



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

# SPRING UPDATE 2025

## Included Inside:



**FARM TRANSITION  
ESSENTIALS WORKSHOP**

**Ag in Motion  
Special Feature Inside**



**Ontario Farm Record Book  
Get Your Copy Here!**

**Exclusive FMC-GAC  
Membership Deals  
Inside!**



AGRICULTURAL EXCELLENCE CONFERENCE

## Gaining Ground

Registration Coming Soon!



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

# Spring Update 2025

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

Hello Everyone,

Spring is here across Canada, a time for hope and optimism. It's a time for growth and renewal, and we are preparing for a good season ahead as we head back into the fields and pastures.

During this busy planting season, it is important we also continue to find time for farm business management. For example, revisiting cash flow projections and marketing plans. Finding time for these important activities this time of year is difficult but pays off in the long run and as the growing season progresses.

Spring is also a busy time of renewal for Farm Management Canada. Every year, we have a nomination period and an election process for new Board members. Volunteer service on our Board of Directors provides a tangible opportunity to support the improvement of farm management practices, as our Board provides strategic direction for Farm Management Canada's activities. Serving as a Board member also provides a great opportunity to:

- Collaborate with others across Canada who share your passion for farm management excellence,
- Expand your knowledge, and
- Grow your network.

Nominations for the Board are in, and voting is now open. If you're a member of Farm Management Canada, it's time to cast your vote for the candidate you believe would be a strong representative on our Board of Directors.

Not a member yet? Join today and have your say.  
[www.fmc-gac.com/sign-up/#become-a-member](http://www.fmc-gac.com/sign-up/#become-a-member).

The election results will be announced at our Annual General Meeting taking place July 10th, and we welcome and encourage everyone to attend.

We look forward to seeing you there,

All the best,

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

**“Your future is created by what you do today, not tomorrow.”**

*– Anonymous*



# MESSAGE FROM OUR EXECUTIVE DIRECTOR



**Heather Watson**

Executive Director

**“Don’t wait until  
you reach your  
goal to be proud  
of yourself.  
Be proud of each  
step you take  
toward reaching  
that goal.”**

*- Karen Salmasohn*

## **Greetings fellow farm management enthusiasts,**

As the fields, barns and greenhouses come alive with brand new life, we hope spring has brought with it a sense of renewal and opportunity, and that amidst the chaos of the past few months, you’re finding time for rest, self-care, and connection with those who matter most.

We’re wrapping up a strong final quarter to our fiscal year, and we couldn’t have done it without your support and participation. From coast to coast, we’ve had the pleasure of connecting with so many of you through our Bridging the Gap Farm Transition Workshops, Farm Financial Fluency Training, LeaderShip Insight program and our always-popular Agriwebinars. With the delivery season behind us, our team is now focused on evaluating what we’ve heard and learned to ensure next fall and winter learning season continues to meet the evolving needs of Canada’s farm managers!

We’re looking forward to celebrating our collective accomplishments at our upcoming Virtual Annual General Meeting on July 10, 2025. It’s a chance to reflect, share, and recognize the strength of Canada’s farming community. We’re also excited to see the outcome of our Board elections!

As summer approaches, we wish you a productive and joyful season. In the midst of the daily demands of the farm, we encourage you to take time to focus on your business – ensuring that each decision supports your farm’s goals and the well-being of your farm team and family.

Remember, there is a whole world out there dedicated to supporting you in every aspect of managing your farm business – whether you’re looking to 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.

We remain committed to growing our partnerships and exploring new opportunities to maximize our reach and impact. Together, we’re building a brighter, more resilient future for Canadian agriculture.

I invite you to become a partner with Farm Management Canada and help us continue to advance the business side of farming. 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.

Wishing you a safe, successful summer ahead.

A stylized, handwritten signature in dark ink, appearing to be a cursive representation of the name Karen Salmasohn.



