✓ 88% of Farmers have advanced their business goals.

The top 5 plans farmers adopted* through Farm Management Canada programs, resources, and/or tools:

1. Financial plan
2. Strategic Business plan
3. Operational plan
4. Succession or Transition plan
5. Environmental plan

The top 5 beneficial practices adopted*:

1. Sought advice from industry experts (ex. advisors, consultants, accountants, lawyers, marketing specialists, etc.)
2. Established a clear vision and strategic goals for my farm.
3. Used a detailed financial record-keeping system to track production costs more carefully.
4. Managed my business and made decisions according to my plan.
5. Set specific performance targets for my farm.

The top 5 ways Farm Management Canada has contributed to business success*:

1. Increase confidence and make better decisions
2. Maintain/increase profitability and keep finances under control
3. Improve communications, teamwork and morale
4. Prepare the business for transition
5. Realize efficiencies and cost savings

*Farmers had the option to 'check all that apply'

Farmers were asked to indicate the economic value of Farm Management Canada's programs and services over the past year

- 57% of Farmers gained over 5% access to capital
- 56% of Farmers gained over 5% profitability
- 49% of Farmers gained over 5% cost savings
- 41% of Farmers gained over 5% in well-being (personal/family health, mental state, stress)

What impact have Farm Management Canada's activities had on you?

"We are going to start having more business focused meetings on the farm."

"I plan to use the information to help farmers assess and work through growth/expansion changes in their farm management practices."

"I learned how to engage my farm team to participate more actively in managing the farm business and decision making."

"I'm going to start thinking about the goals for each major event or decision and stop making automatic decisions or decisions out of guilt."

"Good that it is like a classroom where you learn the lesson (action plans, SWOT etc.) and then have homework and analyze in follow up. Very helpful."

"I appreciated the flexibility of the format and the examples provided gave context and a level playing field. The facilitator was enthusiastic, confident, kind and very personable. I feel more prepared to take on this next step with our business."

"Economic, environmental, and social sustainability are fundamentally interconnected; we can't support the environment if we aren't financially resilient and supporting our mental health."

"To get a return on a \$6,000 or even \$10,000 personal development program can happen with one employee in one afternoon...learning how to show up differently to empower your employees and get better results...it's a big payback. And when you think about it, the time and financial commitment is so small compared to what we regularly invest in farm equipment."

"I've learned it's important to approach learning without too many preconceptions. The National Farm Leadership Program took me on a totally different journey than I expected. It caused me to stretch and grow in ways I hadn't thought about before to unleash my true leadership potential. It has had more impact than I ever could have imagined."

"The workbook is an excellent resource. It's easy to avoid work like this when it's on the computer, but when a binder is on the desk, it forces you to see it and address it."

"The National Farm Leadership Program helped me identify barriers in family and farm team relationships that were holding me back from being the person and leader I always wanted to be. I have learned how to empower others by creating a culture on our farm for open and ongoing conversations outside of scheduled business meetings."

“The National Farm Leadership Program helped me realize the power of asking for what I need and how giving other members of my team more accountability empowers their confidence and development, and gives me more time to spend with my family.”

“LeaderShift was just a name, now I’m truly starting to understand what it means and how in-depth it is. It has not been easy and I have been pushed out of my comfort zone, but it’s making a difference and I’m looking forward to continuing the journey.”

“I’ve learned that to make progress, I need to get out of my own way. I have gained the confidence to show up better everyday and deal with situations better. When I make mistakes, I now have the courage to go back and make amends. This is helping create the culture around the farm that I want to achieve.”

“I’ve learned how to have more positive conversations with my team. Encouraging progress. They are now more invested in the success of the farm and have more pride in what they are doing.”

“It doesn’t matter the size of the operation, learning and advancing your leadership skills pays dividends for everyone. Taking leadership training and working with a coach opens your eyes and changes your perspective. It has not been easy, but it’s making a difference and I’m looking forward to continuing the journey.”

Drivers and Challenges in Changing Management Practices

As part of the annual Performance Survey, Farmers and Non-Farmers (ex. Advisors) were asked the **Top Drivers** for changing management practices:

Farmers	Non-Farmers (ex. Advisors)
<ol style="list-style-type: none"> 1. Insights gained from a learning event or resource such as a workshop, conference, webinar, article, or publication 2. Seeking increased profitability 3. Planning for transition/succession or a change in ownership 4. Creating or reviewing a Strategic Plan for the farm and setting performance targets 5. Planning to expand/increase production 	<ol style="list-style-type: none"> 1. Planning for transition/succession or a change in ownership 2. Advice from a farm advisor/consultant including agronomist, accountant, lawyer, business advisor or coach, banker, lender 3. Conducting a business assessment (including risk assessment, skills assessment) 4. Creating or reviewing a Strategic Plan for the farm and setting performance targets 5. Seeking increased profitability

Farmers and Non-Farmers (ex. Advisors) were also asked the **Least Effective Drivers** for changing management practices:

