



Growing Forward

Agri-food Business Development Program

Programs and Information for Producers

October 6, 2009 Delta, BC

October 7, 2009 Duncan, BC

October 9, 2009 Kelowna, BC

Canada 



BRITISH
COLUMBIA
The Best Place on Earth



Agri-Food Business Development

Broad Goals

- Establish a strategic, risk-based Business Management Program.
- Provide enhanced business management extension, advisory and referral services to agri-food industry clients.
- Develop awareness, knowledge and application of sound business management practices within the sector.



Agri-Food Business Development

Major Focus

- A. On-line Information Centre
- B. *First Nations Business Management*
First Nations Agriculture Team
- C. Business Development Unit



Agri-Food Business Development

Key Program Components

- On-line Information Centre – (Info-Basket)
 - Web access to targeted information resources and interactive tools.
 - Enhanced by developing a shared platform in partnership with MAL and BC Innovation Council.

- Business Development Unit:
 1. Farm business advisory services for producers
 - a) Self assessment workbook and support.
 - b) Grants for one-on-one consultation with a farm business advisor .
 2. Development of specific information services for beginning farmers
 3. Research, education and outreach activities



Agri-Food Business Development

1. Farm Business Advisory Services for Producers

- MAL Delivered.
 - EFP process applied to farm business.
 - Includes a self-assessment component and a consulting component.
-
- ***Self-Assessment***
 - Taking Stock (Self-study workbook with future MAL Delivered Orientation/Workshops)
 - Purpose- to assist producers to measure current business practices and identify information, training programs, and consulting services to improve the use of progressive business practices.
 - Preparation of a draft farm action plan (required to access the consulting services) .



Agri-Food Business Development

- ***Consulting component***

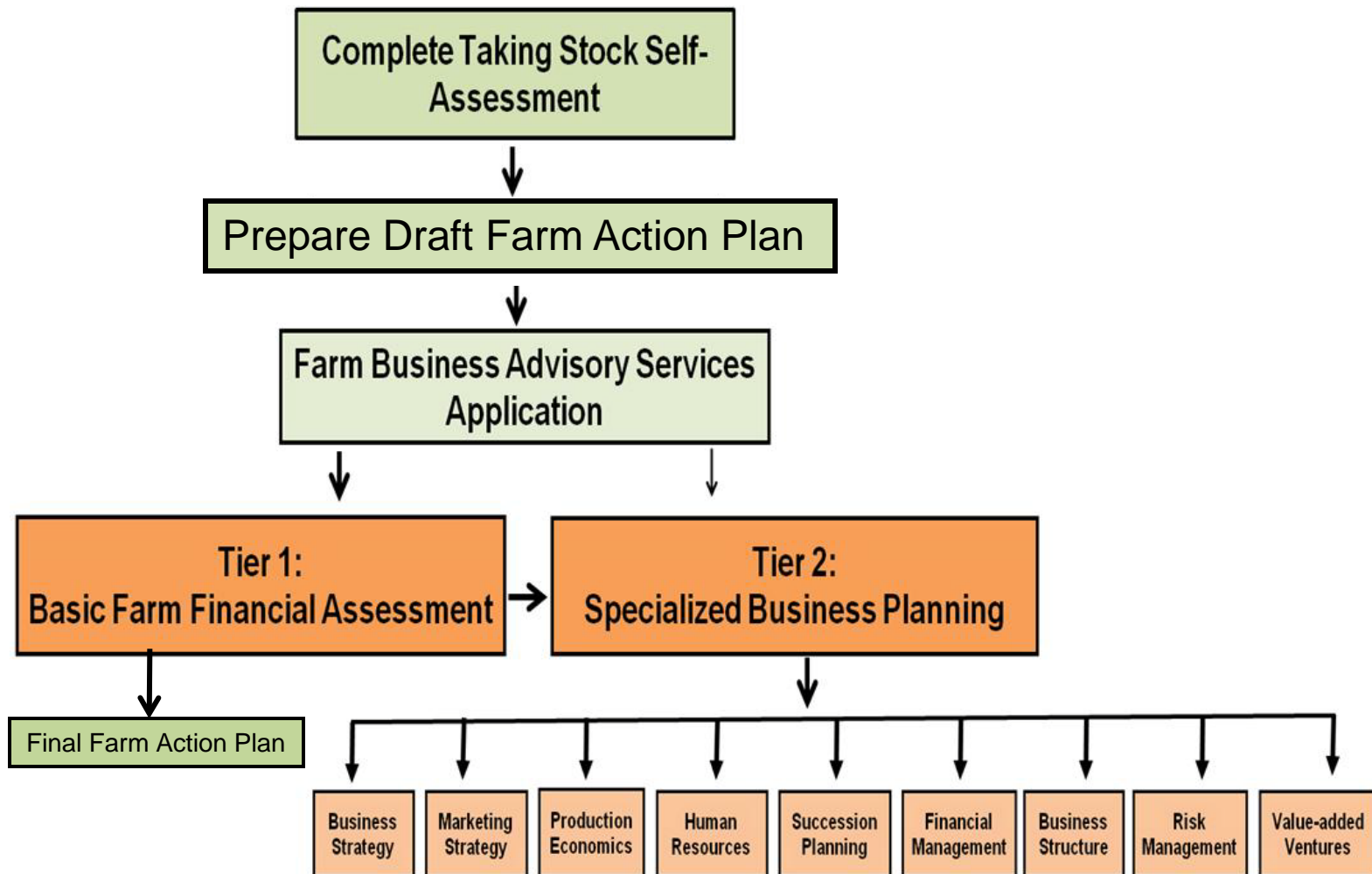
- **Tier 1 - Basic farm financial assessment** (Farm pays \$100 fee -100% support up to \$1,900)
 - Minimum 2 visits with farm advisor.
 - Final report that includes a Farm Business Action Plan.
- **Tier 2 - Specialized business planning** (No fee - 85% support up to \$3,000)
 - 9 Business Management Areas
 - Business Strategy Marketing Strategy Production Economics
 - Human Resources Financial Management Risk Management
 - Succession Planning Business Structures Value-Added Ventures

