

Winter 2012

CYFF News

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Message from the Chair

Justin Beck

Just like that we have rolled into another year which promises to be exciting and different. I hope everyone had an enjoyable and relaxing holiday season and was able to spend time with family and friends. It is that part of the holidays that can get overlooked with all the other activities that take place.

A new year brings with it another season of meetings and conferences. This season could be argued as being just as important as spring or fall. They are so important because in these gatherings are where you will learn and find that extra 5% more profit/ opportunity for your farm business. It is in these meetings that a new customer will be developed, a new practice adopted, or a policy adapted that will not only benefit your operation but the agriculture community as a whole.

As a new year rolls on we get ever closer to this year's 2010/11 Canadian Young Farmers Forum AGM. I am very proud to say that this year it is being held in Halifax, Nova Scotia my hometown province. Our agenda covers a broad spectrum of topics governance, succession planning, motivational speakers just to name a few. Along with the educational side we offer probably the largest opportunity to network young agriculture professionals from right across the country.

I would like to challenge all agriculture professionals to use these short winter months to work on the softer side of your operations and make a contribution large or small to the bodies that govern our great industry. I hope to see familiar faces and new faces at our AGM being held at the Westin in Halifax from February 17 to 21.

Message from the General Manager

The 2012 AGM and Conference is upon us; the past several months of preparing and planning for the event have been much like a typical "harvest rush". As I finalize the details for the event the anticipation to attend the event for the first time as the General Manager of the organization is heightened. The response to the agenda has been excellent and we are pleased to have received over 120 registrations to date. In a few days we will gather on the east coast to experience the great city of Halifax. I am looking forward to the sites and meeting so many enthusiastic and passionate young Canadian agriculture leaders.

I would like to recognize and extend a special thank you to...

... the board of directors and BMP co-ordinator, Cedric MacLeod for all their suggestions, recommendations and assistance.

... my AGM assistant, Sheila Schreiner who did a fantastic job organizing all the registrations and corresponding with the attendees, as well as, handling any other details and tasks I requested.

... Elizabeth Muckle-Jeff of the Professional Edge for her assistance with the special booking requirements, her historic knowledge of CYFF events was very much appreciated.

The 2012 itinerary offers opportunities for learning, networking and of course, a little

... *continued*



Canadian Young Farmers' Forum
La Table pancanadienne de la relève agricole

Canadian Young Farmers' Forum
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socializing and fun. This year's event promises to refresh, energize and inspire our young farmers and organization leaders. I am looking forward to, and hope the attendees will enjoy, the presentations from many knowledgeable and inspiring industry leaders including Elaine Froese, Al Scholz, Cathie Leimbach, Michael "Pinball" Clemons, Faith Manchett from FCC and many others. In addition, we are delighted to have Mr. Gerald Keddy-MP, attending on behalf of Minister Ritz and Nova Scotia's Agriculture Minister, the Honourable John DacDonell joining us.

I hope everyone is enjoying their winter; it is a great time to catch up on paper work, goal setting and preparing for spring seeding. Spring will be upon us before we know it!

2012 AGM & CONFERENCE Agenda

17th Friday

WELCOME & REGISTRATION

Wine & Cheese Social - Kiosks Showcase

18th Saturday

Opening Remarks Mr. Keddy, MP

Best Management Practises - Cedric Mcleod

Canadian Farm Business Management Council - Heather Watson

Grain Growers of Canada – Richard Phillips

"Board Engagement vs. Delegation" Board Governance Training with Cathie Leimbach

"Who Gets the Farm and When" Elaine Froese

Tourism Experience @ Alexander Keith's & Supper @ the Lower Deck

19th Sunday

"Embracing Change on the Farm" Elaine Froese

"Business/Strategic Planning" FCC Faith Matchett

Canadian Federation of Agriculture – Ron Bonnett

"Feeding the 9 Billion Environmentally" Al Scholz

Breakout Sessions

FCC, BOARD GOVERNANCE, ELAINE FROESE, AL SCHOLZ,

CYFF NETWORKING

Guest Speaker Motivator Michael "Pinball" Clemons *sponsored in part by FCC

20th Monday

FARM TOURS

Scotian Gold Co-operative www.scotianguard.com

FoxHill Cheese Plant <http://foxhillcheesehouse.com>

Farmer John's Herbs www.farmerjohnsherbs.com

Formal Banquet with the Honourable John MacDonell – Nova Scotia Agriculture Minister

