

OMAFRA Ag Business Update

ISSUE # 88 – January 2013

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

Canadian Farm Manager

The December 2012/January 2013 edition of Farm Management Canada's *Canadian Farm Manager* is now available. You can access it at <http://www.fmc-gac.com/news/cfm>.

Small Feed-in Tariff (FIT) Application Window Open

The Ontario Power Authority (OPA) is accepting Small FIT applications for renewable energy projects with a proposed capacity of 10 to 500 kilowatts. The OPA will award up to 200 megawatts worth of contracts as a result of applications received during this upcoming Small FIT application window.

Please note that the FIT Rules, FIT Contract and other program documents are being revised as a result of the November 23, 2012, and December 11, 2012, directives. Before submitting your application, please carefully review the latest versions of the program documents (version 2.1) to ensure you understand how the FIT Program has changed. The program documents are available on the FIT website.

Applications are welcome from both new and pre-existing applicants. Pre-existing FIT applicants with Small FIT projects (formerly CAE applicants) who wish to be considered under the updated FIT Program can maintain their original time stamp if they submit an eligible revised application.

Details on how to participate are posted on the [FIT website](#).

Measuring Social Media and Smartphone Use in Ontario Agriculture

An OMAFRA and University of Guelph team worked with Ipsos Reid to survey people working and studying in agriculture about their social media and smartphone use. This was the first survey of its kind in the Ontario agricultural industry and will help agri-businesses and organizations plan communication and technology strategies.

A total of 439 people responded. Highlights include:

- 95% of respondents are online daily
- 62% expect their internet use for agriculture-related purposes will increase; 37% expect it to stay about the same
- 79% listed paper-based farm publications as a main source for new agricultural information; an equal number listed the internet
- 69% of respondents have a smartphone
- 65% of those with smartphones have a BlackBerry product, 23% have an Apple product, 8% are using Android
- 74% of smartphone users have downloaded at least one agricultural application
- 84% of respondents used social media in the past 12 months
- Twitter and YouTube are the most popular social media tools for agriculture-related purposes
- 68% of respondents used social media for sharing/capturing agriculture information
- 89% of respondents agreed that government should use social networking tools as part of their communication strategy

This project was funded by Agri-Food and Rural Link through the OMAFRA-University of Guelph partnership. Highlights of the survey results are found [here](#).

Updated Programs and Services Factsheet now available

The factsheet is a summary of programs and services currently available to Ontario farmers that are funded by the Ontario and/or Canadian governments.

[Programs and Services for Ontario Farmers PDF](#)

All Ontario publications can be ordered through ServiceOntario

Online at www.publications.serviceontario.ca

Telephone the ServiceOntario Contact Centre

Monday to Friday, 8:30 AM to 5:00 PM

416-326-5300

416-325-3408 (TTY)

1-800-668-9938 Toll-free across Canada

1-800-268-7095 TTY Toll-free across Ontario

In person at ServiceOntario Centres throughout the province.

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
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.

Financial Management

2013 Advance Payments Program Applications Now Available for Crop Inputs

Agricultural Credit Corporation (ACC) is pleased to announce that applications for the 2013 Advance Payments Program for crop inputs are now available for completion.

2012 advance rates have been used in order to achieve this early release and growers are asked to use their 2012 production insurance figures when completing the application. Producers are able to complete the application for pre-approval with funds being advanced early April 2013.

[More>>](#)

Canada and Ontario Help Tree Fruit Growers Deal with Frost

Current Programs Cover Financial Losses In 2012

The governments of Canada and Ontario are providing additional support for tree fruit growers whose crops were damaged last year.

An unseasonably warm spring in 2012 caused some fruit trees across Ontario to bloom early. A subsequent frost caused severe damage to blooms and emerging fruit buds.

Canada and Ontario are providing up to \$2 million through non-business risk management (BRM) programming for tree fruit growers to develop mitigation strategies to address frost damage. This is in addition to an estimated \$74 million that will be paid out through BRM programs, including Production Insurance, AgriStability and Ontario's Self-Directed Risk Management program.

