



COLLABORATIVELY PRESENT

Farm Management Update 2017



THURSDAY, JUNE 8, 2017
Quality Inn & Suites
Woodstock, Ontario

The Canadian Association of Farm Advisors (CAFA) Inc.

The Canadian Association of Farm Advisors (CAFA) Inc. is a national, not-for-profit organization dedicated to assisting farm families and businesses by increasing the skills and knowledge of farm advisors.

CAFA is an inclusive organization for all qualified farm advisors and consultants. Certified Ag Farm Advisors have professional credentials and on-going industry education. As members of



Canada's only national association of Certified Ag Farm Advisors, they also attend local meetings and regional conferences to stay CURRENT with the farm sector and stay CONNECTED to a network of farm professionals for the benefit of their farm clients.

Improving the level of farm advice

Get in Touch with CAFA

For more information about CAFA, please visit their website at www.cafanet.ca or contact Liz Robertson, Executive Director at info@cafanet.com or call **204-348-3578**. You can also connect with us on social media!



@CAFAnet



Canadian Association of Farm Advisors (CAFA) Inc.

Ontario Institute of Agrologists

Professional Accreditation

The role of the Ontario Institute of Agrologists is to ensure registered Professional Agrologists (P.Ag.) and Technical Agrologists (T.Ag.) are qualified, competent, and publicly accountable. The OIA promotes and protects the public interest by governing and regulating the practice of its accredited members.

Why be Professionally Qualified?

Although registration as a publicly accountable Agrology practitioner is voluntary in Ontario, proof of



qualification equals credibility and accountability in the marketplace.

The OIA serves the public interest by establishing, maintaining and enforcing:

- Standards of qualification for its members;
- Standards of practice;
- A code of ethics;
- Knowledge, skill and proficiency; and
- Professional conduct of its members.

Get in Touch with OIA

For more information about the OIA, please visit their website at www.oia.on.ca or contact Terry Kingsmill, Registrar at registrar@oia.on.ca or **519-826-4226 ext. 230**.



@ONAgrologists



Farm Management Update 2017

Moderator

Farm Management Update 2017



**Mike Bossy HBA, CPA, CA, CFP®, TEP, CAFA, KCC,
Chief of Exponential Opportunities, Bossy Nagy Group**



Mike is a strategic thinker, and combines his extensive experience as a Chartered Professional Accountant with his numerous other business designations to provide a spectrum of valued services including accounting, trust and estate planning, taxation and business consulting, with particular expertise in intergenerational business and farm transitions. Mike is a graduate of Western University, Ivey School of Business and is a Chartered Professional Accountant. He is also a Certified Financial Planner® (CFP), Trust and Estate Practitioner (TEP), Certified Agricultural Farm Advisor (CAFA) and Kolbe™ Certified Consultant (KCC). Part of Mike's continuing education includes participation in The Strategic Coach® program.

Agenda

Farm Management Update 2017

Program is eligible for:

7.5 CAFA CE Credits / 5 OIA CE Credits / 5 FPSC CE Credits

7:45 - 8:45 Registration and Breakfast

8:45 - 9:00 Opening Remarks & Welcome

9:00 - 9:30

Economic Outlook for Ontario Agriculture



Craig Klemmer, M.Sc. (Agr. Econ.), Principal Agricultural Economist, FCC

- Investigate the impact of macro-economic trends (GDP, interest rates, oil, Canadian dollar) on Canadian and Ontario agriculture;
- Discuss the health of Canadian agriculture and what do we expect through the rest of 2017 and into 2018;
- Farmland values continue to increase, what trends are we observing and are they going to be sustained;
- Forecast of the health of specific sectors in Ontario agriculture.



Craig Klemmer is a Senior Agricultural Economist at FCC with experience in agricultural markets and risk. He specializes in monitoring and analyzing the macroeconomic environment, modelling industry health and providing industry risk analysis. In addition to his speaking engagements on agriculture and economics, Craig is a regular contributor to the FCC Ag Economist blog.

9:30 - 10:00

Growing Canadian Agriculture and Seed through International Trade and Partnerships



Crosby Devitt, M.Sc. (Agr) Executive Director, Canadian Seed Trade Association

- The Canadian seed industry is a diverse, global business that relies on open trade with many countries. Both imports and exports of seed are vitally important.
- The Canadian seed industry has seen major growth in the past two decades and the growth trend continues, with new innovative products available to farmers.
- International trade agreements are important for predictable trade. Seed is generally traded with low tariffs, but several non-tariff barriers exist, such as regulatory differences and phytosanitary issues.
- The competitiveness of Canadian agriculture relies on strong investment in research and development and a predictable pathway to bring new products to market. Canadian farmers are early adopters of technology and actively seek out new seed varieties and seed technology, one of our competitive advantages.