and Guest Speaker - Canada's Outstanding Young Farmer – Goeff and Jennifer Bishop

21st Tuesday

Annual General Business Meeting



Junior Farmers' Association of Ontario

OYFF REPORT – Young Farmers Unite!

The Ontario Young Farmers' Forum (OYFF) was held November 20-21, 2011 in conjunction with the Ontario Federation of Agriculture's Annual Convention in Toronto. This year's forum had 73 young farmers from across Ontario in attendance, to listen to speakers about the theme "From Farm to Fork." This year's forum was hosted and organized by the Junior Farmers' Association of Ontario (JFAO), Ontario Federation of Agriculture (OFA) and Canadian Young Farmers' Forum (CYFF). OYFF provides participants between the ages of 18-40 with a common interest in agriculture and an opportunity to network and learn from one another.

We started the day off on Sunday, November 20th by listening to Owen Roberts. Owen is the director of research and communications for the University of Guelph, and specializes in communications in the Department of Animal and Poultry Science. Owen is an active journalist and is the agri-food columnist for the Guelph Mercury daily newspaper. Owen gave a presentation called "Rural Stories: So What? Who Cares?" Owen challenged attendees to communicate rural issues like a journalist. He spoke about whether the stories we are telling are the right stories and whether they reflect the actual challenges and opportunities in rural Ontario. We need to learn to effectively use and work with the media to make the world aware of rural life.

Attendees heard from the forum's keynote speaker Lori Stahlbrand who is the founder and President of Local Food Plus. Before launching Local Food Plus, Lori was a well known national CBC journalist and broadcaster, a food policy consultant, a university teacher on food system issues and needs assessment, and the co-author of the Canadian bestseller Real Food for Change. Lori spoke about her organization Local Food Plus and how they certify farms and processors who provide Local Sustainable food. They also introduce consumers to local sustainable food programs and practices.

Following the afternoon of speakers, attendees were given many opportunities to not only network amongst OYFF participants but to take part in OFA's exhibitor's reception.



The morning of Monday, November 21st delegates started the day by splitting up into groups and listened to three producers speak about their start up. First were Paul and Rosie Hill of Willowgrove Hill Farms. The Hill's are the first pork producers in North America to offer pork products enhanced with DHA/EPA Omega-3 fatty acids. The Hill's also found a way to enrich their herd's feed with organic selenium to make an even healthier product for consumers. While the original goal was to develop an enhanced food for human consumption, they noticed that the health of their herd was improved too and are now antibiotic free with only a 2.6% loss rate. The second breakout speakers were John and Maxine Zekveld who own Zekveld's Garden Market. The Zekveld's grow about 30 different crops consisting of both fruit and vegetables. Their sales are divided into farm retail, Pick Your Own, farmer's markets, wholesale and fundraising. They talked about their growing pains as neither of the partners had any prior experience in horticultural crops or marketing thereof. The third and final breakout speakers were Ed and Julie Danen who own Danzel Holsteins. The Danen's spoke about their experiences and challenges with succession planning and making choices to make their future goals of farming together happen.

