

# FALL UPDATE

## 2024



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

SPECIAL AGRICULTURAL EXCELLENCE CONFERENCE EDITION

### Included Inside:



Bridging The Gap  
Farm Transition Workshops



Farm Financial  
Fluency Program



National Farm  
Leadership Program

Wilson Loree  
Award nominations



AGRICULTURAL EXCELLENCE CONFERENCE

## Together Towards Tomorrow

Abbotsford-Chilliwack | British Columbia

November 19-21, 2024

Now Featuring  
BCYF Farm Fest!



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

# Fall Update 2024

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Steve Duff

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Message from our Executive Director  
Heather Watson

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

# MESSAGE FROM OUR CHAIR



**Steve Duff**

Chair

## 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,**

After a well-attended and engaging 2024 Annual General Meeting, I would like to start my first message as Chair by sharing changes to Farm Management Canada's Board of Directors for the coming year.

I would like to welcome Erin Coté Blaquiere to the Board for her first term. I would also like to welcome Terry Aberhart back to the Board for a third-term. And, I would like to congratulate Stu Person on moving into our Board secretary-treasurer role. I would also like to thank Andrea Gal for her years of service to the Board as Chair and congratulate her on moving into our Vice-Chair role. Finally, I would like express my gratitude for being elected to a second term on the Board and for being elected Chair for the coming year.

Our Board of Directors provides strategic direction for the organization as we strive to support a resilient and thriving Canadian agricultural industry. To continue to position ourselves strongly for this work, our Board represents the broad spectrum of backgrounds, cultures, identities, and regions in our industry. I look forward to working with our new Board over the coming year.

Our team is also hard at work preparing our annual Agricultural Excellence (AgEx) Conference. We are excited to be hosting in collaboration with the Canadian Agricultural Safety Association and the BC Agriculture Council this year. AgEx offers a welcoming and invigorating environment where you can connect with others in the industry to advance your knowledge of farm business management, health and safety. I encourage you to join us in Abbotsford-Chilliwack, BC from November 19th to 21st. Even though the early bird pricing has now passed there is still plenty of time to register. There are also sponsorship opportunities still available for AgEx and our many other programs and initiatives, please contact Nick Oakley at [sponsorship@fmc-gac.com](mailto:sponsorship@fmc-gac.com) to discuss how we can help you reach farm management enthusiasts.

All the best,

A handwritten signature in black ink, appearing to read 'Steve Duff'.

**“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do.”**

*- Pele*

# MESSAGE FROM OUR EXECUTIVE DIRECTOR



**Heather Watson**

Executive Director

**“Ask for help.  
Not because you  
are weak. But  
because you  
want to remain  
strong.”**

*- Les Brown*

## Greetings fellow farm management enthusiasts,

I hope this message finds you well as #harvest2025 is well underway or even wrapping up! Remember there is a whole world out there dedicated to supporting you in every which way. As stress runs high or decision-making becomes clouded, reach out. It is our great honour and sincere pleasure to support you every step of the way.

I'd like to start by thanking everyone who took the time to join us for our Annual General Meeting to celebrate our successes and recognize all those who have been helping us along the way. Special thanks to Larry Martin and Stacey Meunier for kicking things off and sharing their insights into the benefits of taking a strategic approach to farm management.

With a very challenging year behind us, we look forward to the year ahead and we are excited to work with our 2024-25 Board of Directors and new Executive to guide us towards sustainable growth and success as Canada's only national organization dedicated solely to farm management excellence.

Our team has been hard at work preparing for the launch of our fall and winter programming. We're excited to expand our farm transition, farm financial fluency, risk management, and leadership development programming across Canada with the support of our vital partners, including FCC who have made a substantial contribution to our organization. And of course, we look forward to seeing everyone November 19-21 in Abbotsford-Chilliwack, BC for our 2024 Agricultural Excellence Conference!

As a non-profit industry organization, working together is vital to our success. We continue to seek out opportunities to strengthen industry partnerships and alliances to build sector capacity, growth and competitiveness through research, skills development and practical management tools.

I invite you to become a partner with Farm Management Canada and help us continue to build the business acumen of Canada's farmers.

We look forward to continuing to serve our unique role helping Canada's farmers embrace change with confidence and seize new opportunities through farm management excellence.

Takin' care of business,

A stylized, handwritten signature in black ink, appearing to be the name Heather Watson.

**BECOME A MEMBER  
AND HELP SUPPORT  
FARM BUSINESS  
EXCELLENCE!**

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

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

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

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



## FARM MANAGEMENT CANADA AT A GLANCE

A national umbrella 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 support 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.

## 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](https://fmc-gac.com/sign-up/#mailing-list)

## BOARD AND GOVERNANCE

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

### 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.

## FARM MANAGEMENT CANADA SHARES CHALLENGES, ACHIEVEMENTS AND WELCOMES NEW DIRECTORS AT ANNUAL MEETING

Farm Management Canada would like to thank everyone who participated in this year's Annual General Meeting (AGM). The AGM was held virtually August 14th and was a great success, welcoming members and industry partners from across Canada to celebrate farm management excellence, Farm Management Canada's 2023-24 accomplishments, and hear the results of Director elections.