Crosby Devitt is the Executive Director of the Canadian Seed Trade Association, the national voice for more than 130 seed company members. Before joining the Canadian Seed Trade Association, Crosby was the Vice President of Strategic Development with the Grain Farmers of Ontario, an organization that represents 28,000 farmers that grow corn, soybeans and wheat. In 2012, Crosby was awarded a Canadian Nuffield Agricultural Scholarship. Crosby holds a M.Sc. in Animal breeding and genetics and a B.Sc.(Agr), both from the University of Guelph. He lives in Guelph, Ontario, and operates a part time cash crop farm in Bruce County, growing corn, soybeans, wheat, and barley.

Farm Management Update 2017

10:00 - 10:30

The Future of the Family Farm

Frank Kennes, B.A., CAFA VP Agriculture & Commercial Services, Libro Credit Union



- How the rural landscape has changed since the early 1980's;
- Tiller of Land to CEO;
- The increasing need for succession planning early on;
- Where are we going on the next 30 years.



Frank grew up on a dairy farm just outside of Parkhill. He is a graduate of the University of Guelph and has been with Libro Credit Union since 1983. He is the Vice president of Agricultural and Commercial Services. Frank is a leader in the area of services to commercial and agricultural member/owners in the Canadian Credit union system. He has played a leading role in helping Libro grow the biggest Agricultural book of business of any Credit union in Canada.

10:30 - 10:45

Break

10:45 - 11:15

Temporary Foreign Workers... Are you in Compliance?



Kim Ly, CAPIC Borders Immigration Consultancy

- What is compliance?
- How to ensure compliance
- What if there's potential non-compliance?
- How to remedy non compliance



Kim is a federally licenced immigration consultant with more than 22 years of experience. Kim and her team work closely with both individuals seeking to immigrate to Canada and businesses and organizations aiming to bring in skilled workers. She graduated with honors from Humber's Immigration Consultancy Program and is a member of the Governance & Nomination Committee of the Immigration Consultants of Canada Regulatory Council (ICCRC-CRCIC). Kim is also an accredited member of the Canadian Association of Professional Immigration Consultants (CAPIC), serving on its Ontario chapter's Education & Training Committee.

11:15 - 12:30

Building Your Army of Allies: The Evolution of a Profitable Relationships

Allison Graham, Elevate Biz - Sponsored by:



This presentation will show you how to open doors to prime prospects and industry influencers in an ever-changing, high-paced marketplace that is full of distractions. I'll illustrate my theories on how relationships evolve and share the most important information you need to know to create relationship momentum, inspire loyal clients and increase referrals. You'll learn:

- To understand how professional relationships evolve;
- Determine where to invest your time to achieve the best ROI from your connections;
- Why some relationships just feel natural and click and how to make that happen with more people;
- The secrets to getting more and increasing referrals.



Allison Graham founded Elevate Biz® where she inspires people to double their business and achieve sales and networking mastery. Celebrating over ten years as a business growth consultant, she loves to share her signature frameworks, including the Evolution of Profitable Relationships and the Infinite Sales Sequence. Her clients include some of North America's most influential brands and she's been featured throughout North American media as an authority on profitable relationships and being resilient in business. You can reach Allison at: www.ElevateBiz.com or on Twitter and Instagram @ AllisonDGraham #resiliencyninja

12:30 - 1:30

Lunch

1:30 - 2:15

Who will be the next generation of Farm Advisors?

Dr. Rene Van Acker, P.Ag., Dean Ontario Agricultural College, University of Guelph

- The food and agriculture landscape is changing rapidly driven by increased public interest in and scrutiny of food this presents both opportunities and challenges for the agriculture sector
- Public perceptions on food and agriculture influence the decisions students make about career opportunities and recruitment of students to agriculture and food programs is a challenge despite growing demand
- The Ontario Agricultural College has tracked demand for students in agriculture and food programs and initiated a catered recruitment program more than 6 years ago that is guided by the challenges listed above
- There is the potential to attract very talented young people to the profession of farm advising



Dr. Rene Van Acker is Professor and Dean of the Ontario Agricultural College (OAC) at the University of Guelph. Prior to his appointment as Dean, Rene was Associate Dean external (2009-16) and chair of the department of Plant Agriculture (2006-09). Prior to his appointments at Guelph, Rene was a professor at the University of Manitoba (1996-2006). Rene is a co-founder of the Food Institute at the University of Guelph and has played a key roles in fundraising for OAC since 2009. His work on the coexistence of GM and non-GM crops has led to work in Denmark, Austria, Switzerland, France, Germany, Australia, and the US. Rene grew up on a farm in southern Ontario. He holds BSc and MSc degrees from Guelph and a PhD from the University of Reading (UK).



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2:15 - 2:45

Can I Talk to the Woman In Charge?



Jen Christie, MBA, B. Comm. (Agr)

- While not always in the foreground, women have always played a key role in decision making on Canadian farms.
- Today, more women than ever are pursuing agriculture education and entering the workforce, however they remain visibly absent from much of the industry's leadership seats.
- Given the tremendous growth opportunities for Canadian agriculture, social license risks and the current labour shortage, there is added urgency to attract, retain and promote talented, diverse minds in the agriculture & agri-food industry.
- If we keep on the current course of change, it will be 2186 before women will achieve equality in terms of leadership representation and pay.
- What are the barriers and how can we start to overcome them so that agriculture is not only a driver of growth in Canada but also a leader in equality.



