

FEDERATION FORECAST

Joint Local Federation blue-sky
sessions

What's in the future for our local Federations?

We have a rich history of advocating for change and awareness in agricultural issues, but the landscape is changing.

Invited: Representatives, PAC, Exec of local boards

Ottawa area – Zone 8 & 14 (Fall 2017)

SW Ontario – Zone 3 & 5 (Winter 2018)

TABLE DISCUSSIONS

What is your Federation known for?

What do you do? (lobbying, awards, events)

What do members know about your Federation

What is your 'Brand'

How do you reach members?

Do you know what your members want from you?

WHAT ARE WE KNOWN FOR?

- A leading voice lobbying on agricultural issues
- Recognizing and rewarding farm individuals and families
- Projects – local food, local grants, Ag policy committees
- Special events promoting Ag awareness

STOP, START, CONTINUE ...

STOP

Tackling aspects that are difficult or changing...

- Awards and banquet events
- Difficulty engaging young and/or commodity reps
- Move newsletter from ¼ to twice per year
- Monthly board meetings not always necessary

START

- New meeting format (alternate with tours, info nights)
- Directors submit reports ahead of meetings saves time
- Shared 'chair' responsibilities
- Update bylaws to allow email voting, meeting compensation
- Collaborate with other Federations ... join forces?
- Make it fun!!

CONTINUE

- Success with local Chamber of Commerce membership
- Update 'banquet' model (less program, increase networking)
- Outreach with newsletters, word of mouth and OFA e-blast
- Regional approach – more connections between Federations and commodities (i.e. Breakfast on the Farm)

TO BE CONTINUED ...



Our test group
proved that
offering food
helps...



And it
doesn't
hurt to
sweeten
the deal!