

## OMAFRA Ag Business Update

### ISSUE # 86 – November 2012

This update is designed to provide you with concise, up to date agricultural business information with links to where you can find the details.

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### Business Strategy/Business Planning

#### Announcement for the 2012-13 New Directions Research Program Call for Letters of Intent

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) invites proposals for its 2012/2013 New Directions Research Program.

**Submission deadline: Wednesday, November 14th, 2012 at 4:00 p.m. EST.**

#### Purpose of the Program

The purpose of the New Directions Research Program is to stimulate the sustainable growth and competitiveness of Ontario's agri-food sector and rural communities through investment in innovative and high quality research in partnership with industry, rural communities/organizations, other levels of government and research institutions.

#### More Information about the Program and the Call

[New Directions Call for LOI information](#)

[The Research Management System](#)

### It's Time To Get Moving!

Deadlines for the Business Development for Farm Business program are approaching fast. If you have attended a Growing Your Farm Profits workshop, and are eligible for any of these cost-shared advisory services and learning opportunities, you must complete all projects and submit claims by the claim submission deadline of **January 15, 2013**.

**Advanced Business Planning (ABP)**  
**Business Plan Implementation (BPI)**

Farm Financial Assessment (FFA)  
Agricultural Skills Development (ASD)

For more information go to [www.ontariosoilcrop.org/costshare](http://www.ontariosoilcrop.org/costshare) or contact your local OSCIA representative.

### New approach to encourage producer involvement in value chains

The Agricultural Management Institute (AMI) is spearheading a project to help producers be more competitive by working more closely with their partners along the value chain. The project will conduct a baseline attitudes study of Ontario farmers, host capacity-building workshops and develop a strategy to assist the agricultural sector with value chain development.

[More>>](#)

### [Funding Available for Short-Term Innovative CAAP Projects](#)

AAC is looking for short-term, innovative projects that fit the Canadian Agricultural Adaptation Program (CAAP) project objectives. AAC would like to make the industry aware of the upcoming deadlines:

| CAAP Deadline     | Tentative Board Review |
|-------------------|------------------------|
| December 13, 2012 | January 24, 2013       |
| January 31, 2013  | March 7, 2013          |
| March 14, 2013    | April 25, 2013         |

**\*Please note, all CAAP projects must be completed by October 31, 2013. Submit application(s) as soon as possible to ensure the optimal lifespan for your project(s).**

CAAP funds projects that help the sector remain competitive and adapt to:

**Seize opportunities:** means to take advantage of a situation or circumstance in order to develop a new idea, product, niche, or market opportunity to the benefit of the sector.

**Respond to new and emerging issues:** means to address issues that were not of concern previously or were not previously known. Issues vary considerably throughout Canada because of soil conditions, climate and the sector's level of development.

**Pathfind or pilot new solutions and opportunities to on-going issues:** means to test ways of dealing with new issues or find new ways to deal with existing issues. Under CAAP, this is done in two ways:

- o Pathfinding means looking at different options to prepare the sector to face the future and remain competitive.
- o Piloting means testing ideas or approaches to see if they are effective enough to use in everyday applications in the sector.

For complete details about CAAP, please refer to the [CAAP Guide](#).

Please contact a [program coordinator](#) today or complete a [pre-proposal](#) and we can provide you with feedback on the fit of your project under CAAP.

## Farmers Working with Farmers: The Power of Groups

The Agricultural Management Institute, in partnership with Farm Management Canada, proudly present: Farmers Working with Farmers: The Power of Groups

Inside you'll find:

Tried and true methods, new ideas

Examples of leading group models

Tools and worksheets

To order your copy, visit [www.fmc-gac.com](http://www.fmc-gac.com) or [takeanewapproach.ca](http://takeanewapproach.ca) French version coming soon!

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## Canadian Farm Manager Fall 2012 Edition Now Available

The Canadian Farm Manager (CFM) is an award-winning, bi-monthly publication that profiles successful farm managers, showcasing best practices and fostering innovative, leading-edge thinking in business management. Available by mail or email, thousands of readers rely on our 100% Canadian editorial content. Farmers can turn to the CFM for specific examples of what works from Canada's leading farmers – show, tell, inspire.

