

WINTER UPDATE 2025



FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

Included
Inside:



Agricultural Excellence
Conference Highlights



Farm Financial
Fluency Program



Wilson Loree
Award Winner,
Erica Nitchie

...and more exciting updates
you won't want to miss!

BRIDGING THE GAP

FARM TRANSITION WORKSHOP

WHERE ENTHUSIASM MEETS EXPERIENCE.

Workshop dates and details inside—don't miss out!





FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

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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 advancement of farm management practices through knowledge creation, curation, and extension.

Hello Everyone,

I hope you all had a happy holiday season. It's hard to believe 2025 is upon us. At Farm Management Canada, we are excited to start into a new year of promoting and supporting farm management excellence to Canada's farmers.

We are particularly excited to celebrate record attendance at our annual Agricultural Excellence Conference that was held in November in Abbotsford, British Columbia. It was a resounding success, and an amazing reflection of the strong interest for collaborating to meet the farm management needs and opportunities across Canada. We plan to build on this momentum with many events over the coming year, culminating with our 2025 Agricultural Excellence Conference in Winnipeg, Manitoba.

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

To offer such learning opportunities to farm families across Canada, we work closely with our partners. We are grateful for the support of these organizations and companies that recognize the importance of farm management excellence.

As a national non-profit organization, we are always happy to connect with others to find ways to collaborate to support a resilient and thriving Canadian agricultural industry. Please reach out to our team if you want to learn more.

All the best,

A handwritten signature in black ink, appearing to read 'Steve Duff', with a stylized flourish at the end.

“Focus on progress, not perfection.”

- Bill Phillips

MESSAGE FROM OUR EXECUTIVE DIRECTOR



Heather Watson

Executive Director

"The secret of change is to focus all of your energy not on fighting the old, but on building the new."

- Socrates

Greetings fellow farm management enthusiasts,

I hope this message finds you well and 2025 is off to a great start!

We hope you all had the chance to reflect, refresh and recharge over the holidays. We certainly did!

Full of excitement for the year ahead, we have hit the ground running, starting with hosting our 7th annual Farm Transition Appreciation Day on January 9th. Thank you to the many partners and supporters who celebrated this day with us, sharing your stories, advice and resources through social media and new learning opportunities to support and encourage Canada's farmers in their farm transition journeys.

Remember, change is inevitable; growth is optional.

There is a whole world out there dedicated to supporting you in every aspect of managing your farm business – whether you're looking to finally get that business plan on paper, understand your financials a little better, take a more proactive approach to managing risk, or secure the future of your farm through transition planning, we provide the knowledge resources, tools, and training to help you enhance your confidence and decision-making to achieve sustainable growth and prosperity.

When 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.

As a non-profit industry organization, working together is vital to our success. We continue to seek 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 advance the business side of farming and secure a promising agriculture sector for Canada by building the business acumen and skills of our 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,

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

www.fmc-gac.com

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

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

info@fmc-gac.com



FARM MANAGEMENT CANADA AT A GLANCE

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

We bring a fresh approach to farm business management, fostering innovative ways to 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

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.

The Board met in November in conjunction with the Agricultural Excellence Conference in Abbotsford, British Columbia. The Board revisited the organization's 3-year strategic plan to ensure alignment with the operational reality of the organization. A fourth strategic priority emerged from the discussion to help ensure the long-term sustainability of the organization and maximum reach and impact of programming through strategic partnerships. Key performance metrics were also revisited and revised.

Our Strategic Priorities:

1. Provide Industry Leadership

Be the national voice and champion for farm management excellence.

2. Advance Industry Knowledge

Be the curator and go-to resource for farm management expertise, learning opportunities, resources, and tools.

3. Promote Industry Success

Share the positive outcomes of farm management practices to increase adoption and implementation.

4. Enhance Strategic Partnerships

Foster and nurture strategic partnerships to maximize reach, impact and ensure organizational sustainability.