The AGM kicked off with an insightful discussion on the relationship between strategic management and success in farming led by Larry Martin, Principal with Agri-Food Management Excellence Inc., who was joined by Stacey Meunier, co-owner of Paul Meunier & Sons Farms Ltd. and past participant in CTEAM (Canadian Total Excellence in Agricultural Management) and the National Farm Leadership Program. "It changed the way we think," said Stacey, "we have more at risk now, but we have a plan and process to manage it. We are able to take vacation and know everything is going to be okay back on the farm." For more information, read the research paper here: [fmc-gac.com/programs-services/research-analysis/#strategic-management](https://fmc-gac.com/programs-services/research-analysis/#strategic-management) and the Meunier case study here: [www.agrifoodtraining.com/chad-and-stacey-meunier-a-case-study](https://www.agrifoodtraining.com/chad-and-stacey-meunier-a-case-study).

Farm Management Canada highlighted its accomplishments within its 3 strategic priorities: providing industry leadership, advancing industry knowledge, and promoting industry success. Although the organization faced a financial loss due to unexpected changes in funding commitments, industry has stepped in to fill the gap, helping Farm Management Canada continue to deliver top notch skills development programming and research including the newest offering: Seeding Success - Business Practices Assessment and Planning Workshops. Farm Management Canada published new research into Expanding Opportunities for Canadian Agriculture by Understanding the Experiences of Farm Woman, and as noted above, The Relationship Between Strategic Management and Farm Success. Farm Management Canada's reach and impact was further demonstrated through contributions to industry events, popular press, and industry consultations, ensuring agendas and discussions included farm business management.



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**"The Annual Meeting is an occasion to not only share our accomplishments, those who have helped us along the way, and mark the path for continued success," says Heather Watson, Executive Director, "I want to thank our Board, staff, members and partners for helping us continue to create and deliver the vital resources, programming and services to meet the evolving needs of Canada's agricultural industry."**

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Erin Coté Blaquiere was newly elected to the Board, while Steve Duff was re-elected to the Board for a second term, Terry Aberhart was re-elected to the Board for a third term, and Sylvain Gadbois was newly elected by the Provincial-Territorial Ministry Network as their representative to the Board.

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**Erin Coté Blaquiere** has spent all her life involved in different types of agriculture. From grain farms, agritourism, marketing communications, sales and now policy, Erin has an understanding of many facets of the industry. She completed her masters of Food and Agribusiness Management in France, focusing her thesis work on the necessity for agricultural companies to maintain a social license to operate. Currently her work centers around public trust in agriculture, with a focus on communication and analysis of environmental and management concerns that people have about agriculture. Erin recently returned to farming.

**Steve Duff** operates a beef and cash crop operation near Colborne, Ontario with his wife Robyn. He joined the Ontario Ministry of Agri Food and Rural Affairs (OMAFRA) in 1997 where he has been leading business risk management programs and chairing several federal-provincial-territorial committees, including BRM Policy, BRM Administrators, Trade Policy, and BSE response. He is currently the Co-Chair of the Farm Forecasting Committee and sits on the Ag Statistics Committee. Steve is currently OMAF's Chief Economist as well as an adjunct professor in FARE and teaches fourth year ag policy analysis.

**Terry Aberhart's** agricultural journey began on the family farm where he nurtured his lifelong passion for the land and the agriculture industry. With years of experience working on the farm and then leading the future growth of Aberhart Farms, he founded an agronomic consulting firm, Sure Growth Solutions Inc. in 2005. In 2015, Terry, alongside his brother Dan and father Harvey, co-founded Aberhart Ag Solutions Inc., a company that has played a pivotal role in introducing Bio-Sul Premium Plus, a recycled elemental sulphur product, to the market. During this same year, Terry co-founded Convergence Growth with friend Warren Bills, and together they continue working to advance business technologies across health, food, and agriculture.

**Sylvain Gadbois** is a business development officer within the Government of New Brunswick's Department of Agriculture, Aquaculture and Fisheries. Sylvain has been New Brunswick's representative to Farm Management Canada's Provincial-Territorial Ministry Network for nearly a decade and is proud to serve as the Network's elected representative to the Board of Directors. Sylvain is passionate about advancing business management skills and practices in agriculture. Sylvain is also a designated CMA and CPA.

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Farm Management Canada, its members and Board extended a sincere thank you to its outgoing Board members Brad Barton who served on the Board as the Provincial-Territorial Ministry Network Representative for six years and as the Yukon representative for 15 years, and Rob Cox who was elected in 2023. Following the Annual Meeting, Steve Duff was elected Chair; Andrea Gal was elected Vice-Chair, and Stuart Person was elected Secretary/Treasurer.



"I am truly honoured to serve as Farm Management Canada's Chair of the Board. With a renewed Board, our amazing staff, and growing industry support, we look forward to continuing to occupy a much-needed space as the national coordinating body and umbrella for farm business management activities."

**Steve Duff**  
Chair, Farmer, Ontario



## MEET OUR 2024-2025 BOARD OF DIRECTORS



**Steve Duff**  
Chair  
Farmer, Ontario



**Andrea Gal**  
Vice-Chair  
Young Farmer, Ontario



**Stuart Person**  
Secretary/Treasurer  
Corporate, Alberta



**Terry Aberhart**  
Farmer  
Saskatchewan



**Erin Coté Blaquiere**  
Member at Large  
Saskatchewan



**Curtis Boyd**  
Young Farmer  
Alberta



**Derek Brewin**  
Academic  
Manitoba



**Sylvain Gadbois**  
Government  
New Brunswick



**Jim Selman**  
Member at Large  
Ontario



# UPCOMING EVENTS



**MASTER YOUR FINANCES –  
Strategic Finances for Success!**  
October 3, 2024, (Virtual)



**THE NEXT CHAPTER OF YOUR  
FARMING JOURNEY (FOR RETIRING  
FARMERS AND THEIR SPOUSES)**  
November 12-13, 2024, Regina, SK



