



*A Partnership to Inform and Support  
Adoption At The Farm*

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# Affecting Adoption

- **Diffusion of Innovation Theory (Rogers)**

- Awareness – first learn of concept
- Information – seek more detail
- Evaluation – consider pros/cons
- Trial – implement on farm
- Confirmation – seek information to confirm their choice

- **97.5% + 18% = 100%**

- **Social Innovation**

- End-users are the starting point of the innovation process.



# MBFI: OUR Opportunity

- Strong network of forage/beef research /extension.
- Need to improve **2-way dialogue** within the industry, include more stakeholders in the *innovation process* - improve adoption.
- Create a hands-on opportunity to learn.



# MBFI: Who are we?

- Manitoba Beef & Forage Initiatives Inc. (MBFI) is a collaborative research and demonstration farm .
- Four core partners:

**Manitoba Beef Producers (MBP)**

**Manitoba Forage and Grassland Association (MFGA)**

**Ducks Unlimited Canada (DU)**

**Manitoba Agriculture**



Agriculture and  
Agri-Food Canada



**MBFI**  
INC.

# MBFI: Industry Directed

- Board of Directors: four partners.
- Management Committee: four partners.
- Research Advisory Committee:
  - Broad membership: producers, government, university, and associations.
  - Provide vision/advice on MBFI direction.
  - Evaluate successes





# Mission

- **MBFI is a centre of agricultural innovation engaging in science-based research to benefit valuable ecosystems, improve producer profitability and build social awareness around the beef and forage industry.**



# Dual Purpose

- **Core practices:**

- Improved efficiencies,
- Reducing labour needs,
- Enterprise management.

- **Push the limit:**

*'look outside the box'*

*'try the impossible'*

*'be on the leading edge'*



# MBFI: Public/Private Partnership

## Build a Future for Agriculture from the Ground Up

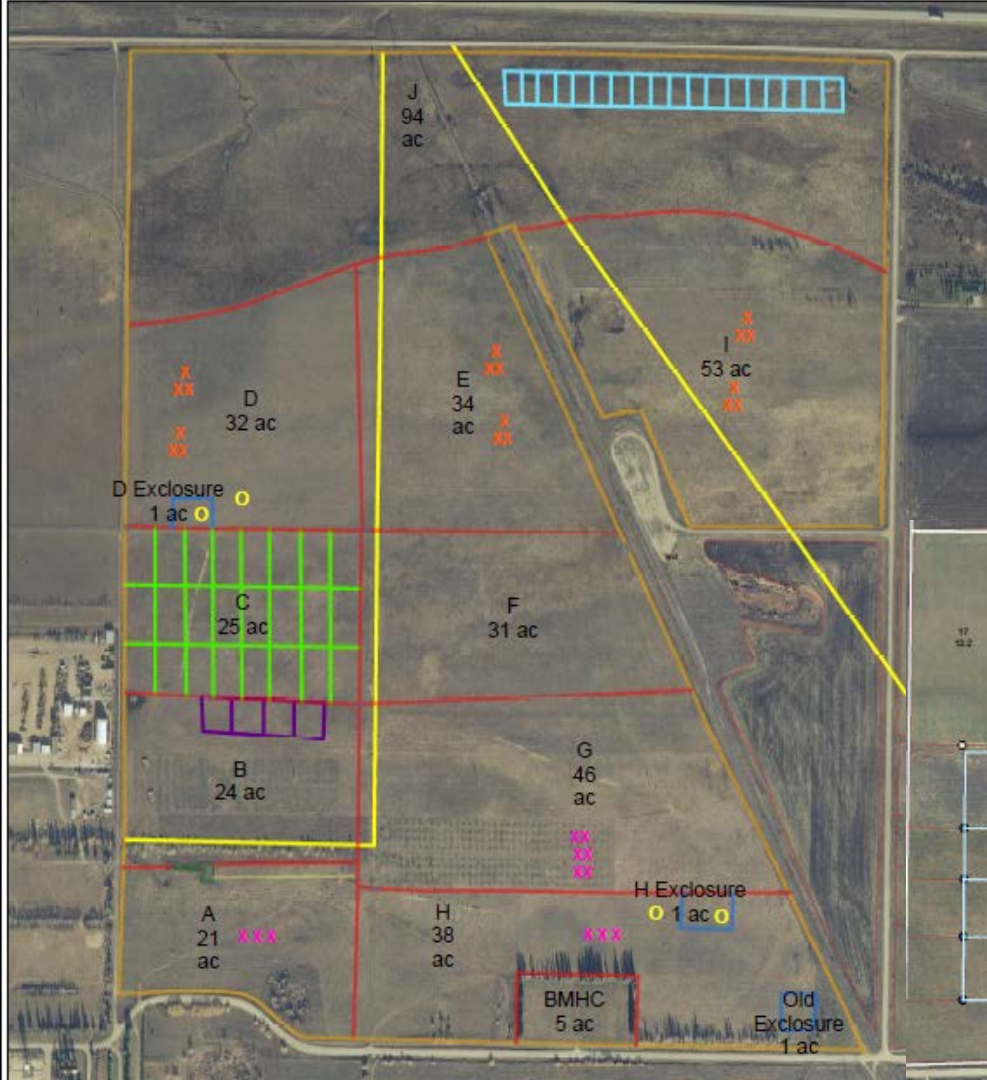
- Supporting collaboration across organizations.
- Government and industry working together to promote foundational and applied research to producers, students and the public.





