



Farm Leadership Council  
Improving the Business of Farming

# FLC NETWORK EXPRESS

January | 2012

## Executive Director Message

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**H**appy New Year! We are very pleased to present the next edition of *FLC Network Express*. Looking forward, 2012 is shaping up to be an exciting and interesting year for Canadian agriculture and the Farm Leadership Council (FLC).

We are excited to be launching another new educational series for our Advanced Producer Network (APN) lineup. In February, the FLC will launch the Livestock - Pork Network. This network will focus on different ways to manage feed costs and find efficiencies to help maximize returns.

The ease and convenience of the online educational network platform means that producers will no longer need to take valuable time away from their farms to learn better ways to manage their operations.

FLC programming offered over the next few weeks includes: Leaders in Growth, Biodiesel Workshop, Computer courses and Online Futures Trading (Managing Risk) with Paul Cassidy.

With the recent developments in the grain industry, the Council has introduced a new public educational series called – “Grain Exposé” that began in November. The pending changes to the way grain is marketed in western Canada will mean that producers need a solid understanding of the new market realities.

The “Grain Expose” series is focused on identifying the challenges, benefits and the importance of risk management when marketing your grains and oilseeds. Understanding the difference between selling your crop and marketing your crop is a key issue for producers going forward and is one of the focus areas in the Grain Exposé.



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# FLC NETWORK EXPRESS

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On March 14, the FLC will hold our Annual General Meeting and Conference in Saskatoon. The Conference will have industry experts focusing on feeding 9.5 billion people and Canada's ability to increase our agricultural productivity to our former level and higher.

In addition, the FLC is also looking for interested individuals to become delegates. As a co-operative, FLC delegates help shape the future direction of the organization and the educational opportunities that we provide.

Finally, we are very excited to welcome a number of new sponsors and partners to the fold. Farm Credit Canada, Golden West Radio, Conexus Credit Union, and the Prairie Swine Centre have come on-board as sponsors or partners. In addition, SaskTel has become a contributing sponsor to FLC.

All of these organizations understand the significant role that the agriculture sector plays and the importance of producer education and we thank them for their generous support of the FLC. We look forward to working with them in 2012 and the coming years.

Remember to visit us on Facebook and Twitter for updates and Council news.

To learn more about the FLC Annual General Meeting and Conference "Feeding 10 Billion by 2050 – Are We Ready?" or how to become a delegate, visit FLC's website at [www.ourflc.com](http://www.ourflc.com) or call 1-888-569-4566.

## What's New

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### Livestock – Pork Network

The Prairie Swine Center and FLC are pleased to present a new educational series focused on the pork industry and improving your bottom line through improved feed efficiencies. The FLC Livestock – Pork Network will help pork producers understand new developments in feed efficiency to maximize your return. Other pork related topics will be pursued in the upcoming months.

With the pork industry making some gains, this new APN is expected to have participation from across Canada and the US.

Our current educational streams of information include Commodity Market Analysis, Human Resources, Financial Management, Equipment, Crop Production, Technology, Succession Planning and Livestock - Beef. You, the subscriber, are able to choose what education is most important to you!

## F LC AGM & Conference

Don't Miss the FLC AGM and Conference – ***“Feeding 10 Billion by 2050 – Are we Ready?”***!

Producers, delegates and industry insiders will be gathering in Saskatoon on Tuesday, March 13, 2012 (7:00 p.m.) for the Farm Leadership Council (FLC) Annual General Meeting and March 14 for the Conference.

The Conference is focused on growing world demand for food, feed, fuel and fiber; Canada's role in satisfying the need for more commodities and how farmers can create greater value at the farm level. It will also focus on farmers' pride in their profession and on how to be more proactive to inform non-farmers about the value farmers place on exemplary stewardship. The Conference provides producers another unique opportunity to engage with global experts to discuss industry issues and share information.

### Speakers

- Michele Payn-Knoper, Indiana, “Championing Agriculture it is up to us!”
- Dr. Robert Thompson, Washington DC (remote access), “Feeding 9.5 billion people in 2050”
- Dr. Tom Scott, U of S, I, “BoMill Sorter - New seed sorting technology that will add opportunities for wheat, barley and durum”
- Larry Martin, George Morris Centre, “Canadian Agriculture and Food: A Growing Hunger for Change: Sector in Decline or Industry of the Future? The Choice is Ours”

To learn more about the FLC Annual General Meeting and Conference, visit FLC's website at [www.ourflc.com](http://www.ourflc.com)

## W e Want You! - FLC Looking for Prospective Delegates

The FLC is looking for interested individuals to become delegates. As a co-operative, FLC delegates help shape the future direction of the organization and the educational streams we provide.

