



Farm Leadership Council
Improving the Business of Farming

FLC NETWORK EXPRESS

October | 2011

Executive Director Message

Welcome! We are very excited to launch the inaugural edition of our e-newsletter FLC Network Express and we are looking forward to another busy year at the Farm Leadership Council (FLC).

When looking back over the last 12 months, we had a fantastic start. Last November, we launched the Advanced Producer Networks (APN) and moved to a new on-line format. In doing so, the Council has made it easier and more cost productive for producers to access current information that is relevant to their farming operations and essential to their bottom line.

Last year, we started with six APN and we are pleased to announce that we will be adding two new APN this fall – Succession Planning and Livestock. These are a direct result of feedback we heard from you – the producer!

We really value your feedback, suggestions and input. That input and feedback helps shape the direction of FLC's APN.

These APN feature well-respected and industry leading speakers from around the globe. In addition to providing excellent information to our subscribers, there are some fantastic networking opportunities for participants. The FLC also has on-line resources and webinar archives available to subscribers for use at your convenience.

The Council will again be offering the Managing Risk Program with Paul Cassidy. There was some good interaction and excitement around the Managing Risk courses last year and some very positive comments from participants. We will be offering intermediate and advanced level Managing Risk courses.

Technology can be a very powerful tool! That is why the Council has started to use popular social media platforms like Twitter and an on-line producer forum for the APN.



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We really want to have producers engaged and have the ability to network with one another and the forum is a great tool that provides that conduit.

Using Twitter will allow us to provide instant updates to producers on new webinars and other important agriculture related news and events.

A vibrant agriculture industry starts with strong innovative producers. By delivering high-quality educational and skill development opportunities, the FLC is helping producers maximize the value of their operations.

While there have been many changes in the industry since the creation of the FLC, the vision of the Council has remained the same: "Improving the Business of Farming!"

In the coming months, we look forward to updating you on FLC activities, webinars, on-line courses, new industry information and trends. So stay tuned!

Sincerely,
Linda Pipke

Farm Leadership Council and Western Producer Announce Sponsorship Agreement

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)."

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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.

FLC Program Feature

Managing Risk In Agriculture - Making Your Operation More Profitable

Understanding the nuances of the grain marketing business and the importance of risk management is crucial as the industry continues to evolve. That is why the FLC is offering producers the opportunity to learn from one of the most respected industry insider with their on-line Managing Risk program.

For over 30 years, Paul Cassidy has been involved in the grain marketing business and is very well acquainted with the challenges facing producers on a daily basis.

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The Lethbridge, Alberta native is a well-known presenter, educator and lecturer. Cassidy runs Mitcon Inc. which focuses on risk management and training for agricultural producers.

Cassidy has worked with the Farm Leadership Council for a number of years, facilitating Managing Risk workshops across the Prairies, to help producers learn to manage risk in their operations.

“I felt as a grain buyer and trader, producers were not doing a good job in understanding what the market signals were telling them and using those signals to their advantage,” Cassidy explained. “Far too often they were taking on more risk in what is already a very risky business.”

In many cases, producers would hold out for better prices. Often to the detriment of their operations, with losses in quality or even having crops spoil in the bin.

“Far too often that becomes a common reality. That is way too much risk.”

Cassidy has modified the Managing Risk Program and developed an on-line version.

The course is split into 15 sections. Each session is a maximum of 90 minutes. The new format allows Cassidy to ask more questions to ensure that participants have a thorough understanding of the subject matter and terminology associated with marketing, so that they can make informed decisions back on the farm.

In the course, Cassidy tries to get producers to move away from speculating and start managing the risk, managing their cash flow and limiting their exposure to the marketplace.

“It sounds simple because no one has taken the time to explain it to producers. If they become disciplined enough to come to the course and apply this to their operation on a consistent basis – their profitability will increase dramatically.”

Managing Risk is geared towards all sizes of operations. For smaller producers, this might even be more critical, as their ratio between the capital investment and the return is much tighter.

“I am very passionate about managing risk and taking a strategic approach to marketing. I believe very strongly about this and can be almost evangelistic some days. But if that gets producers motivated, then it is all worthwhile,” Cassidy noted.

The FLC offered the on-line version last year and the reaction was very positive. This year they are offering two Intermediate courses (November 2011 and February 2012) and two Advanced courses (January 2012 and March 2012).

The Advanced course consists of six modules and requires the participants to complete the Intermediate Managing Risk course or have at least two years’ experience of active involvement in using options in their risk management program.

