

Welcome to the Ag Info Market



How Ag Info Market Works

- Choose 4 interactive presentations from the 15 Growing Forward presentations available that are designed to move your farm business forward
- Each session highlights the various projects, information, tools and services offered by Growing Forward Business Management through Alberta Agriculture and Rural Development (ARD)
- Each session will be 25 minutes with 5 minute breaks

Ag-Info Market Topics and Speakers

1. Formula 1 on the Farm

Like driving a race car you need to make effective business decisions to win the race. Come to this session to learn about key financial indicators and benchmarks you can use to take the checkered flag.

Presenter: Joel Bokenfohr, Farm Financial Specialist, ARD

2. Increasing Profits per Acre on Cereals

Re-think Malting Barley and improve quality with a few agronomic changes as well as investigate Swath Grazing of Spring Triticale to reduce overwintering costs.

Presenter: Bill Chapman, Crop Business Development Specialist, ARD

3. Risk Management for Cattle Producers

Learn how the Cattle Price Insurance Program can help you manage the risks you face in the cattle industry.

Presenter: Brenda Campbell, Livestock Price Insurance Field Analyst, Central Region. Agriculture Financial Services Corporation (AFSC)

4. Title: *Ropin' the Web - Helping You Stay Competitive with Your Farm Business*

Alberta Agriculture and Rural Development has a wealth of on-line resources for producers, processors, and agri-business owners. Learn more about new applications, tools, programs, information and resources to help you keep competitive with your Alberta farm business.

Presenter: Laura Thygesen, Web Editor, ARD

5. Key Tips for Farm Water Supplies

Plan ahead with drought proof water sources and water quality issues. Understand vulnerabilities of your water source that are not commonly addressed and steps you can take to prevent unexpected shortage.

Presenter: Shawn Elgert, Agricultural Water Engineer, ARD

6. Growing Forward Business Management Grants to help your business capture market opportunities

Learn about three grant programs for producers, small processors, and producer groups interested in leadership training, business planning, market research and developing a product for retail.

Presenter: Jodi Murphy, Business Opportunity Program Specialist, ARD

Presenter: Doug Macaulay, Manager, Leadership Development Program, ARD.

7. Explore Local and How it Can Benefit Your Farm

We will look at the local food industry and some opportunities that exist and are growing in Alberta. We will also look at the Explore local initiative with in Alberta Agriculture and what we can do for you.

Presenter: Bert Dening, Business Development, Local Meats, ARD

8. World Heavyweight Championship Match - Agronomist vs. Economist

In one corner of the ring we have "Production" and in the other corner we have "Business Management". Who will win out in the final round to claim the **Profitability** Championship Title?

Presenter: Nevin Rosaasen, Research Economist

9. The Alberta Livestock and Meat Agency

Learn about the projects that that Alberta Livestock and Meat Agency is funding and how they contribute to a stronger livestock industry. Also hear about new trends and the focus for the upcoming year.

Presenter: Clinton Dobson - Market Analyst – ALMA

10. Farmers Advancing the Green Economy

The Bio-Industrial Opportunities Branch (BOB) is helping to realize new products and commercial opportunities from new and existing sources. Biomaterials and biochemicals will be highlighted. "BOB: Bringing change to the biomasses!"

Presenter: Ruth DeSantis, Business Development Officer, ARD

Presenter: Morley Kjargaard, Business Development Officer, ARD

11. I'm on a Board...now what?

Join us for an overview of good Board Governance practices so that you are able to more effectively serve in your role as a current (or future) board member.

Presenter: Maryann Urbanowski, Regulatory and Corporate Affairs Officer, ARD

12. 4-H: Building Communities through Entrepreneurship

For almost 100 years, 4-H has been providing leadership and marketable skills to youth and adults in rural communities in all parts of Alberta. Come learn about how 4-H is taking steps to ensure the financial stability of rural Alberta, by boosting the level of entrepreneurial training that is provided to our members.

Presenter: Mark Shand, 4-H Specialist – Programs, ARD

13. Growing Forward Energy Management Programs

The Growing Forward Energy Management Program is a suite of programs available to Alberta producers intended to help reduce energy use per unit of production in all sectors of agricultural production. The Program consists of 5 sub-programs: Assessments, Retrofits, New Construction, Renewables (pilot pending Winter 2011) and Submeters (pending Winter 2011/12). This presentation will describe the available funding and application criteria for each program.

Presenter: Nathan Eshpeter, P.Eng, Energy Engineer, ARD

14. Creating critical thinkers in the agricultural work place.

The Green Certificate Program is advancing their skill development scope. We will be developing critical thinkers in the workplace. Our newest curriculum will be focused on the areas of: problem solving and management, information and technology, farm safety, marketing, workplace conflict and rights, resources, communication and interpersonal skills, structure and administration, leading, and self development.

Presenter: Raelene Mercer, Green Certificate Program Coordinator, ARD

15. Preparing for Change: The New World for Wheat and Barley Marketing

The federal government has moved forward on legislation which will change the way wheat and barley are marketed to the export and human consumption markets effective August 1, 2012. These changes will have an impact on Alberta farm managers' business and marketing decisions. Learn about the new world for wheat and barley and the potential impact on your farming operation.

Presenter: Rod Carlyon, Branch Head, Livestock Business Development Branch, ARD

Presenter: Charlie Pearson, Provincial Crops Market Analyst, ARD