



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

# SUMMER UPDATE

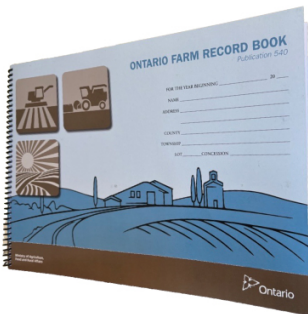
## 2025

### Featuring:

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**2025-2026  
Board of Directors**

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**Ontario Farm  
Record Book**  
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**Exclusive  
FMC-GAC  
Membership  
Deals Inside**



AGRICULTURAL EXCELLENCE CONFERENCE

## Gaining Ground

**Don't miss out on  
our Early Bird  
Ticket Sale!**

Offer Ends  
August 31st, 2025



**Farm Management Canada Members Save Even More!**



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

# Summer Update 2025

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Steve Duff

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

**Hello Everyone,**

I would like to extend a sincere thank you to everyone who joined us for our AGM on July 10. It was a highly productive and inspiring gathering. The risk management panel provided thoughtful insights into the evolving risk management landscape in Canadian agriculture—highlighting both the challenges and the opportunities ahead. If you missed it, I encourage you to watch the recording at [Agriwebinar.com](https://agriwebinar.com).

We were pleased to receive strong interest in joining our Board of Directors this year, with six impressive nominations. This level of engagement is a clear sign that our community is eager to contribute and help shape the future of farm business excellence in Canada. Stu Person, representing MNP, and Derek Brewin, representing the University of Manitoba were re-elected to the Board, and Jason Fiske, representing FCC joins the Board for his first term. Congratulations and thank you to all who put their names forward.

I am excited and honoured to continue serving as Chair of this exceptional organization, Farm Management Canada. With the support of our dedicated Board and outstanding staff, I am confident that we will continue to drive excellence in farm business management across Canada.

Looking ahead, our team is already hard at work planning for our annual Agricultural Excellence (AgEx) Conference taking place November 18-19, 2025, in Winnipeg, Manitoba. AgEx offers a welcoming and invigorating environment where you can connect with others in the industry to advance your knowledge of farm business management. I encourage you to join us for AgEx and register now to take advantage of our Early bird pricing.

Sponsorship opportunities are still available. Please contact Nick Oakley at [sponsorship@fmc-gac.com](mailto:sponsorship@fmc-gac.com) to discuss how we can help you engage with Canada's farm management enthusiasts.

All the best,

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

““Excellence is the gradual result of  
always striving to do better.”

– Pat Riley





# MESSAGE FROM OUR EXECUTIVE DIRECTOR



**Heather Watson**

Executive Director

**“The best  
investment you  
can make, is an  
investment in  
yourself...  
the more you  
learn, the more  
you’ll earn.”**

*- Warren Buffet*

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

I hope this message finds you well. As we move through the heart of summer, I want to take a moment to thank you – our members, partners, and supporters, for your continued commitment to building a more resilient and prosperous future for Canadian agriculture.

It was wonderful to connect with many of you during our Annual General Meeting. Sincere thanks to Mathieu Lipari, our risk management lead, Amy Cronin, and Tyler McCann for kicking things off with a thought-provoking discussion on what’s needed to help farmers manage the increasing risk and uncertainty they face with confidence. We are extremely proud of our accomplishments throughout the year, and the partnerships we fostered and grew to help maintain a strong organization and expand our offerings from coast to coast.

Recently, I had the pleasure of attending Ag in Motion where we welcomed over 150 farmers to our Bridging the Gap: Farm Transition Essentials Workshop with the help and support of RBC and MNP. While in Saskatoon, I attended a screening of a new documentary focused on farmer mental health: Deep Rooted, hosted by The Do More Agriculture Foundation, which was followed with a wonderful panel discussion with some of the farmers and mental health experts featured in the film.