**CANADA'S OUTSTANDING YOUNG  
FARMERS' NATIONAL EVENT**  
November 27 – December 1, 2024,  
Lethbridge, AB



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

**BRIDGING THE GAP – Farm Transition Workshop**  
October 19, 2024, Medicine Hat, AB  
November 12, 2024, Red Deer, AB

**AGRICULTURAL EXCELLENCE CONFERENCE**  
November 19-21, 2024, Abbotsford-Chilliwack, BC

**BRIDGING THE GAP – Farm Transition Workshop**  
November 29, Moncton, NB  
February 19, 2025, Woodstock, ON  
March 5, 2025, Grand Prairie, AB  
March 17, 2025, Moose Jaw, SK



**LEADERSHIFT CONNECT WEEKEND**  
November 22 – 24, 2024, Vancouver Island, BC

**NATIONAL FARM LEADERSHIP PROGRAM**  
January 27 – March 7, 2025 (Virtual)  
March 11 – 13, 2025, Vancouver Island, BC  
March 17 – December 12 (Virtual)

**LEADERSHIFT INSIGHT PROGRAM**  
February 10 – March 7, 2025 (Virtual)



**FUTURE FARMING YOUNG  
FARMERS' CONFERENCE**  
November 15, 2024,  
Stanley Bridge, PEI



**YOUNG FARMERS' SUMMITS**  
November 27, 2024, Ottawa, ON  
December 3, 2024, Kitchener, ON  
December 11, 2024, Red Deer, AB  
January 22, 2025, Strathmore, AB  
January 27, Winnipeg, MB  
February 11, Swift Current, SK



**ALBERTA CANOLA CONFERENCE,  
AGM & RESEARCH SYMPOSIUM**  
January 22 – 23, 2025  
Red Deer, AB

## STAY TUNED FOR MORE EVENT ANNOUNCEMENTS!

Farm Financial Fluency Training

Roots to Success: Comprehensive Farm Risk Management Workshops

Seeding Success: Farm Business Practices Assessment Workshops

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

Contact Nick: [sponsorship@fmc-gac.com](mailto:sponsorship@fmc-gac.com)

## 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](mailto:info@fmc-gac.com)) to your newsletter and other information bulletins so that we can help promote all the wonderful farm business management initiatives happening across Canada!

# FOLLOW US ON SOCIAL MEDIA



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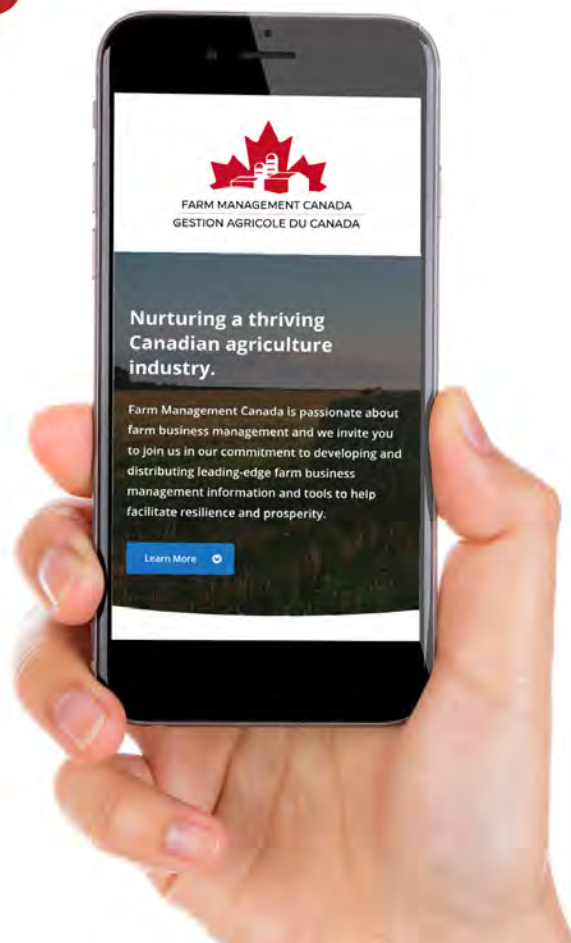
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## CATCH UP ON THE ACTION

In addition to our own program delivery, the team at Farm Management Canada participates in a number of industry initiatives, bringing a farm business management lens to industry events and meetings.

<p><b>CANADIAN BEEF INDUSTRY CONFERENCE AND YOUTH COUNCIL MEETING</b></p>	<p><b>ADVANCED AGRICULTURAL LEADERSHIP PROGRAM (AALP) – Issues Analysis Project</b></p>	<p><b>CANADIAN FEDERATION OF FARM WRITERS – Awards Judging</b></p>
<p><b>UNIVERSITY OF NEBRASKA-LINCOLN – National Farm Women Study</b></p>	<p><b>AGRICULTURE &amp; AGRI-FOOD CANADA – Industry Engagement Division</b></p>	<p><b>UNIVERSITY OF MANITOBA – Farmer Wellbeing Study: Dairy And Beef</b></p>
<p><b>PROVINCIAL/TERRITORIAL MINISTRY NETWORK QUARTERLY MEETING</b></p>	<p><b>INTERNATIONAL FARM MANAGEMENT ASSOCIATION COUNCIL MEETING</b></p>	<p><b>NATIONAL INDEX ON AGRI-FOOD PERFORMANCE</b></p>
<p><b>AGRICULTURE &amp; AGRI-FOOD CANADA SKILLS DEVELOPMENT TABLE</b></p>	<p><b>NATIONAL WORKFORCE STRATEGIC PLAN – Skills Development Working Group</b></p>	<p><b>CANADIAN SUSTAINABILITY STANDARDS BOARD – Sustainability Disclosure Standards Consultation</b></p>
<p><b>L'ARTERRE – Expansion Project</b></p>	<p><b>STANDARDIZING FARM FINANCIAL STATEMENTS FOR CANADIAN AGRICULTURE</b></p>	<p><b>HARMONIZING FARM INCOME TAX FORMS TO ADVANCE BENCHMARKING CAPACITY PROGRAM PERFORMANCE</b></p>