After the breakout sessions delegates listened to Lori Stahlbrand of Local Food Plus, as she spoke about sustainable farming and how it can be achieved. OYFF delegates were then given a chance to sit in on the OFA convention and the OFA presidential election. OYFF delegates then voted for two representatives that would be sponsored to attend the Canadian Young Farmers' Forum in 2012 in Halifax. Paul Glenn and Jessica Burgess will be attending CYFF 2012, along with three others chosen by JFAO. They will represent JFAO as voting delegates. OYFF participants were then given time to prepare

for the Ontario Harvest Celebration Banquet which was a great way to end a busy and successful two day forum.



JFAO Provincial Events Autumn Profile 2011

Members from across the province travelled to York Region for the annual JFAO provincial event entitled, Autumn Profile. This year York Region Junior Farmers hosted the event at the Markham Fairgrounds.

On the morning of October 22 nd, JFAO members from 20 different clubs arrived in the agricultural building to partake in the day's activities. There were 28 teams participating, with some clubs entering more than one team. Activities included educational events such as a crop identification quiz, agricultural identification quiz, changing a tire, working an excavator, dairy judging, beef judging, chicken judging, and sheep judging. Also, there were several fun activities such as tug of war, wheelbarrow obstacle courses, hay bale throwing and stacking, nail driving, scrap building, pumpkin carving, and a mystery event (which got messy!).

That evening York Junior Farmers hosted a dance at the Markham Fairgrounds for all who participated, with winners being announced in the evening. One of the Peterborough teams, consisting of Neil Ferguson, Ashley McNeven, Paul Glenn, and Joel Stillman took the first place title. They claimed their prizes and continued dancing into the night! Next year Autumn Profile will be hosted by Brant County Junior Farmers.

Special thanks to the Markham Fair and its entire staff for their generosity during the event. We would not have been able to host this event without the cooperation and facilities of the Markham Fair, as well as the help from family and friends throughout York Region.



Sing Swing 2011

Sing Swing 2011 was hosted by the Wellington Junior Farmers in Clifford on November 26, 2011. This year over 120 members participated in the day events and over 200 members attended this year's banquet and dance. There were several new events this year including card stacking, best salsa/chili sauce, best famous person impression, and yodeling to name a few. And of course the old favorites such as square dancing, photography, air band, gong show and vocal competitions.

2011 Overall Winners

- 1st York with 172 points
- 2nd Kawartha with 148 points
- 3rd Wellington with 99 points

The Wellington Sing Swing Committee would like to thank those who donated food and items to Sing Swing! We would also like to thank our club and committee who put a lot of work into this year's event, JFAO, and all the members from all over Ontario who participated in Sing Swing 2011! With out the help of everyone Sing Swing would not have been possible!



JFAO Exciting News!

Our 2011 Provincial Charity, S.H.A.R.E. Agriculture has been working very hard with us to organize a travel opportunity to Guatemala and Belize. Junior Farmers is excited to be sending six delegates on this trip. They will be leaving January 24th and arriving back on February 2nd. Those attending are Krista McAvoy, Claire Bunnik, Rachel Haney, Bruce Betzner, Tricia Staples and Amanda Henderson. These members will be traveling to farms that S.H.A.R.E has played a big role in developing. They will also be visiting the project where JFAO's money will be going towards. We are looking forward to hearing all about the experience upon their return. To learn more about our provincial charity visit the website at <http://www.share-agfoundation.org>.

Check out our website: www.jfao.on.ca

Thank you to our sponsors, particularly our Diamond Sponsors:

- OFA
- TSC Stores
- Dairy Farmers of Ontario
- North Waterloo Farmers Mutual Insurance Company
- Scotiabank
- Canadian International Farm Show

Saskatchewan Young Ag-Entrepreneurs



Gwenda Voldeng, General Manager

2012 - The Future is Bright!

The SYA is off and running in 2012, and looking forward to the exciting year ahead.

We held a Meet & Greet reception during the Western Canadian Crop Production Show in January. This informal event was a great way for members to reconnect, and new faces to see what the SYA is all about.

Thanks to everyone who attended!