# 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.

The Board met in March to review and approve a new Equity Growth Plan to ensure long-term organizational sustainability.

### Our Strategic Priorities:

**1. Provide Industry Leadership**

Be the national voice and champion for farm management excellence.

**2. Advance Industry Knowledge**

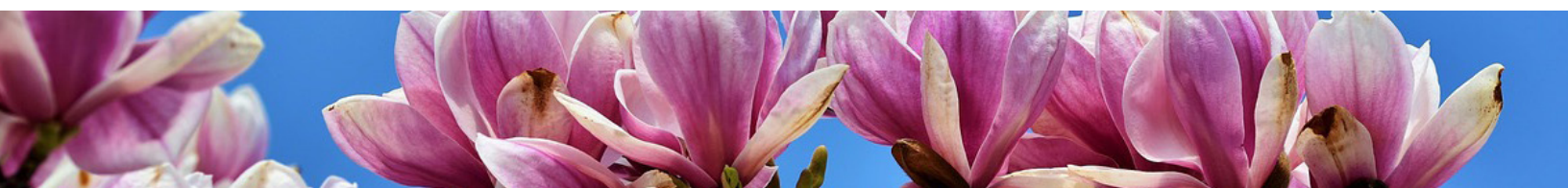
Be the curator and go-to resource for farm management expertise, learning opportunities, resources, and tools.

**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.



## INVITATION TO THE ANNUAL GENERAL MEETING

As a member, partner, supporter and friend of Farm Management Canada, we are delighted to invite you to our virtual **Annual General Meeting on July 10th from 12:00 PM to 2:30 PM (ET)**.

We'll kick things off with a few special guests to discuss how Canada's farmers can turn disruption into opportunity and build resilience—not just to survive, but to innovate and grow in the face of uncertainty reframing challenges as catalysts for innovation. And we'll of course celebrate our accomplishments, announce the 2025–2026 Board election results, and share exciting plans for the year ahead.

This is a great opportunity to **connect, reflect, and look forward together** as we continue to strengthen the future of Canadian agriculture through farm management excellence.

**Participation is free**, and all are welcome!

**Members – don't forget to vote!** Voting is now open and will close on **Friday, June 20th**. Not yet a member? It's not too late to join and have your say in shaping the strategic direction of Farm Management Canada by electing Directors to our Board.

Please visit [www.fmc-gac.com](http://www.fmc-gac.com) for more information about Farm Management Canada and to see a list of current Directors.

We look forward to seeing you there!

## BECOME A FARM MANAGEMENT CANADA MEMBER!

Membership with Farm Management Canada demonstrates your support for Canada's only national organization dedicated exclusively to the development and delivery of leading-edge resources, information and tools to support farm business success. Your membership helps us play a leading role in the growth and profitability of the industry.

Members help guide the strategic direction of the organizations to ensure programs and services meet the changing demands of our increasingly complex agricultural industry.

It has been over 20 years since Farm Management Canada has increased its membership fee. As the industry evolves, so too does the cost of providing valuable resources and services to our members.

This year the cost of the 1 Year individual Membership will be \$79/year including tax for individuals. However, as a thank you for your support this year only, if you purchase a 3-year membership, the fee will remain the same at \$50/year with a 15% discount.

**[PURCHASE OR RENEW YOUR MEMBERSHIP HERE.](#)**

**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)**

# UPCOMING EVENTS



**CAHRC-CCRHA**

Canadian Agricultural Human Resource Council  
Conseil canadien pour les ressources humaines  
en agriculture

**SKILLS AND WORKFORCE DEVELOPMENT:  
The Building Blocks for a Resilient Canadian  
Agriculture and Agri-Food Sector**  
June 11 – 12, 2025 Toronto, ON



**CADAP/APDAC**

Canadian Association of Diploma in Agriculture Programs/  
Association des Programmes de Diplômes en Agriculture du Canada

