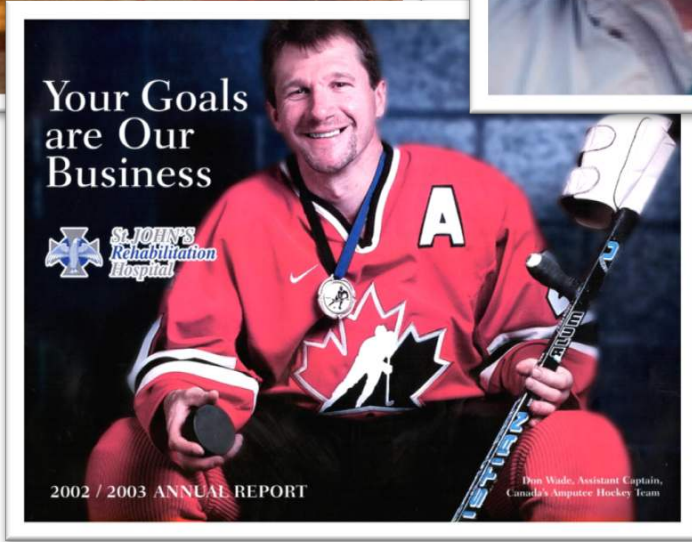
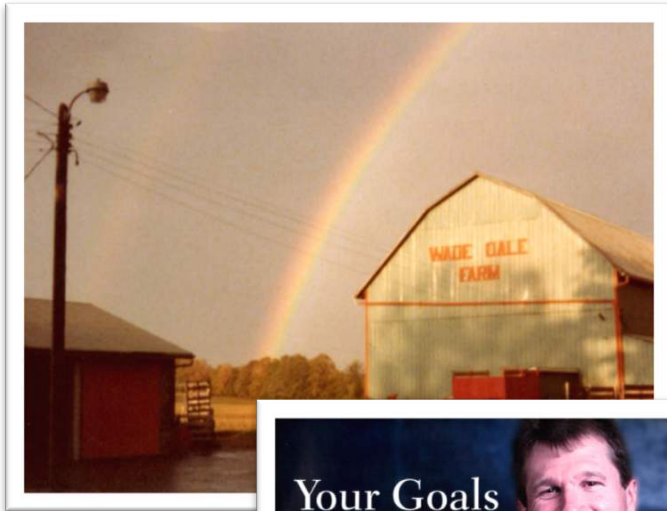




Keeping Farmers Farming



Our Founder's Story





- Certified Family Enterprise Advisor
- Certified Farm Advisor
- Team Leader – Province wide representatives