Delegates will gather in Saskatoon on Tuesday, March 13, for the Farm Leadership Council (FLC) Annual General Meeting

Being a delegate does not mean a long-term commitment, as delegates meet once a year at the Annual General meeting to review the annual financial statements and approve the auditors. But delegates are an important conduit to the grassroots producer and help identify topic areas and speakers for the Council Advanced Producer Networks (APN).

# FLC NETWORK EXPRESS

To learn more about the FLC Annual General Meeting or how to become a delegate, visit FLC's website at [www.ourflc.com](http://www.ourflc.com) or call 1-888-569-4566.

## F LC Sponsorship

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Farm Credit Canada, Golden West Radio and Conexus Credit Union, have come on-board as sponsors or partners. In addition, SaskTel has become a contributing sponsor to FLC.

All of these organizations understand the significant role that the agriculture sector plays and the importance of producer education and we thank them for their generous support of the FLC. We look forward to working with them in 2012 and the coming years.



## Council Corner

**B**eginning in November, the Council is offering a new feature called the Grain Exposé. To date a total of five presenters have been confirmed to conduct informational session focused on the pending changes to the way grain is marketed in western Canada. Three live sessions have been held and are now accessible on the front page of the Council's website.

This series will not only focus on identifying the challenges, benefits and the importance of risk management when marketing your grains and oilseeds – it will highlight the difference between selling your crop and marketing your crop, the new relationships between organizations, farmer and grain handlers, and potential changes for farmers in becoming more involved in their commodity beyond the local elevator



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## Leaders in Growth

**E**ver heard of self-sabotage?

A poll showed 60% of farmers and ranchers worried financial turmoil would make it harder to obtain credit, buying equipment and paying rent.

So what do you think is the likelihood of you going into the bank and asking for credit if you believe that you have no chance? Otherwise, we act in accordance with the truth as we believe it to be!



## Planting Seeds for your Future

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### **P**redicting the Future

In farming what holds us back is a common excuse that we can't predict the future!

If the future is uncertain, as it is in today's troubled economic times, that is even more reason to have a plan and goals. A goal simply put, is the dominate idea of what you are pursuing. Like a missile that seeks its target, humans have a similar radar system that guides them towards a target. In Leaders in Growth education you discover the importance of having targets and how these targets create the drive, creativity and the energy to seek success in your farm operation.

Don Campbell a rancher wrote in the Western Producer; "If your business isn't going good, don't just keep going and hope that it gets better. Change it to make it better. Get some education, get some tools, work with somebody. Start Immediately."

The Pacific Institute believes that the success of high-performance people and organizations is based on thinking skills - beliefs, habits, attitudes and expectations that can be taught and learned. This training is targeted to providing leadership concepts including that: "all meaningful and lasting change begins first on the inside then works its way out". Your view of yourself, your business and your community drives your behaviors in everything that you do. Thus you must change the internal picture to experience growth and development. It provides easy to understand and easy to implement tools to change attitudes and beliefs which immediately reflect in greater results and higher performance.



REGISTER NOW at [www.regonline.ca/leadersingrowth](http://www.regonline.ca/leadersingrowth)

## Online Computer Training

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April 3	Excel 2010 basics	Kathy Rondeau, Zephyr Training
April 5	Word 2010 basics	Kathy Rondeau, Zephyr Training
April 17	Outlook basics	Kathy Rondeau, Zephyr Training
April 19	Drop box basics	Kathy Rondeau, Zephyr Training

Visit [www.ourflc.com](http://www.ourflc.com) or call 1-888-569-4566 to register



## Upcoming Schedule

### Upcoming - FLC Education Streams / Advanced Producer Network

Please note that more webinars may be added. As well, there are webinars from this season which were held in November and December and have been archived for your review. Visit [www.ourflc.com](http://www.ourflc.com) for a complete listing of upcoming events and to view archived webinars at your convenience. Not a subscriber yet? Sign up now!

