



Farm Leadership Council and Western Producer Announce Sponsorship Agreement

[Executive Director Message](#)

[FLC and Western Producer Announce Sponsorship Agreement](#)

[FLC Program Feature](#)

[What's New](#)

[Council Corner](#)

[Advanced Producer Network \(APN\) 2011-12](#)

[APN Overview](#)

[APN 2011-12 Schedule](#)

[Testimonials](#)

As the global agricultural landscape continues to change, the Farm Leadership Council (FLC) is focused on finding innovative ways to improve producer education and professional development delivered in Western Canada.

With the help of the Western Producer, which recently became a platinum sponsor, the FLC will be able to create awareness and continue to assist producers in "Improving the Business of Farming."

"It is imperative that there is a strong vision and leadership to help producers maximize the full potential of their businesses and ensure the continued success of the industry. That is why we are very excited to have WP as a major sponsor," said Farm Leadership Council Board Chair Daved Meakin. "This relationship will enhance the services we can offer producers and expand the reach of the two organizations through the Advanced Producer Networks (APN)."

The FLC has created a unique on-line mechanism for producers to participate in meaningful dialogue with industry experts and network with leading producers from across the globe. The APN are an easy and convenient way for producers to connect with other producers, learn about new technologies and how to better manage their operations.

"I am very impressed with the information and connection opportunities provided by FLC," said Larry Hertz, Publisher of Western Producer. "Our print publications and digital platforms are focused on the same goals — providing the best news and information integral to producers' agricultural businesses — which makes our new partnership with FLC such an excellent fit."

"In order to provide information anytime anywhere for farmers on the go, this provides an excellent opportunity to network with others with a keen interest on similar areas of interest," said Linda Pipke, FLC Executive Director. "WP is our official media partner in Canada and will increase awareness of the Advanced Producer Network opportunities through digital and print media."

This partnership emphasizes the continued commitment to the agriculture industry.

"This type of cooperation is essential in helping the Council in its quest to improve the business of farming," Meakin said. "In the end, it comes down to providing producers with the information and tools they need to be successful."

The Farm Leadership Council is a producer led organization that has been providing educational and training opportunities to farmers across the prairies since 2005.

The Western Producer has been published for over 88 years. Western Producer provides print and on-line content at www.Producer.com, www.ProducerMobile.com and daily eNews at Producer Daily along with its eCommodity information, Markets Moment.