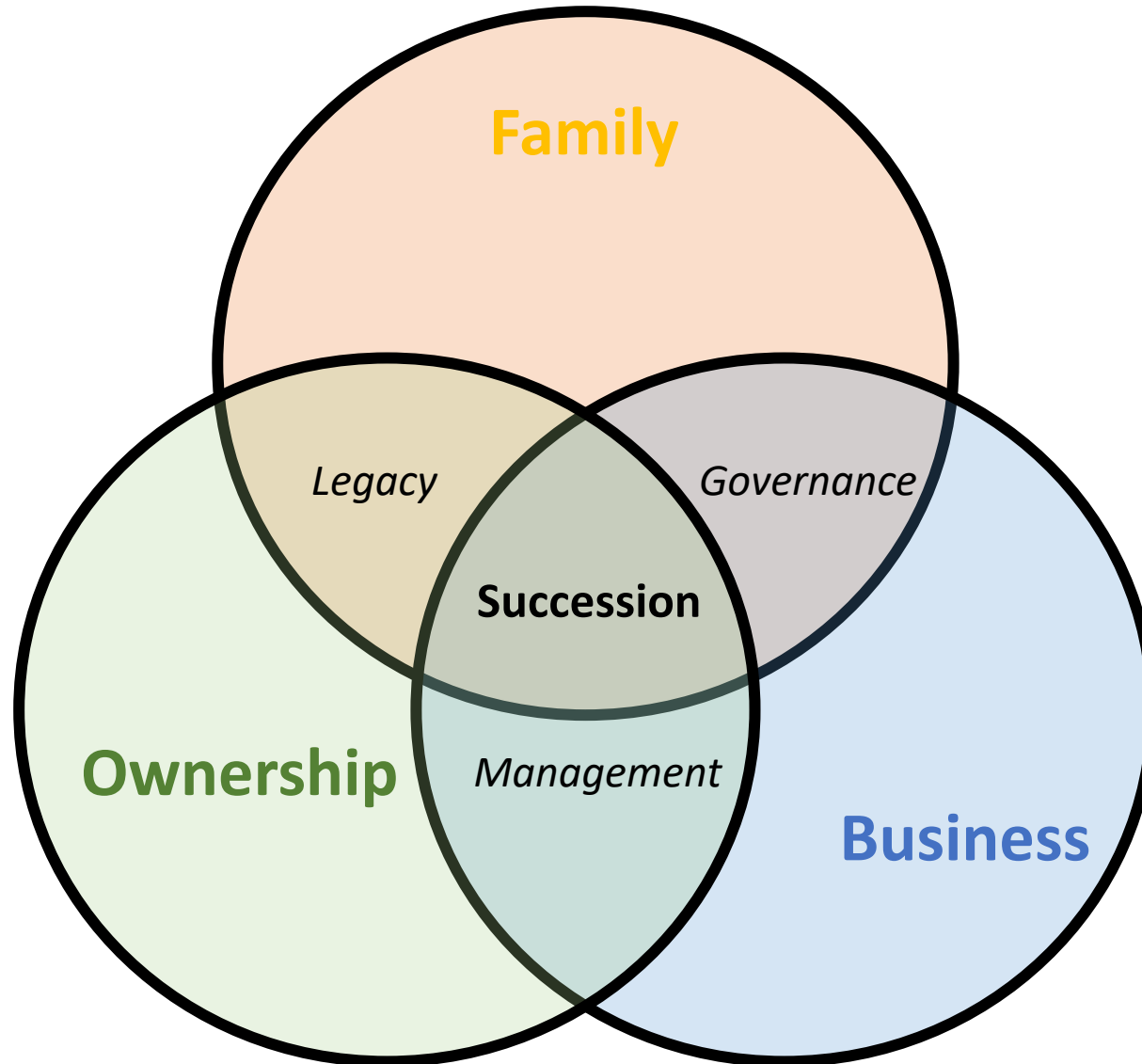
Business Continuity



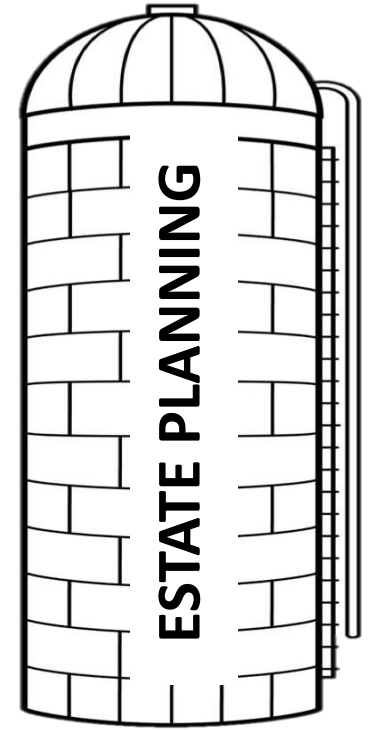
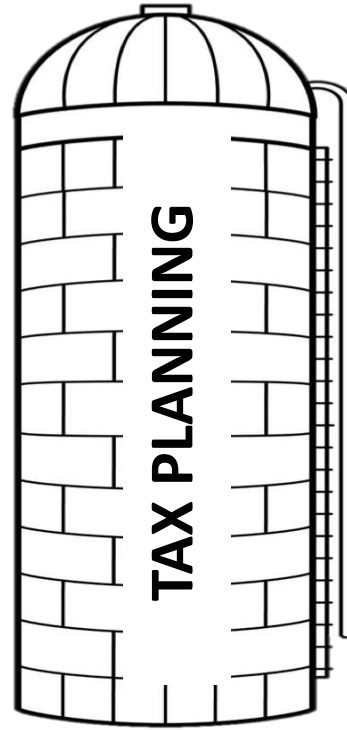