For more information or to register, please click [here](#).

What's New

New Advanced Producer Networks (APN)

The Farm Leadership Council is adding two new APN to the current line-up.

The Council is in the process of finalizing the Succession Planning APN which will feature up to 15 modules. Over the past year, there has been a significant demand for information around farm succession and the new APN will be able to meet that demand.

The second network that is being developed is a Livestock APN. Initially, the FLC knew they would need to address this gap and have been busy locating resources to establish this network.

The Livestock and Succession Planning APN will compliment the core APN – Human Resources, Financial Management, Commodity Market Analysis, Equipment, Technology and Crop Production.

The FLC consults with producers and industry experts to identify relevant topics, speakers and/or upcoming issues for the APN. The goal is that the APN are producer driven, which results in a greater level of producer engagement coupled with a much higher level of information exchange.

This allows the subscribers to voice their opinions, experiences or ideas, and build upon each other's successes.

Click here www.ourflc.com for more information and to subscribe.

On-line Computer Training



The FLC will be offering on-line computer training to help producers brush up on their computer skills.

Whether you are new to the computer, returning for review or just want to upgrade your skills, our on-line computer training can help.

From computer basics to Microsoft Office to Facebook, this course covers a wide range of topics including: social media, using Google, Excel, and email basics. If you have a specific request for computer training, let FLC know using the Council Corner section in this newsletter. Watch the FLC website www.ourflc.com for more information.

Leaders In Growth Workshops

It is time to have a look in the mirror. Are you maximizing your potential? What is holding you back in life? What changes do you need to make to reach your potential?

This was true for the Wozniak's of Glenavon, Saskatchewan. Leaders in Growth helped them to look past the negative perceptions they had developed about the agricultural industry, the people around them and about themselves.

"This helps me to be a better person and parent, and a more successful business owner. I look forward to teaching my children how to think positively and how it can benefit their lives," Devin stated. "Leaders in Growth challenged me to set the bar higher within my farming operation by not accepting the standards that had been set in the past."

The lessons learned have helped put life into perspective for the young couple. By blocking out the negativity from others, Wozniak said it made a real difference in the farming operation and at home.

"I strongly believe that changing my attitude and thinking positively, getting out of my comfort zone, challenging myself and telling myself 'I can be successful' has helped my family farm." Getting out of the rut or taking back control in your life and making real, meaningful change is what Leaders in Growth is all about.

Lou Tice, Co-Founder of The Pacific Institute says, "It's important to realize that there is one, and only one, thing in life that is completely within your power to control, and that is your response to what happens to you. When you find yourself overcome with feelings of fear, helplessness, doom and gloom, you can put the brakes on these feelings by gently but firmly choosing to shift the focus of the thoughts that are running through your mind."

Brandon: November 22 - 24, 2011

Regina: November 29 - December 1, 2011

Red Deer: December 6 - 8, 2011

APN Producer Forums

The FLC is enhancing the ability for producers to network and get information through their on-line forums. The new forums are tied to the APN and allow subscribers to interact with speakers, academics and other producers on various topics and issues.

If people have a question during, or after, an APN webinar, they can post it to the forum and then watch for a reply from the speaker, content expert or another producer.

This just allows additional information to be shared. Subscribers and speakers will be able to see the questions and answers. Hopefully, it will become an ongoing discussion and will help further develop that

network.

The addition of the forum provides another avenue for subscribers to access information. They can either participate in the live event, go to the archive to view it or participate through the forum.

Watch the FLC website for more information.

Coming Soon - FLC Biodiesel Workshop

In February 2012, the FLC will be offering an on-line Biodiesel Workshop. The workshop will provide participants with a better understanding of the fuel industry and how biodiesel can fit into their operation.

The focus of the course will be to develop an understanding of how to create biodiesel, the equipment that is required, feedstocks, flammability, safety, and bi-products. The materials also include proper storage and plant design.

The workshop will be broken down into four, 90 minute sessions in early February 2012.

Stay tuned to the FLC website www.ourflc.com for updates, course outline and how to register.

FLC Now on Twitter and Facebook

In an effort to reach a wider audience and create an instant feed to the most up-to-date information for producers, the Farm Leadership Council has added Twitter and Facebook to their repertoire.

Social media is such a powerful tool and by using Twitter and Facebook, the FLC will have another tool to let producers know about up-coming webinars, programming and other FLC initiatives.

Follow us on Facebook and Twitter now!