As this newsletter is being published, we are in the midst of hosting our 6th Annual Conference and AGM, Yes! To Agriculture. This annual event is rotated throughout the province each year, with Regina being the host city for 2012. Yes! To Agriculture is recognized throughout Saskatchewan as the premier event for the under 40 generation of producers to meet and network with their peers, as well as gain valuable industry information. We always incorporate a fun factor into the event, and this year following our banquet, Saskatchewan Roughrider Ritchie Hall will address our delegates, followed by the SYA Games Room at Casino Regina!

On the SYA horizon:

June 20-22, 2012 - SYA Booth at the Western Canada Farm Progress Show Summer 2012 - SYA Roughrider Game Day, and industry tour Exciting changes to the SYA website - our website will be transformed into your go-to site on the web for markets, industry news, coming events from across the province, and member driven forums - stayed tuned to www.saskyoungag.ca throughout the coming months!

New Brunswick Young Farmers Forum

New Brunswick Young Farmers Forum sets new slate of officers

A new mix of faces was added to the board of the New Brunswick Young Farmers Forum (NBYFF) at their annual meeting January 21, 2012 in Fredericton.

Assuming the role of president is Joas van Oord, a dairy farmer from Springfield, N.B. He will be joined by directors: Dwayne Perry in region 4, Jonathan Stockall in region 5, and Bliss Hayward in region 6. Immediate past president Corey McQuarrie was declared director at large. All the newly-elected will serve a two-year term.

Rounding out the slate of directors for 2012 are Richard Siddall in region 2, Mary Ellen Trueman in region 3, and director at large Eric Walker. These members will continue in their final year of a two-year term.

The director position for region 1, covering Madawaska county and parts of Restigouche, Victoria, and Northumberland counties, is currently vacant.

Elections were held at the end of a two-day annual meeting that was highlighted by impromptu discussions with both the Premier David Alward and the Minister of Agriculture, Aquaculture and Fisheries Mike Olscamp. A record turnout of delegates also enjoyed presentations on farm business and succession planning, as well as farm financial analysis.

The NBYF brings together the province's young farmers aged 18 to 40 for opportunities to learn, network, communicate and build partnerships in a rapidly evolving agriculture industry.

For more information about upcoming NBYFF events visit: www.nbyf.ca or join the Facebook group by searching New Brunswick Young Farmers' Forum.

NB young farmers equipped with farm succession tools

A record turnout of delegates gathered in Fredericton to hear Elaine Froese, Canadian farm family business coach, share her top ten tools for talking about tough issues. Froese addressed the New Brunswick Young Farmers Forum (NBYFF) annual meeting January 20, 2012.

In her presentation, Froese walked through examples and ideas on how to discuss what she's coined as the 'undiscussabulls'. She

encouraged delegates to figure out their farm's key challenges or 'undiscussabulls' as a starting point for effective family business meetings.

"What issues are you stuck on?" Froese asked. "It's like having the bull in the middle of the room; everyone around the farm table knows it's there but no one wants to talk about it."

She encouraged delegates to use these tools to work through tough issues.

