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## *ADAPT Council Industry Newsletter*

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### **Atlantic Agricultural Leadership Program Accepting Applications**

A program that cultivates vibrant agriculture leaders in Atlantic Canada is preparing for its next intake of future leadership applications. Atlantic Agricultural Leadership Program (AALP) alumni study solid leadership skills and gain knowledge of forces impacting the agricultural sector. They take a strong network of agricultural contacts back to their communities and jobs.

AALP is an 18-month experience divided into eight, three-day seminars held throughout Atlantic Canada and two international study tours, one to Ottawa and Washington, DC and the other to a foreign country selected by the program's board of directors and the class.

The program's interactive seminars cover topics like media relations, persuasive speaking, conflict resolution, meeting management, issue analyses, decision making, strategic alliances, fundraising skills and team building. Seminars are held throughout the Atlantic region, giving participants the chance to visit leading Atlantic agri-businesses in a one-of-a-kind learning experience.

"Understanding regional differences and perspectives is critical for an agricultural leader to be effective in our region," says Judy Luton, AALP executive director. "During the program, trust and respect is built among class members. This develops a foundation which is essential for

leaders who are shaping the future of our region's agricultural sector."

July 15 is the deadline for applications to the next class of AALP. Go to [www.agleaders.ca](http://www.agleaders.ca) for application details or call: (506) 459-0965.

### **E-Farm Portal Set To Launch at O'Leary Potato Blossom Festival**

Led by Darren Gill, staff at Future Tech in O'leary have been developing the made-in-P.E.I. stop on the information highway since late last year. Gill said the official launch is tentatively slated for July 28 to coincide with the community's celebrations. He added "we are now in the process of co-ordinating schedules– if it is not possible on Friday, it will certainly be sometime that week.

He said it would be a misnomer to call the portal finished, saying the services that will be offered on a subscription basis will constantly evolve to meet the needs of the Island farming community. Future Tech received funding from the P.E.I. ADAPT Council (which administers the Canadian Adaptation and Rural Development Fund in the province for Agriculture and Agri-Food Canada) as well as financial support from the Atlantic Canada Opportunities Agency and the provincial government to help develop the portal.

Gill said subscribers will gain information that is geared not only to P.E.I. but their specific commodity . He added 'we will be constantly updating and changing the information– one a subscriber logs on, he will be able to access any areas of the site that are included in his profile."

The portal will offer producers a chance to share their best practices with their fellow farmers down the road and across the province. It will also include learning opportunities through web conferencing and a market for buying and selling goods and services.

"Really, the uses it can have are almost limitless," Gill said.

He said the uses for the portal could be many and varied adding the information exchange should assist farmers in improving farm productivity and reducing production costs. It will also provide financial tools and additional resources for evaluating and planning production costs, pest and disease management and crop rotations.

As well, Gill said the farming community can also access the other services offered by Future Tech including computer training, printing services, video conferencing and a boardroom for meetings. He added agriculture is one of the main economic generators for the area Future Tech West serves, so that makes it a top priority for the centre.

The portal will give producers vital information they need to help meet the challenges of today and tomorrow and to remain competitive in an increasing global marketplace. As well, it will hopefully help to dispel the myth agriculture may not be fully embracing the "high tech" economy.

### **Dairy Cows Seen to Be a Key Component in Reducing Greenhouse Gas Emissions**

The National Agricultural Greenhouse Gas Management Institute in Fredericton, NB is now in the process of developing a calculator producers will be able to use to sell carbon credits to help meet Canada's obligations under the Kyoto Protocol. The institute has obtained funding from several provinces under the Advancing Canadian Agriculture and Agri-Food (ACAAF) program. The P.E.I. ADAPT Council, which administers ACAA in this province for Agriculture and Agri-Food Canada, is contributing \$25,000 to the project.

The institute was founded in 2003 and president Wiebe Dystra said they have already conducted a number of studies in conjunction with the Dairy Farmers of Canada. One study

conducted at a farm in Keswick Ridge determined the level of gas emitted by dairy animals can be controlled to some extent through diet– the more fibre, the higher the greenhouse gas emissions.

Weibe said the institute has hired Beth Trueman and she has contacted the producer organizations in the four Atlantic provinces looking for participant sin the program. He said there will be eight or nine P.E.I. farmers taking part, along with a dozen each form Nova Scotia and New Brunswick and two in Newfoundland and Labrador.

The aim, he said is to develop a list of criteria that covers all production methods on dairy farms. He admits the list is varied– some producers use liquid manure, other solid manure, still other solid manure that is composting. Some producers sell manure to potato farmers, while others grow potatoes on their own operations.

"We are going to try to document every possible combination," Weibe said.

Once the combinations are identified, Weibe said producers will be able to go to a website, select the combinations that apply to them; input their own production data and calculate their carbon credits. He said in some areas, there will need to be some third party verification.