# PRESS

## [Summer Series: Do you have the tools to be a better farm leader?](#)

[Leadership] Becoming a more effective leader will position you to adapt to the challenges and opportunities coming your way

By Lorraine Stevenson

"It's been a game changer in the way that I manage the farm." – Jake Leguee, Saskatchewan farmer. *Photo: Vanessa Lanktree Photography*



## [Summer Series: A practical guide to writing your farm business plan](#)

[Best Advice] This eight-point plan can help put you on the right path

By Rebecca Hannam

"It can be really challenging to define your goals," says MNP's Kim Gerencser, "but without it, the planning process is doomed to fail." *Photo: iStock/Getty Images*



## [Summer Series: Building a better farm business](#)

[Best Advice] Is Trish Fournier creating the new template for how Canada's farms will inject cutting-edge financial skills and strategic business acumen into their mid- to large-size operations?

By Rebecca Hannam

"There is a real need in small business — particularly in agriculture — to have someone who can become part of the management team." – Trish Fournier. *Photo: Supplied*



## [Year of the farm woman recognized](#)

By Robert Arnason

Five women apprentices at Saskatchewan Polytechnic in Saskatoon learn how to overhaul a transmission. The UN The International Year of the Woman Farmer recognizes the contributions of women to the vital industry. | File photo



## [Assess your risk readiness with the AgriShield scorecard](#)

Weather is one of many risk factors on the farm. How are you managing all those other business risks? The AgriShield risk scorecard at [myagrishield.ca](http://myagrishield.ca) will help you answer that question.

"Unlike other assessment of planning tools, AgriShield takes the guesswork out of risk management planning by providing producers with a ready-made list of best practices to manage and mitigate risk." – Heather Watson, Farm Management Canada

**BUSINESS MANAGEMENT**

### Assess your risk readiness with the AgriShield scorecard

Weather is one of many risk factors on the farm. How are you managing all those other business risks? The AgriShield risk scorecard at [myagrishield.ca](http://myagrishield.ca) will help you answer that question.

**High Priority**

**Production**

**Financial**

**Link Priority**

# PROJECTS AND PROGRAMS



## Together Towards Tomorrow

Now Featuring  
BCYF Farm Fest!

Abbotsford-Chilliwack | British Columbia - November 19-21, 2024

Presented by



## TOGETHER TOWARDS TOMORROW

The 2024 Conference theme, **Together Towards Tomorrow**, speaks to the importance of leveraging our collective strengths and finding innovative ways to work together to position Canada's farmers and ranchers for sustainably growth and prosperity for generations to come.

At the heart of Together Towards Tomorrow is the recognition that no single entity, organization, or individual can resolve the complex challenges and take full advantage of opportunities we face alone. It is in this spirit that [Farm Management Canada](#) is delighted to welcome the [Canadian Agricultural Safety Association](#) and the [BC Agriculture Council](#) as co-hosts of AgEx 2024. By joining forces, we aim to further empower farmers, ranchers, and agricultural professionals with the knowledge and tools necessary to thrive in an ever-changing and increasingly complex business environment.

Participants can expect an engaging program designed to facilitate meaningful dialogue, collaboration, and action-oriented outcomes. Whether you are a seasoned expert, a budding entrepreneur, a policymaker, or an advocate for change, your voice and contributions are essential in shaping our collective journey "Together Towards Tomorrow."

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

REGISTER HERE

*"In an ever-changing and increasingly complex environment, the business-savvy farmer is positioned to confront change with confidence and seize opportunity. Investing in business skills development and management practices is paramount to the sustainable growth and success of agriculture in Canada. By leveraging our collective strengths and finding innovative ways to work together, we are paving the way for farm management excellence across Canada."*

~ Heather Watson, Executive Director, Farm Management Canada

# MEMBERS SAVE MORE AT AGEX!

Farm Management Canada and CASA Members save an additional \$50/ticket. Members will receive a separate email with a CODE to be applied at checkout.

Want to become a Farm Management Canada member? Sign up here: [www.fmc-gac.com](http://www.fmc-gac.com)



Want to become a Canadian Agriculture Safety Association member? Sign up here: [www.casa-acsa.ca](http://www.casa-acsa.ca)

\*Please note: BCAC/BCYF Members already receive a discount through the Farmer and Young Farmer registration option!








## AGENDA

### FARM TOUR AND BCYF FARM FEST





As a special addition, BC Young Farmers will be hosting their **Farm Fest** in conjunction with the AgEx Farm Tour on Tuesday morning. Are you a young farmer seeking to grow your network and sharpen up your industry knowledge? Join us for a day packed with experiences tailored specifically for you! Farm Fest attendees will join the AgEx farm tour participants for lunch and afternoon farm tours before heading to the AgEx welcome reception.