**SUMMER (ANNUAL) MEETING**  
June 15 – 17, 2025 Truro, NS



**SUMMER MEETING AND FPT MINISTERS ROUNDTABLE**  
July 15 – 16, 2025 Winnipeg, MB



**FARM MANAGEMENT CANADA**  
GESTION AGRICOLE DU CANADA

**ANNUAL GENERAL MEETING**  
July 10, 2025 (Virtual)

**BRIDGING THE GAP**  
**Farm Transition Essentials Workshop**  
July 16, 2025 – Ag in Motion Special Events Tent  
Saskatoon, SK

**AGRICULTURAL EXCELLENCE CONFERENCE**  
November 18 – 19, 2025 Winnipeg, MB



**CAPI**  
THE CANADIAN AGRI-FOOD  
POLICY INSTITUTE

**CANADIAN AGRI-FOOD IN A RISKY WORLD**  
October 1 – 2, 2025 Ottawa, ON

**UNIVERSITY OF  
GUELPH**

Ontario  
Agricultural College  
School of Environmental Design  
and Rural Development

**1ST INTERNATIONAL CONFERENCE ON  
CANADIAN AGRI-FOOD & RURAL ADVISORY,  
EXTENSION, AND EDUCATION (CAREE):  
Extension 4.0: Disruption and Transformation  
in Agri-food and Rural Development**  
October 29 – 31, 2025 Guelph, ON



EMPOWERING THE FUTURE OF AGRICULTURE

**IFMA25**

ROSARIO, ARGENTINA

**25TH INTERNATIONAL  
FARM MANAGEMENT CONGRESS**  
February 22 – 27, 2026 Rosario, Argentina



## STAY TUNED FOR MORE EVENT ANNOUNCEMENTS!

Bridging the Gap Farm Transition Workshops  
Farm Financial Fluency Training  
National Farm Leadership Program  
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



@FMC.GAC



@FMC.GAC



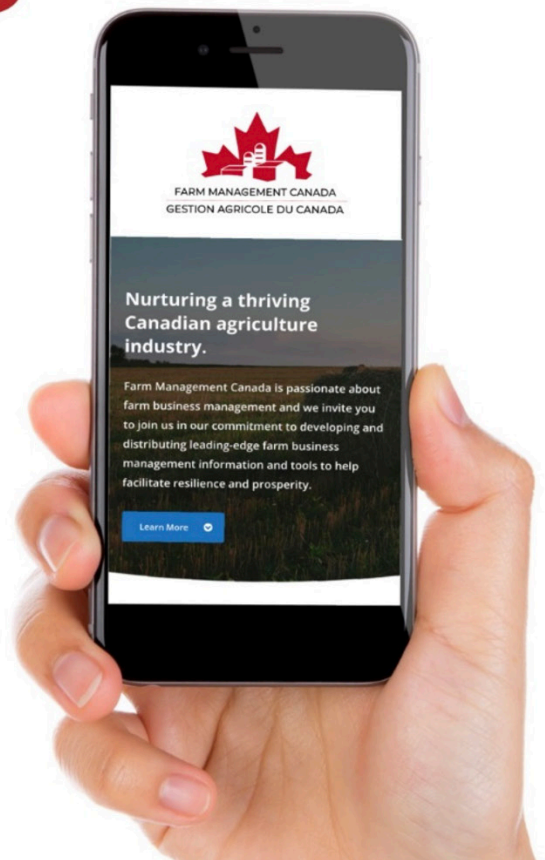
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# CATCH UP ON THE ACTION

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.