Subscribe to the CFM at <http://www.fmc-gac.com/subscribe> or view the latest edition at <http://www.fmc-gac.com/news/cfm>.

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## Human Resources

### Advanced Farm Management Program

The Advanced Farm Management Program (AFMP) is designed for Ontario farm business owners and managers who want to elevate their management skills.

AFMP will provide a unique combination of advanced farm business management training and a practical approach that can be immediately applied to your farm. It gives Ontario farm business owners and managers the knowledge and insights to improve the performance and sustainability of their farm business.

Ontario farmers will have until **November 22, 2012** to enrol in the Advanced Farm Management Program (AFMP).

The program, which includes five one-day sessions, will run December to April in two locations.

| GROUP ONE                | GROUP TWO               |
|--------------------------|-------------------------|
| Elm Hurst Inn, Ingersoll | Benmiller Inn, Goderich |
| Dec. 13, 2012            | Dec. 11, 2012           |
| Jan. 10, 2013            | Jan. 8, 2013            |
| Feb. 14, 2013            | Feb. 12, 2013           |
| Mar. 21, 2013            | Mar. 19, 2013           |
| Apr. 11, 2013            | Apr. 9, 2013            |

[For more information about the AFMP>>](#)

Farmers interested in enrolling in the program are encouraged to contact:

John Laidlaw

OSCIA

1 Stone Road West

Guelph, ON

NIG 4Y2

T: 519 826 4218

F: 519 826 4348

[jlaidlaw@ontariosoilcrop.org](mailto:jlaidlaw@ontariosoilcrop.org)

This project is funded through the Agricultural Management Institute (AMI). The AMI is part of the Best Practices Suite of programs for Growing Forward, a federal-provincial-territorial initiative.

### **Have Your Say Regarding Farm Business Management Education**

Did you follow post-secondary education to prepare yourself for managing a farm? The Agricultural Management Institute would like to hear about your experience. Investing 12-15 minutes of your time to complete this survey is an important investment for our industry. Your feedback will be shared with educational institutions to improve design and delivery of education for future farm business managers.

The on-line survey will remain active until November 30, 2012:

[Complete the survey>>](#)

Thank you for your time and sharing your insight.

### **Students Speak Out!**

Farm Management Canada - Excellence Award for Agricultural Students

The Farm Management Canada (FMC) Excellence Award for Agricultural Students is a scholarship competition that is designed to help students develop their communication skills by having the opportunity to voice their opinion on a subject related to farm business management. Submissions are collected from students across Canada and three winners are awarded a \$1,000 cash prize to help further their education in agriculture.

The award is a great way of connecting with the next generation of farm managers while challenging them to reflect on the important issues facing the industry.

Students are asked to submit videos, responding to the following question:

Why is innovation an important aspect of a farm's success? How can farm business management be innovative? Please provide examples.

Farm Management Canada must receive the completed online application form no later than February 28th, 2013. The names of the winners will be announced in March 2013. Visit [www.fmc-gac.com](http://www.fmc-gac.com)

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## Step UP Mentorship Program - Where enthusiasm meets experience.

Interested in becoming a mentor or a mentee?

Spend a minimum of eight weeks working with an experienced farm manager. Through the on-farm learning placement, your mentor will:

- Expose you to critical aspects of farm management in a hands-on setting
- Provide you with a learning and sharing environment to transfer skills and knowledge
- Increase your awareness and adoption of beneficial management practices

See the benefits and apply today at [www.fmc-gac.com/step-up](http://www.fmc-gac.com/step-up)

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## Premier's Award for Agri-Food Innovation Excellence Program - Open for Application

The Premier's Award for Agri-Food Innovation Excellence program encourages the development of our rural communities, farms, agri-food processors and agri-food organizations by adding value to existing products, creating jobs and driving economic growth.

The Program Guidebook and Application are available at: [www.ontario.ca/agrifoodinnovation](http://www.ontario.ca/agrifoodinnovation) or by calling 1-877-424-1300

The application deadline is **January 18, 2013**.