UPCOMING EVENTS



NATIONAL AGRICULTURAL RISK MANAGEMENT FORUM

February 10, 2025 Ottawa, ON

BRIDGING THE GAP – Farm Transition Workshop

February 11, 2025 Lloydminster, AB
February 19, 2025 Woodstock, ON
February 25, 2025 Lethbridge, AB
March 5, 2025 Grand Prairie, AB
March 17, 2025 Regina, SK
Coming soon: Drummondville, QC



NATIONAL FARM LEADERSHIP PROGRAM

January 27 – March 7, 2025 (Virtual)
March 11 – 13, 2025 Vancouver Island, BC
March 17 – December 12, 2025 (Virtual)

LEADERSHIFT INSIGHT PROGRAM

February 10 – March 7, 2025 (Virtual)



YOUNG FARMERS' SUMMITS

January 22, 2025 Strathmore, AB
January 27, 2025 Winnipeg, MB
February 11, 2025 Swift Current, SK
March 26, 2025 (virtual)



PACIFIC AGRICULTURE SHOW

January 23 – 25, 2025 Abbotsford, BC

Featuring Risky Business – Essentials for Success



AGRICULTURE INDUSTRY SYMPOSIUM

January 28 – 30, 2025 St. John's, NL

Featuring The Best Practices of Canada's Top Farmers



NEXT GEN VIRTUAL DISCUSSION

Managing People – January 29, 2025 (virtual)

Southern Interior
Horticultural Show

SOUTHERN INTERIOR HORTICULTURAL SHOW

February 12 – 13, 2025 Penticton, BC

Featuring Farm Business Management Essentials for:
Cherry Growers, Grape Growers, Apple and Other Tree Fruit Growers



NATIONAL YOUNG FARMERS ROUNDTABLE

February 24, 2025 Ottawa, ON

ANNUAL GENERAL MEETING

February 25 – 26, 2025 Ottawa, ON

Featuring a Farm Succession Workshop



OTTAWA VALLEY FARM SHOW

March 11 – 13, 2025 Ottawa, ON

Featuring Managing People on the Farm: A Focus on HR Excellence in partnership with the Canadian Agricultural Human Resource Council

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 Oakley: sponsorship@fmc-gac.com

KEEP US INFORMED

Please inform Farm Management Canada of any upcoming events or new resources that would be of interest to our members for promotion on our website and through our various media channels.

Don't be afraid to subscribe us (info@fmc-gac.com) to your newsletter and other information bulletins so that we can help promote all the wonderful farm business management initiatives happening across Canada!

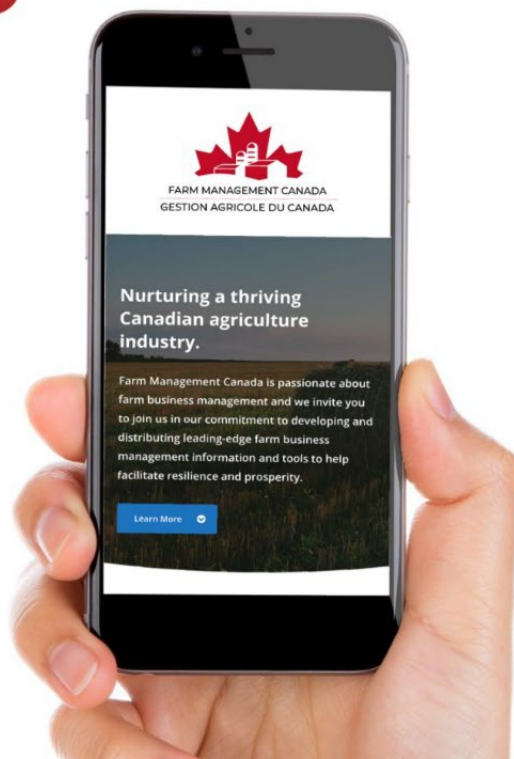
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CATCH UP ON THE ACTION

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.