<b>NATIONAL WOMEN IN AGRICULTURE AND AGRI-FOODS NETWORK –</b> Advisory Committee	<b>INTERNATIONAL FARM MANAGEMENT ASSOCIATION COUNCIL &amp; IFMA25 ORGANIZING COMMITTEE</b>	<b>CANADIAN PORK COUNCIL –</b> National Sustainability Project
<b>PROVINCIAL/TERRITORIAL MINISTRY NETWORK</b>	<b>NATIONAL WORKFORCE STRATEGIC PLAN –</b> Skills Development Working	<b>NATIONAL INDEX ON AGRI-FOOD PERFORMANCE</b>
<b>AGRICULTURE &amp; AGRI-FOOD CANADA SKILLS DEVELOPMENT TABLE</b>	<b>CANADIAN AGRI-FOOD POLICY INSTITUTE –</b> Managing Farm Risk: National Survey and Summit	<b>CENTRE D’EXPERTISE EN GESTION AGRICOLE –</b> The Impact of Digitization on Farm Management and Advisory Services: National Study
<b>ALEOP –</b> Expansion Project	<b>STANDARDIZING FARM FINANCIAL STATEMENTS FOR CANADIAN AGRICULTURE</b>	<b>HARMONIZING FARM INCOME TAX FORMS TO ADVANCE BENCHMARKING CAPACITY PROGRAM PERFORMANCE</b>



### [Farm Management Can Be Lifeline to Good Mental Health](#)

The difference between a happy farmer and his stressed-out neighbour can be as simple as the former starting the day with a to-do list and the latter flying by the seat of their pants.

**By Farmers Forum Staff**

"Farmers who follow a written plan — whether it's a business plan, a transition plan, a risk management plan — definitively, absolutely, measurably experience reduced stress, greater peace of mind, and family and farm-team harmony." – Heather Watson

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### [Farm transition workshop coming to Canada's Farm Show](#)

One of the most important differences from most other business transitions is that the farm is so closely linked to the family, and to ensure and preserve harmony in the farm family. It's really important to be out front of these farm transitions.

**By Ryan Kiedrowski**

"If you're not preparing the next generation to transition into these roles, you're doing them a disservice, and a disservice to the generations that came before you." – Nick Oakley

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AGRICULTURAL EXCELLENCE CONFERENCE  
CONFÉRENCE SUR L'EXCELLENCE EN AGRICULTURE

### [Next-Gen Farmers Shine at Ag Excellence Conference](#)

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

**By Farm Management Canada**



# PROJECTS AND PROGRAMS



AGRICULTURAL EXCELLENCE CONFERENCE

## Gaining Ground

November 18-19, 2025 | Winnipeg, Manitoba

### REGISTRATION OPENING SOON!

Get ready—**AgEx** is heading to Winnipeg this November! Come explore this dynamic city, the beating heart of Canadian agriculture!

The 2025 Agricultural Excellence (AgEx) Conference will be held at the [Radisson Winnipeg Downtown](#) on November 18 and 19, 2025.

AgEx is Canada's premier event dedicated to advancing farm management excellence. This year's theme, **Gaining Ground**, reflects the drive to strengthen the foundations of farm businesses, embrace innovation, and build resilience in an evolving agricultural landscape.

Each year, AgEx brings together farmers, advisors, industry leaders, and policymakers for thought-provoking discussions, expert-led sessions, and networking opportunities. Delegates will explore cutting-edge management strategies and sustainable growth practices to ensure long-term success in Canadian agriculture.

Join us as we cultivate new ideas, share experiences, and take actionable steps toward a more prosperous, resilient, adaptive, and thriving agricultural sector. Together, we're **Gaining Ground!**

**New This Year: Young Farmer Summit presented by Farm Credit Canada!** Kick off your AgEx experience with a day designed just for young farmers. Connect with fellow young producers, dive into sessions tackling the biggest challenges facing the next generation and discover tools and resources to help you navigate them. Before finishing the day, you'll join the Farm Tour and cap the day off with the Mix and Mingle Banquet featuring the AgEx Marketplace and the Wilson Loree Award.