Jennifer is an influential marketing professional with a decade of experience in go-to-market, channel marketing and sales support at John Deere. In 2013, she established the Ag Women's Network with a team of passionate, like-minded women and with her leadership, AWN has grown to over 1700 women. A proud 4-H alumnus, Jen volunteers as a leader and is currently employed by 4-H Canada as the Global 4-H Network Summit Event Chair. She earned her MBA at the Ivey School of Business and was recently recognized as Top 100 Most Powerful Women by the Women's Executive Network.

2:45 - 3:15

A Consultant's Family Business Transition: The Inside Story

Monica Clare, MBA, CPA-CMA, BA, CPCC, Management Consultant, Monica Clare Management Consultant

- Monica's experience in relocating from Europe to assist her parents in the leadership transition of their manufacturing company in SW Ontario.
- Her first-hand experience and observations of balancing family and business interests.
- Why the family enterprise is the best business model for sustainable economic and social community impact.
- The key lessons learned from the inside



Monica Clare specializes in guiding business owners and their companies through the transition to next generation leadership. She is a certified CTI coach and Harvard trained mediator in negotiations. She is powered by her belief in the sustainability of family enterprise for positive community impact.

3:15 - 3:30

Break

3:30 - 4:00

Ransomware, Phishing Scams and the Increasing Cyber Threat for the Professional

Larry Keating, President and CEO NPC



- Cybercrime in Canada has reached near epidemic proportions and client information is a top target;
- Regulators are becoming more demanding about the protection requirements for any professional handling Personally Identifiable Information (PII) collected from their clients;
- Discover what the current and most damaging threats are that are circulating in cyberspace, how to identify them, and how to protect your business and your clients from falling victim



Larry Keating is the president and CEO of NPC. He invented and brought to market his industry's first secure managed endpoint computing solution. Larry served as founding chairman of the Ministers' Technology Advisory Group for the Province of Ontario; a member of the Chair's Advisory Council on e-Government; senior technical advisor to the Lieutenant Governor of Ontario for the Aboriginal Computer Literacy Program, and Ontario's first Ambassador for Privacy by Design for the Information & Privacy Commissioner of Ontario.

4:00 - 4:30

The Advanced Farm Management Program

Rob Hannam, President & Practice Lead, Synthesis Agri-food Network



- Designed for Ontario farm business owners and managers who want to elevate their management skills.
- AFMP provides 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.
- The program kicks off its fifth year in November 2016 and is offered by the Agri-food Management Institute (AMI)



As founder and President of Synthesis Agri-Food Network, Rob gathers valuable insights and draws upon his deep agri-food knowledge to provide clients with practical approaches and actionable solutions. His first-hand knowledge of agriculture – cultivated while working on his family farm – combined with a global view he developed working for an agricultural multinational and a range of agribusiness clients gives Rob a unique outlook. Rob has used his expertise to solve challenges for local, national and international clients and assist them with reaching their business goals.

4:30

Closing Remarks

Farm Management Update 2017

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Events Farm Management Update 2017

Wednesday, June 7 @ 6:39pm

You may choose to join us for a casual dining experience at SixThirtyNine 639 Peel Street, Woodstock (No host). RSVP to Liz at info@cafafnet.com as seating is limited.

Thursday, June 8 @ 7:45am

We start with Registration and a full breakfast buffet, commencing the Farm Management Update at 8:45 am.

Thursday June 8 @ 7:00pm

You may choose to join us for a casual supper at Charles Dickens Pub, 505 Dundas Street, Woodstock. (No host).



Friday, June 9 @ 9:00am

Ontario Institute of Agrologists' Annual General Meeting to be held at Quality Inn & Suites, Woodstock, ON

Friday, June 9 from 10:30am - 4:00pm

Join members of the OIA & CAFA for a bus tour (departing from Quality Inn & Suites) of three outstanding local agri-businesses, including: Oxford Honey in Burgessville followed by Ramblin' Road Brewery Farm in La Salette and finishing the day with a stop at Gunn's Hill Artisan Cheese in Woodstock. The cost is \$50. RSVP to Terry at registrar@oia.on.ca. *A box lunch can be ordered for an additional charge- please fill-out attached form for lunch.*

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Notes



CAFA Membership

Interested in a CAFA Membership? Contact Liz Robertson, Executive Director at
info@cafagnet.com or 1-877-474-2871

Canadian Association of Farm Advisors (CAFA)
Box 270, Seven Sisters Falls, Manitoba, R0E 1Y0
www.cafagnet.ca



OIA Membership

Interested in an OIA Membership? Contact Terry Kingsmill, P.Ag. OIA Registrar at
registrar@oia.on.ca or 1-519-826-4226

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