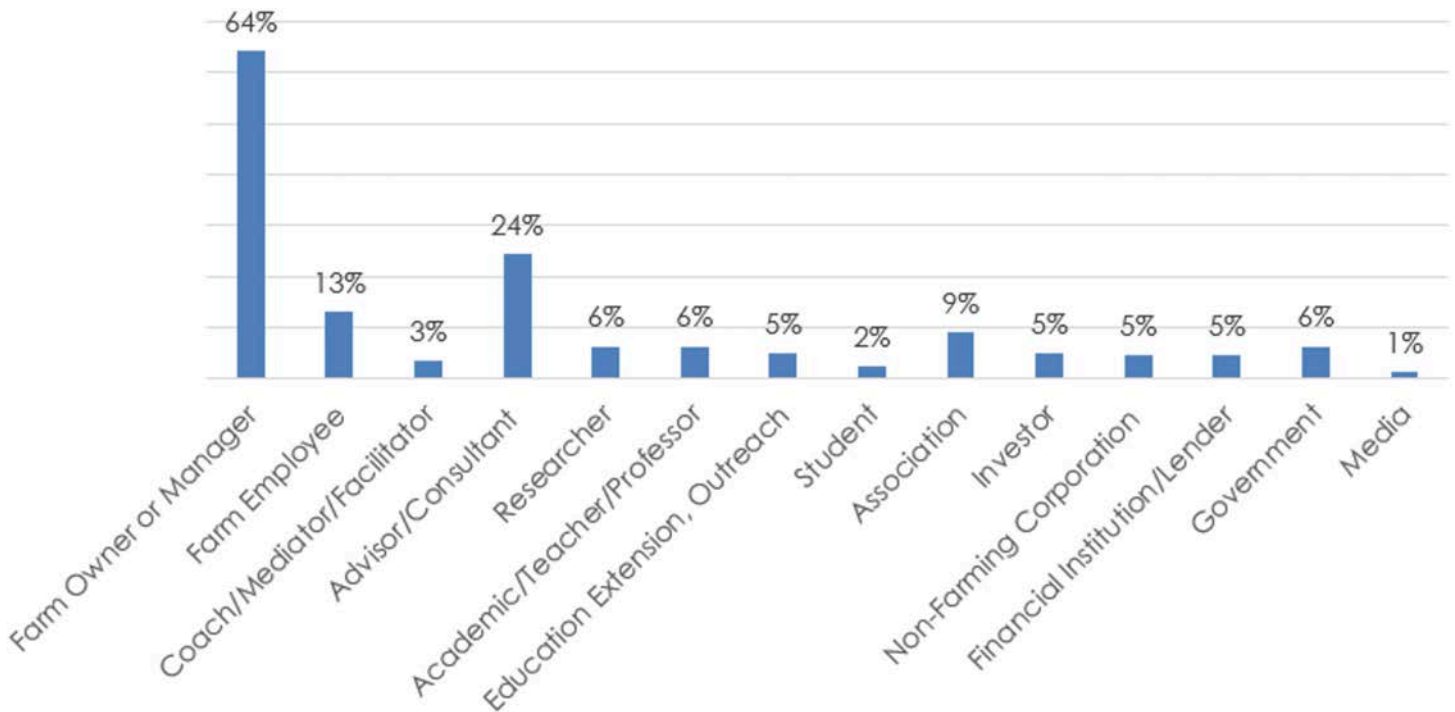
Farmers	Non-Farmers (ex. Advisors)
<ol style="list-style-type: none"> 1. A new opportunity has emerged 2. Demands from lenders/creditors 3. A new risk has emerged 4. Changing human resources or quality of life needs 5. Planning to reduce farm debt 	<ol style="list-style-type: none"> 1. Changing human resources or quality of life needs 2. Demands from lenders/creditors 3. A new opportunity has emerged 4. A new risk has emerged 5. Planning to expand/increase production

Farmers and Non-Farmers (ex. Advisors) were also asked the **Greatest Challenge** in implementing farm business practices:

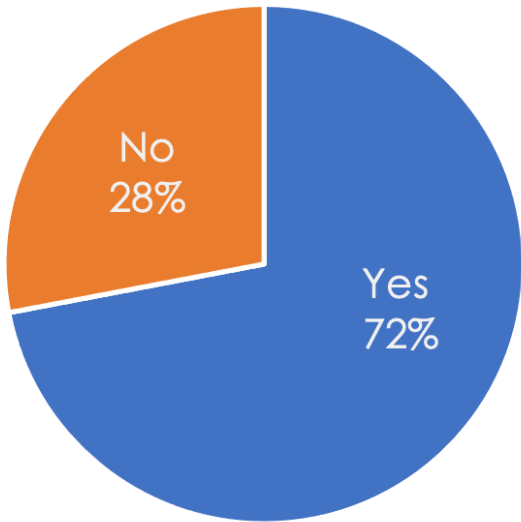
Farmers	Non-Farmers (ex. Advisors)
<ol style="list-style-type: none"> 1. Communication and teamwork 2. Time management 3. Accessing financial services and funding 4. Weather/climate 5. Transition planning process 	<ol style="list-style-type: none"> 1. Getting farmers to see the value of focusing on business management 2. High cost of professional advisory services 3. Lack of farm business management education and financial literacy