**NATIONAL WOMEN IN
AGRICULTURE AND AGRI-
FOODS NETWORK –
Advisory Committee**

**AGRICULTURE & AGRI-FOOD
CANADA –
Industry Engagement Division
Farm Transition Study**

**CANADIAN PORK COUNCIL –
National Sustainability Project**

**PROVINCIAL/TERRITORIAL
MINISTRY NETWORK**

**INTERNATIONAL FARM
MANAGEMENT
ASSOCIATION COUNCIL**

**NATIONAL INDEX ON AGRI-
FOOD PERFORMANCE**

**AGRICULTURE & AGRI-FOOD
CANADA SKILLS
DEVELOPMENT TABLE –
Farm Transition Planning
Panel Discussion**

**NATIONAL WORKFORCE
STRATEGIC PLAN –
Skills Development Working
Group**

**BC MINISTRY OF
AGRICULTURE AND FOOD –
Drought Preparation,
Management, and Recovery
Resources**

**ALEOP –
Expansion Project**

**STANDARDIZING FARM
FINANCIAL STATEMENTS
FOR CANADIAN
AGRICULTURE**

**HARMONIZING FARM
INCOME TAX FORMS TO
ADVANCE BENCHMARKING
CAPACITY PROGRAM
PERFORMANCE**

**UNIVERSITY OF OTTAWA –
Environmental Collective
Bonus Payments Study**

**CANADIAN AGRI-FOOD
POLICY INSTITUTE –
Managing Farm Risk: National
Survey and Summit**

**CENTRE D'EXPERTISE EN
GESTION AGRICOLE –
The Impact of Digitization on
Farm Management and
Advisory Services: National
Study**



PRESS

[SMART goals drive farm success](#)

Everyone has goals – personal goals, and professional goals. But how can you set yourself up for success in achieving your goals? It's simple. Write them down, and make them Specific, Measurable, Achievable, Relevant and Time-bound.

By Heather Watson

"You are 42 per cent more likely to accomplish your goals if you write them down. Written goals provide a sense of direction and motivation, a way to prioritize, and of course, measure and manage progress." – Heather Watson. *Photo: Pixabay*



[Farm succession plan: road map for the future](#)

Farm Succession Planning is essential.

By Heather Cameron

"Seeking the support or advice of an expert is something that farmers frequently do when it comes to crops, livestock, taxes and lending. Make sure you do the same when it comes to your transition and the future of your farm." – Nick Oakley. *Photo: Pixabay*



[Having the right \(business\) stuff for your farm](#)

For farmers like Jennifer Peart, upping their business game takes real discipline. The good news is the pay-off makes it very worthwhile.

By Jeanine Moyer

"Farmers who routinely follow farm business management practices (i.e. plan ahead, monitor and measure performance, and seek knowledge and skills development) are more profitable (sometimes much more profitable) and also more confident." – Heather Watson.

Photo: Supplied



[Finance 101 – What is a business plan?](#)

There's more at stake this winter, and more than ever to gain.

By Jeanine Moyer

"Every farm business plan will be unique," says Watson. "While each plan will be comprised of the same basic components, the details and the way they come together to move the farm towards achieving its vision will be distinctly different." *Photo: Warchi/iStock/Getty Images*



[Target: work-life balance](#)

Life can be better. Even on the farm, real balance can be achieved.

By Helen Lammers-Helps

For Stephanie Craig, owner of Tullamore Lavender farm near Arthur, Ont., a change in perspective was also a critical step in overcoming the pressure of a toxic culture that says "you can do it all." She thinks this pressure is especially strong for millennials and women. In her opinion, a better approach is "you can do it all, but not all at once." *Photo: Supplied*



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 Agricultural Excellence Conference, held in Abbotsford, British Columbia, from November 19-21, brought together close to 300 thought-leaders and industry innovators, including farmers and aspiring farmers to address current challenges and new opportunities to shape the future of agriculture.

The Conference was co-hosted by Farm Management Canada, the Canadian Agricultural Safety Association and the BC Agriculture Council.

The Conference theme, *Together Towards Tomorrow*, spoke to the importance of leveraging our collective strengths and finding innovative ways to work together to position Canada's farmers and ranchers for sustainable growth and prosperity in an ever-changing and increasingly complex business environment.

The Conference fostered dynamic discussions, collaborative learning, and actionable solutions to drive agricultural excellence across Canada. Attendees included agricultural leaders, policymakers, agribusiness professionals, and aspiring farmers and students eager to bring fresh perspectives to the industry. The Conference served as a platform for bridging the gap between seasoned and emerging industry leaders.