[More>>](#)

Human Resources

2013 Premier's Award for Agri-Food Innovation Excellence Program

Now Accepting Applications

Have you developed and implemented an innovative product or process within your agriculture or food business? If so, you could be eligible to receive one of the following awards from the Premier's Award for Agri-Food Innovation Excellence Program:

- Premier's Award (one award valued at \$75,000)
- Minister's Award (one award valued at \$50,000)
- Leaders in Innovation Awards (three awards valued at \$25,000 each)
- Provincial Awards (45 awards valued at \$5,000 each)

Eligible applicants include primary producers / farmers, processors and agri-food organizations.

A copy of the Program Guidebook and Application Form, as well as information on previous award recipients is available at www.ontario.ca/agrifoodinnovation or by calling 1-877-424-1300.

Applications will be accepted until **5:00 pm, Friday, January 18, 2013.**

Excellence Award

Each year, Farm Management Canada holds the *Excellence Award for Agricultural Students Contest*. The Award 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.

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.

The three winning videos will be announced in March and posted on www.fmc-gac.com. All applications must be received no later than **February 28th, 2013.**

STEP UP Mentorship Program

Thirteen mentorships will be completed by November 2012 for the current year. The program was a resounding success and there are already 5 mentee applications received for 2013. New this year is a youth pilot project, for mentees between the ages of 15-17, with one mentorship match in Ontario.

[More>>](#)

Ontario Health and Safety Act and Joint Health and Safety Committees Guides

A Guide to the Occupational Health and Safety Act
<http://www.labour.gov.on.ca/english/hs/pubs/ohsa/index.php>

A Guide for Joint Health and Safety Committees and Health and Safety Representatives in the Workplace
<http://www.labour.gov.on.ca/english/hs/pubs/jhsc/index.php>

More Human Resources information available on the OMAFRA site:
<http://www.omafra.gov.on.ca/english/busdev/farmlabour.html>

Marketing ONTARIOFRESH.CA

Ontariofresh.ca 2.0 is now live on the web! Launched as a beta site in November 2011, Ontariofresh.ca has grown to over 1,200 registered industry professionals. The website serves as a

valuable economic tool among food service businesses and food producers to help meet the growing demand for Ontario food. In a survey conducted among Ontariofresh.ca members in early 2012, 20% of respondents had made connections and half of those reported sales resulting directly from the website.

The new, optimized version of Ontariofresh.ca website allows local food buyers and sellers to search for products, announce the availability of seasonal products, and post contract opportunities by using a sophisticated search function. Connecting buyers and sellers of Ontario food, Ontariofresh.ca is a vital tool in finding new business partners to meet the growing demand for local food.

You can register your business' profile at <http://www.ontariofresh.ca/> or by calling 1-888-249-9399 or 647-426-8420.



Add New Value to Your Business
Learn how to turn your idea into reality

New Exploring Value Added Opportunities (EVAO)
Videos * Workshops * E-Learning

To start adding value, learn how to:

- generate ideas
- select your best idea
- assess your idea's business potential
- turn your idea into reality.

For videos, workshops, E-Learning and more go to ontario.ca/e996

Coming soon — Join us to share your experiences and learn about adding value.

Agri-Food and Rural Development Link

Ministry of Agriculture, Food and Rural Affairs

Ontario

Production

Perth County farmer wins first Most Profitable Acre Challenge

Contest tests business skills, measures profitability of corn and soybean crop

A cash crop farmer from Perth County is the winner of the inaugural *Most Profitable Acre Challenge*, organized by the Agricultural Management Institute (AMI). Mark Brock placed first in the business skills competition, which looked at criteria like input costs, production practices, yield, marketing tactics and business management practices to determine the most profitable acre in corn or soybean production.

[More>>](#)

For more information:

Ashley Honsberger, AMI Communications and Client Services Lead
519-822-6618 or ashley@takeanewapproach.ca

On-line Resource for Beef and Forage Producers

On this web site you'll find a wide array of information relating to both current Canadian agricultural issues and technical information on forage and beef production. Foragebeef.ca

2013 Field Crop Budgets now available

Crop budgets are a management tool to estimate costs and evaluate cropping alternatives.

[2013 Field Crop Budgets PDF](#)

All Ontario publications can be ordered through ServiceOntario

Online at www.publications.serviceontario.ca

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Risk Management

Agricorp

Details available for RMP 2013

In March 2012, the provincial budget announced that the Risk Management Program (RMP) will continue and that \$100 million in annual government funding will be available for the program. The program is available for the cattle, edible horticulture, grain and oilseed, hog, sheep and veal sectors.