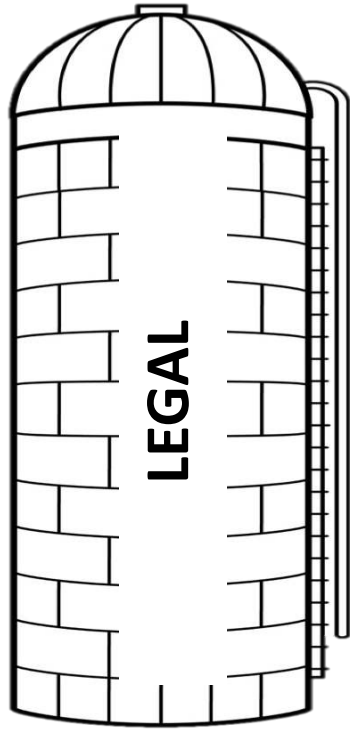
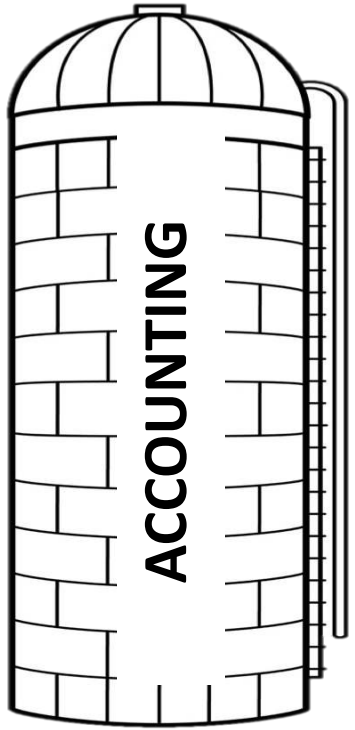
- Business planning
- Transition
- Leadership
- Financial
- Estate