DEMOGRAPHIC PROFILE OF FARM MANAGEMENT CANADA'S 2023-24 AUDIENCE

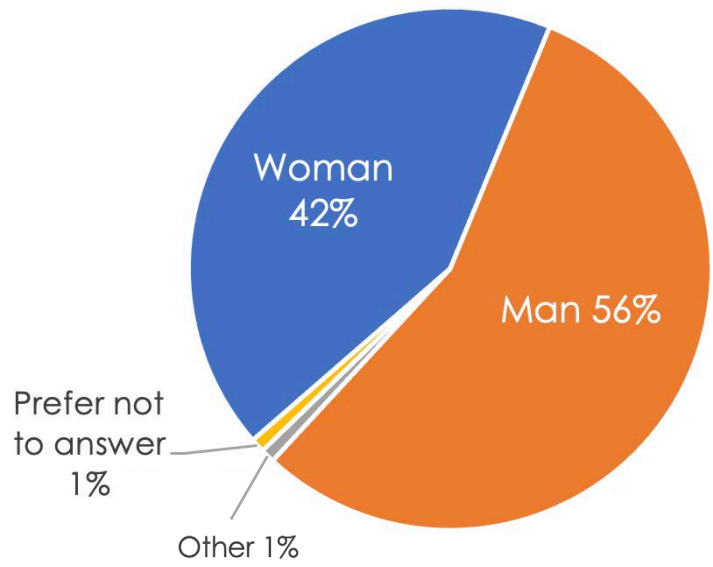
Occupation



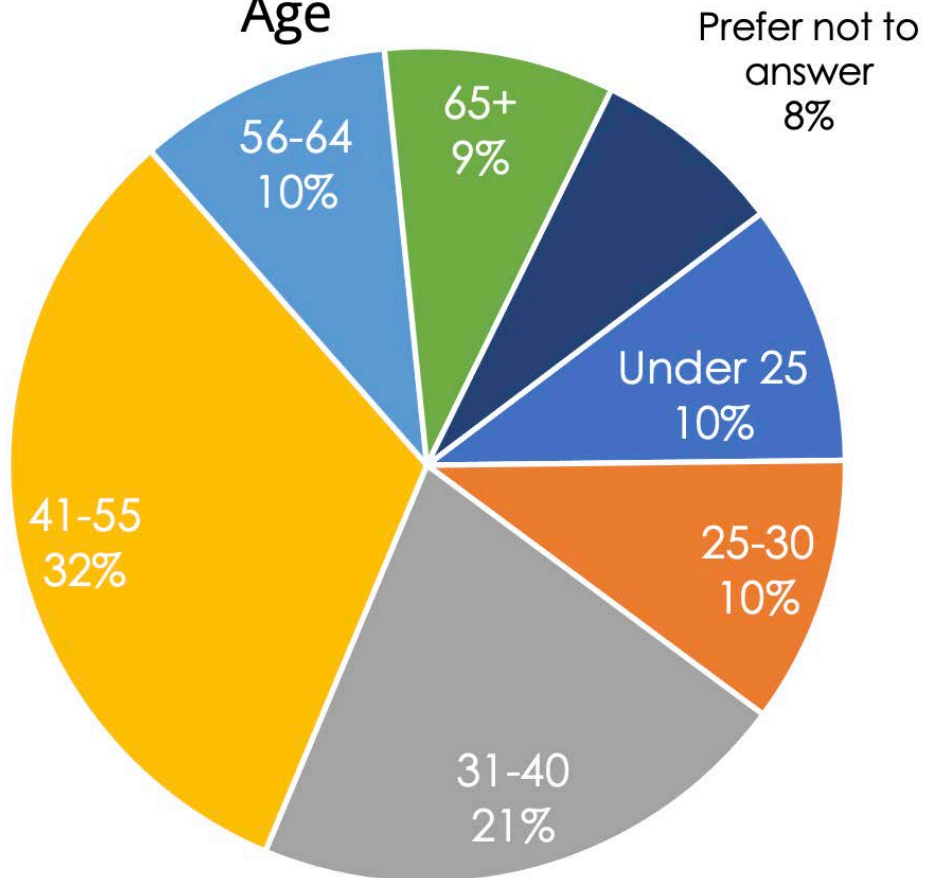
Do you farm?