Photo Contest

To help launch our entrance into the world of social media we are inviting you to join us by entering our Facebook Photo Contest. The Farm Leadership Council is looking for your best harvest and agricultural related photos.

We will be making random draws from all those that submitted on the 15th of every month, the winner receiving various promotional items. Simply "Like" us on Facebook and post your best photo. (Maximum of 3 submissions per month per person).

If you are not on Facebook, and have no intention of joining you can still participate by submitting your photo by email to info@ourflc.com for us to post on your behalf.

For additional information regarding this contest, contact the FLC office.

Council Corner

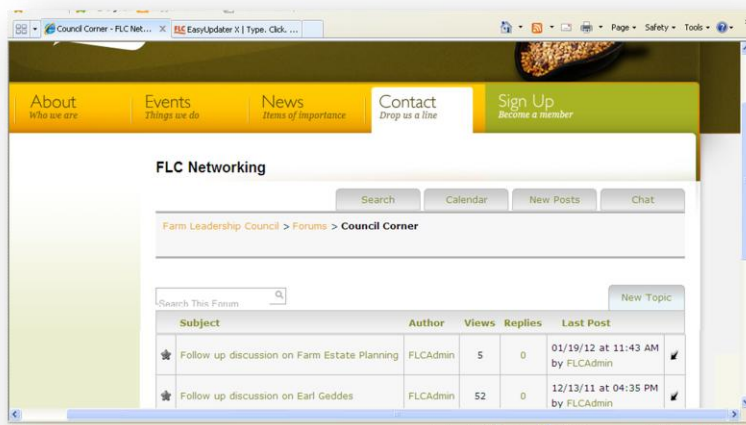
The Farm Leadership Council wants to hear from you! This is an opportunity for FLC subscribers to share their views, questions and comments about the industry, the FLC Advanced Producer Networks, FLC programming or specific topics of interest.

Subscriber comments and questions will be answered by FLC. So this is your opportunity to express your views or ask a question.

Here are two questions we would like subscribers to answer:

- What do you as a subscriber value as an on-line resource?
- What electronic Apps (Applications) do you use or would like to see developed?

Click [here](#) to join the discussion now!



Advanced Producer Networks (APN) 2011-12

Like any successful business operation, producers need to stay abreast of industry developments and issues to fully understand how changes in technology, trade, politics, market conditions and customer trends can impact their bottom line.

Finding the time to keep pace and managing that can be a real challenge. That is why the FLC introduced Advanced Producer Networks last fall.

APN use technology like webinars, on-line forums and teleconference calls to conduct information sessions. The format is very interactive and allows producers to network and learn from industry leaders and innovators.

Each session is professionally facilitated so producers can ask questions (live or submitted through the forum on the FLC website) and contribute to meaningful discussions about the topic or issue on the agenda.

The APN also include valuable resource material to supplement the topics discussed and the webinars are archived and housed on the FLC website. This allows producers to view at a time that is convenient for them.

APN are a cost and time effective way to discuss information about agriculture-related topics with worldwide subject experts from the comfort of their home. Producers can participate in the APN for a minimal cost.

APN Overview

Livestock

A new APN for the 2011-2012 season. The focus will be to provide proven research to cattle producers around improving the quality of cattle produced and/or reducing cattle producers' cost of production. Speakers will provide their perspective on future international markets for beef and what Canadian cattlemen and value adding industries must do to meet the end consumer's demand from other countries.

Succession Planning

A new APN for the 2011-2012 season. FLC is working with a well-respected industry expert to develop a comprehensive list of topics and associated speakers who can address this issue from a number of perspectives including taxation, communication, accounting, estate planning and sweat equity.

Human Resources

This APN will continue to investigate various aspects of human resources. The discussion will be focused around performance management, methods to attract employees to the farm, how to retain employees and how to provide benefits to intermittent and long-term employees.

Equipment

New developments in equipment such as the cross slot drill and following up on developments like controlled traffic farming, new uses in precision agriculture, and new and/or tested maintenance or adjustment processes will continue to be the focus of this APN.

Financial Management

The purpose of this APN is to provide basic understanding to more sophisticated knowledge of the needs for accounting, financial management, and various examples of the application and models of financial management in North America. In addition, taxation, the alignment of farm enterprises through to a future look at economies and the influence of international economies at the farm level, are also covered.

Commodity Market Analysis

Cereals, oilseeds, pulses, fertilizer and beef will be reviewed to provide a Canadian and international understanding of volumes, supply, demand and prices for the near and medium term. Global speakers will provide a credible and comprehensive review of these commodities on a rotating basis.