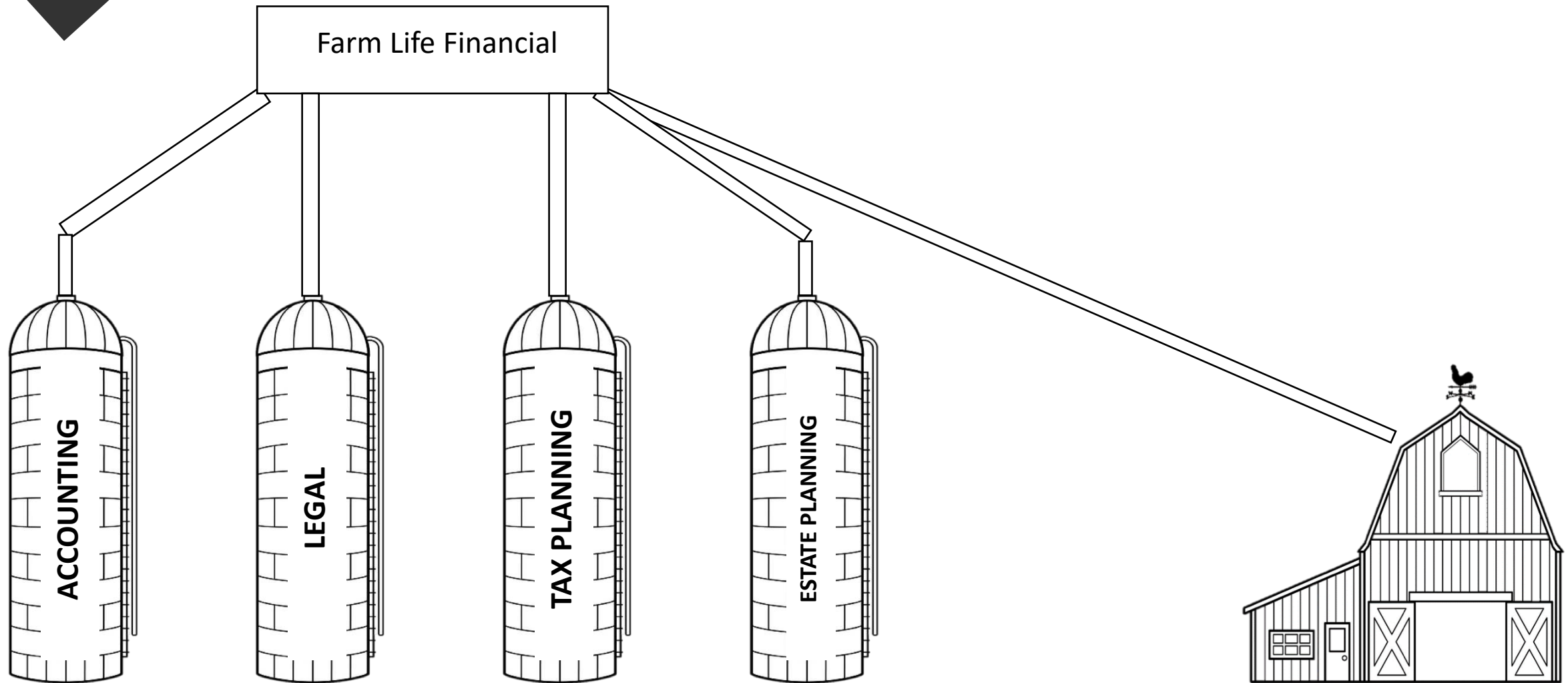
Business Continuity



Traditional Farm Team



Our Farm Team



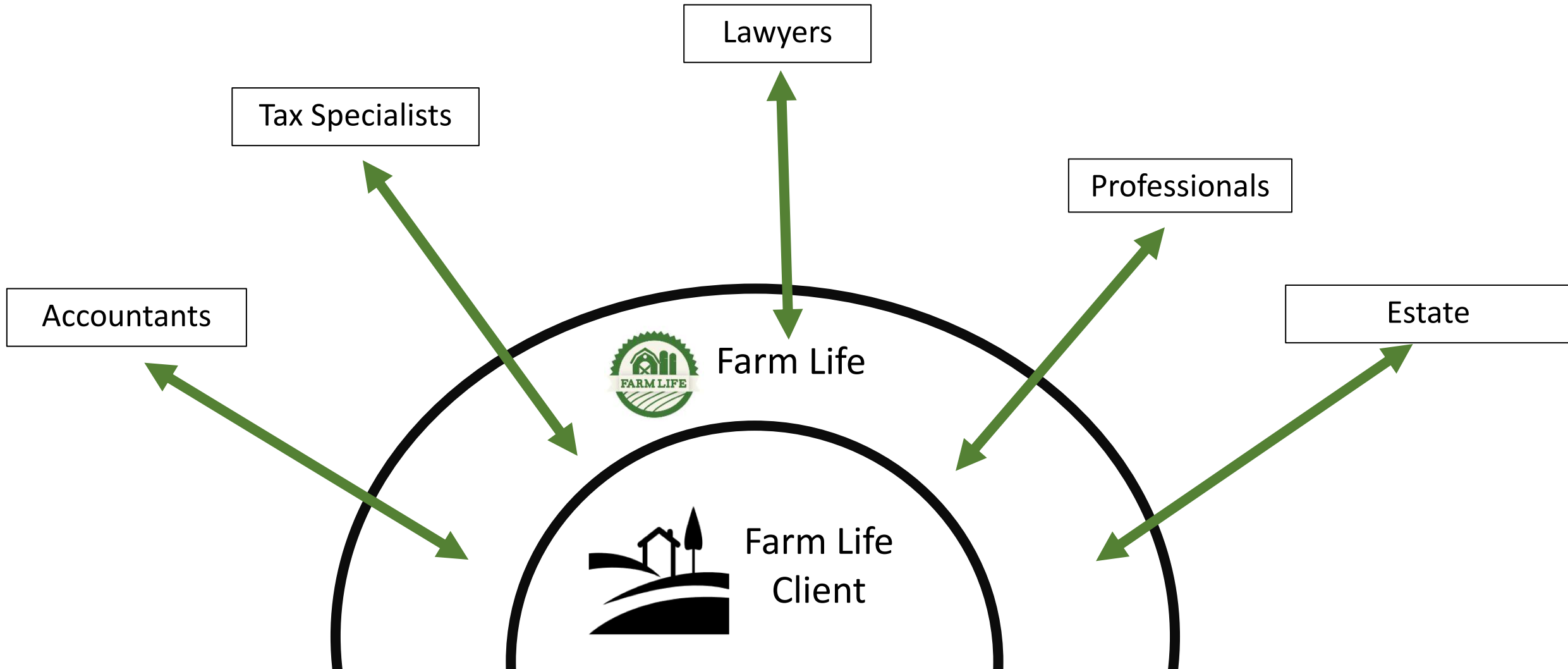