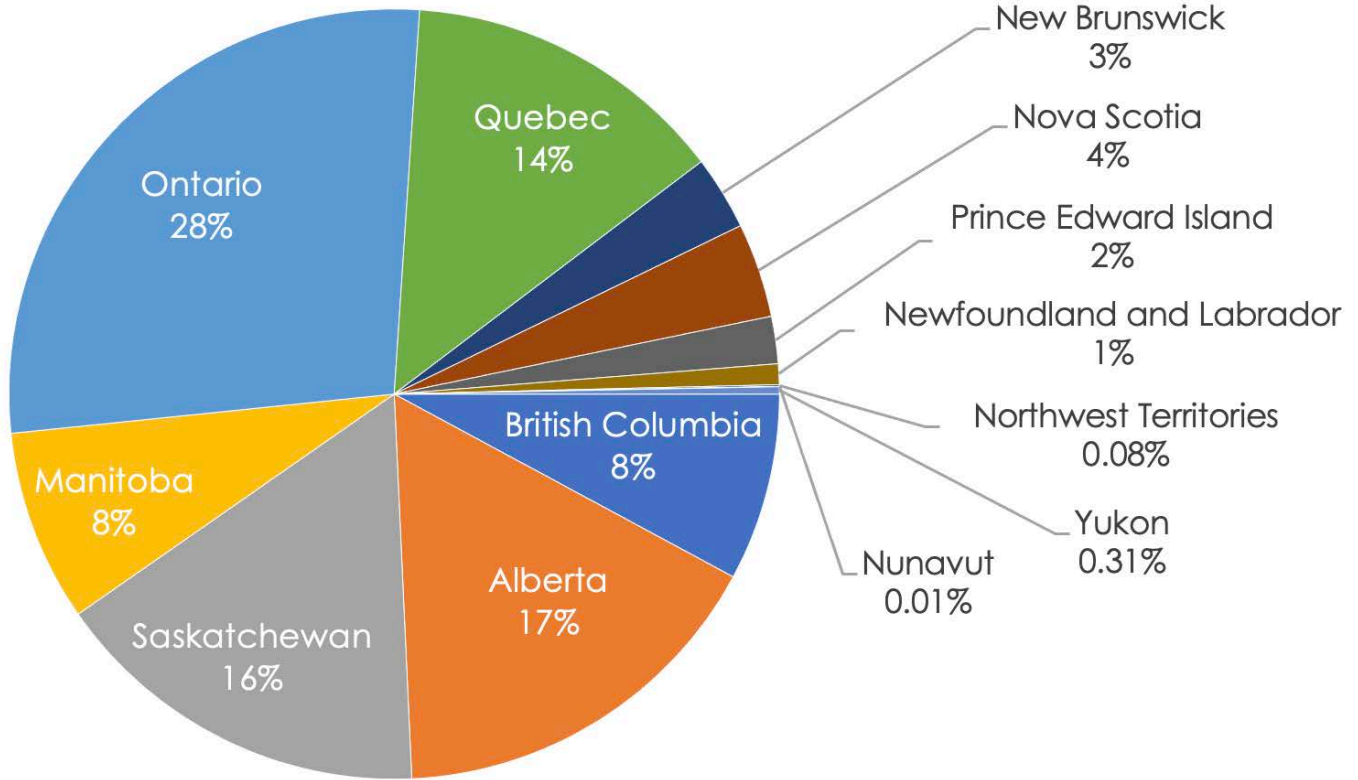
Gender



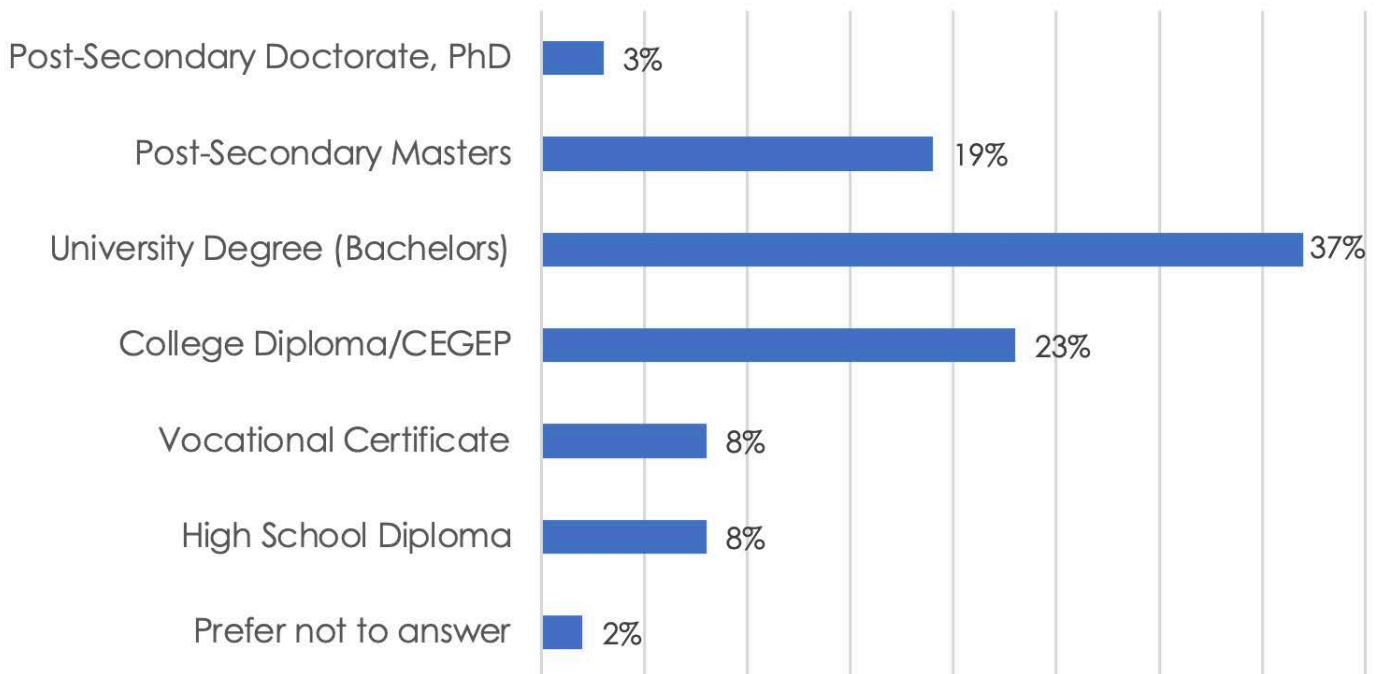
Age



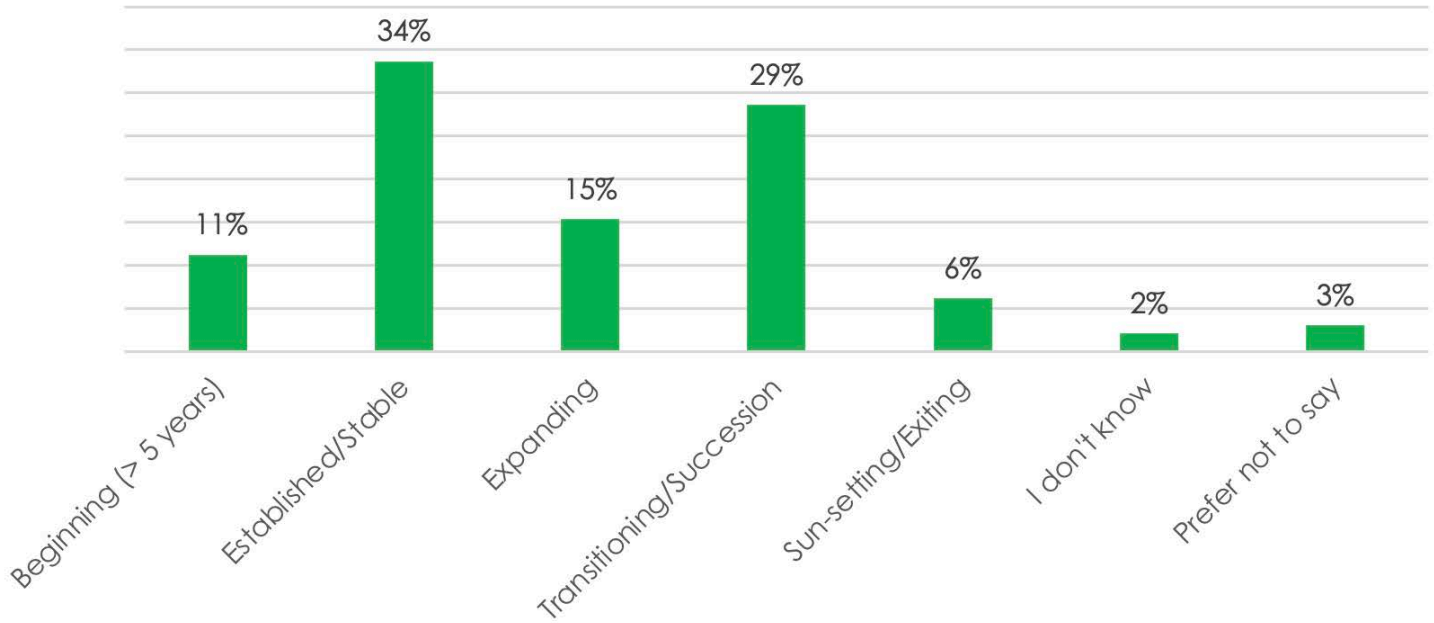
Location



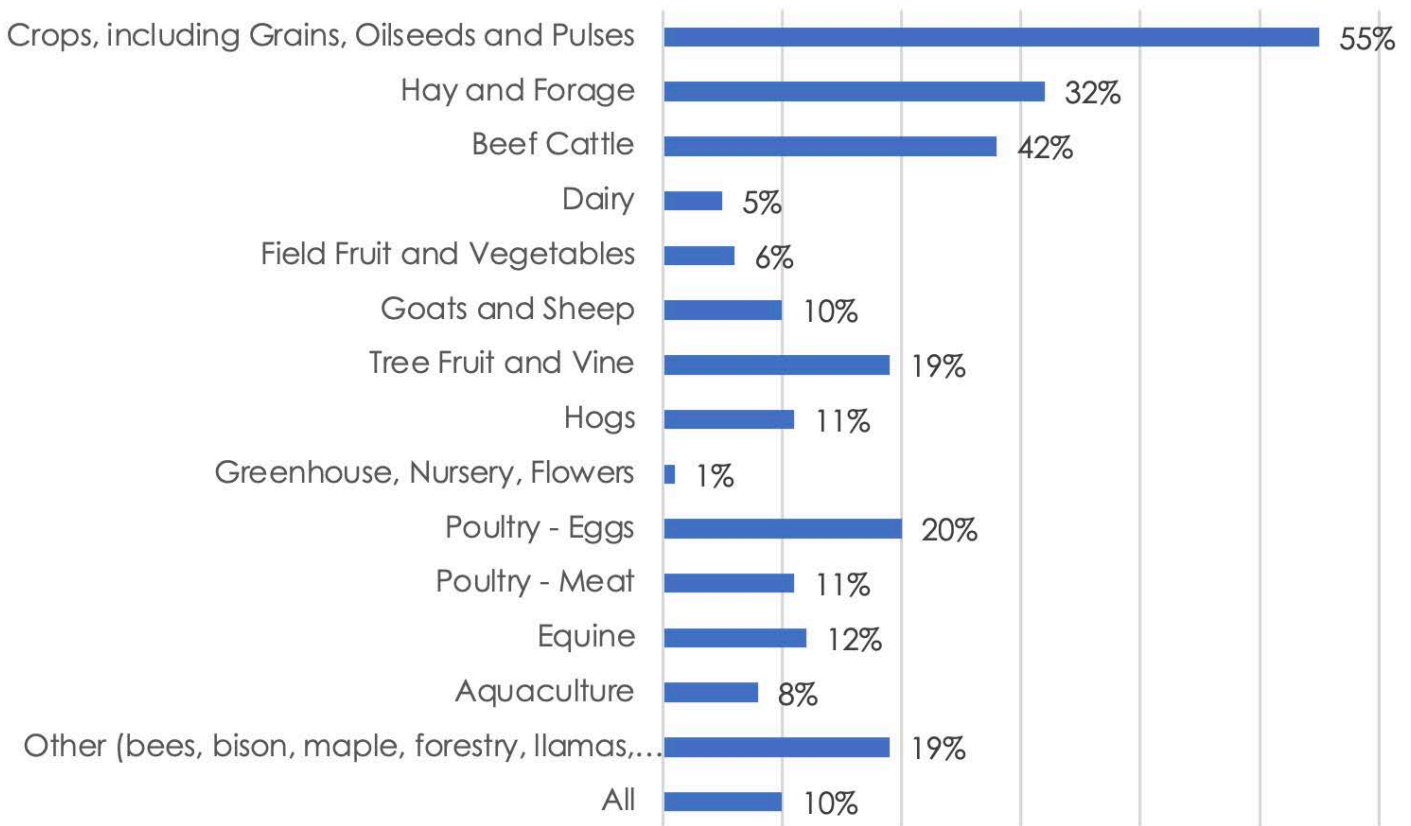
Level of Education



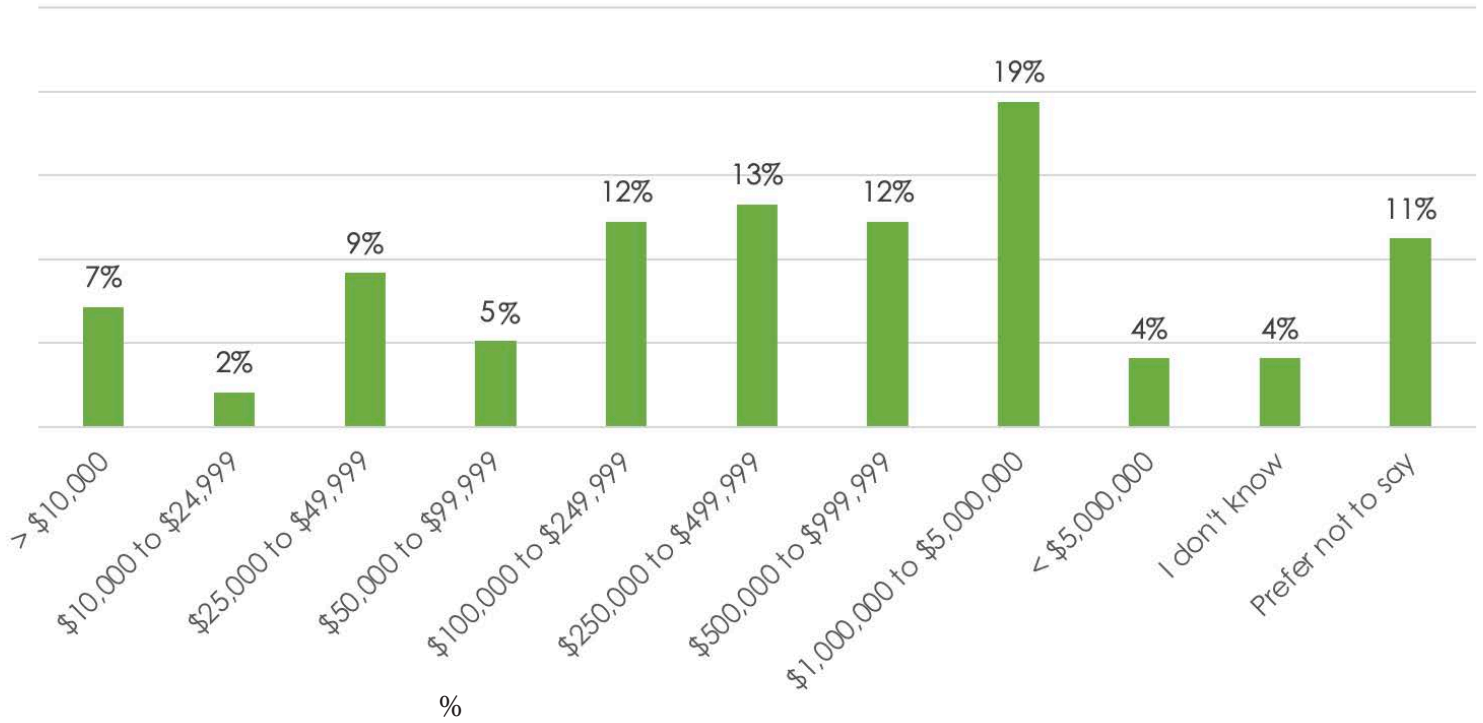
Stage of Farming



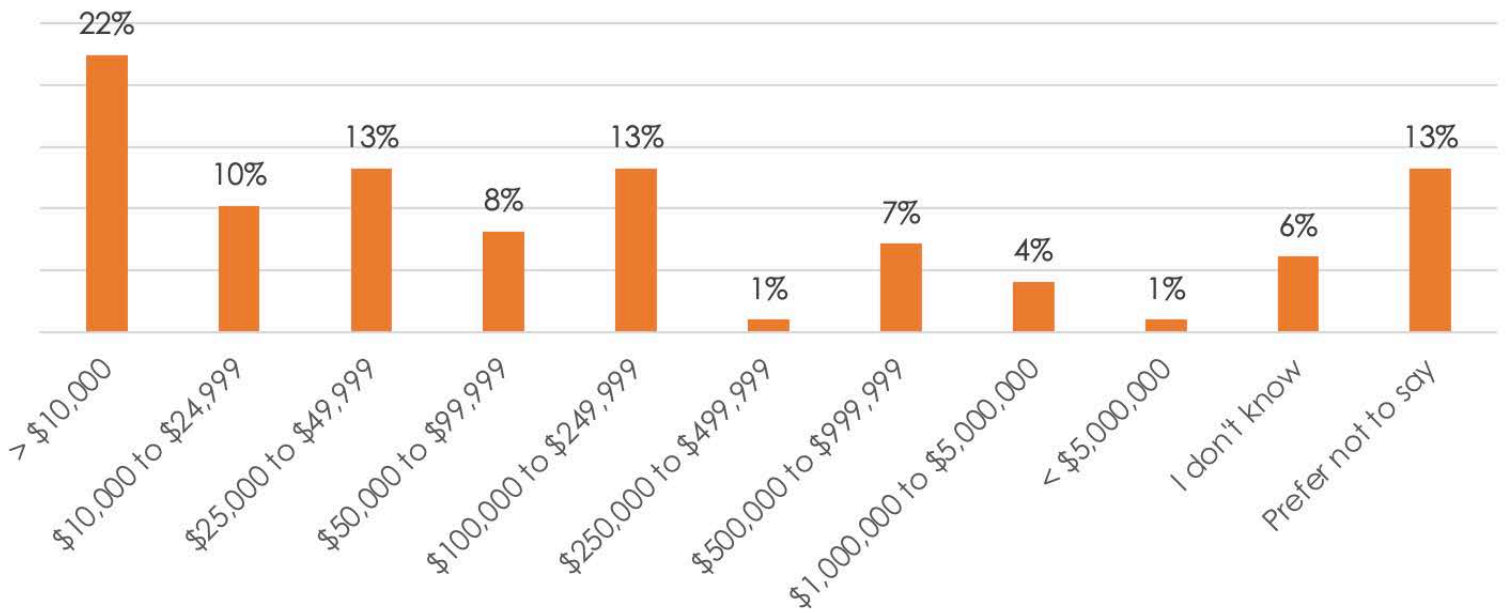
Production Sector



Gross Farm Sales



Net Farm Income



Preferred Learning Format



In-person vs Online Learning Preference



Preferred Learning Topics



MEMBERSHIP

Farm Management Canada's members consist of individuals, associations, corporations, and government within the following membership categories:

- Farmers
- Members at Large
- Associations/Organizations
- Academia
- Corporations
- Provincial/Territorial Government Representatives