We’re busy working behind the scenes to roll out our fall/winter programming in the coming months – designed to strengthen farm management skills, support farmer mental health and well-being, and inspire the next generation of farm leaders.

As the sector continues to face challenges and change, we believe strongly that investing in farm business skills is one of the most powerful ways to ensure continued success.

This summer, we encourage you to explore our suite of programs and tools – designed to help you make informed decisions, build resilience, and take your business practices to the next level. Whether you’re interested in risk management, financial literacy, transition planning, or leadership development, we’re here to support you. Farming is a business like no other, and no one should have to go it alone. Let us be part of your support network.

We wish you a productive and joyful season ahead with a reminder that in the midst of the daily demands of the farm, take time to focus on the well-being of your farm team and family.

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.

Takin’ care of business,





## 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 May, June and July to evaluate organizational performance and prepare for our Annual General Meeting.

### 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.

# ANNUAL GENERAL MEETING

Farm Management Canada would like to thank everyone who participated in this year's Annual General Meeting (AGM). The AGM was held virtually July 10th and was a great success, welcoming members, partners, and industry partners from across Canada to celebrate from management excellence, Farm Management Canada's 2024-25 accomplishments, and hear the results of Director elections.

The AGM kicked off with an engaging discussion on Reframing Risk: Rethinking Canada's Business Risk Management Approach, led by our very own Mathieu Lipari joined by Nuffield Scholar, Amy Cronin of Cronin Farms Ltd and Cedar Grove Pork, and Tyler McCann, Managing Director of the Canadian Agri-Food Policy Institute (CAPI). They discussed the effectiveness of the risk management tools available to farmers in Canada as well as paths forward to managing risk in agriculture.

Farm Management Canada highlighted its accomplishments – be sure to read our Annual Report for all the juicy details!

Jason Fiske was newly elected to the Board while Stuart Person was re-elected for a second term and Derek Brewin was re-elected for a third term.

**Jason Fiske** has honed his expertise in supporting Canadian producers through comprehensive business management solutions. His work aligns closely with the mandate and purpose of Farm Management Canada, focusing on providing essential support, knowledge, and tools to enhance the business management capabilities of Canadian producers.

As a member of the Board of Directors, he is committed to leveraging his experience, qualifications, and perspectives to contribute to the continued success and growth of Farm Management Canada. He looks forward to supporting and guiding the organization in achieving its goals and making a meaningful impact on the agricultural community.

**Stuart Person** is MNP's National Leader of Crop Services. Based in Edmonton, Stuart brings more than 30 years of experience in agriculture — specializing in the grain, oilseed, and pulse industry — to his role. Passionate about the agriculture industry, he grew up on a farm and continues to participate as a producer. This experience allows Stuart to relate first-hand to what Canadian agricultural producers face in their operations — and gives him greater insights into how to help producers overcome challenges and achieve their business goals.

**Derek Brewin** worked as a teacher and researcher in the Department of Agribusiness and Agricultural Economics at the University of Manitoba since 2003, and in 2017, became Head of the Department. His recent research has focused on the economics of rotations, grain and oilseed markets, grain transportation and innovations in plant breeding. He is an award-winning teacher of agricultural finance, marketing and risk management.

Farm Management Canada, its members and Board extended a sincere thank you to its outgoing Board member Jim Selman who served on the Board as a member at large for 3 years. Following the AGM, Steve Duff was re-elected Chair; Andrea Gal was re-elected Vice Chair, and Stuart Person was re-elected Secretary/Treasurer.



## Annual Report 2024-2025

Nurturing a resilient and thriving  
Canadian agricultural industry.