*"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

[CLICK HERE FOR A PRELIMINARY AGENDA FOR AGEX 2025!](#)

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

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

### Title Sponsor



### Provincial Partner



### Workshop Sponsor



### Kickstart Sponsor



### Collaborating Partners



### Supporting Partner



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





## 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.

Join us at Ag in Motion  
Special Events Tent

Wednesday July 16, 2025  
12:00pm - 2:00pm

Join RBC, Farm Management Canada, and MNP to gain expert insights, access practical tools and connect with fellow farmers to take the next step in your farm transition journey.

Register at [fmc-gac.com/btg](https://fmc-gac.com/btg)

- ✓ FREE for farmers and farm families
- ✓ Pre-registration required
- ✓ Enjoy a complimentary lunch



*"Thank you so much for hosting such a fantastic workshop, the students felt such value in attending. In class this morning, one student said it was the best event they had ever attended. Thank you for your hard work in coordinating and putting such an event together – it takes amazing people, generous sponsors and a well-organized team to make an event successful, this was apparent yesterday with the workshop's outcome. Thank you again for hosting such an amazing event."*

– Nadine Farkash, Lakeland College

Thank you to our wonderful sponsors and partners who make these workshops possible, and to the presenters and facilitators for sharing their knowledge, guidance and support.

Six workshops were held across Canada from November to March and we are looking to add more workshops next year. 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](mailto:sponsorship@fmc-gac.com)





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



**We are seeking partners to host Fall/Winter 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](mailto: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](mailto:sponsorship@fmc-gac.com).



## 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 planning platform, developed by Farm Management Canada, that helps you identify risks, assess them, and mitigate them through an itemized, prioritized action plan.

AgriShield will help you:

- Identify, assess and prioritize your farm risks
- Create a risk management action plan for you and your farm team
- Access resources and tools to help you manage risk

The comprehensive platform covers 6 risk families including People, Finance, Market, Business Management, Business Environment and Production, which break down into 19 risk categories. Each of these categories is further broken down into risk situations defined as a situation that may result in exposure to risk. For each risk exposure, there are best practices listed to determine preparedness to manage that risk and help identify opportunities to improve managing the risk.

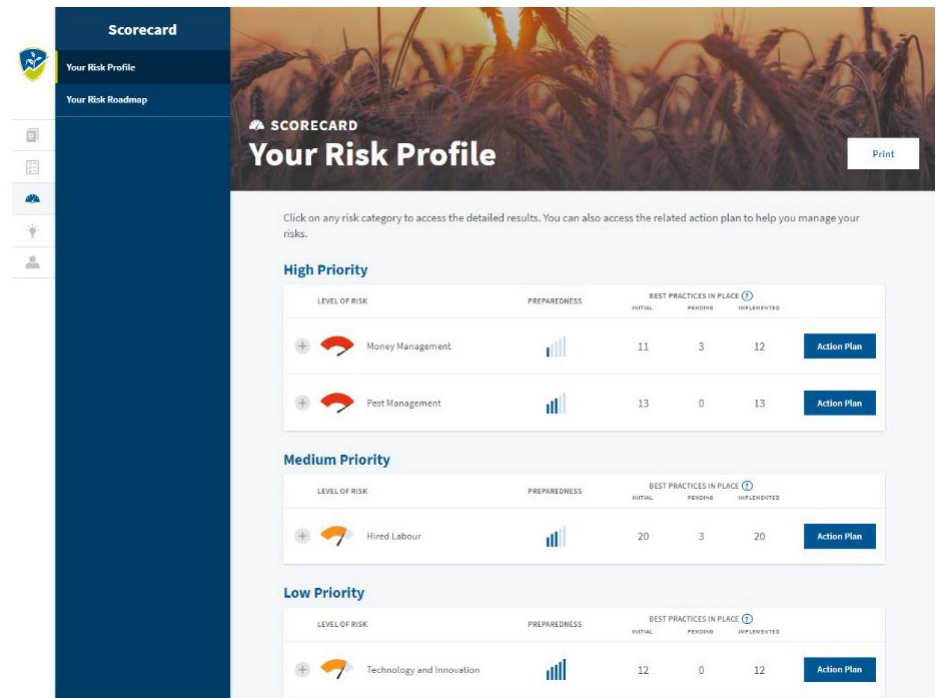
Full access to AgriShield is available for a yearly license fee of \$149. However, you can try AgriShield for one full year with full access through our one year free trial.