Farm Management Canada's members:

- ✓ Complement and add to Farm Management Canada values, missions, and goals
- ✓ Enhance and broaden the scope and impact of activities
- ✓ Guide and ensure the governance and strategic direction of Farm Management Canada

We focus our efforts on keeping members informed of farm business management initiatives across Canada, while identifying new opportunities to meet the changing demands of the industry.

OUR MEMBERS

CORPORATE MEMBERS

- BDO CANADA LLP
- MNP
- BMO BANK OF MONTRÉAL
- FARM CREDIT CANADA
- AGRICULTURAL FINANCIAL SERVICES CORPORATION
- TELUS AGRICULTURE

ASSOCIATION/ORGANIZATION MEMBERS

- AGRICULTURAL PRODUCERS ASSOCIATION OF SASKATCHEWAN
- AG RISK MANAGERS
- ALBERTA CANOLA
- ALBERTA GRAINS
- CANADA'S OUTSTANDING YOUNG FARMERS
- CANADIAN AGRICULTURAL SAFETY ASSOCIATION
- CANADIAN ASSOCIATION OF DIPLOMAS IN AGRICULTURE PROGRAMS
- CANADIAN ASSOCIATION OF FARM ADVISORS
- CANADIAN FEDERATION OF AGRICULTURE
- CANADIAN YOUNG FARMERS' FORUM
- CANDO
- CENTRE D'EXPERTISE EN GESTION AGRICOLE (CEGA)
- CENTRE DE RÉFÉRENCE EN AGRICULTURE ET AGROALIMENTAIRE DU QUÉBEC (CRAAQ)
- FOOD PROCESSING SKILLS CANADA
- GLOBAL NETWORKS
- GROUP AGRI-D
- INTERNATIONAL FARM MANAGEMENT ASSOCIATION
- MANITOBA CANOLA
- MANITOBA FORAGE AND GRASSLAND ASSOCIATION
- MANITOBA LIVESTOCK CASH ADVANCE PROGRAM
- ONTARIO FORAGE COUNCIL
- SOLLIO COOPERATIVE GROUP
- UNION DES CULTIVATEURS FRANCO-ONTARIENS

ACADEMIC INSTITUTION MEMBERS

- DALHOUSIE UNIVERSITY, AGRICULTURAL CAMPUS
 - OLDS COLLEGE
 - UNIVERSITY OF GUELPH
 - ASSINIBOINE COMMUNITY COLLEGE