## MEET OUR 2025-2026 BOARD OF DIRECTORS



**Stephen Duff**  
*Chair*  
*Farmer, Ontario*



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



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



**Terry Aberhart**  
*Farmer*  
*Saskatchewan*



**Curtis Boyd**  
*Young Farmer*  
*Alberta*



**Derek Brewin**  
*Academic*  
*Manitoba*



**Erin Côté Blaquière**  
*Member at Large*  
*Saskatchewan*



**Jason Fiske**  
*Corporate*  
*Saskatchewan*



**Sylvain Gadbois**  
*Government*  
*New Brunswick*





## **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



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



**NATIONAL YOUNG FARMERS SUMMIT**  
November 18, 2025, Winnipeg, MB

**FUTURE OF FOOD SUMMIT**  
February 10, 2026 Ottawa, ON



**1<sup>ST</sup> 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



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

**NATIONAL YOUNG FARMERS ROUNDTABLE**  
November 17, 2025 Winnipeg, MB

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

**BRIDGING THE GAP  
Farm Transition Workshop**  
November 4, 2025 Red Deer, AB  
January 29, 2026 Edmonton, AB  
February 10, 2026 Lloydminster, AB



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

# STAY TUNED FOR MORE EVENT ANNOUNCEMENTS!

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



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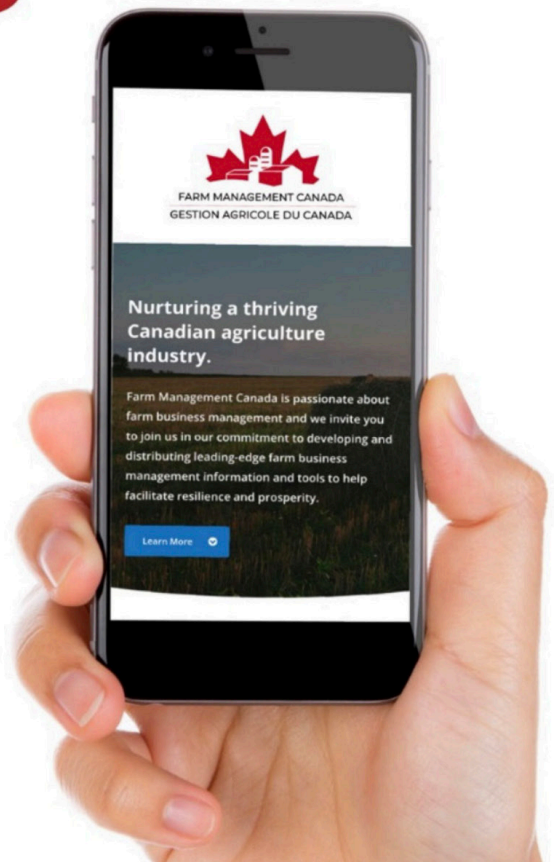
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## CATCH UP ON THE ACTION

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.

<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 Group	<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>
<b>CANADIAN AGRI-FOOD &amp; RURAL ADVISORY, EXTENSION, AND EDUCATION (CAREE) CONFERENCE</b> – Organizing Committee		



## PRESS

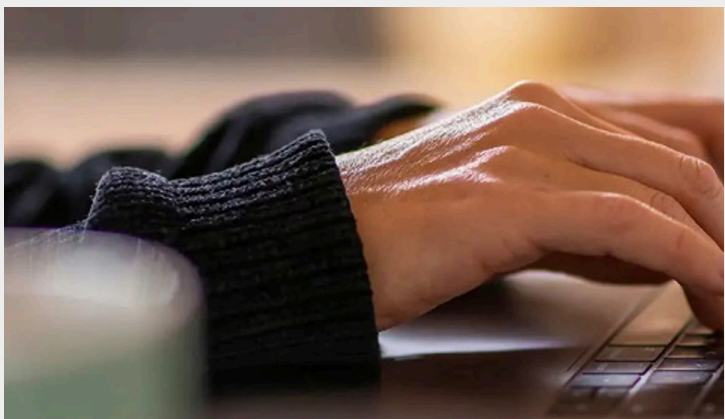


### **Build your farm with these entrepreneurial skills**

Today's farm owners need to be on top of their game like never before — and it all starts with the right skills.

