



Canadian Young Farmers' Forum

La Table pancanadienne de la relève agricole

CYFF NEWSLETTER Spring 2011

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Message from the Chair

It is a pleasure to address you as the Canadian Young Farmers' Forum (CYFF) Chair for the first time since the 2011 Annual General Meeting in Winnipeg. As you know, the CYFF Board of Directors has had a busy few months, and is excited for the months ahead as we work on behalf of our membership to fulfill the CYFF's 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 which will guide our activities throughout the next several years. I first want to thank Ian Richardson for his dedication to the post of CYFF Chair over the past 3 years, and welcome his continued contributions to the CYFF in his position as Past-Chair. I also want to thank Rod Scarlett for 6 years of service to the organization, and we wish him the very best of luck in his new position as General Manager of the Canadian Honey Council. Finally, welcome to Heather Fulton and Cain Vangel, the newest members of the CYFF Board of Directors.

I am very much looking forward to working with the newly appointed 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 also pleased to announce our continued partnership with MacLeod Agronomics Ltd., for the delivery of Best Management Practices (BMP) workshops, as well as an expanded roster of professional development workshops.

I am very pleased to have been elected as 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 all to achieve this important goal.

Justin Beck
Chair, Canadian Young Farmers' Forum

Contact Us

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Thank You To Our Sponsors!



Interim General Manager's Message

The CYFF's 2010-2011 fiscal has been one marked by progress. As seen throughout 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, as well as 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 who commented on the level of inspiration they took away from their interactions with such a dynamic group of forward-thinking farmers who share 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, and with pride for being part of such a powerful and dedicated group of professionals. Thank you for your support and encouragement. I look forward to sharing our continued successes and challenges, always moving forward, together.

Cedric J. MacLeod
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, both in personal and professional capacities. She and her husband, along with their children, live and work on a cattle and goat ranch near Middle Lake, Saskatchewan, where they also produce grains and oilseeds. In 2006 they had the honour of being nominated for Saskatchewan's Outstanding Farmer of the Year Award.

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.

Photos from the 2011 AGM



AGM Speakers "The Texas Experience", Paul and Monica Minzenmayer



Earl Geddes, Executive Director of the Canadian International Grain Institute (CIGI) with Kerry Froese



The entire CYFF crew at Nyhof Dairy in Iles des Chenes, MB



The newly elected CYFF Board of Directors. From left to right: Jonathan Stockall, Heather Fulton, Kerry Froese, Justin Beck, Joe Dickenson, Cain Vangel, Brad Schiltroth (missing from photo: Ian Richardson)

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 series of facilitated small and large group feedback sessions were organized as part of the CYFF 2011 Annual General Meeting.

Over 3 days, conference delegates identified their current Top-10 barriers to success. Each issue was explored by small groups, who then reported verbally to the larger delegation. Results of small group discussions were recorded and have been 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 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 year. The program will be primarily based around the Best Management Practices (BMP) workshop program. Other important areas 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 Canada 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.

THE CYFF TEAM

Justin Beck, Chair

Kerry Froese, Vice Chair

*Alberta, British Columbia and
Yukon Territories Regional
Representative*

Ian Richardson, Past-Chair

Joe Dickenson

*Quebec and Ontario Regional
Representative*

Heather Fulton

*Newfoundland & Labrador and
Nova Scotia Regional
Representative*

Brad Schiltroth

*Manitoba, Saskatchewan and
Northwest Territories Regional
Representative*

Jonathan Stockall

*Prince Edward Island and New
Brunswick Regional
Representative*

Cain Vangel

Member at Large

Guenette Bautz

General Manager

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 areas of operational focus 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, national 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 its 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.