The program will run essentially as it did in 2012, with payments being triggered when the average market price falls below the support level.

Producer premiums will be collected by Agricorp but will be placed in a separate fund that will be managed by the participating commodity groups. This fund will provide additional support to farmers when they need it most.

Renewals and applications will be available in the spring. Agricorp will keep producers updated as more information becomes available. Producers can find more information on commodity group websites:

- [Ontario Cattlemen's Association](#)
- [Grain Farmers of Ontario](#)
- [Ontario Fruit and Vegetable Growers' Association](#)
- [Ontario Pork](#)
- [Ontario Sheep Marketing Agency \(OntarioSheep\)](#)
- [Ontario Veal Association](#)

Grape plan now incorporates Brix pricing

More precise Production Insurance coverage is now available for grape growers in Ontario who use Brix pricing. Coverage is now based on the grower's average Brix production capability in addition to their yield.

New for 2013 plan

- A final average Brix, based on the grower's historic production, is used to determine guaranteed value.
- Brix information is collected along with yield at harvest.

New plan details and the Brix pricing schedule are provided on renewal notices and published on agricorp.com.

How payments are determined using Brix

A claim is triggered when an insured peril causes the dollar value at harvest time to be less than the guaranteed value. Dollar value at harvest time is the grower's declared yield multiplied by the grower's final achieved Brix, at the corresponding claim price. Guaranteed value is the grower's final average Brix at the corresponding claim price multiplied by the grower's historical yield.

If you would like more information, call Agricorp at 1-888-247-4999 or visit the [Production Insurance plan for grapes](#) section of agricorp.com.

New support for Ontario livestock producers

On December 14, the provincial and federal governments announced [AgriRecovery assistance](#) for Ontario livestock producers facing severe forage shortages as a result of this summer's dry weather. In January, Agricorp will deliver the 2012 Canada-Ontario Forage and Livestock Transportation Assistance Initiative to help offset the extra transportation costs incurred by livestock producers to feed their livestock.

The initiative provides up to \$2.4 million to producers of eligible breeding stock in Ontario (including beef cattle, sheep, goats, horses, deer or elk) who live in these areas of extreme drought: Brant, Bruce, Grey, Haldimand-Norfolk, Halton, Hamilton, Huron, Lanark, Niagara, Ottawa, Oxford, Perth, Renfrew, Waterloo and Wellington.

Funding may be provided in one of two ways:

- Up to \$0.14 per tonne, per kilometre to assist with the transportation of forage and feed, or
- Up to \$0.075 per kilometre, per animal to move animals to available feed.

Agricorp is working closely with the Ontario Ministry of Agriculture, Food and Rural Affairs to finalize program details. More information about the program and how to apply will be available on the [Agricorp website](#) early in the new year.

Conferences, Workshops and Seminars

NEW On Farm Food Safety Webinars

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) will be hosting FREE online seminars on Good Agriculture Practices for your farm.

Free Online Advantage Food Safety Workshops for Producers - Register Today!

Reduce your risk of food contamination and expand your customer base with an on farm food safety program. Whether you're new to food safety or want to expand your existing program, OMAFRA is here to help! Our comprehensive collection of online workshops are free and allow you to learn about important food safety practices from the comfort of your home or business - all you need is an internet and phone connection. Sign up for one or all 9 today!

Getting Started in Food Safety Date: January 22, 2013 Time: 12:00pm - 12:45 (45mins)

[Register Here](#)

Learn how to identify the role food safety plays in farming operations; analyze the associated risks and what Good Agricultural Practices are and how they apply. This module will also explain the resources OMAFRA has to offer to help reduce your risks.

3-2-1 Assessment of Your Farm Operation for Food Safety Date: February 28, 2013 Time: 12:00pm -

12:45pm (45mins)

[Register Here](#)

Assess your farm's current food safety practices and develop an action plan to ensure your operation is meeting the best practices. This module is interactive and uses computer resources to assess your risks.

Register today!

Register online at <http://omafra.webex.com>

Registration closes the day before each workshop. A confirmation email will be sent following registration with the workshop teleconference details.

