



# Growing Forward

## Agri-food Business Development Program

Programs and Information for Producers

October 6, 2009 Delta, BC

October 7, 2009 Duncan, BC

October 9, 2009 Kelowna, BC

Canada 



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# Agri-Food Business Development

## Broad Goals

- Establish a strategic, risk-based Business Management Program.
- Provide enhanced business management extension, advisory and referral services to agri-food industry clients.
- Develop awareness, knowledge and application of sound business management practices within the sector.



# Agri-Food Business Development

## Major Focus

- A. On-line Information Centre
- B. *First Nations Business Management*  
*First Nations Agriculture Team*
- C. Business Development Unit



# Agri-Food Business Development

## Key Program Components

- On-line Information Centre – (Info-Basket)
  - Web access to targeted information resources and interactive tools.
  - Enhanced by developing a shared platform in partnership with MAL and BC Innovation Council.
  
- Business Development Unit:
  1. Farm business advisory services for producers
    - a) Self assessment workbook and support.
    - b) Grants for one-on-one consultation with a farm business advisor .
  2. Development of specific information services for beginning farmers
  3. Research, education and outreach activities



# Agri-Food Business Development

## 1. Farm Business Advisory Services for Producers

- MAL Delivered.
  - EFP process applied to farm business.
  - Includes a self-assessment component and a consulting component.
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- ***Self-Assessment***
    - Taking Stock (Self-study workbook with future MAL Delivered Orientation/Workshops)
      - Purpose- to assist producers to measure current business practices and identify information, training programs, and consulting services to improve the use of progressive business practices.
      - Preparation of a draft farm action plan (required to access the consulting services) .



# Agri-Food Business Development

- ***Consulting component***

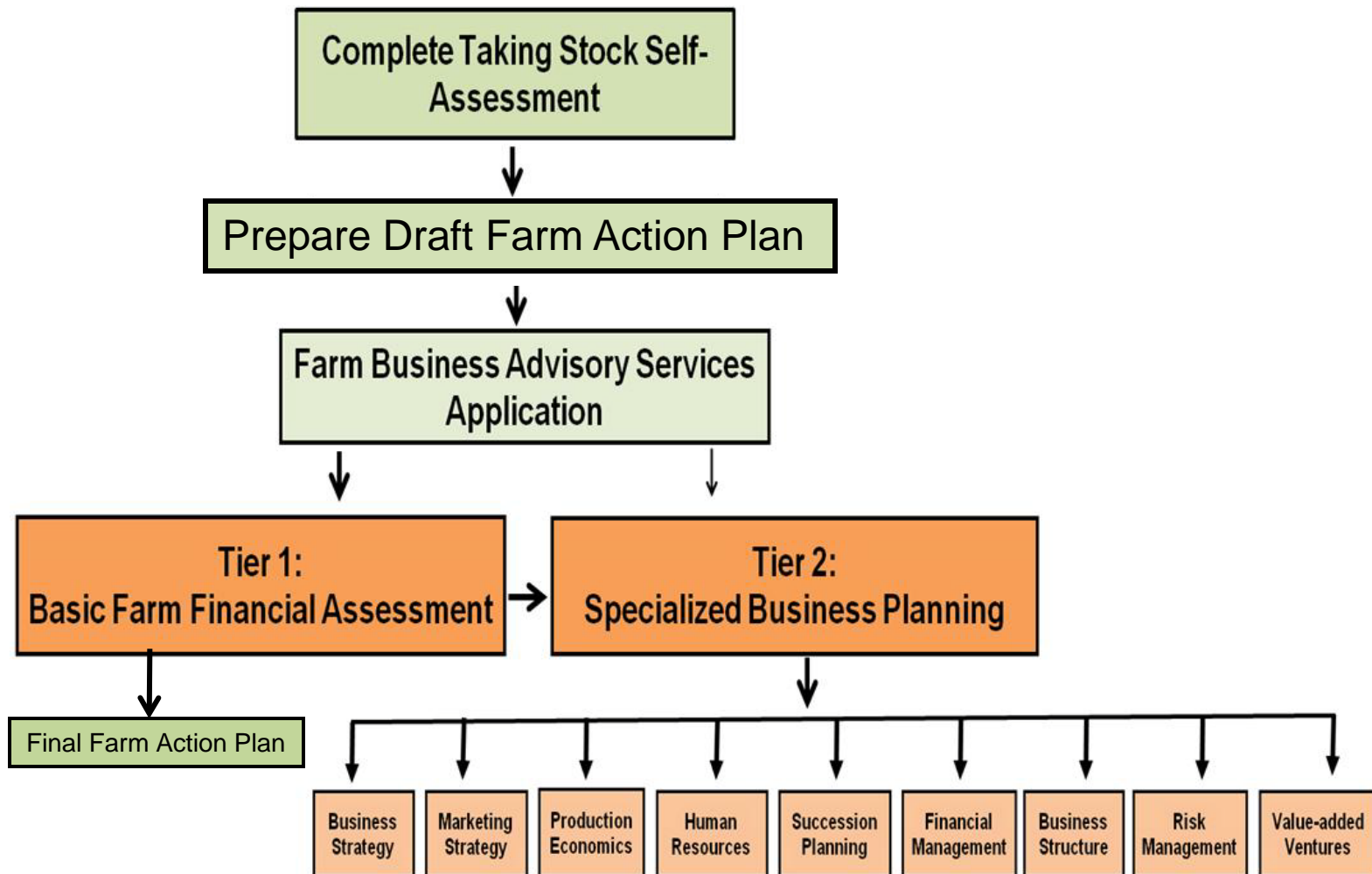
- **Tier 1 - Basic farm financial assessment** (Farm pays \$100 fee -100% support up to \$1,900)
  - Minimum 2 visits with farm advisor.
  - Final report that includes a Farm Business Action Plan.
- **Tier 2 - Specialized business planning** (No fee - 85% support up to \$3,000)
  - 9 Business Management Areas
    - Business Strategy                      Marketing Strategy                      Production Economics
    - Human Resources                      Financial Management                      Risk Management
    - Succession Planning                      Business Structures                      Value-Added Ventures