Brookdale Farm 640 ac





## First Street Pasture

•440 ac

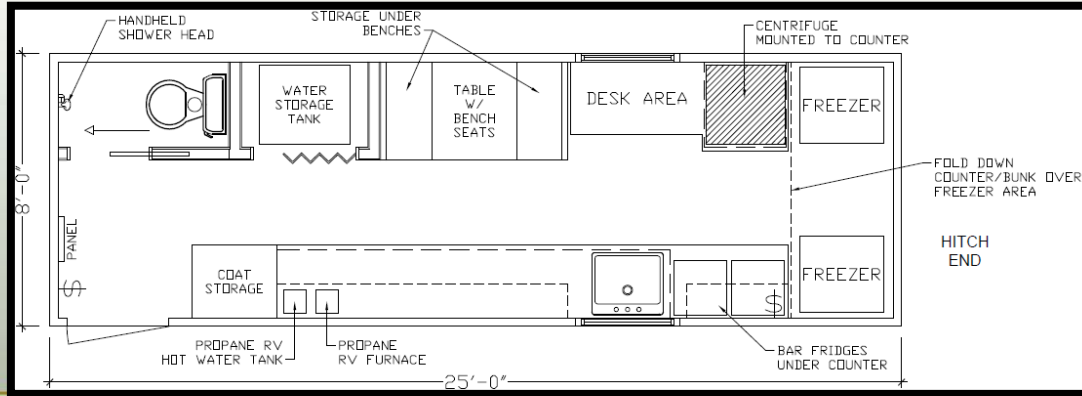
## Johnson Farm

•480 ac



# Mobile Laboratory

- Build research capacity
- Take research to the farm





# Projects

- 22 projects at MBFI sites
  - 13 applied research projects
  - 9 foundational research
  - Study Stacking
    - Link extension staff with researchers
    - More applied research, improve extension support



# Partnerships

**WINKLER**  
CANVAS

*Real Industries Ltd*  
Real Products, Real Quality, Real Prices...Get REAL!

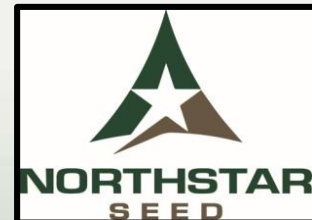
Rathwell, MB 204-749-3000

[www.realindustries.com](http://www.realindustries.com)



*SeCan*

 **bioTrack** **Elias Scale**



**UNION**  
FORAGE



**PICKSEED**  
good things growing...

**Brett Young**





# The Next Generation

- Agriculture Student Programming
  - Graduate studies,
  - Field trips, workshops, hands-on learning
- 4H Canada
  - Short term projects, training sessions, develop interest in agriculture.
- Ag In The Classroom
  - Open farm days, field demonstrations, engage the general public.



# Learning Center

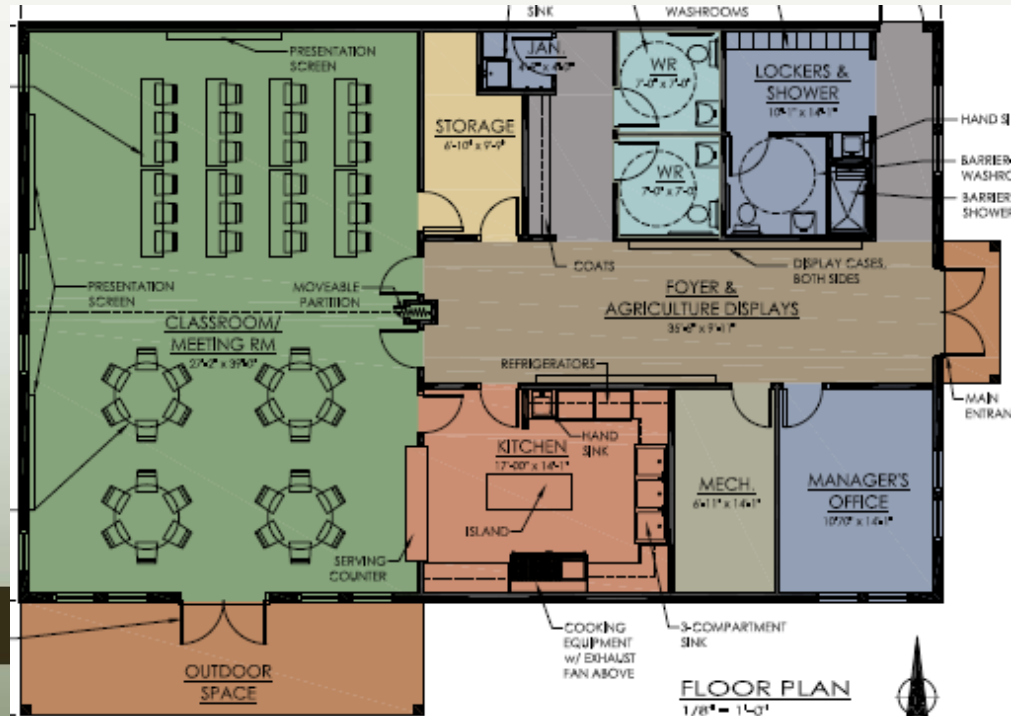


Outdoor Learning Area



Residences

- Existing steel round grain bins converted into residences.



[www.mbf.ca](http://www.mbf.ca)

Twitter: @MBBeefandForage

FB: Manitoba Beef & Forage Initiatives Inc.

# Thank you to our Core Partners and Major Funders