Date	Speaker	Subject
January 30	Karley Middleton, STRATA, Robert Prince & Sandra Madersbacher, Serre Financial	How to Reduce Health Costs and Insure for Catastrophic Events – Without Medical Questions – for farmers and employees
January 30	Les Hill, PAMI	Understanding Combine Loss
January 31	Leah Knibbs, Knibbs Associates	Employee Selection – How to Select the Right Employee
February 2	Charley Orchard, Land EKG Inc., Bozeman, Montana	Effective Land Monitoring to Manage Grazing Decisions and Increase Profit
February 3	Murray Hartman, Oilseed Specialist, Food and Bio-Industrial Crops Branch, Alberta Agriculture & Rural Development	Clubroot
February 6	Les Hill, PAMI	Procedures for Determining Combine Loss
February 7	Les Henry, Professor-emeritus, University of Saskatchewan, Saskatoon, SK	Soil Salinity: Causes; Changes over time; Management
February 13	David Kohl, Virginia Tech	The Wild World of Global Economics
February 14	Merle Good, Alberta Agriculture and Rural Development	Succession Planning – Taxation
February 15	Prairie Swine Centre	Pork Feed Efficiency
February 16	Mandi McLeod, Silvanus Consulting Ltd., Morrinsville, New Zealand	Family Farm Business Continuance and Succession Planning; a New Zealand Perspective
February 23	Mike Salisbury, Lookout Ridge consulting, American Falls, Idaho	Creating Sustainability and Scalability in Your Family Business

## Upcoming Schedule

Date	Speaker	Subject
February 24	Mark Hemmes, Quorum Corporation, Edmonton, AB	Grain Expose
February 27	Michelle Painchaud, Painchaud Performance Group, Winnipeg	Succession Planning
February 27	Leona Darjis, Nuffield Scholar & Jacqueline Gerrard, Backswath Management	Succession Planning
February 28	Elaine Froese, Family Farm Coach and Succession Planning, Boissevain, MB	Communication and Succession Planning
February 29	Denis Gaudet, Research Scientist, AAFC, Lethbridge, AB,	Stripe rust, the new threat to Canadian wheat production in western Canada
March 5	Prairie Swine Centre	Pork Feed Efficiency
March 6	Warren Libby, Savvy Farmer, Guelph Ontario	Pests and Crop Protection
March 7	Michelle Painchaud, Painchaud Performance Group, Winnipeg	Human Resources - Retention
March 26	Michael Boehlje, Distinguished Professor, Department of Agricultural Economics, Purdue University, Lafayette, Indiana	10 Key Questions for Farm Expansion
March 27	Prairie Swine Centre	Pork Feed Efficiency
March 29	Michelle Painchaud, PPG, Winnipeg, MB	Human Resources
April 3	Steve Larocque, Beyond Agronomy	Controlled Traffic Farming: Update
April 4	John Fulton, Auburn University, Alabama	Alabama Precision Ag: Department Overview

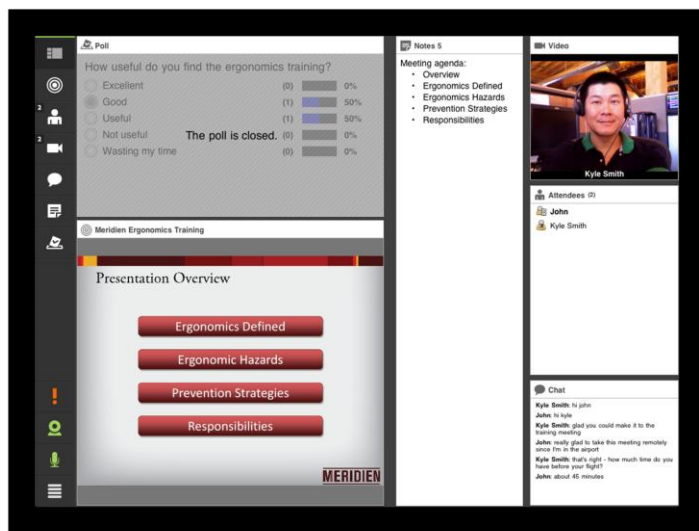
## Mobile Device Update

Using iPhones, iPads, Android Tablets and Smartphones

### “Adobe Connect Mobile 1.7” Now Available for all Mobile Devices Including Android Tablets and Smartphones

Adobe has launched Adobe Connect Mobile 1.7 web conferencing app for mobile devices including Android tablets and smartphones! *“This new version extends the capabilities of our previous release in a number of ways. We’ve added rich hosting capabilities, improved video quality, updated the user interface and enhanced navigation for greater functionality, flexibility and ease of use.”*

Download the free app from the Android Market or the App Store today. Don’t rely on the automatic updates within the App Store. Go in and search Adobe Connect Mobile 1.7 and install. You will be happy with the improvements to functionality including the ability to see all webinar features including polls and microphone capability right from your mobile device.



## FLC Sponsors/Partners/Contributors

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**T**hanks to all sponsors, partners and contributors of the Farm Leadership Council.

The help of industry leaders helps FLC facilitate advanced learning opportunities for today's top producers. The subsequent knowledge and skill development translates into sustainable global advantages, placing today's producers in a unique position to seize new opportunities

Together we can realize the Farm Leadership Council's vision of

*Improving the Business of Farming!*



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Improving the Business of Farming

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