- **Eligible Farm Business Advisors**

- Interested advisors apply to MAL to be included on the eligible list.
- Producers chose from the list of eligible advisors.



# Agri Food Business Development Farm Business Advisory Services- Flow Chart





# Agri-Food Business Development

## Accessing Farm Business Advisory Services

- Eligibility for Tier 1 and Tier 2 Support
  - Annual gross farm income from sales > \$10,000\*
  - Completion of the 'Taking Stock' self-assessment
  - Development of a draft farm business action plan
- Application Process
  - Determine eligibility
  - Complete self-assessment and develop draft Farm Action Plan
  - Select eligible Farm Business Advisor
  - Producer submits completed application form to MAL
- Payment
  - Producer and Farm Business Advisor submit claim form to MAL
  - Payment to Farm Business Advisor



# Agri-Food Business Development

## 2. Development of Specific Information Resources for Beginning Farmers

- Business Planning Information and Resources
  - Guide to Starting a New Farm Enterprise in BC (update and expand)
  - Beginning Farmer Component of Farm Business Advisory Services
- Beginning Farmer Team (Cdn Farm Business Management Council)
  - Brent Barclay



# Agri-Food Business Development

## 3. Research, Education and Outreach Activities

- Business Development Unit (MAL)
  - George Geldart (Kelowna)   Brent Barclay (Prince George)   Jennifer Curtis (Abbotsford)   Kevin Murphy (Vernon)
  - Mark Robbins (Abbotsford)   Kerry Clark (Dawson Creek)   Basil Bactawar (Abbotsford)   Jill Hatfield (Courtenay)
- Develop and Deliver Business Management workshops
  - Value Plus Workshops (Fall 2009)
  - 'Taking Stock' workshops
- Farm Management Speaker Support (e.g. Speaker for Value Plus workshop)
- Farm Business Management Practices (Needs Assessment/Surveys/Stats)



# Value Plus Workshop

- Presenter: Gary Morton – co-author of *Building Added Value through Farm Diversification*
- What You Will Learn:
  - *how to take a value-added idea and follow it from conception through to a specific niche in the marketplace*
- Six Locations: Farmington, Quesnel, Cranbrook, Vernon, Nanaimo, Abbotsford.
- Cost \$85 for 2 day workshop and binder materials



For further information on the Agri-food  
Business Development Program  
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