By Angela Lovell

"Farmers need to figure out the skills required to farm and be resourceful in building the capacity of the farm by finding others with those skills and hire them in or contract the services out." – Heather Watson



### **What key performance indicators should I track in my farm business?**

Setting and tracking key performance indicators (KPIs) is essential for long-term farm success. After all, you can't manage what you can't measure, right? How do you know if you're on track if you haven't figured out where you want to go?

By Kim Sheppard

"Start with defining what success means to you, your farm, family and farm team. Profit and productivity are usually the first things that come to mind. What about health and harmony? Growing the skills and confidence of the team? Positioning the operation for a successful transition? It's crucial to choose KPIs that align with your goals." – Heather Watson



## PROJECTS AND PROGRAMS



AGRICULTURAL EXCELLENCE CONFERENCE

### Gaining Ground

November 18-19, 2025 | Winnipeg, Manitoba

## Don't miss out on our Early Bird Ticket Sale!

Limited-time savings!



The Agricultural Excellence Conference (AgEx) is Canada's premier event dedicated to advancing farm business management. 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!

Plus, a special event for young farmers **November 17!** Supercharge your farm management skills at the **FCC National Young Farmer Summit**. Join us for a free, full-day event for farmers under 40 to have fun and explore the business side of farming. Learn from industry experts, connect with peers and gain insights to take your operation to the next level. For more information and to reserve your spot go to [agexcellenceconference.ca](https://agexcellenceconference.ca).

**[Register NOW!](#)**

***"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 yourself, and this is a great way to take advantage of the tools that are available to farmers."***

~ 2024 AgEx Participant



## Register before August 31<sup>st</sup> and SAVE!

<b>Early Bird - Industry/General</b>	<b>\$495</b>	<b>Industry/General</b>	<b>\$525</b>
<b>Early Bird - Farmer</b>	<b>\$395</b>	<b>Farmer</b>	<b>\$425</b>
<b>Early Bird - Young Farmer/Student</b>	<b>\$170</b>	<b>Young Farmer/Student</b>	<b>\$200</b>

## MEMBERS SAVE MORE AT AGEX!

Farm Management Canada 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)

## AGENDA

### Monday, November 17

9:30 am – 3:30 pm **National Young Farmer / Young Leader Program Roundtable Discussion** *(By Invite ONLY)*

#### Roundtable Purpose

- Establish a **network** of young and young leader programs across Canada
- Highlight the **successes** and **impact** of existing programs
- Identify and address **common challenges**
- Explore **opportunities and solutions** together
- Share insights and future direction for the **Canadian Young Farmers** program
- Lay the groundwork for stronger **collaboration and alignment** across the sector

6:00 pm – 10:00 pm **Young Farmer Reception**



Join us for the **National Young Farmers Reception** at the *Gateway to the Arctic* exhibit in Assiniboine Park Zoo, Winnipeg — a one-of-a-kind venue that brings Canada's northern wilderness to life. Set against the breathtaking backdrop of the zoo's award-winning **Journey to Churchill** exhibit, guests will have the chance to experience the magic of the **Sea Ice Passage**, where polar bears swim overhead in a 9-metre-long acrylic tunnel.

This unique reception offers young farmers from across Canada a memorable evening of networking, idea sharing, and community building. Enjoy refreshments, engaging conversation, and up-close views of polar bears, seals, and other Arctic wildlife — all while celebrating the next generation of leaders in Canadian agriculture.

## Tuesday, November 18

9:00 am – 4:30 pm **FCC National Young Farmer Summit**



### Get ready to supercharge your farm management skills!

Join us for a free, full-day event for farmers under 40 to have fun and explore the business side of farming. Learn from industry experts, connect with peers and gain insights to take your operation to the next level. Topics include transition planning, business management, mental health and more.