"This could prove to be another valuable source of income for producers,' he said.

He said the farm visits should begin in July and the hope is to have the calculator developed early in 2007. While this effort is geared to serve producers in the atlantic region, he said the hope is eventually to take the concept nationwide.

If that happened, he said there would need to be additional farmers involved in the pilot project– perhaps as many as 1,000 with representatives from every province. However, he added "for now, we are going to concentrate on the Atlantic region.

The National Agricultural Greenhouse Gas Management Institute is a not-for-profit company whose partners include the New Brunswick Department of Agriculture, Fisheries and Aquaculture, Atlantic Dairy and Forage Institute (ADFI), BioAtlantech, Canus-Agra Ventures Inc., Elanco Canada and BIOCAP Canada Foundation in response to the Kyoto Protocol.

### **Value Chains, Marketing Tool of the 21<sup>st</sup> Century**

The common goal of value chains, is to develop personal and professional relationships between producers, retailers, processors and distributors. Building these linkages with other players in the food production and distribution system has become a major part of 21st century agriculture. Improving the financial health of producers through those types of relationships has been a key focus of the Prince Edward Island Farm Income Improvement Committee over the past year.

To help with the effort, committee staff person Rhonda Bellefontaine attended the recent national grocery conference in St. John's, Newfoundland. The P.E.I. ADAPT Council (which administers the Advancing Canadian Agriculture and Agri-Food Program in the province) contributed \$2,000 towards the travel cost.

Bellefontaine said her position has afforded her the opportunity to attend a number of conferences, but she termed this one unique. For one thing, as a representative of the farm community, she was definitely in the minority. The national event attracted major distributors and retailers including 3M Canada, Atlantic Wholesalers, Sobey's, Federated stores (a chain in central Canada) and Cadbury.

She admits to be a little surprised that close to half of the conference was devoted to the theme of leadership. The speakers included Rob Nickerson (who led the 500 plus delegates through a session on improvisation ; Dr. Peter Jensen (who has trained a number of Olympic athletes) and Cassie Campbell, the captain of the Canadian women's hockey team that won gold in the 2002 and 2006 Olympics. There were also sessions on customer service and an assessment on retail and customer trends.

Bellefontaine said what became apparent to her throughout the conference is what she called the different cultures that exists between agriculture and the corporate world. She explained that the corporate world has a focus on sales and marketing and is driven by numbers. On the other hand, agriculture is driven by production concerns.

She said both sides have been making some efforts in recent years to try and bridge that gap adding they need to work together complete the food chain. Bellefontaine said she has become convinced the key to the long term survival of agriculture is "To get farmers and retailers in the same room working towards some common cause."

Bellefontaine said another thing that became painfully obvious is the fact there is no magic bullet to cure the income crisis. She said the two day event proved beneficial as a networking tool to meet some of the major players within the industry. She noted one the latest emerging trends in the retail sector is a move from mass marketing to what is being called a "consumer-centric" approach. That involves monitoring the shopping preferences of consumers and target marketing products the consumer is known to be interested in.

### **Micro-Ecofarming**

Micro eco-farmers are profiting from small acreages to small-town backyards. Larger farms are adding 'microfarm' segments to their larger operations. Their livelihoods restore the planet while creating an abundance of healthy products produced in very small spaces. <http://www.nwpub.net/ChapterOne.PDF>

### **Youth Striving for a Sustainable Food System with on-line Magazine**

What does soul music, wireless technology, and provocative advertising have to do with changing the food system? Find out in REAP/SOW, a new youth-driven magazine for the sustainable food movement! REAP/SOW is a creative space for youthful thinkers and doers working to build a healthier, more sustainable food system. [www.reapsow.org](http://www.reapsow.org)

### **PEI's Thirty-Second Annual Statistical Review 2005**

CHARLOTTETOWN, PEI -- Hon. Mitch Murphy, Provincial Treasurer, is pleased to announce the release of the thirty-second edition of the Province of Prince Edward Island Annual Statistical Review. The 2005 Review contains extensive and comprehensive socio-economic information for Prince Edward Island. It is widely distributed and provides a reference for government and the general public on a broad selection of information concerning Prince Edward Island such as economic indicators, the population, and the social situation.

The 2005 PEI Annual Statistical Review can be viewed on-line at <http://www.gov.pe.ca/photos/original/32annualreview.pdf>. Printed copies are available from Island Information Service (tel. 1-902-368-4000, fax 1-902-368-5544).