Agricorp Hosting Agent Information Sessions

Agents (e.g., accountants and bookkeepers) can now register to attend an Agricorp agent information session to learn about new processes at Agricorp, upcoming changes to business risk management programs and how to manage common processing issues for all programs.

To register, agents should email communications@agricorp.com. Dates and locations are as follows:

- Tuesday, January 15** Royal Canadian Legion | [Map](#)
172 St. Catharine Street
Smithville
LOR 2A0
- Wednesday, January 16** Army Navy Air Force Veterans Banquet Hall | [Map](#)
151 Lorne Avenue East
Stratford, ON N5A 6S4
- Wednesday, January 30** Live webinar - registration details will be sent to those who RSVP

All sessions run from 1 to 4 p.m.

Please note that material presented at the sessions is intended for business professionals who submit information to Agricorp on behalf of producers.

2012-2013 [Agriwebinar®](#) Series

Farm Management Canada's Agriwebinar® season has begun!

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

Upcoming FMC Agriwebinar® Presentations

DATE	SPEAKER	TOPIC
January 14	<i>Sean Cochrane, DEKALB Canada</i>	Managing the Effects of Drought
January 28	<i>Tarrah Young, Green Being Farm</i>	Is Community Supported Agriculture for You?
February 4	<i>Cedric Macleod, Macleod Agronomics Ltd.</i>	Beginning & Young Farmers
February 18	<i>Yvonne Thyssen-Post, Thyagrissen</i>	Getting the Most Out of Your

	<i>Consulting Ltd</i>	Business Plan
February 25	Patrice Carle , Centre d'expertise en gestion agricole	The Importance of Farm Business Management

Also airing throughout the coming months is Farm Credit Canada's 2012-2013 Agriwebinar® Series. Tune in to FCC webinars on Wednesdays at Noon Eastern Time.

Upcoming FMC Agriwebinar® Presentations

DATE	SPEAKER	TOPIC
January 16	Michelle Painchaud , Painchaud Performance Group	FCC Fit Farmer Series: Work and Personal Life Balance
January 23	Brent Vankoughnet , Agri Skills Inc.	FCC Fit Farmer Series: Mental and Emotional Health
February 20	Wayne Black , Conestogo Agri Systems Inc.	FCC Presents: Why you Can't Ignore Technology
March 4	Jean-Philippe Gervais , Farm Credit Canada	FCC Presents: Canadian Agriculture and the World

Dairy Housing Design Seminars

Calf Housing

KEMPTVILLE Royal Canadian Legion
January 22, 2013
WOODSTOCK OMAFRA office
February 28, 2013

Free Stall Housing

KEMPTVILLE Royal Canadian Legion
January 23 & 24, 2013
WOODSTOCK OMAFRA office
February 26 & 27, 2013

Tie Stall Housing

CODRINGTON Community Centre
January 30, 2013
MILVERTON Recreation Complex
January 31, 2013

To register by phone or for more information, call the Agricultural Information Contact Centre at 1-877-424-1300 or (519) 826-4047 or E-mail: ag.info.omafra@ontario.ca

Hog Production and Marketing Tools Workshops

Add to Your Business Bottom Line

Come join in the discussion!

This is an opportunity to gain insight into production and marketing tools available to help manage your bottom line.

Topics:

- **Risk Management Tips & Tools**

A discussion on tracking market hog prices and margins using the Ontario Market Hog Price Trend and Hog Margin Tracker reports.

- **Putting the GDX to Work**

Discover how OMAFRA's Grading Data Explorer (GDX) program tracks your marketing grid performance to hit your production and marketing targets.

- **Feeding Heavy Hogs**

Open discussion on ways to minimize feed wastage, help reduce costs., maximize ADG and feed conversion.

Pick a Date & Location:

- Feb. 5 - Clinton OMAFRA Office
- Feb. 6 - Woodstock OMAFRA Office
- Feb. 12 - Elora OMAFRA Office
- Feb. 13 - Southwest Vet Clinic, Stratford

Time : 1:00 pm to 4:30 pm

Registration Required by:

January 28th for Clinton & Woodstock

February 4th for Elora & Stratford

Register with Linda Dillon:

Tel: 519-482-3333

Email: linda.dillon@ontario.ca

Register Today!