To reserve your spot for this event please visit

<https://www.eventbrite.ca/e/fcc-young-farmer-summit-winnipeg-registration-1397092975699?aff=FarmManagementCanada>

9:30 am – 5:00 pm **Farm Tour**

Kick off your AgEx experience right by joining us for the Farm Tour. In partnership with the Keystone Agricultural Producers, we're visiting innovative and industry-leading farms and we want YOU to come along! See how your peers are tackling challenges, trying new approaches, and keeping their operations thriving. It's a chance to trade ideas, ask questions, and have honest conversations with people who get it.

- ✓ Tour local farms and learn from their operators
- ✓ Connect with fellow farmers and ag leaders
- ✓ Enjoy a great lunch — all for just **\$10**

Spots are limited. Choose **Farm Tour** as an **add-on** during registration to ensure your spot!

6:00 pm – 9:00 pm **AgEx Mix & Mingle Banquet and Wilson Loree Award**



Featuring AgEx Marketplace and Silent Auction

9:00 pm – 11:00 pm **Hospitality Suite**

Enjoy an evening of catching up with friends and colleagues.

## Wednesday, November 19

7:00 am – 8:00 am **Conference Check-In and Full Breakfast**

8:00 am – 8:30 am **Opening Remarks with Special Guests**

8:30 am – 9:15 am **Plenary 1**

9:15 am – 10:00 am **Plenary Session 2 – Farm Credit Canada**



Farm CEO Checklist

10:00 am – 10:30 am **Health Break & Networking Opportunity**

10:30 am – 11:15 am **National Farm Business Management Resource Showcase**

11:15 am – 12:15 pm

### Concurrent Sessions 1



1. Fertilizer Canada
2. LeaderShift
3. TBD
4. TBD



12:15 pm – 1:15 pm

### Lunch Break brought to you by the Canadian Canola Growers Association



1:15 pm – 2:00 pm

### Plenary 3



Farm Transition Fireside Chat

2:00 pm – 3:00 pm

### PM Concurrent Sessions



1. Fertilizer Canada
2. LeaderShift
3. TBD
4. TBD



3:00 pm – 3:15 pm

### Health Break & Networking Opportunity

3:15 pm – 4:00 pm

### Plenary Session 4



4:00 pm – 5:00 pm

### Plenary Session 5

5:00 pm

### Closing Remarks

6:30 pm – 8:30 pm


### Farm Risk Challenge




Think you've got what it takes to run a resilient farm through a year of unpredictable challenges? Join us for an interactive, hands-on game where you'll create your own farm, face a variety of risks, and make risk management decisions to protect your business.

Grab your team, build your strategy, and see if your farm can survive and thrive through one wild year on the farm!

 **Food & drinks**

 **Fun gameplay**

 **Practical takeaways for real farm risk management**

 **Prizes and bragging rights for the most resilient farm!**

Don't miss this chance to learn, laugh, and level up your farm's future.



**Thursday, November 20**

10:00 am – 3:00 pm **Workshops**



Finish your AgEx experience with a day of interactive workshops, hosted by trusted industry partners, focused on key farm business management topics. Taking place on Thursday, November 20, this Workshop Day offers practical learning, expert insights, and valuable tools to help you manage your farm with confidence and clarity. Whether you're new to the business side of farming or looking to sharpen your skills, there's something for everyone. Participate in two different workshops and take advantage of this opportunity to dig deeper and grow stronger!

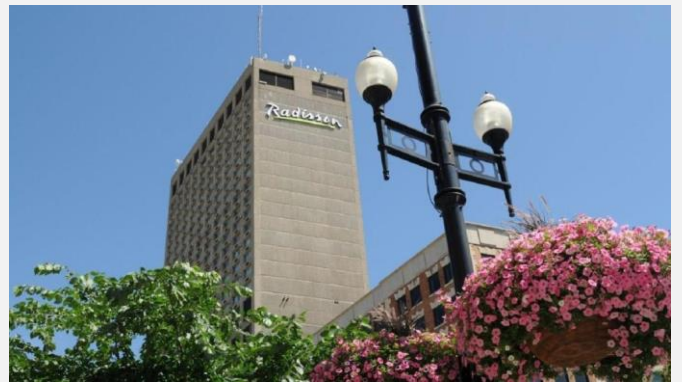
**[TO REGISTER AND LEARN MORE ABOUT AGEX CLICK HERE!](#)**