"If you are a new or young farmer this is a great way to get started and help guide you with all the different support and is a great refresher for seasoned farmers for the same reason. Sometimes getting so busy and tied up in your farm you don't take the time to take care of your self, and this is a great way to take advantage of the tools that are available to farmers."

~ 2024 AgEx Participant

TOP 5 HIGHLIGHTS OF AGEX 2024

AgEx 2024 featured many exciting moments, and we appreciate the support and engagement of attendees.

1. OPENING RECEPTION, BANQUET DINNER AND BC MARKETPLACE

At the opening reception, attendees enjoyed local oysters from the BC Shellfish Growers Association and explored products from 15 local vendors at our first-ever AgEx Marketplace.



The Banquet dinner at AgEx is always a highlight, known for its unique format that encourages mingling while enjoying food from stations around the room. This year, the dinner featured a Coast-to-Coast theme, with stations showcasing foods from across Canada. Highlights included a beef station representing Alberta, pasta from the Prairies, charcuterie from Quebec and Ontario, and seafood from the East and West coasts.

2. FARM TOURS

The farm tours were a hit, filling 4 buses with eager folks looking to explore the Fraser Valley. Attendees visited Dicklands Biogas, a leader in anaerobic digestion, food waste management, and organic fertilizer pellet production; Van Eekelen Enterprises, a sustainable witloof (endive) farm; and Rainbow Greenhouses, a family-run business with 3 million square feet of greenhouse serving Western Canada and the Northwest U.S. Attendees also enjoyed a delicious lunch at Farmhouse Brewery.



3. SENATOR MARY ROBINSON

We were honored to have the Honourable Senator Mary Robinson join us for the entire AgEx event. She took the stage with our Executive Director, Heather Watson, for a fireside chat, where she shared inspiring insights on agriculture, policy, and the future of farming. If you missed her powerful discussion or want to revisit, click the video below to watch the discussion.



4. NEXT GEN DELEGATION

AgEx 2024 saw the highest number of young and aspiring farmers yet. We were honored to have the BC Young Farmers host their annual Farm Fest alongside AgEx and to have 4-H members Victoria Pitsiaeli speak on "The Future of Agriculture" and Ashley Wolfe present on "Exploring Careers in Agriculture Through 4-H." With over half of the participants being young and aspiring farmers including students, the event showcased a promising future for Canadian agriculture.



5. CYBERSECURITY ESSENTIALS FOR CANADA'S FARMERS

Stuart Person kicked off his cybersecurity presentation with a surprising start, engaging the audience alongside his colleague Eugene Ng. They discussed the current state of cybersecurity, its risks to the agriculture industry, provided a demonstration, and explored what cybersecurity looks like on the farm. Click the video below to see what made this presentation so unique.



Through keynote presentations and concurrent sessions on farm business management, benchmarking performance, health and safety, technology, and policy needs and priorities, along with a national resource showcase, participants enjoyed a choose-your-own-adventure format to create their own learning path.

Conference-goers came away equipped with practical information, tools, and actionable strategies to enhance productivity and cultivate their resilience by enhancing their farm management and health and safety practices. The Agricultural Excellence Conference underscored the critical role of collaboration in addressing the complex challenges facing the agricultural industry. With the insights and connections gained, attendees are poised to implement transformative changes within their farms, businesses, and communities.

To check out more photos from all 3 days of AgEx, [click here](#):

To watch some of the other AgEx Session recordings, [click here](#)!



Join us for AgEx 2025
in **Winnipeg, Manitoba!**

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 2025, please contact:

Nick Oakley, Business Development Lead: sponsorship@fmc-gac.com

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

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Ministry of
Agriculture
and Food

Young Farmers Sponsor



Safety Stream Presenting Sponsor



Keynote Sponsor



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Welcome Reception Sponsor



Workshop Sponsors



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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.



BRITISH COLUMBIA'S ERICA NITCHIE RECOGNIZED FOR HER CONTRIBUTION TO FARM MANAGEMENT EXCELLENCE WITH PRESTIGIOUS WILSON LOREE AWARD

Erica Nitchie is a Professional Agrologist and Team Lead of Indigenous Food Systems within the B.C. Ministry of Agriculture and Food's Indigenous Partnerships and Reconciliation Branch.