- 1) Take charge. "Grab the bull by the horns," Froese said. "Change is inevitable, but growth is optional." She encouraged delegates to figure out what their farm needed to act on, and then to take responsibility for their own actions. She said applying timelines to actions is key.
- 2) Come from curiosity. Clarify, seek information, do reality checks, and brainstorm without being judgemental or defensive. Find common ground and identify potential conflicts and triggers. "Try using phrases such as 'I'm curious about... ' or 'Can I make a request?' to seek to understand and share," said Froese.
- 3) Ask deeply. Balance speaking and listening, and explain by describing how something makes you think and feel. "Ask open-ended questions," Froese said. "Be soft on the person but hard on the problem."
- 4) Play with possibility. Be positive and don't prejudge others' goals and dream. Froese encouraged delegates to use a talking stick, such as a plush or beanie bull, at farm business meetings so each person gets a chance to take the bull and share their ideas openly.
- 5) Really listen. Figure out what is motivating the other person by exploring interests and feelings, and building understanding by checking out assumptions.
- 6) Ponder and perk, not prod. Give yourself space and time to think, said Froese. Consider the other's perspective.
- 7) Cultivate trust. "Walk your talk," said Froese. Build confidence in others that you are accountable, fair, respectful and committed.
- 8) Respect boundaries. Have clear roles; determine is this a family or business role? Froese questioned. Set guidelines for performance and jobs, and be clear about expectations.
- 9) We all end up in a box. "Death will happen, we have to come to terms and plan for it," said Froese. She finds too many farm families unprepared without wills and power of attorney in place. How will others know your plans and wishes if you haven't shared them, she challenged.
- 10) Extend the olive branch. "Sometimes the first place to start is forgiveness for past hurts," said Froese. Learn to move on and let go, create a legacy of open communication and build relationships.

Put the World at your Feet!



AgriVenture Global is an opportunity to connect with agriculture around the world.

There are two ways to get involved:

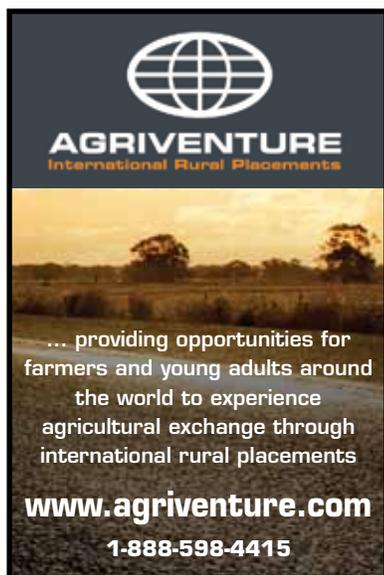
Trainee: If you're between 18-30, in good health, have a driver's license and the desire to work on a farm, ranch, equine or horticultural placement overseas, you qualify! Trainees are placed with approved host families, employed full-time, earn a wage, and have scheduled time off to enjoy the culture and sights of the host country. Program fees include flights, visas, medical & travel insurance, a 24 hr emergency contact number and orientation information.

Host Family: Do you need an extra pair of hands around your operation? AgriVenture trainees are waiting to hear from you. You provide the job & training allowance, room & board, and a cultural experience. Trainees usually arrive in February or April for 7-9 months and are keen to learn about Canadian agriculture.

For information on becoming a Host Family or Trainee:

www.agrventure.com, ph: 1-888-598-4415

or email: **canada@agrventure.com**



7 Proven Steps to Farm Succession Planning

1. Start your succession plan sooner rather than later

Like any other form of planning, the earlier you start, the more options you will have. An early start will also give you time to call on the professional legal and financial planning advice you need to achieve the best outcomes.

2. Look to your relationships to secure an understanding of everyone's future goals.

When people form relationships, there are at least three levels of expectations involved:

- those that we know we have and talk about (e.g. that we want to continue to work and live on the family farm)
- those we know we have but haven't discussed (e.g. that we want to inherit the family farm)
- some we don't even know we have - until they are not met (e.g. that we will be able to live on the family farm until we die).

How these expectations are managed has a strong bearing on the success of relationships and associated issues like succession planning. Get everyone to put their real expectations on the table so you have a solid basis for negotiating the future.

3. Secure a family commitment to see the Farm Succession Planning through.

Farm Succession Planning is not a one-time event, it is a long-term strategic process that involves executing the plan and re-adjusting based on the changing family situation (new family members/members that pass on) and the economic market.

Letting your family know that this is a long-term process that will benefit everyone involved and getting their commitment early on to participate to the end is an important preliminary step.