- **Eligible Farm Business Advisors**

- Interested advisors apply to MAL to be included on the eligible list.
- Producers chose from the list of eligible advisors.



Agri Food Business Development Farm Business Advisory Services- Flow Chart





Agri-Food Business Development

Accessing Farm Business Advisory Services

- Eligibility for Tier 1 and Tier 2 Support
 - Annual gross farm income from sales > \$10,000*
 - Completion of the 'Taking Stock' self-assessment
 - Development of a draft farm business action plan
- Application Process
 - Determine eligibility
 - Complete self-assessment and develop draft Farm Action Plan
 - Select eligible Farm Business Advisor
 - Producer submits completed application form to MAL
- Payment
 - Producer and Farm Business Advisor submit claim form to MAL
 - Payment to Farm Business Advisor



Agri-Food Business Development

2. Development of Specific Information Resources for Beginning Farmers

- Business Planning Information and Resources
 - Guide to Starting a New Farm Enterprise in BC (update and expand)
 - Beginning Farmer Component of Farm Business Advisory Services
- Beginning Farmer Team (Cdn Farm Business Management Council)
 - Brent Barclay



Agri-Food Business Development

3. Research, Education and Outreach Activities

- Business Development Unit (MAL)
 - George Geldart (Kelowna) Brent Barclay (Prince George) Jennifer Curtis (Abbotsford) Kevin Murphy (Vernon)
 - Mark Robbins (Abbotsford) Kerry Clark (Dawson Creek) Basil Bactawar (Abbotsford) Jill Hatfield (Courtenay)
- Develop and Deliver Business Management workshops
 - Value Plus Workshops (Fall 2009)
 - 'Taking Stock' workshops
- Farm Management Speaker Support (e.g. Speaker for Value Plus workshop)
- Farm Business Management Practices (Needs Assessment/Surveys/Stats)



Value Plus Workshop

- Presenter: Gary Morton – co-author of *Building Added Value through Farm Diversification*
- What You Will Learn:
 - *how to take a value-added idea and follow it from conception through to a specific niche in the marketplace*
- Six Locations: Farmington, Quesnel, Cranbrook, Vernon, Nanaimo, Abbotsford.
- Cost \$85 for 2 day workshop and binder materials



For further information on the Agri-food
Business Development Program
please contact:

George Geldart

George.Geldart@gov.bc.ca