 - UNIVERSITY OF MANITOBA
-

GOVERNMENT

- BRITISH COLUMBIA MINISTRY OF AGRICULTURE AND FOOD
- MANITOBA AGRICULTURE, FOOD AND RURAL DEVELOPMENT
- MINISTÈRE DE L'AGRICULTURE, DES PÊCHERIES ET DE L'ALIMENTATION DU QUÉBEC
- NEW BRUNSWICK DEPARTMENT OF AGRICULTURE AND AQUACULTURE
- NOVA SCOTIA DEPARTMENT OF AGRICULTURE
- PRINCE EDWARD ISLAND DEPARTMENT OF AGRICULTURE
- SASKATCHEWAN MINISTRY OF AGRICULTURE
- YUKON GOVERNMENT, DEPARTMENT OF ENERGY, MINES AND RESOURCES, AGRICULTURE BRANCH

PROVINCIAL/TERRITORIAL REPRESENTATIVES:

British Columbia	Trish Laugharne, Gary Flaten
Manitoba	Lynn Gilmore
New Brunswick	Sylvain Gadbois
Nova Scotia	Erin Sears
Prince Edward Island	Suzanne MacNeill
Quebec	Geneviève Berthiaume
Saskatchewan	Jaycee Adrian
Yukon	Brad Barton, Meagan MacKay