Technology

As technology evolves, producers require awareness of its progression, advantages and disadvantages, current and future potentials and its application on the farm. This APN will focus on the latest developments regarding subject areas such as precision agriculture, automation, traceability, bio refineries and computer software.

Crop Production

This network will continue to bring forward the latest developments and most current information regarding soil stewardship, nutrient value of the soil, pests, recent developments of new or existing crops and uses, weather and how to preserve those elements, such as water, that are highly variable.

For more information on an APN, please visit the FLC website at www.ourflc.com

APN Schedule 2011-12

As of September 23, 2011 the following speakers and dates have been confirmed.

Neil Harker Research Scientist, Weed Ecology & Crop Management, AAFC
November 15 Lacombe, AB, Crop Production APN, "Title - **Real Integrated Weed Management**"
1:30 p.m. CST

David Asbridge NPK Fertilizer Advisory Service, Inc., St. Louis, Missouri
November 16 Market Analyst APN, "Title – **Global Fertilizer Situation and Outlook**"
1:30 p.m. CST

Anne Dunford Gateway Livestock Marketing Inc., Taber, Alberta, Livestock APN
November 17 "Title - (TBC)" [Review of Canadian livestock markets
1:30 p.m. CST and prices]

Kevin Grier George Morris Center, Guelph, Ontario, Livestock APN, "Title - TBC"
November 21 [Analysis of Canadian Livestock situation – current & future]
10:30 a.m. CST

Marlene Boersch Mercantile Consulting Venture, Winnipeg, Manitoba, Commodity
November 24 Markets Analyst APN, "Title - Canadian & World Pulse Crop Situation"
1:30 p.m. CST

Al Mussell George Morris Center, Guelph, Ontario, Cereal Grain Exposé, "Title -
November 28 TBC" [Differentiating between selling & marketing bulk commodities]
10:30 a.m. CST

Thomas Mielke Oil World, Hamburg, Germany, Commodity Market Analyst APN
November 29 "Title - TBC" [world oilseed situation & outlook]
8:30 a.m. CST

Richard Gray Bioresource Policy, Business & Economics, University of Saskatchewan,
November 30 Saskatoon, Saskatchewan, Cereal Grain Exposé, "Title - TBC" [Current
1:30 p.m. CST role of the CWB]

Robert Wisner Iowa State University, Ames, Iowa, Commodity Market Analyst APN,
December 6 "Title - TBC" [cereal grain situation & outlook]
1:30 p.m. CST

APN Schedule 2011-12 . . . cont'd

Tom Scott & Dr. Rex Newkirk Animal & Poultry Science, University of Saskatchewan,
Saskatoon, Saskatchewan; Dr. Rex Newkirk, Research & Business
December 7 Development, Canadian International Grains Institute, Winnipeg,
1:30 p.m. CST Technology APN, "Title - TBC" [BoMill sorter]

Robert Thompson Senior Fellow for The Chicago Council on Global Affairs, Professor
December 13 Emeritus University of Illinois, Washington, DC, Technology APN, "Title
1:30 p.m. CST - "Feeding 9.6 Billion: Challenges and Opportunities."

Earl Geddes Executive Director, Canadian International Grains Institute, Winnipeg,
December 15 Cereal Grain Exposé, "Title - Will you market your wheat or sell
1:30 p.m. CST it? What's the difference?"

Ron Plain College of Agriculture, Food & Natural Resources, University of
December 16 Missouri, Columbia, Missouri, Livestock APN, "Title - TBC"
1:30 p.m. CST [US & world livestock situation]

Drew Lerner 2012 World Weather Inc. Kansas City, Kansas, Crop Production APN,
April 17 "Title - TBC", [Western Canadian weather outlook for 90 days]
1:30 p.m. CST

- Cereal Grain Exposé – information for producers in the event the Federal Government adjusts the role of the Canadian Wheat Board by August 2012.

Testimonials

Hear what some of our participants are saying about the on-line sessions.

“Farm Leadership Council webinars are informative and useful in the operation of my farm. The archives make it possible to access the presentations when it is most convenient to watch them. The wide range of presentations should have some relevance for most producers.” – Rick

“The Farm Leadership Council (APN) webinars are excellent in my opinion. They allow us to participate from home and provide excellent information which is current and relevant. The back-up (archived webinars) versions will also allow for review and integration as we farm. In my opinion, the staff has done an excellent job of finding speakers.” - Georgette

FLC Sponsors/Partners/Contributors

Thanks 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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