Tuesday, November 19		
	Conference Attendees: Farm Tour	BC Young Farmers: FarmFest
8:30am	Sponsored by: 	Opening Remarks
8:45am		Keynote: <i>Taking the Lead on Farm Transition</i>
9:00am	Farm Tour Bus Departs	
9:30am	Farm Tour Begins: Rainbow Greenhouses Inc.	<b>Networking Break &amp; Showcase Open</b>
10:00am		Panel Discussion: <i>Farmers Inspiring Farmers – Lessons Learned and Best Practices</i>
10:30am	Board Bus for Next Tour Stop: (coming soon!)	
11:00am		Panel Discussion: <i>On-Farm Resilience – People, Profit, Planet</i>
11:45am		Closing Remarks
12:00pm	Board Bus for Lunch	Board Bus for Lunch
12:30pm	<b>Lunch &amp; Brewery Tour</b>	
2:00pm	Board Bus for Next Tour Stop: (coming soon!)	
3:00pm	Board Bus for Next Tour Stop: (coming soon!)	
5:00pm	Farm Tour Returns to Hotel	
6:00-8:00pm Sponsored by: 	Reception including Marketplace and Indigenous Welcome	
8:00-10:00pm	Hospitality Suite	

## Wednesday, November 20

<b>7:00am</b>	Conference Check-In / Full Breakfast
<b>8:00am</b>	Opening Remarks with Special Guests
<b>8:30am</b> <i>Sponsored by:</i> 	Keynote: <b>Empower Your Operation: Leveraging Sustainability Data for Farm Business Resilience</b> <i>Edward Olson, Partner, Enterprise Risk Services &amp; Leader, Environmental, Social &amp; Governance, MNP</i>
<b>9:00am</b>	Keynote: <b>Cultivating Sustainability Through Agricultural Health and Safety</b>
<b>9:30am</b>	<b>Health Break &amp; Networking Opportunity</b>
<b>10:00am</b>	National Resource Showcase
<b>11:00am</b>	<b>RealAgRadio LIVE!</b> With Shaun Haney and Special Guests
<b>12:00pm</b>	<b>Lunch Break</b>
<b>1:00pm</b> <i>Sponsored by:</i> 	<b>Concurrent Sessions</b> <u>Farm Management Room:</u> <b>Leading by Example: How to Empower Your Farm by Empowering Yourself</b> - Kelly Dobson, LeaderShift and Special Guests <u>Farm Health &amp; Safety Room:</u> <b>Addressing Natural Hazards and the Impact on Canadian Agriculture</b>
<b>1:45pm</b> <i>Sponsored by:</i> 	<b>Concurrent Sessions</b> <u>Farm Management Room:</u> <b>Indigenous-Led Learning on the Farm</b> <u>Farm Health &amp; Safety Room:</u> <b>Celebrating Women in Agriculture – Wellness, Safety and Leadership</b>
<b>2:30pm</b> <i>Sponsored by:</i> 	<b>Concurrent Sessions</b> Farm Health & Safety Room: <b>AgLife Network - Supporting Farmers and Ag Workers in British Columbia</b> Young Farmer Room: TBD Farm Business Technology Room: TBD Benchmarking Business Performance Room: TBD
<b>3:30pm</b>	<b>Health Break &amp; Networking Opportunity</b>
<b>4:00pm</b> <i>Sponsored by:</i>  We create chemistry	Panel Discussion: <b>Taking Care of Business – Advocating for Agriculture</b>
<b>5:00pm</b>	Closing Remarks
<b>5:15pm</b> <i>Sponsored by:</i> 	Student Event: <b>From The Classroom to the Farm – Navigating the Path Forward</b> <i>(Private Session)</i>
<b>6:30pm</b> <i>Sponsored by:</i> 	<b>Conference Banquet &amp; Wilson Loree Award</b> Chilliwack Heritage Park (transportation to/from provided)
<b>9:00-11:00pm</b>	Hospitality Suite

## Thursday, November 21

<b>8:00am</b>	Full Breakfast
<b>9:00am</b>	Morning Welcome
<b>9:15am</b>	Fireside Chat: <b>Paving the Way for Collaborative Policy Solutions</b>
<b>10:00am</b>	Keynote: <b>Lessons from Sweden – Nurturing Farm Business Management Excellence</b> <i>Ove Karlsson, Farm Business Advisor and Developer for Norrbotten County, Sweden</i>
<b>10:30am</b> <i>Sponsored by:</i> 	<b>Health Break &amp; Networking Opportunity</b>
<b>11:00am</b> <i>Sponsored by:</i>  	Concurrent Sessions: 1. Farm Health & Safety Room: <b>AgLife Network - Supporting Farmers and Ag Workers in British Columbia</b> 2. Young Farmer Room: TBD 3. Farm Transition Room: TBD 4. Benchmarking Business Performance Room: TBD
<b>12:00pm</b>	<b>Lunch Break</b>
<b>1:00pm</b>	<b>Getting Inspired: Canada's Outstanding Young Farmers</b>
<b>1:30pm</b> <i>Sponsored by:</i> 	Think Tank & Open Discussion: <b>The Ripple Effect</b> <b>Optimizing Water Resources – Harnessing Lived Experiences</b>
<b>3:00pm</b> <i>Sponsored by:</i>	<b>Keynote: TBD</b>
<b>3:30pm</b>	Closing Remarks
<b>4:00pm</b>	Conference Close

[REGISTER HERE](#)





# CLARION HOTEL & CONFERENCE CENTRE

36035 N Parallel Rd | Abbotsford, BC



**Book your stay at the Clarion Hotel & Conference Centre  
in Abbotsford, BC, and enjoy a special conference rate!**

Click here to get our special room rate:

<https://www.choicehotels.com/reservations/groups/ZZ34D0>

*Special rate ends October 18, 2024*

## INTERESTED IN BECOMING A SPONSOR?

We have plenty of opportunities to showcase your support for farm business excellence!  
For more information and to discuss how you'd like to support AgEx 2024, please contact:

**Nick Oakley**  
**Business Development Lead**  
[sponsorship@fmc-gac.com](mailto:sponsorship@fmc-gac.com)



Title Sponsor

Provincial Partner



Young Farmers Sponsor

Safety Stream Presenting Sponsor

Keynote Sponsor



Resource Showcase Sponsor

Welcome Reception Sponsor

Session Sponsor



Panel Sponsor

Kickstart Sponsor

Supporting Sponsor



Workshop Sponsors

Collaborating Partners



Supporting Partners

Funded in part by the Government of Canada and British Columbia under the Sustainable Canadian Agricultural Partnership, a federal, provincial and territorial initiative.





## Now Seeking Nominations for the Prestigious Wilson Loree Award!

Do you know someone who has made an extraordinary contribution to developing and promoting new and positive change in farm business management practices in Canada?

Nominations are due October 4<sup>th</sup>

Farm Management Canada is seeking to honour individuals or groups with the 2024 Wilson Loree Award. This prestigious award was established over twenty years ago, to honour those that have made an extraordinary contribution to developing and promoting new and positive change in agricultural business management practices and expertise in Canada.

Farm Management Canada encourages the nomination of individuals or groups who:

- **have made significant contributions in the area of farm business management regionally or nationally;**
- **have demonstrated innovation in areas such as turning research into practical management tools, adapting best practices from other sectors to agriculture, and finding new ways to deliver training, information and resources to farm managers;**
- **have served as a role model and a mentor to colleagues, partners and clients, inspiring them to achieve their full potential;**
- **have demonstrated the ability to network and develop partnerships to include others in furthering the shared goals and vision of the agriculture industry**

Nominations are required by **October 4, 2024**. The nominator must be a member of Farm Management Canada. Farm Management Canada Staff and Board members are not eligible for the award. The winner will be revealed during the Agricultural Excellence Conference, November 19-21, 2024 in Abbotsford-Chilliwack, BC. All are welcome to attend.

Visit [www.FMC-GAC.com](http://www.FMC-GAC.com) for more information on the Award and the Conference.

[Click here](#) to access the 2024 Wilson Loree Nomination form.

# BRIDGING THE GAP

# FARM TRANSITION WORKSHOP



WHERE ENTHUSIASM MEETS EXPERIENCE.



**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 workshops are 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 are provided with a workbook to assess their farm transition readiness and work through various elements of transition including planning, communication, navigating resistance, working with their transition team, and gain access to valuable resources and tools to help them along the way.

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

## WORKSHOP FACILITATORS



**Christa Wright**  
*Project Manager*  
Farm Management Canada



**Trevor MacLean**  
*National Lead*  
Transition Smart MNP



**Bob Tosh**  
*Family Business Advisor*  
MNP



**Annessa Good**  
*Transition Advisor*  
Peak Heritage Consulting Ltd.

## ALBERTA

### Medicine Hat

October 19, 2024

[REGISTER HERE](#)

### Red Deer

November 12, 2024

[REGISTER HERE](#)

### Grande Prairie

March 5, 2025

[REGISTER HERE](#)

## SASKATCHEWAN

### Moose Jaw

March 17, 2025

[REGISTER HERE](#)

## QUEBEC

### Drummondville

TBD

[REGISTER HERE](#)

## NEW BRUNSWICK

### Moncton

November 29, 2024

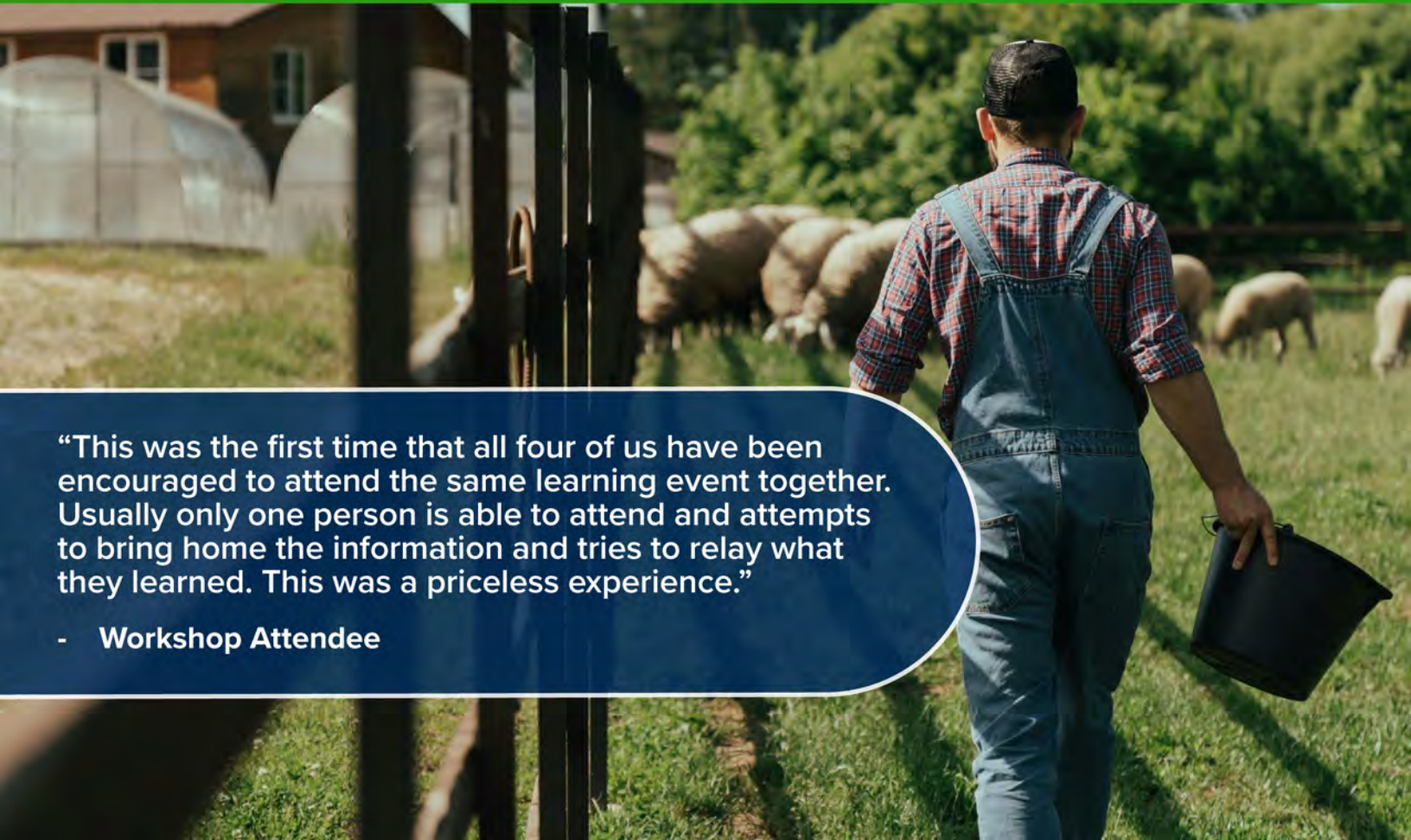
[REGISTER HERE](#)