Erica has contributed profoundly to the Ministry's ability to understand and support Indigenous priorities and advance reconciliation in the food and agriculture sector. Through her commitment to relationship building, passion for excellence in responsive service design and delivery and championing of dialogue, Erica has provided direct support to Indigenous agriculture and food enterprises across BC, contributed significantly to reducing barriers to access and better alignment of government programs and services, and is a role model and leader of cultural change within the Ministry.



Pictured (L-R): Erica Nitchie accepting the 2024 Wilson Loree Award from Wilson Loree

Erica has worked directly with dozens of First Nations governments, economic development corporations, and community-driven initiatives across BC to support their food and agriculture related economic revitalization, food security and food sovereignty projects and with Indigenous businesses and entrepreneurs to support agriculturally-sound business planning, capacity development and access to low-barrier programs and services.

In addition to leading the BC Indigenous Agriculture Development Program supporting business planning and management and the design of new Indigenous programs, Erica has designed and led numerous projects and initiatives to support Indigenous food and agriculture businesses.

Her leadership has driven the development of partnerships, innovative programs and technical resources and services that have empowered First Nations communities, businesses, and individuals to strengthen Indigenous food systems, enhance agricultural success, and improve food sovereignty. Through Erica's work, key programs and initiatives have been launched that reflect her deep commitment to advancing reconciliation and Indigenous rights within the agriculture sector.

Wilson Loree proudly presented Erica with the 2024 Wilson Loree Award on November 20, 2024 during the Agricultural Excellence Conference.

Here is some of what was said about Erica's contribution to affecting positive change in Canada's farm business management landscape:

"Erica works diligently with a vision reflecting insights gained from trust-based relationships with Indigenous food and agriculture leaders, to design programs and services in response to Indigenous priorities and needs."

"I believe Erica deserves recognition as a leader and innovator in the field of farm business management for her quiet dedication for nearly two decades to creatively and collaboratively applying farm business management principles to support Indigenous businesses and community economic development, while simultaneously expanding the bounds of farm business management to include and recognize Indigenous approaches and values outside the traditional scope of farm business development."

"I have not met a better advocate for our indigenous needs in agriculture. She is there for so many communities in the Interior and I truly hope that consideration is given to her nomination. She has a kind heart and always takes the time to reach out and share new programs and funding opportunities with us."

Congratulations Erica!

FARM TRANSITION APPRECIATION DAY

#FTADay2025

Legacy in Motion



January 9th, 2025

FTADay was created to encourage and celebrate the progress Canada's farmers are making to secure the future of farming in Canada. It is a groundswell movement to motivate farmers to start, restart and keep going with farm transition planning by sharing inspirational stories shared on social media, agricultural media and learning events.

FARM TRANSITION APPRECIATION DAY

Prioritizing Emotional Well-being While Finding Harmony in Farm Transition

Thursday, January 9th | 11:00am - 12:00pm MST

Dr. Merle Massie
The Do More Agriculture Foundation

Lydia Carpenter
Farm Family Coach Services

Heather Watson
Farm Management Canada

Patti Durand
Brighttrack Consulting

The Do More Agriculture Foundation

PRESENTED BY: **AFSC**
Agriculture Financial Services Corporation



Our very own Executive Director, Heather Watson was joined by Lydia Carpenter of Farm Family Coach Services and Patti Durand of Brighttrack Consulting for a fireside chat focused on **Prioritizing Emotional Well-Being while finding Harmony in Farm Transition**, moderated by Dr. Merle Massie, Executive Director of The Do More Agriculture Foundation and sponsored by AFSC.

For #FTADay2025, Charlotte Wall and Tom Lewis of the Poultry Industry Council sat down with our Executive Director Heather Watson to discuss the challenges, progress and opportunities in farm transition planning.

You can listen to the podcast here: inthecoop.libsyn.com

If you missed out on this incredible event, you can find social media coverage by searching #FTADay2025 and check out recordings from the learning sessions on the FTADay page at www.fmc-gac.com/ftaday.