Also, 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 Your 1 Year FREE Trial

Enter the password *BCFarmers* when prompted

Thanks to  Ministry of Agriculture and Food



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





# 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. <b>Production Management</b> | 5. <b>Succession Planning</b>   |
| 2. <b>Marketing</b>             | 6. <b>Social Responsibility</b> |
| 3. <b>Financial Management</b>  | 7. <b>Business Goals</b>        |
| 4. <b>Human Resources</b>       |                                 |

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

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

*"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!"*

## TAKE CHARGE OF YOUR LEADERSHIP EFFECTIVENESS



NATIONAL  
**FARM LEADERSHIP**  
PROGRAM

### **Leader effectiveness accounts 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 and what's getting in the way of reaching your full potential**
- **Create a personal development plan to increase your leadership effectiveness**
- **Develop your skills in real-time, while working in your business**
- **Virtual and in-person training options**
- **Group and one-on-one coaching**



**"I've learned that to make progress, I need to get out of my own way. I have gained the confidence to show up better everyday and deal with situations better. When I make mistakes, I now have the courage to go back and make amends." – Craig Lehr, Short Grass Ranches Ltd.**

### **START CREATING THE OUTCOMES YOU WANT:**



Participants identify the root causes of personal and workplace drama and behaviors that cost time, energy and results. Participants learn practical tools to shift their behavior to build constructive relationships that produce better results. Delivered online over the course of a month through live weekly sessions with self-directed learning for up to 40 participants through the LeaderLab and app that includes videos and a digital workbook.



Participants learn how their strengths make them who they are but can also limit their effectiveness and resilience. InSider teaches critical performance skills such as effectively managing internal conflicts, negative self-talk, and how to approach challenging situations and conversations to perform under pressure. Delivered as a 3-day in-person boot camp for up to 20 participants.

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

Consider becoming a partner to support your team, members and clients in developing their leadership effectiveness. For more information visit: [www.leader-shift.ca](http://www.leader-shift.ca)

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 :



Innovation, Science and  
Economic Development Canada

Innovation, Sciences et  
Développement économique Canada



In association with :

**Dimension E**  
Cultivating one's agricultural potential

**OFA** Ontario  
Federation of  
Agriculture



## AGRIMENTOR: BOOST YOUR AGRICULTURAL CAREER!

AgriMentor continues 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:

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



# Agriwebinar®

Information at your fingertips.

**ACCESS OVER 250 WEBINARS!**

## AGRIWEBINAR FEATURE:

### **AgriStability and AgriInvest Program Changes under the Sustainable Canadian Agricultural Partnership (Sustainable CAP)**

These session recordings provide valuable insights into the AgriStability and AgriInvest programs, important changes coming for the 2025 program year, and how you may benefit from participating.



### **Building a Resilient Farm Business**

Building a resilient farm business means having the right strategies and tools to manage risk and adapt to changing conditions. Heather Watson of Farm Management Canada, Stephanie Maynard & Phil Quinn of Quinn Farms, and Alex Pulwicki of Young Agrarians discuss practical strategies, real-world examples, and valuable resources available to help farmers strengthen their operations and secure long-term success.



### **Farming Through the Storm: Navigating Trade & Tariffs**

Global trade disruptions, shifting tariffs, and economic uncertainty are creating challenges for Canadian farmers. During this Agriwebinar, industry experts talk about the economic impact of tariffs on Canadian agriculture and provide practical strategies to help farmers adapt and thrive. This session is an insightful discussion on navigating market volatility, mitigating risks, and finding new opportunities in a rapidly changing global landscape. Whether you're a grain grower, livestock producer, or agribusiness owner, this session will equip you with the knowledge and tools to weather the storm.