4. Communicate clearly, honestly and often.

The way country people usually communicate can make it hard to address tough issues like succession:

- Talk tends to be understated and focus on daily routines and tasks
- Those who work and live within a family often make a lot of (frequently incorrect) assumptions

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- Many don't recognize that a lot of communication is in what's not said - silence may not mean agreement, but just the opposite
 - A natural courtesy may lead to avoidance of hard questions like "Dad, when are you going to retire and give us a clear run?" It's often hoped things will sort themselves out.

Real farm succession planning issues are not financial, not taxes, they are not business related at all in fact.

They are based on your ability or inability to talk with your family members honestly. If you can talk out the issues, concerns, dreams, and assumptions with each and every person affected by the decisions you will ultimately make – you will have the basis for your farm succession plan

Enduring family farming businesses avoid these traps. People communicate regularly (perhaps weekly) in a structured way, making it much easier to introduce and work through tricky topics like death and divorce. Since their impact on business succession is undeniable, it's foolish only to broach these issues when there's a crisis and feelings are running high.

Once everybody's on board with the future direction, seventy-five percent of the equation has been solved.

5. Enlist the help of experts.

If you can't move the farm succession planning process along on your own – this is a great opportunity to bring in a professional farm succession planning expert like a financial planning expert who has experience in facilitating succession planning strategies with farm families.

An experienced expert will be in a position to ask the difficult questions, truly listen to the answers and take note of everyone's goals and expectations with respect to the process. Most importantly, it will be the farm succession planning expert's responsibility to develop the final farm succession plan that strives to meet everyone's goals.

An expert can help you:

- Identify the needs and aspirations of each family member in each generation.
- Build, maintain and, if necessary, repair relationships between family members manage expectations.
- If succession is an option, work out what the exiting generation wants to do, where they'll live, what they'll do in

retirement etc. and look at transferring management and control of the farm business over time.

- Establish how you will finally transfer ownership of the farm.
- Establish the agreements necessary for incoming children and the provisions to be made for children who leave the farm.

Ultimately, your farm succession professional team should be made up of your lawyer, your accountant and your financial planning expert. Together, they will be able to ensure your families' needs are met.

6. Set out a written Farm Succession Plan that identifies:

- How the farm owners will retire from the farm with guaranteed funds for their retirement
- How and to whom the farm will be passed on from one generation to the next
- How funds will be made available for transactions.
- How every member family will be taken care of.
- How financial decisions about the farm will be made.

You should inform all family members about the contents of this document and they should understand what is happening, who is to inherit what, when and the process to achieve it all.

Have the agreements that outline the future signed off by all parties.

7. Review your Farm Succession Plan yearly and make adjustments if required.

Steve Steinman, President of Steinman Financial Network has been helping farming families get unstuck with farm succession planning for decades. His Farm Succession Planning delivers strategies that farmers can easily take action with and execute in their farm businesses.

Steinman Financial Network takes the high anxiety and stress out of succession planning. Their tools are grounded in years of working with hundreds of farming families and their businesses.

Steve speaks to the heart of farm family issues. He makes people feel like he's literally been at their kitchen table for years.

For more information or to attend a Farm Succession Planning Workshop, go to <http://steinmanfinancialnetwork.com/>

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CYFF Affiliated Provincial Young Farmer Organizations

Newfoundland and Labrador Young Farmers Forum

Young Farmers of Prince Edward Island

Nova Scotia Young Farmers Forum

New Brunswick Young Farmers Forum

La FRAQ - Federation de la releve agricole du Quebec

Junior Farmers' Association of Ontario

Keystone Agriculture Producers

Saskatchewan Young Ag-Entrepreneurs

Future Agriculture Business Builders

BC Young Farmers

Yukon Young Farmers

CYFF NEWS - SPRING 2012

If you have information you would like to share with CYFF's members and partners please submit your articles, information or upcoming events to the CYFF office.

The deadline for the 2012 SPRING NEWS is April 1, 2012.



Canadian Young Farmers' Forum
La Table pancanadienne de la relève agricole

www.cyff.ca