## ONTARIO

### Woodstock

February 19, 2025

[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 tries to relay what they learned. This was a priceless experience.”

- Workshop Attendee



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

Register for our Farm Financial Fluency Program today!



Through the Farm Financial Fluency program, participants will learn:

*"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*

- ✓ **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 how to interpret and analyze your own farm financial statements.

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

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](mailto:sponsorship@fmc-gac.com).

# Risk Management Training: Roots to Success



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

Managing farm risk is essential for the long-term sustainability and profitability of agricultural operations. Farms face a variety of risks, including weather-related events, market price fluctuations, pests, diseases, and changes in government regulations. Effective risk management means taking a proactive approach to managing risk both mitigate possible negative impacts and to benefit from potential rewards.

Successful farmers understand the different types of risk they face and put measures in place to manage them.

Our Roots to Success workshops provide farmers with training to learn how to identify, assess, and prioritize risks to create a comprehensive risk management plan.

These 6-hour online or one-day in-person workshops guide participants through a comprehensive risk management process using Farm Management Canada's AgriShield® risk assessment and planning platform to help increase on-farm resilience and manage risk.

The training covers key areas of on-farm risk, including:

- People (occupational health and safety, personal well-being, managing employees, working with family, etc.)
- Finance (financial planning, access to capital, servicing debt, investment planning, etc.)
- Markets (sourcing, selling, trade, marketing planning, etc.)
- Management (strategic planning, performance monitoring and assessment, transition planning, etc.)
- Business Environment (public trust, consumer advocacy, politics, policy, regulations, etc.)
- Production (environment and climate change adaptation, soil and water management, animal health and welfare, etc.)



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

**New workshop availability to be announced shortly!**

If you would like to host or sponsor a comprehensive risk management workshop for your members or clients, please contact Nick Oakley at [sponsorship@fmc-gac.com](mailto:sponsorship@fmc-gac.com).



# 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**
- 2. Marketing**
- 3. Financial Management**
- 4. Human Resources**
- 5. Succession Planning**
- 6. Social Responsibility**
- 7. Business Goals**

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.

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

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

Past Participant

*“The information opened the door – what a great starting point to dig further into our farm management. Thanks for the great advice and help in getting our biz plan written down!”*

Past Participant



## BUILD RESILIENCY AGAINST EMERGENCIES INTO YOUR FARM PLANNING PROCESS

Be it adverse weather, natural disasters, fluctuations in global markets, disease outbreaks or even deliberate damage, producers contend with challenging and unpredictable circumstances. Planning for the unexpected is time well spent. Emergency Preparedness is an important but often overlooked risk management strategy. Planning can have profound impacts in the resiliency of your operation during the response and recovery stages of disasters. Mitigating the impacts of natural phenomena involves taking stock, assessing your risks, proactively preparing your site and your operational systems, combined with considering and documenting options to manage livestock, financial implications and family and staff wellbeing. It is always timely to prepare.

Farm Management Canada are working with our Provincial/Territorial contacts to create some great new resources to aid in Emergency Planning and Drought Management. Also, during our upcoming AgEx conference, we are hosting a special panel discussion on Optimizing Water Management: Managing Floods and Droughts and sharing real-life experiences with those who have come through the challenge during our farm tours.

It's important to take time to plan – you will sleep better knowing that you are prepared.

### AGRISHIELD® – HELPING CANADIAN FARMERS MANAGE RISK AND BUILD RESILIENCE

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 across Canada.