### **How Farms Can Use Life Insurance to Support Farm Transition Planning**

The right life insurance strategy can provide financial stability, asset transfer options for farming and non-farming children, and peace of mind. In this session, Nick Dettinger from The Co-operators presents an essential discussion on securing the future of your farm using life insurance options.

In this webinar, you'll learn:

- How life insurance can protect your farm's legacy
- Strategies to minimize financial risks and tax liabilities
- Real-world examples of life insurance used to support farm transitions

Whether you're planning for retirement or preparing for unexpected events, this session will give you the tools to safeguard your farm for generations to come. Don't leave your legacy to chance—plan with confidence!



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



# STUDY ON THE IMPACT OF DIGITIZATION FOR FARM FINANCIAL MANAGEMENT

Farm Management Canada is working with the Centre for Expertise in Agricultural Management (CEGA) in Quebec to conduct a study on the impact of digitalization on farm financial management and to help financial advisors tailor their services to meet producers' needs and realities.

The study's initial findings reveal that 40% of producers do not review their financial records before making investments. Are you in the same situation? Are you confident that you have a clear picture of your financial situation and options?

We would love to hear from you! Your input will help us better understand the challenges you face, identify your current and future needs, and equip advisors with the right tools to offer you tailored support.

Take the survey here: <https://forms.gle/w6mFvN1pmgLp7CAc9>

As a thank-you for your participation, you'll receive a \$200 discount on a subscription to Aleop. Aleop is a program designed in Quebec for farmers across Canada to automate their bookkeeping to save valuable time and resources on the path to farm management excellence.

This offer is valid until Monday, June 30, 2025, exclusively for participants who complete the survey and provide their email address. We assure you that all responses will remain strictly confidential and anonymous.

Thank you for taking the time to contribute to this project—your insights are invaluable to shaping better, more personalized support for the agricultural sector!



**CEGA**  
Centre d'expertise en gestion agricole



**FARM MANAGEMENT CANADA**  
**GESTION AGRICOLE DU CANADA**

# JOIN US FOR THE 1ST INTERNATIONAL CONFERENCE ON CANADIAN AGRI-FOOD & RURAL ADVISORY, EXTENSION, AND EDUCATION



## Extension 4.0: Disruption and Transformation in Agri-food and Rural Development

Guelph, Ontario October 29-31, 2025

The **1st Canadian Agri-food & Rural Advisory, Extension, and Education (CAREE) Conference** brings together leading scholars, practitioners, policymakers, and community leaders to explore the critical issues facing the future of Canadian agriculture, rural communities, and extension services. Hosted at the prestigious University of Guelph, this inaugural event seeks to create a platform for collaborative exchange on the transformative role of agri-food and rural advisory, extension, and education services.

Canada has a rich history in agricultural excellence, environmental stewardship, and rural support. However, as the global and regional agri-food sectors evolve rapidly, there remains a pressing need to examine the effectiveness of Canadian extension and advisory services. **CAREE 2025** will focus on understanding this gap and exploring ways to strengthen these services, with a clear focus on transforming the Canadian agri-food and rural sectors.

Key topics include:

- **Enhancing Extension Services:** How can Canada develop a more cohesive and impactful approach to agricultural and rural extension?
- **Policy Development:** The need for policy innovation in response to emerging trends and challenges in the agricultural and rural development landscape.
- **Education for Future Leaders:** Transforming agricultural education to prepare the next generation of extension workers and rural leaders.
- **Disruptive Technologies:** Leveraging new technologies and innovations to drive efficiency and sustainability in rural development and agricultural practices.
- **Climate Change & Environmental Stewardship:** Strategies for addressing environmental challenges in rural and agricultural communities.
- **Community Engagement:** How can advisory services foster stronger connections between rural communities, agriculture, and government?

