



Canadian Young Farmers' Forum

La Table pancanadienne de la relève agricole

CYFF
NEWSLETTER
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Message from the Chair

It is a pleasure to address you as the CYFF Chair for the first time since the 2011 AGM in Winnipeg. As you are now aware, the CYFF Board of Directors has had a busy few months, and is excited about the months ahead as we work on behalf of our membership to fulfill our newly defined mission: *To educate and energize a powerful network of young farm leaders.*

The Board has been especially busy with respect to staffing and the development of a strategic direction document that will guide our activities through the next several years. I first want to thank Ian Richardson for his dedication to the post of CYFF Chair for 3-years, and welcome your continued contributions to the CYFF through the past-chair position. I also want to thank Mr. Rod Scarlett for 6-years of service to the organization, and we wish you the very best of luck in your position as general Manger of the Canadian Honey Council.

I am very much looking forward to working with the newly minted CYFF General Manager Guenette Bautz to implement the strategic priorities outlined in the CYFF strategic plan. As an organization we have never been so well positioned to effectively service our membership. Guenette brings a wealth of knowledge and experience to our group, and we welcome her positive contributions going forward.

We will be ramping up our efforts to provide the provinces with support and positive reinforcement throughout the next 12-months. Look for new opportunities to interact with your farmer partners both within and outside of your home province. We are pleased to have secured a continued partnership with Cedric MacLeod of MacLeod Agronomics Ltd., for the delivery of the Best management Practices (BMP) workshops and an expanded roster of professional development workshops.

You've all recognized that generally work to bring an air of cautious optimism to the table. I am excited to be your Chair, and excited to be a part of the CYFF organization during this pivotal time. Our continued success will depend on our ability to work together towards the common goal of building a profitable and attractive agricultural industry, which we have been called to lead. I look forward to working with you to achieve this goal.

Respectfully Submitted,

Justin Beck
Chair, Canadian Young Farmers' Forum



THE CYFF TEAM!

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General Manager's Message

The 2010-2011 fiscal year at the Canadian Young Farmers' Forum has been marked by progress. As you will gather from the information presented in this newsletter, the Board of Directors has worked diligently throughout the year on your behalf to advance the reach and relevance of the CYFF across Canada. It has been a great pleasure to serve the board, and as such, the CYFF membership in the role of Interim General Manager since late December 2010. Taking on such a prestigious task, on behalf of my friends and peers has been incredibly rewarding.

I want to congratulate the board and all the delegates at the Annual General Meeting for your professionalism and dedication to higher learning. There were a number of fresh, young faces in the room that commented on how much inspiration they took away from interacting with such a dynamic group of forward thinking farmers with enthusiasm and hope for the future. I too am inspired by your spirit. I was glad to be able to exit the meeting rooms quickly on a few occasions as I was overcome with respect for what each of you do on your farms and ranches every day, as I was overcome with pride for being part of such a powerful and dedicated group of professionals. I look forward to sharing our continued successes and challenges, always moving forward, together.

Respectfully,

Cedric MacLeod, MSC. PAg
Interim General Manager, Canadian Young Farmers' Forum

Introducing the New CYFF General Manager

The CYFF Board of Directors is pleased to announce that a new General Manager has been hired to oversee CYFF operations, as of April 12, 2011.

The CYFF is pleased to welcome Guenette Bautz to the senior management position. Guenette has strong ties to the agricultural industry. She, her husband and children live on and work a cattle and goat ranch and produce grains and oilseeds near Middle Lake Saskatchewan, and were nominated for Saskatchewan's Outstanding Farmer of the Year Award in 2006.

Guenette brings a wealth of experience in managing and serving boards to the table, as well as a passion for the industry that is sure to be an asset to the CYFF as we continue to develop our scope and influence throughout the Canadian agricultural sector.

The CYFF TEAM!

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Young Farmer Needs Assessment Report

In order to gather information on what the Canadian young farmer community needs to be successful in today's business environment, a facilitated large and small group feedback session was organized to at the CYFF 2011 Annual General Meeting.

The top-10 current barriers to success were identified by the conference delegates over 3-days. Each issue was then explored by small groups, which reported verbally to the larger delegation. Results of small group discussions were also recorded and summarized in a final report available at www.cyff.ca

The following list is what the CYFF will be referring to as the Top 10- Barriers to Success for the Canadian Young Farmer Community and will form the basis of our professional development programming over the next 2-years. Please note that the Top-10 List is NOT presented in order of priority.

1. Communication Challenges Within the Family Management Unit
2. Enacting Management Change Within a Relevant Management Team
3. Human Resources Management
4. Financial Management Awareness & Understanding
5. Market Positioning, Retailer Demands, Branding & Market Intelligence
6. Rural Sustainability
7. Succession Planning and Farm Transition
8. Proactive Farm Planning & Visioning, Development of 5 & 10-Year Goals
9. Access to Information, Programs, Technical Services
10. Access to Land & Resources

If you have comments, questions or concerns regarding this approach, or the items contained on this list, please feel free to submit your comments via email to info@cyff.ca, Subject: Top 10-Barriers to Success.

Professional Development Programs Update

The CYFF will be working to develop a comprehensive professional development program over the coming 12-months. The program will be primarily based around the Best Management Practices (BMP) workshop program. Other pertinent topics such as board governance training and media training will also be explored.

The CYFF is planning on delivering a number of follow up BMP sessions and building a number of new BMP groups across the country in the 2011-2012 fiscal year. If you are interested in participating in these training sessions, would like more information or are wondering how the CYFF could support your province in developing and/or delivering joint professional development projects, contact the CYFF head office.

Contact Us

Email: info@cyff.ca

Web: www.cyff.ca

MONSANTO



CYFF Strategic Plan and Board Policies Document

The CYFF Board of Directors, with input from the membership both prior to and during the annual general meeting, developed a comprehensive strategic plan to guide the organization through this critical growth period. A brief synopsis of the key concepts outlined in the strategic plan has been provided here, and the full document can be viewed at www.cyff.ca

Organizational Vision: Empowered Canadians leading a profitable and attractive agricultural industry

Organizational Mission: To educate and energize a powerful network of young farm leaders

Organizational Values: CYFF leaders are

1. Honest
2. Passionate
3. Proactive
4. Reliable
5. Organized

Key Operational Focus Areas:

The following five operational focus areas will guide the work of the Board of Directors, General Manager and professional development contractors over the next two years.

1. Strengthen Provincial Young Farmer Organizations

Aim: Strong, vibrant affiliated provincial and territorial young farmer organizations work in partnership with CYFF and each other to achieve CYFF's strategic priorities.

2. Communication Strategy

Aim: CYFF has a clear, concise, nationwide message delivered to membership and stakeholders in a timely fashion using appropriate media.

3. CYFF Board Governance

Aim: The CYFF board is leading CYFF to accomplish the strategic priorities.

4. Resource Management

Aim: CYFF utilizes its resources efficiently and expands them to maximize our organizational results.

5. Education

Aim: CYFF delivers relevant professional development resources to increase the capacity of young farmers to thrive in a rapidly evolving industry.