INDIVIDUAL MEMBERS

ANDREA GAL

ANDREA MCCOY-NAPERSTKOW

ANNESSA GOOD

ART LANGE

BARBARA PARKER

BRENDA REIMER

CHRIS BODNAR

COLLEEN YOUNIE

CURTIS BOYD

DEAN KNOPP

DONALD GOOD

EARL POLLOCK

ERIN COTE

ERIN SEARS

GEORGE GELDART

GILLES-ANDRÉ GAUTHIER

GRAHAM GILCHRIST

HOLLY WHITE

HUMPHREY BANACK

JAKE LEGUEE

JEFF DAVIES

JEANNETTE MONGEON + MICHEL DIGNARD

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SALAHUDDIN SAIYED

SONIA POTVIN

STEPHEN DUFF

STERLING HILTON

TERRY ABERHART

TERRY KREMENIUK

TRUDY NIGGLI

WILSON LOREE

STAY CONNECTED

There are a number of ways to engage with and stay connected to Farm Management Canada.

- ✓ Visit our Websites and share our Social Media
- ✓ Watch live and archived Agriwebinars
- ✓ Attend the Agricultural Excellence Conference
- ✓ Apply for the National Farm Leadership Program
- ✓ Participate in our Training Programs
- ✓ Host learning sessions with Farm Management Canada and its resources
- ✓ Promote and/or distribute copies of material and resources to colleagues and contacts
- ✓ Involve Farm Management Canada in consultations, surveys and needs assessments
- ✓ Become an expert: speaker, writer, instructor, resource
- ✓ Provide website content and links
- ✓ Share best practices and resources
- ✓ Share your successes for national reach and international recognition
- ✓ Help us stay informed of your activities

Subscribe at www.FMC-GAC.com to stay informed of our activities.

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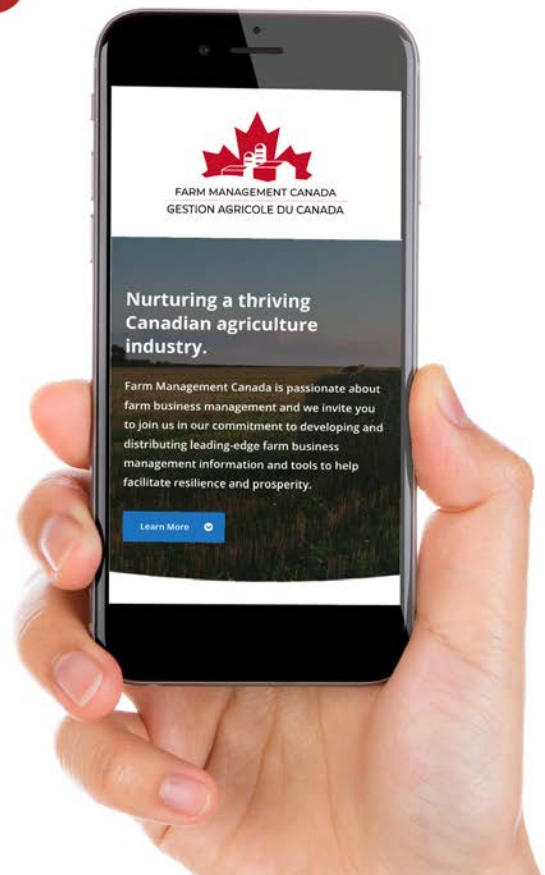
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LOOKING AHEAD: 2024-25

As we look ahead, it is clear that Farm Management Canada stands at the threshold of incredible opportunity. Our commitment to advancing the agricultural sector through strategic partnerships and robust educational programs remains unwavering. Reflecting on the achievements of the past year, we are inspired to continue our journey towards cultivating farm management excellence.

Collaborative efforts are essential to addressing the multifaceted challenges and opportunities facing the agricultural sector. We will continue to forge strong partnerships with industry organizations, government, educational institutions, and private sector players. These collaborations will enable us to pool resources, share knowledge, and develop national programming and initiatives that benefit the entire farming community. We will continue in our pursuit of a national standard for farm financial statements and harmonization of farm income tax forms to increase benchmarking capacity and timely decision-making for farmers.

Education will remain a cornerstone of our mission. Our focus will be on fostering a culture of strategic management, encouraging the adoption of farm business management practices, and providing the necessary support for on-farm integration. With increased support from industry partners, we will expand our educational programs, offering more workshops, webinars, and training sessions tailored to the evolving needs of farmers. By staying up-to-date on the latest research and trends, we aim to provide farmers with the knowledge and skills required to thrive in an ever-changing business environment. Special emphasis will be placed on risk management through financial literacy, farm transition planning and leadership development, helping farmers foster a proactive approach to build a more secure future for our farming communities.

As we look ahead, our vision for Farm Management Canada is one of continued growth, adaptation, and leadership. We are excited about the possibilities that lie ahead and remain dedicated to our mission of empowering farmers with the knowledge, tools, and resources they need to succeed.

Together, we will continue to cultivate excellence in farm business management, ensuring a resilient and thriving future for Canadian agriculture. Thank you for your ongoing support and dedication to our shared mission. Here's to another year of progress, innovation, and collaboration.

Sincerely yours,

Farm Management Canada

“Success is where preparation and opportunity meet.”

- Bobby Unser



FARM MANAGEMENT CANADA
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