### Call for Papers

The conference invites submissions from researchers, policymakers, practitioners, and educators in the field of agri-food and rural development. Research papers, case studies, and practical applications addressing the key themes of the conference are welcome. Accepted submissions will be presented at the conference and included in the peer-reviewed proceedings. A select number of papers will be considered for publication in an edited volume, adding to the scant reference materials available for Canadian agri-food, rural advisory, extension and education scholarship. [Submit your abstract by May 31, 2025.](#)

UNIVERSITY OF  
GUELPH

Ontario  
Agricultural College

School of Environmental Design  
and Rural Development

# SAVE THE DATE: JOIN US FOR THE 25TH INTERNATIONAL FARM MANAGEMENT CONGRESS IN ARGENTINA!



The International Farm Management Association (IFMA) is pleased to announce the 25th International Farm Management Congress (IFMA25) will take place from **Sunday, February 22, 2026, to Friday, February 27, 2026, in Rosario, Argentina**. This prestigious global event brings together farmers, researchers, educators, advisors, policymakers and other industry leaders to discuss the latest advancements in farm management and exchange ideas to help shape a resilient, prosperous and sustainable future for agriculture.

Nestled along the Paraná River, **Rosario** is the 3rd largest city in Argentina and a vibrant agricultural and industrial hub, renowned for its deep-rooted agricultural sector and cutting-edge agribusiness innovations. As part of Argentina's Pampas region and one of the most fertile and productive agricultural areas in the world, Rosario plays a pivotal role in global food production and is the ideal setting for IFMA25.

With the theme **"Empowering the Future of Agriculture,"** the Congress will delve into innovative solutions for sustainable farming, resilience for agricultural enterprises, and the role of technology in advancing productivity and efficiency. Attendees will gain valuable perspectives on farming practices in Argentina and worldwide and have the opportunity to engage in discussions on global challenges and local solutions including innovative farm management strategies, emerging trends, and opportunities. The Congress will be hosted in partnership with Austral University's Rosario Campus. In 2025, Austral University was ranked by Times Higher Education as the #1 University in Argentina.

The event will feature a **dynamic educational program** including presentations from industry experts, concurrent sessions, and tours of local farms and agri-food operations, providing first-hand insight into Argentina's incredible agricultural sector. The Congress will also offer a **rich social program**, fostering networking and collaboration among participants, along with a **Next Gens program** designed to engage and inspire the next generation of agricultural leaders, and **Accompanying Persons program** for attendees traveling with companions.

**Pre- and Post-Congress tours** will surround the main Congress.

Stay tuned for the **Call for Papers, Posters, and Organized Symposia** for academics and practitioners, which will be announced soon.

For more information, visit the International Farm Management Association's website at [www.ifma.network](http://www.ifma.network) and follow us on social media @IFMAOnline #IFMA25.





# NATIONAL FARM BUSINESS MANAGEMENT RESOURCE CENTRE



**AGRIRESOURCES.CA**

## FEATURED RESOURCE



### ONTARIO FARM RECORD BOOK SOLD HERE!

There is no substitute for using the right tool for the right job. This record book is the most valuable tool you can use in helping to make sound financial and other management decisions. It will show you the results of your management in dollars and cents. Maintaining accurate farm business records will yield high returns for the time spent. Your farm profits are earned by good management of high producing crops and livestock. This record book is designed to meet the needs of commercial farms. It is simple, yet complete enough to provide details for tax purposes, for credit and for an analysis of your farm business. Adjust column headings to suit your needs.

[Order the Ontario Farm Record Book here.](#)

## 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.**

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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)**





**#hellospring**

## **CONTACT US**

### **FARM MANAGEMENT CANADA**



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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.

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**Sustainable Canadian  
Agricultural Partnership**



**Canada**