**Radisson Downtown Hotel**

288 Portage Ave, Winnipeg, MB

**Book your stay today - space is limited**

[Click here to book your Hotel](#)



**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.

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Provincial Partner



Collaborating Partners



Next Gen Sponsor



Reception Sponsor



Session Sponsors



Meal Sponsor



Farm Risk Challenge Sponsor



Kickstart Sponsor



Supporting Partner



Funded in part by the Government of Canada 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 3**

Farm Management Canada is seeking to honour individuals or groups with the 2025 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 3, 2025**. 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 18-19, 2025 in Winnipeg, MB. 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 2025 Wilson Loree Nomination form.





# CADAP/APDAC

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

The Canadian Association of Diploma in Agriculture Programs (CADAP) held its annual conference and Annual General Meeting (AGM) in June at Dalhousie University's Agricultural Campus in Truro, Nova Scotia. CADAP is a national association of post-secondary institutions offering diploma programs in agriculture, dedicated to fostering excellence in agricultural education. Farm Management Canada is proud to support CADAP and serve as Secretary/Treasurer on the CADAP Executive.

Representatives from all 21 member institutions participated in this year's conference. In-person attendees enjoyed guided tours of key campus facilities, including the Ruminant Animal Centre, the Haley Institute, the Cultiv8 Garden, and the Collins Greenhouse. They also visited several innovative local farm businesses, such as East Coast Wild Blueberries, Masstown Market, and Oberland Agriscience.



Ashley Jean Macdonald (Right), surrounded by CADAP representatives.

In addition to the AGM, all participants—both in person and virtual—engaged in two dynamic facilitated discussions. Tracy Kittilsen led a session on Extended Learning, while Jolene MacEachern facilitated a conversation on Strengthening Partnerships with Industry Leaders.

A highlight of the event was the presentation of the annual CADAP Teaching Award to Ashley Jean MacDonald, Instructor in the Department of Business & Social Sciences at Dalhousie University. The award was presented by Dr. Dian Patterson, Associate Dean Academic and Professor at the Faculty of Agriculture.

## Congratulations Ashley!

CADAP Members include:

Okanagan College

University of the Fraser Valley

Lakeland College

Lethbridge College

Olds College

Red Crow Community College

Saskatchewan Polytechnic

University of Saskatchewan

Assiniboine Community College

University of Manitoba

Algonquin College

Durham College

Fanshawe College

La Cité Collégiale

University of Guelph Ridgetown  
Campus

Macdonald Campus, McGill  
University

Dalhousie University

New Brunswick Community  
College

Canadian Agricultural Human  
Resource Council

Canadian Agricultural Safety  
Association

Farm Management Canada

For more information about CADAP, visit: [www.cadap-apdac.com](http://www.cadap-apdac.com)



## 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.

***"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.

A mini Farm Transition Essentials workshop was hosted at Ag in Motion near Saskatoon on July 16, welcoming over 150 farmers to gather under the special events tent to learn about farm transition planning and support their journey forward. Special thanks to RBC for sponsoring the event, and MNP and RBC Dominion Securities for providing their expert insights and guidance!

**STAY TUNED FOR MORE WORKSHOPS COMING IN THE FALL!**

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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!**

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).

***"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*





# Roots to Success Risk Management Training

## TAKE A COMPREHENSIVE APPROACH TO MANAGING FARM RISK

Effective risk management means taking a proactive approach to managing risk to mitigate possible negative impacts and to benefit from potential rewards. Managing farm risk is essential for the long-term sustainability and profitability of agricultural operations. Farms face a variety of risks.