### [ACCESS OUR FREE TRIAL](#)



**"This program is going to blow your mind. I am in awe of the thoroughness that has been put into it. There have been few things in my 75 years that have been so worth the time. It is so easy to move through, with loads of options to customize the information. Everyone who farms and everyone who is thinking about farming should do this!"**

-Janice Schooley, Apple Hill Lavender



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

## TAKE CHARGE OF YOUR LEADERSHIP EFFECTIVENESS



## NATIONAL FARM LEADERSHIP PROGRAM

### **Leader effectiveness can account for as much as 1/3 of business performance.**

The National Farm Leadership Program (NFLP) fits into busy farm life to help farmers identify the critical development areas that will have the greatest impact on their personal and professional lives. Not only is leadership good for business; it's good for the well-being of the leader and those they work with.

Led by certified executive coach and fourth generation farmer, Kelly Dobson, LeaderShift combines adult learning research, with neuroscience and IT, enabling leader development at any age.

### **What can participants expect?**

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

### **Recent interviews and articles in Country Guide featuring Kelly Dobson and past participants:**

[Coaching For Farmers: Getting Unstuck, Peak](#)

[Performance & So Much More...](#)

[Skills training that can make you a better farmer](#)

[Is My Kid a Leader?](#)

[Is It Time to Get a Farm Management Coach?](#)



### **INTERESTED IN BECOMING A PROGRAM PARTNER?**

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

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

Powered by



**LeaderShift**

# NEW OFFERINGS!



NFLP Alumnus, join us November 22-24 on Vancouver Island for our LeaderShift Connect Weekend!

The agenda will blend personal and professional development in an informal setting over the course of 2.5 days. Join us for the this enjoyable and educational weekend



Are you interested in taking your leadership to the next level, but not quite ready for the National Farm Leadership Program? Then LeaderShift InSight is the program for you!

Starting the week of February 10, you will participate in 4 live weekly sessions every Thursday from 11am - 1pm ET followed by a one-on-one coaching session with Kelly!

For more information and to register for the National Farm Leadership Program, LS Connect or LS InSight, visit [www.leader-shift.ca](http://www.leader-shift.ca)

## Agriwebinar®

Information at your fingertips.

ACCESS OVER 250 WEBINARS!

### RECENTLY VIEWED:



VISIT [WWW.AGRIWEBINAR.COM](http://WWW.AGRIWEBINAR.COM)

# AGRI MENTOR

AGRICULTURAL MENTORSHIP PROGRAM

**Become a mentee and  
develop your agricultural  
potential alongside an  
experienced female mentor**

Sign up on UCFO's website to become a mentee

**SUBMIT YOUR APPLICATION**

Informations  
613 488-2929 #103  
akabedi@ucfo.ca  
ucfo.ca



As part of a project funded by :

 Innovation, Science and  
Economic Development Canada

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Développement économique Canada

In association with :



Dimension E  
Cultivating one's agricultural potential



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## AGRIMENTOR: BOOST YOUR AGRICULTURAL CAREER!

AgriMentor is now in its second year, continuing to support Canadian women farmers professionally and personally. Mentored women farmers benefit from personalized guidance and a supportive environment to share experiences, learn from others, and build strong connections.

The program, available in French and English, has a proven track record with a retention rate of over 85%. This success is due to our network of experienced agricultural mentors who provide personalized guidance and support to help participants grow and thrive in their farming endeavors.

Mentorship sessions are held monthly for six months. Join our community today and start your journey toward success. Visit our website to sign up <https://ucfo.ca/agrimentor-individual-mentoring/>.

Limited spots are available.

For any further inquiries:

**Adelphine Kabedi**  
AgriMentor program management  
Union des cultivateurs franco-ontariens  
[akabedi@ucfo.ca](mailto: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.

  
UNION DES CULTIVATEURS  
FRANCO-ONTARIENS

# NATIONAL FARM BUSINESS MANAGEMENT RESOURCE CENTRE

The National Farm Business Management Resource Centre provides Canada's farmers with access to tools and learning opportunities to support farm business skills development.

[WWW.TAKEANEWAPPROACH.CA](http://WWW.TAKEANEWAPPROACH.CA)



## CHECK OUT OUR INDUSTRY-LEADING RESEARCH

[Measuring the Benefits of Farm Business Management](#)

[Business Management Attitudes and Adoption Trends](#)

[Building Farm Financial Resilience](#)

[Managing Farm Risk  
Mental Health and Farm Business Management](#)

[Understanding the Experiences of Farm Women](#)

[Supporting the Business Management Needs of Indigenous Farmers](#)

[Increasing the Adoptions of Environmental Stewardship Practices](#)

[Opportunities and Risk Driven by Climate Change](#)

## DID YOU KNOW?

A commitment to **lifelong learning and skills development** is the number one practice of Canada's top farmers.

Farmers who regularly follow farm business management practices are up to **5x's more profitable**.

Over **three quarters of Canada's farmers are stressed** by the unpredictability of the agricultural sector and feeling a loss of control.

88% of Canada's farmers who **follow a written business plan report greater peace of mind**.

Farmers who follow a written business plan are **46% more likely to openly communicate** about the future of the farm with those impacted.

Over 60% of Canada's **farm women are responsible for farm financial management**, including book-keeping, planning and analysis.

Only 51% of farm women in Canada strongly **identify as a farmer**.

**Maintaining family harmony and farm transition planning** present significant stressors to farmers under 40 years of age and farm women.

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



**#HappyHarvest**

**CONTACT US**

**FARM MANAGEMENT CANADA**



info@fmc-gac.com



1-888-232-3262



21 Florence St, Ottawa, ON K2P 0W6

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Our thanks to the Government of Canada for supporting a number of Farm Management Canada's projects under the Sustainable Canadian Agricultural Partnership AgriCompetitiveness and AgriRisk Programs.

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