



Farm Credit Canada

presents

AgriSuccess

Information and Learning

Presenter: Rob Schmeichel

November 6, 2007

Program Offerings

1. AgriSuccess Express and Journal
2. Workshops and Seminars
3. Learning Tours
4. AgriSuccess Forums
5. Ag Day in Canada



AgriSuccess Express Weekly E-mail newsletter

AgriSuccess Express

Note from Editor Kevin Hursh & Associate Editor Allison Finnamore

There were some distribution issues last week and not everyone received their copy of the Express. Our apologies. Hopefully we have the problems rectified this week.

For distribution and format issues or if you change your e-mail address, just e-mail agrisuccess@fcc-fcc.ca.

For story ideas and comments, please email kevin@hursh.ca.

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1. Many prairie crops are swimming

by Kevin Hursh

Excessive moisture is the biggest problem facing crops across the Prairie region. Areas with well above normal growing season precipitation dwarf the areas where moisture has been below normal.

Doon Pauly, a crop specialist with Alberta Agriculture and Food, says the Highway No. 2 corridor from Calgary north to nearly Edmonton has been particularly hard hit. He notes the Lacombe area has received 14 inches (350 mm) of rain since April 1.

Pauly says canola crops have fared worse than cereals due to poorer establishment. Weed control operations have often been delayed. As well, crops in the wet areas are generally delayed in their development.

In contrast, Pauly says forage crops and pasture are doing very well.

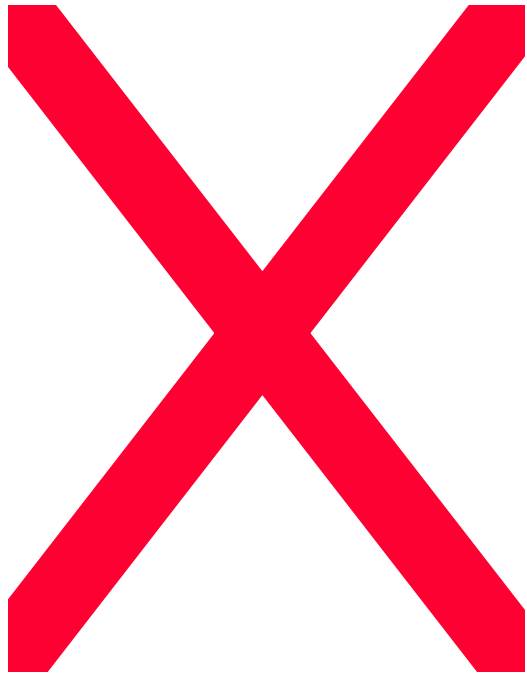
In the latest crop report from Saskatchewan Agriculture and Food just two per cent of the cropland in the province is rated as having short or very short topsoil moisture, while twenty-five per cent of cropland is rated as having surplus topsoil moisture.

In the northeastern region of the Saskatchewan Grain Belt, 51 per cent of the cropland is rated as surplus. In the east central region, 42 per cent has surplus topsoil moisture. Flooded crops, crop yellowing and ruts from sprayers are reported.

The water troubles continue into Manitoba. Along with the tornadoes that have been widely reported, there has also been excessive rainfall — up to 100 mm last week in many areas. All too often the storms have come with hail.

The crop report from Manitoba Agriculture talks of crop yellowing and lodging as well as rampant disease pressure.

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AgriSuccess
Journal

Bi-monthly

Print
publication

Workshops and Seminars

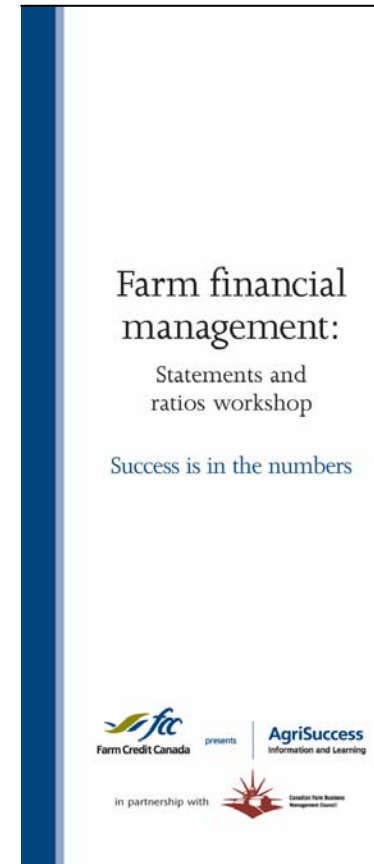


Workshops, Seminars & Tours

Hands-on workshops (half-day, full-day and multi-day) and lecture style seminars and tour events that present advanced farm management practices, ideas and principles for Canadian producers and agribusiness operators.