For questions /additional information, contact: Darlene Harrietha, Program Coordinator at [darlene.harrietha@ontario.ca](mailto:darlene.harrietha@ontario.ca) or 519-826-4847.

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## Managing Your Most Valuable Resource

The Eastern Ontario Crop Conference is being held on February 21, 2013 at Kemptville College. One of the speakers will be Gary Mawhiney of AG HR Solutions. His topic is titled **Managing Your Most Valuable Resource**.

He will be covering a number of areas including recruiting and retention, compensation, conflict resolution as well as communication with your employees. There will also be a section on Ask the Expert where audience members will be able to ask questions on their own particular situations involving their employees.

The Ontario Federation of Agriculture is sponsoring this seminar with speaker funding through the Agricultural Management Institute.

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## Production

Farm Input Price Index, Second Quarter 2012

The Farm Input Price Index rose 0.7% in the second quarter, following a 2.7% increase in the first quarter. This was the eighth consecutive quarterly increase for the index. Animal production (+1.9%) contributed the most to the quarterly movement of the index. This component has been the largest contributor to the price movement in five of the last eight quarters. The index increased in six provinces during the second quarter. Quebec (+1.9%) and Ontario (+0.9%) contributed the most to the national growth. Year over year, Alberta (+6.4%) and Ontario (+5.0%) contributed the most to the advance of the Farm Input Price Index.

[More>>](#)

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### **The Most Profitable Acre Challenge is On!**

Producers are encouraged to get their cost of production information gathered and sign up for the Most Profitable Acre challenge.

The Most Profitable Acre challenge looks at the costs of inputs, production practices and yield, marketing tactics, business management best practises and more, to determine the most profitable acre in both corn and soybean.

The top corn and soybean managers will be graded against each other to determine the grand prize winner, with the top three runners up receiving prizes as well. The grand prize winner will receive the opportunity to attend the 2013 International Farm Management Association congress next July in Poland. **Contest closes November 23<sup>rd</sup> 2012.**

Full contest details including registration and contest rules are available here: <http://www.takeanewapproach.ca/challenge.aspx>. For more information contact [ashley@takeanewapproach.ca](mailto:ashley@takeanewapproach.ca) or by phone 519-822-6618.

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### **Farmland Values Report: Fall 2012**

Farm Credit Canada released their Fall 2012 Farmland Values Report. Farmland value has increased in most provinces in 2012. Ontario farmland value increased the most at 16.3 per cent.

#### **Learn More**

- [Read the complete Fall 2012 FCC Farmland Values Report..](#)

## Conferences, Workshops and Seminars

### AMI Event and Speaker Funding

The Ontario agricultural industry is encouraged to apply to the Agricultural Management Institute's Farm Business Management Speaker and Event Funding. Any registered organization, agency, association, community group, institution, university, college, group located in Ontario may apply for a maximum of \$5,000 to cover the costs associated with organizing or bringing a farm business management speaker to an Ontario event.

[More>>](#)

### Farm Management Canada 2012-2013 Agriwebinar® Series Launch

Farm Management Canada's Agriwebinar season is just around the corner!

Tune in Mondays at noon Eastern Time to take advantage of this interactive learning opportunity!

Visit the **Upcoming Webinars** section of Agriwebinar.com to find out more about other upcoming webinars.