Leading Change



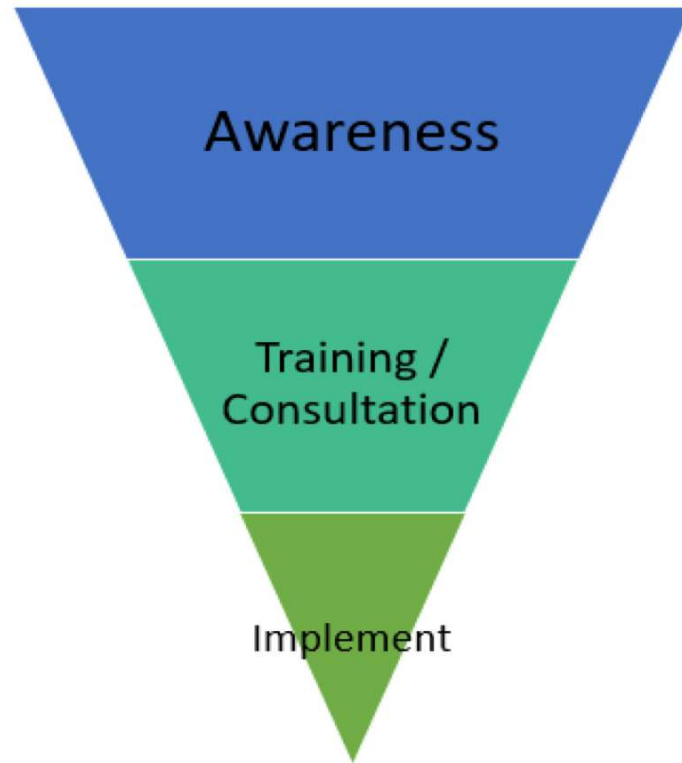
- Communication
- Facilitation
- Collaboration
- Accountability
- Governance