Space is limited to 20 people

Workshop Leaders:

John Bancroft, Market Strategies Program Lead

Jaydee Smith, Swine Production Lead

Doug Richards, Swine Grower-Finisher Specialist

Workshops sponsored by Ontario Pork

Current and Connected: Canadian Association of Farm Advisors Eastern Ontario Conference

CAFA is pleased to announce our 2nd annual Ottawa Valley CURRENT & CONNECTED Conference at Anderson Links.

Thursday, February 7, 2013, Anderson Links, Ottawa

Timely subject matter, expertise, expand your knowledge, increase your skills and build your professional network at this one-day event.

Subjects include:

- Canada's food processing sector
- Professional development in Leadership
- Advanced Trust, Will and Estate planning strategies
- Dairy Farmers of Canada
- Advance Payments Programs
- Benchmarking organic dairy to conventional
- Agricultural Workers Alliance

- Profitable Ecological Farming

Agenda - [click here.](#)

Registration form - [click here.](#)

Grain Drying and Storage Workshops 2013

Workshop 9:00 a.m. - 4:00 p.m.

Grain drying and storage workshops are again being offered this year to serve farmers' needs. These workshops are for you; if you want a better understanding of grain drying and storage principles, if you are planning a new system, if you are expanding your system, or are considering modifications to your grain handling system. Come and get your questions answered.

Free discussion is encouraged throughout the workshops which results in a good exchange of information among participants. The topics covered in the workshops will include the following:

- How Grain Dries
- Types of Drying Systems
- Dryeration/Cooleration
- Fan Sizing & Selection
- Aeration to Keep Grain in Condition
- Locating Drying & Storage Systems
- Traffic Flow Considerations
- Reducing Drying Energy

Instructor Helmut Spieser, Engineer, OMAFRA 519-674-1618

Spaces are limited. Register early \$30.00 (lunch included)

To Register Call Ag Business Centre University of Guelph, Ridgetown Campus 1-866-222-9682

DOVER CENTRE: February 19th Country View, 25393 St. Clair Road (Hwy. 40)

MARKDALE: February 27th Grey Ag Services, 206 Toronto St. S.

CHESTERVILLE: March 20th Royal Canadian Legion, 167 Queen St.

LAMBETH: March 22nd Stoneridge Inn, Hwy. 4 & 401

RIPLEY: March 26th Community Centre, 17 Queen Street

LISTOWEL: March 27th Kin Station, 555 Binning St. W.

Evaluating Value Added Opportunities Webinar

Free webinar series for farm and rural entrepreneurs.

Are you looking for or have a value-added business idea for your rural business?

Dates and Times: Wednesday Feb. 27 and Thursday Feb. 28, 2013 from 1:00 to 4:00 pm

Register Today! Space is limited to 25.

[Complete this online form to register.](#)

Take advantage of this facilitated online session to exchange ideas with others as you learn how to turn your idea into reality.

In the webinar series, you will review four modules - Generating Ideas, Selecting Your Best Idea, Assessing Your Idea's Business Potential and Next Steps.

Benefits of participating in this webinar include:

- new ideas, inspiration and best practices for successful value added businesses

- understanding motivations and risk tolerance
- an assessment of what it takes to turn an idea into reality by considering production, marketing, finance and human resources
- resources for developing a comprehensive business plan.

It is recommended that all participants complete the pre-module prior to the webinar. All modules are available free as an e-course or set of electronic documents (PDFs).

Prior to the webinar, each registrant will receive electronic copies of all resource materials needed.

[Click here](#) to access many of the Exploring Value Added Opportunities resources including e-course materials, the virtual community, videos and more.

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>>](#)

Thanks for reading the OMAFRA Ag Business Update.

Questions or Comments: contact the editor, **John Molenhuis** at john.molenhuis@ontario.ca.

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Changed Your Email? Please let us know by sending us an email at AgBusinessUpdate@ontario.ca.

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[Business Management website](#)

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 - [Subscribe to Agriphone Messages](#) - includes Maple Production, Cropline (Field Crops), Potato, Tender Fruit, Vegetable, Berry Bulletin, Tender Fruit and Grape
 - [The Tender Fruit Grape Vine](#)