FFM: Statements & Ratios

- Learn how to use your financial statements and calculate ratios to analyze your operation
- Know how to use financial knowledge to make better decisions
- Better monitor your operation's performance
- Gain clarity about where you stand financially
- Learn how to manage your financial performance for better success



FFM: Profitability & Budgeting

- Prepare a detailed annual budget
- Set a profit target each season
- Interpret and analyse financial data
- Secure key relationships with lenders and suppliers
- Examine the pros and cons of a cash versus accrual system
- Train the next generation to understand the financial operation of the farm
- Maximize cash flow to get more choice

Farm financial
management:
Profitability and
budgeting workshop

Profit from smart accounting



Hiring Employees

- Identify job competencies and write job descriptions
- Develop a process to recruit applicants
- Determine guidelines for interviews
- Learn experiential interviewing skills and best practices for choosing the right person for the right job



Hiring employees
workshop

Hire the people who'll work
well with your operation

Keeping Employees

- Use people management techniques that work
- Inspire individual employees and work teams
- Support and coach your key employees
- Help your employees succeed

Keeping employees
workshop

You found great employees,
now learn how to keep them

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Canadian Farm Business
Management Council

Transferring the Family Farm

- Identify the components of a succession plan
- Take the first step towards being fair to everyone... including yourself
- Balance the needs of everyone in your family
- Learn what steps to take if your children don't want to farm
- Learn how to prepare your business for your retirement
- Get everyone in your family talking about a difficult subject

Transferring
the family farm
workshop

It's time to talk about...
what everyone's
not talking about

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Management Council

Estate Planning

- Get in-depth understanding about the steps involved in starting your estate plan
- Learn how to protect your assets and your family
- Gain valuable insight into potential tax strategies
- Improve your expertise surrounding estate planning
- Learn how to communicate your wishes surrounding your estate
- Find peace in talking with your family about a difficult subject

Estate planning
workshop

The future is coming,
so plan it

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Vision & Goal Setting

- Understand the fundamentals of vision and goal setting
- Take the first steps towards realizing increased success for your business
- Develop a vision statement that's been discussed with everyone involved
- Learn how to make a long-term plan and stick to it
- Gain vision and clarity that's crucial to your operation's success
- Start bringing members of your operation together so you're all going in the same direction



Commodity Marketing Management

- Increase your understanding of how commodity markets work
- Learn how to maximize your revenue
- Understand the importance of knowing your costs of production
- Discover how to develop your own commodity marketing plan
- Learn about futures and options
- Identify how to hedge your price risk using futures and options
- Increase your confidence in being in the commodity market

Commodity
marketing
management
workshop

Make the market
work for you



Value Chain Management

- Gain insight into what value chains are and how they work
- Learn how to think with the end purchase in mind, before you produce your product
- Identify opportunities to build partnerships with industry players
- See where you can reduce cost and increase value
- Open your mind to new ways of doing business



AgriSuccess Forums



AgriSuccess Forums

Dr. Patrick Moore





Farm Credit Canada

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Ag Day *in* Canada

January 23, 2008

Summary of Programs

1. AgriSuccess Express and Journal
2. Workshops and Seminars
3. Learning Tours
4. AgriSuccess Forums
5. Ag Day in Canada



Partnership Opportunities

- Participation in existing programs.
- Tailored delivery of core programs to industry and associations.
- Content experts potentially Program Facilitators or Presenters.

NO
GUEST HOUSE

MONEY CHANGER
GAGANDEEP FOREX

C.D. BURN SCABBING & PRINT OUT
INTERNET

C.D. BURN
INTERNET

INTERNET
NET-TO-PHONE

HOTEL

5
HOTEL



For more information:

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Farm Credit Canada

Canada

Advancing the business of agriculture