Best Leadership Practices



Dollars and Sense Study – 2017 AMI/FMC



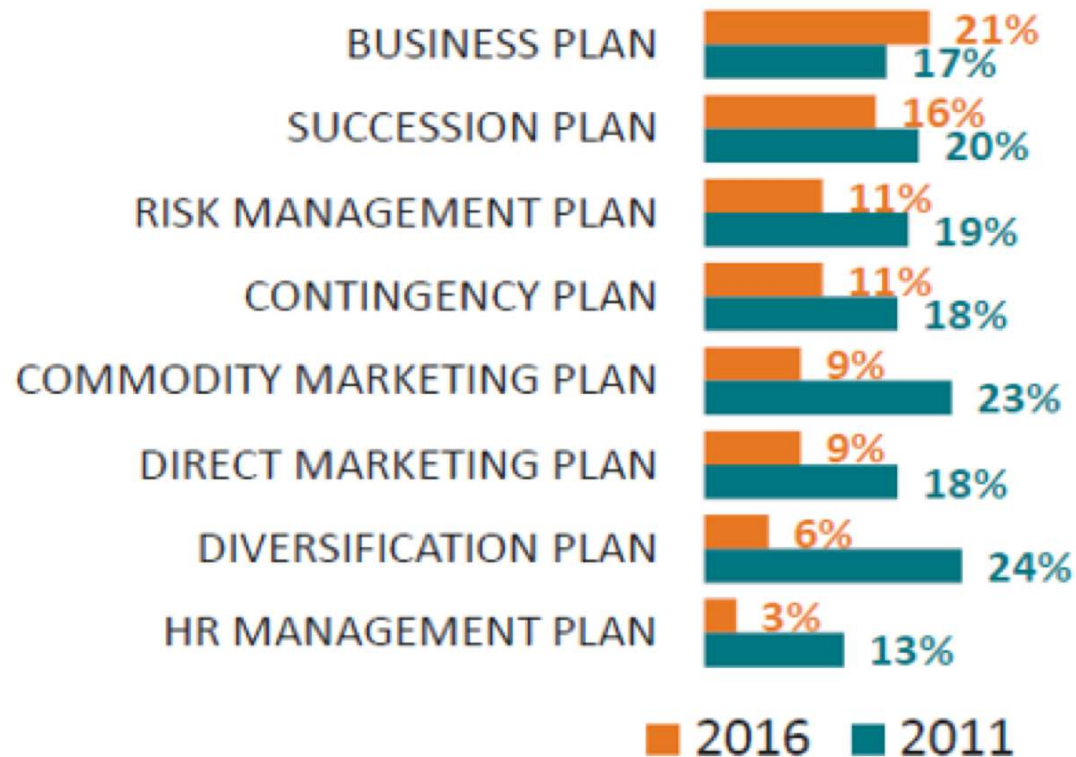
Business Plan	Succession Plan	HR Management Plan	Commodity Marketing Plan	Direct Marketing Plan	Risk Management Plan	Diversification Plan	Contingency Plan
91%	90%	64%	79%	71%	77%	67%	77%
42%	41%	13%	22%	12%	22%	10%	19%
21%	16%	3%	9%	9%	11%	6%	11%

Business and Succession Planning have had the most penetration and are also the topics that farmers want more information/training in.

Dollars and Sense Study – 2017 AMI/FMC



% of Farmers who have completed the following plans:



- Drivers of Plan development:
 - Change in farm ownership (57%)
 - Gov't regulations (19%)
- Barriers of Plan development:
 - No successors (24%)
 - Do not feel necessary (18%)

➤ AMI Farm Business Management Planning

Baseline study results:

- 90% want to know more about succession
- 16% have completed succession plan
- Census of Agriculture 2016 – 8.5% with plan



OFA Member Benefit Package



- 10% discount on succession planning fees
- Complimentary on-the-farm consultation
- Access to a regional workshop
- In person annual follow-ups for two years
- Year two – financial toolkit



OFA Member Benefit Process



- Information on OFA website and Farm Life website
- Contact us directly and speak with advisor
- Farm Life confirms membership status with OFA



OFA Member Services Representatives



- Understand our unique offering
- Educate interested OFA members
- Promote Farm Life
- Speaking engagements





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