#### November 2012

| DATE    | SPEAKER                                                           | TOPIC                                                                                           |
|---------|-------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Nov. 5  | <b>Martine Deschamps</b> ,<br><i>Syneraction Management</i>       | <b>Relationships with employees<br/>and family on the farm</b>                                  |
| Nov. 12 | <b>Andrew Campbell</b> , <i>Fresh Air<br/>Media</i>               | <b>#FarmerLove - Why Social<br/>Media Is Critical to Your Farm's<br/>Success</b>                |
| Nov. 19 | <b>Dr. David Kohl</b> , <i>Virginia<br/>Polytechnic Institute</i> | <b>The Wild World of Global<br/>Economics</b>                                                   |
| Nov. 26 | <b>Elaine Froese</b> , <i>Seeds of<br/>Encouragement</i>          | <b>Farming's IN-Law factor</b>                                                                  |
| Dec. 3  | <b>Jane Eckert</b> , <i>Eckert<br/>Agrimarketing</i>              | <b>Internet Marketing: Just About<br/>As Important As a Tractor!</b>                            |
| Dec. 10 | <b>Christoph Weder</b> , <i>Spirit View<br/>Ranch</i>             | <b>From Environmental<br/>Stewardship to Exports –<br/>Building and Maintaining a<br/>Brand</b> |
| Dec. 17 | <b>Brian Wittal</b> , <i>PRO COM<br/>Marketing Ltd.</i>           | <b>Commodity Marketing</b>                                                                      |
| Jan. 14 | <b>Sean Cochrane</b> , <i>DEKALB<br/>Canada</i>                   | <b>Managing the Effects of<br/>Drought</b>                                                      |
| Jan. 21 | <b>Yvonne Thyssen-Post</b> ,<br><i>Thyagrissen Consulting Ltd</i> | <b>The Business Planning<br/>Process: How to Get It Right</b>                                   |
| Jan. 28 | <b>Tarrah Young</b> , <i>Green Being<br/>Farm</i>                 | <b>Is Community Supported<br/>Agriculture for You?</b>                                          |

|         |                                                               |                                                   |
|---------|---------------------------------------------------------------|---------------------------------------------------|
| Feb. 4  | <b>Cedric Macleod</b> , Macleod Agronomics Ltd.               | <b>Beginning &amp; Young Farmers</b>              |
| Feb. 25 | <b>Patrice Carle</b> , Centre d'expertise en gestion agricole | <b>The Importance of Farm Business Management</b> |

## 2012 Farm Tax and Business Seminars

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) is pleased to present the 2012 Farm Tax and Business Seminar. As in the past, this is an excellent opportunity to update your knowledge of tax, business and legal matters related to agriculture and farm business activities. We are again this year offering the seminar as a Webinar, for those interested in attending the seminar via the web. [Agenda and registration information >>](#)

| Date                 | Location                                                                               | Directions                                                                  |
|----------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Tuesday, November 6  | <b>Stratford</b><br>ANAF Veterans Unit 261<br>151 Lorne Avenue East                    | <a href="#">Army Navy Air Force Veterans Hall, Unit 261</a><br>(Google Map) |
| Thursday, November 8 | <b>Alliston (New)</b><br>Royal Canadian Legion Branch 171<br>111 Dufferin Street South | <a href="#">Royal Canadian Legion Branch 171</a><br>(Google Map)            |
| Monday, November 12  | <b>Chatham (New)</b><br>Lawson Hall Banquet Centre<br>304 St. Clair Street             | <a href="#">Lawson Hall Banquet Centre</a><br>(Google Map)                  |

## OMAFRA Sheep Seminars

The Ontario Ministry of Agriculture, Food and Rural Affairs, with support from the Ontario Sheep Marketing Agency (OSMA) is organizing another excellent Sheep Seminar, titled "**Show Ewe the Money**". The emphasis this year will be on improving profitability in the Ontario sheep industry.

### November 13, 2012– Atwood

Elma Memorial Community Centre  
8:45 am to 4:00 pm

### November 15, 2012– Napanee

Napanee Lions Community Hall  
8:45 am to 4:00 pm

For more information, please visit

<http://www.omafra.gov.on.ca/english/livestock/sheep/20091110.htm>

## Eastern Ontario Local Food Conference

Eastern Ontario Local Food Conference helps build our food sector close to home.

**One week left to take advantage of early bird registration rate!**

After a highly successful 2011 event, the bilingual Eastern Ontario Local Food Conference is being offered for the second time this November. The conference will take place on **November 22, 2012** at the University of Guelph Kemptville Campus. Participants will have the opportunity to network with local food practitioners, share technical information to help build the local food sector and address challenges specific to the local food movement in Eastern Ontario.

This year's theme is "Collaborating for Success". The keynote address, "The Value Chain Model and Profitability" will be given by Terry Ackerman.