FARM TRANSITION WORKSHOP



WHERE ENTHUSIASM MEETS EXPERIENCE.



Our Bridging the Gap (BTG) farm transition workshops continue to gain momentum as delivery expands across Canada. These workshops are unique in that they 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 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.

REGISTER FOR A WORKSHOP NEAR YOU!

ALBERTA

Lloydminster

February 11, 2025

[REGISTER HERE](#)

Lethbridge

February 25, 2025

[REGISTER HERE](#)

Grande Prairie

March 5, 2025

[REGISTER HERE](#)

QUEBEC

Drummondville *(French Only)*

Coming soon!

ONTARIO

Woodstock

February 19, 2025

[REGISTER HERE](#)

SASKATCHEWAN

Regina

March 17, 2025

[REGISTER HERE](#)

MEET THE SPEAKERS



Heather Watson
Executive Director
Farm Management Canada



Christa Wright
Project Manager
Farm Management Canada



Nick Oakley
Business Development Lead
Farm Management Canada



Trevor MacLean
National Lead,
TransitionSmart
MNP



Bob Tosh
Family Business Advisor
MNP



Danielle Bergeron-Walsh
Partner
MNP



Annessa Good-Hassard
Consultant
Peak Heritage Consulting Ltd

"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

Visit fmc-gac.com to learn more.

If you or your organization is interested in sponsoring and hosting a Workshop for your clients or members, please contact

Nick Oakley, Business Development Lead

sponsorship@fmc-gac.com



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



We are seeking partners to host Winter/Spring Farm Financial Fluency training sessions!

"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

Through the Farm Financial Fluency program, participants 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)**
- ✓ **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 financial advisor to discuss how to interpret and analyze your own farm financial statements.

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



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."

We are seeking partners to host Winter/Spring Risk Management training sessions!

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.



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](#) 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!

These 6-hour online or one-day in-person workshops are open to all producers – new and established. Farm families and management teams are encouraged to attend the workshop together.

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

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

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.

We are seeking partners to host Winter/Spring Seeding Success training sessions!

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.

"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

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 operations, 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.

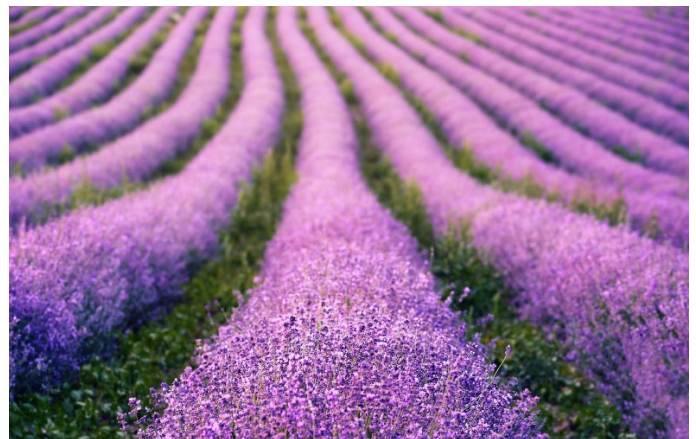
AgriShield uses a series of questionnaires to determine potential vulnerabilities and creates a detailed risk profile followed by a to-do list that's prioritized based on the level of risk and how prepared you are to manage it. Subscribe to AgriShield and start your free trial today!

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.



"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



[Access Our FREE Trial](#)



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**

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

– Derek Axten, Axten Farms



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

Participate in 4 live weekly sessions followed by a one-on-one coaching session with Kelly!

For more information and to register for the National Farm Leadership Program or LS InSight, visit www.leader-shift.ca

INTERESTED IN BECOMING A PROGRAM PARTNER?

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

Powered by



LeaderShift



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 :



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In association with :

Dimension E
Cultivating one's agricultural potential

OFA
Ontario Federation of
Agriculture



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 | 613-488-2929, ext. 103

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



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**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.AGRIRESOURCES.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



#Winter2025

CONTACT US

FARM MANAGEMENT CANADA



info@fmc-gac.com



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



**Sustainable Canadian
Agricultural Partnership**



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