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 Fall/Winter 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).



# 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 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:

- |                                 |                                 |
|---------------------------------|---------------------------------|
| <b>1. Production Management</b> | <b>5. Succession Planning</b>   |
| <b>2. Marketing</b>             | <b>6. Social Responsibility</b> |
| <b>3. Financial Management</b>  | <b>7. Business Goals</b>        |
| <b>4. 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.

*"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!"*

## **We are seeking partners to host Fall/Winter 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).



## 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



## **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:

**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.





## CYBER SECURITY IN AGRICULTURE: RESOURCES TO HELP PROTECT YOUR FARMING BUSINESS

As farming becomes increasingly digital, so do the opportunities—and risks—associated with connected technologies. From smart tractors to automated irrigation systems, modern farms rely on a wide range of digital tools that can be vulnerable to cyber incident, data breaches, and system failures if not properly secured.

A few simple precautions can go a long way.

**The Government of Canada has practical resources you can use today:**

- Cyber security risks and resources – Safeguarding Canadian agriculture and agri-food
- Cyber security checklist
- Cyber security preparedness guide – Plan to detect, respond, recover
- Questions to ask before you make your next AgTech purchase
- And more!

Visit [Cyber security and your farming business](#) and explore the cyber security toolkit.

**Agriwebinar<sup>®</sup>**  
Information at your fingertips.

**ACCESS OVER 250 WEBINARS!**

### AGRIWEBINAR FEATURE:

#### **Reframing Risk: Rethinking Canada's Business Risk Management Approach**

Farm Management Canada's Mathieu Lipari led a discussion with Nuffield Scholar, Amy Cronin of Cronin Farms Ltd and Cedar Grove Pork, and Tyler McCann, Managing Director of the Canadian Agri-Food Policy Institute (CAPI), discussing the effectiveness of the risk management tools available to farmers in Canada as well as paths forward to managing risk in agriculture.



## 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.



**Sustainable Canadian  
Agricultural Partnership**  
Competitive. Innovative. Resilient.

### 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 Pulwiski 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!



Investing in your future. Together.

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

# 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?

**REGISTRATION IS NOW OPEN – REGISTER TODAY!**

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.

## Call for Submissions

The IFMA25 Organizing Committee is seeking submissions for:

- ✓ **Peer-reviewed (academic) papers**
- ✓ **Non-peer-reviewed (practical and applied) papers**
- ✓ **Posters**
- ✓ **Organized Sessions**

Submissions should align with the main Congress theme **"Empowering the Future of Agriculture"** and address one of the Congress sub-themes:

- Environmentally Friendly
- Competitive and Economically Viable
- Socially Responsible
- Innovative, Smart and Digital

## Submission Guidelines

Authors must submit an electronic version of their paper/poster/organised session proposal through the submission portal: <https://cmt3.research.microsoft.com/IFMA2025>

The final deadline for submission of all papers is **11:59 pm CST on September 15, 2025**



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



## AGRIRESOURCES.CA

### NATIONAL FARM BUSINESS MANAGEMENT RESOURCE CENTRE



**AgriResources.ca** equips Canada's farmers with business management resources and learning opportunities to build their capacity to confront change with confidence and seize opportunity. Planning for success may seem daunting, but it can be as easy as starting here, with a commitment to learning more, and finding the tools that can help you start, grow or transition your farm business. Whether you are starting, growing or transitioning your business, you will find tools and resources for you to stay on the leading edge and manage for success. [AgriResources.ca](http://AgriResources.ca) is the National Farm Business Management Resource Centre that provides Canada's farmers with access to tools, resources and learning opportunities to support farm business skills development.

### FEATURED RESOURCE:

#### ONTARIO FARM RECORD BOOK

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)**





#summerishere

## CONTACT US

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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 Program.

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Sustainable Canadian  
Agricultural Partnership



Canada