Agenda details and registration information can be found:

English: <http://2012eolfc.eventbrite.ca>

French: <http://2012caleo.eventbrite.ca>

**The early Bird Registration deadline has been extended to November 12, 2012.**

## Agricultural Biomass Business Forum

The [Steering Committee](#) for the **Project to Commercialize Agricultural Biomass for Combustion Energy**, co-led by the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and Ontario Power Generation (OPG), is pleased to offer this forum, the third in our series.

This business forum will bring together the Steering Committee, its working groups, growers, entrepreneurs, financial experts and other biomass interests from across Ontario to discuss business and economic issues associated with agricultural biomass combustion-related markets. What are the business realities for agricultural biomass producers and processors in Ontario? Where are the emerging domestic and export markets? What are the business models to consider and how can capital be accessed?

Thursday, November 22, 2012

9:30 am - 4:00 pm

University of Guelph Arboretum Centre and Webcast

Please register by Friday, November 16 to attend in Guelph, or by Wednesday, November 21 to participate by webcast

[Invitation, Agenda and Registration >>](#)

## **Forage Focus Conference 2012**

### **Managing Profitable Forages Now and for the Future**

Tuesday November 27 - Winchester  
Wednesday November 28 – Shakespeare

<http://www.ontarioforagecouncil.com/programs/forage-focus-.html>

Ontario Forage Council 1-877-892-8663

## **Sheep Infrastructure Workshops**

<http://www.omafra.gov.on.ca/english/livestock/sheep/20081211.htm>

Two-day course which is targeted toward people in the planning cycle for building large, commercial-scale infrastructure as part of an expansion plan in their sheep enterprise. Participants will be sent home with some good ideas and the need to examine more options before committing themselves on any capital project. The Workshop includes stops at several commercial-sized operations that are using some of the concepts covered, which will allow participants make informed decisions on expansion.

\*This training opportunity is eligible for cost-share funding through the Growing Forward Business Development for Farm Businesses program. For more information on program requirements, please visit <http://www.omafra.gov.on.ca/english/about/growingforward/busdev.htm> or call 1-877-424-1300.

**November 27-28, 2012 - Lindsay/Peterborough area**

## **Learn how to build your agricultural export markets**

*Export development workshops being hosted this fall for farmers and agribusiness*

Farmers can learn more about international export at a series of workshops being hosted this fall by the Agricultural Management Institute (AMI). The “Agriculture Going Global” sessions are designed to help participants make important exporting decisions, avoid common pitfalls and increase their understanding of international trade and foreign markets.

The half-day workshops will cover topics like assessing international market opportunities, issues related to marketing agricultural products internationally, managing flow of goods efficiently and key elements of trade finance such as export costing, payment methods and risk insurance.

Sessions will be held at the University of Guelph on December 11 (University Centre room 103) and December 18 (Rozanski Hall room 105) from 9 a.m. to 4 p.m. Costs range from \$70 for one day and \$120 for both days. An early bird rate of \$100 for both days is available for participants who register before November 15. Space is limited to 40 participants per session on a first come, first served basis. To register, please visit [www.takeanewapproach.ca/events](http://www.takeanewapproach.ca/events) or call AMI at 519-822-6618.

The Agricultural Management Institute promotes new ways of thinking about farm business management and aims to increase awareness, understanding and adoption of beneficial business management practices by Ontario farmers. AMI is part of the Best Practices Suite of programs for Growing Forward, a federal-provincial-territorial initiative.

## Transforming agriculture – between policy, science and the consumer

### [IFMA 19 Congress](#)

21-26 July 2013

Warsaw, Poland

Your 2013 International Farm Management Congress is based in historic Poland.

The Congress will be of interest to a wide audience from both the agricultural production sector, farmers and farm managers, as well as scientists, policy makers, representatives of companies supplying agriculture with the means of production, processing and marketing firms, and organizations related to the agribusiness sector and involved in rural development.

[More>>](#)

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Thanks for reading the OMAFRA Ag Business Update.

**Questions or Comments:** contact the editor, John Molenhuis at [john.molenhuis@ontario.ca](mailto:john.molenhuis@ontario.ca).

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**Changed Your Email?** Please let us know by sending us an email at [AgBusinessUpdate@ontario.ca](mailto:AgBusinessUpdate@ontario.ca).

[OMAFRA website](#)

[Business Management website](#)

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