## **Leadership Files #6**

*In today's environment agricultural leaders need to be sources of credible information. Their knowledge is urgently required by policy makers and citizens to develop sustainable policies and practices. To effectively develop a consensus among their peers, build alliances, and move the industry ahead in the 21<sup>st</sup> century, leaders must continually hone their communications skills and management styles. This section of the newsletter addresses the need for developing effective communications skills and management styles. It offers a suite of ideas and techniques to assist in developing skills and values that today's emerging leaders need. Each newsletter will address a new situation/issue which calls upon specific leadership qualities. Your feedback, submissions and/or suggestions are gratefully appreciated.*

### **Committing to Clear Communications**

- Make a commitment to speak to 50 people per day and to learn something from each of them.
- ‘Our lives begin to end the day we become silent about things that matter.’  
Martin Luther King
- Make sure people are comfortable speaking to you.
- Be proactive and let people know your door is always open for them to speak to you.
- Be casual when speaking. Dress appropriately (respectfully)
- Listen. Don't be defensive
- Don't make people feel rushed when they are speaking to you. Don't interrupt.
- Turn off the phone when you are meeting with someone.
- Be clear about what you wish to discuss. Encourage others to participate in the discussion.
- No “but(s)” in the conversation.
- Use body language effectively (especially your eyes) to communicate your intent and interests.
- Be positive, self confident and assertive even in controversial discussions. Brand your skills and remind people without being cocky what you have to offer.
- Get to the point. Keep it short Summarize what was conveyed by you and others and confirm commitments.
- Use humor to help people relax.
- Never forget the “Golden Rules”.....be polite. Say “please” and “thank you.”

## **The Value Chain Advisory #2**

*In March 2006, the PEI ADAPT Council celebrated the first anniversary of its Value Chain Advisory Committee. At that time we also co-sponsored the first Atlantic Value Chain Conference in Dartmouth, Nova Scotia. In recognition of the growing importance of value chains as a new marketing tool for the 21<sup>st</sup> century. We launched a new column to this newsletter, 'The Value Chain Advisory.'*

### **Atlantic Value Chain Conference, Summary of Presentations**

**by: Ronda Bellefontaine, P.Ag., PEI ADAPT Value Chain Co-ordinator**

#### **Dr. David Hughes, Emeritus Professor of Food Marketing, Imperial College, London, UK**

Dr. Hughes opened the Atlantic Value Chain Conference by stating that the food and drink industry is a tough industry for everyone involved - not just farmers. Prices are being driven down at all levels in the grocery business for many reasons. Dr. Hughes also noted that Canada is not the lowest cost producer of anything and therefore we need to target higher end markets, where incomes are relatively high, through a value chain approach. Dr. Hughes also noted that we should change to a Plan B while we still have 'blood in our veins'. He defined Value Chain Management as "Firms (incl. farms) in the food chain working together closer, smarter to mutual benefit to provide higher value products for consumers and better returns for value chain members".

He touched on trends in food such as a move from obesity towards health and wellness, the fact that taste, price and convenience are still at the top of the purchasing decision even though consumers are looking for credence factors behind the product such as environmentally friendly, sustainable, GMO Status, animal welfare friendly, fair trade, etc. Indulgent foods are growing as fast as healthy foods as a migration to the poles occurs, i.e., global and local, high tech and high touch, indulgent and healthy, etc. There are many different types of consumers, each needing to be identified and then targeted. There is a food continuum that stretches from the 'cooking from scratch' group to the 'full service restaurant' group. Where are you going to be positioned? There are few input suppliers and few buyers and a whole lot of farmers in the middle. How are farmers going to work together with the rest of the food industry?

#### **Martin Gooch, Research Advisor - Value Chains, George Morris Centre, Guelph, Ontario**

Benefits of Value Chains - Market Opportunities, Competitiveness, Ability to Innovate, Financial

Critical Success Factors in Value Chains - #1 Constructive Relationships, #2 Correct Culture, #3 Strong Leadership, #4 Proactive Governance

Value Chains are not a panacea. However, if your firm is not involved in a value chain, it is essential that you develop a strategy that will allow you to compete successfully against those of your competitors who are.

He noted that friction costs money, and the more you reduce friction, the more money you save.

#### **Richard Hind, Retail Evolution and Relationship Specialist-Hindsight, Berkshire, UK**

*... "Nothing is more dangerous than an idea than when it is the only one you have" ... Alain Chartier - French poet and political writer (1385-1433)*

This presentation was from the perspective of a retailer who has experienced the development of a value chain. The presentation describes the archetypal retailer and supplier perspective and the

move to a modern retailer and supplier perspective, detailing what was learned in the process and a prototype for developing a value chain relationship - one where the customer/consumer is at the centre surrounded by all the links in the value chain, including seed house, farmer, abattoir, packing supplier, supplier, distributor, exporter, retailer, ...

Information on barriers to bridging the gap between suppliers and retailers, building relationships and providing clear vision, benefits of a value chain partnership, mapping relationships and competencies and score carding everyone's performance was presented. A successful value chain partnership allows time for dialogue and creativity, as opposed to the traditional relationships which are adversarial in nature and most of the time is spent negotiating.

### **Upcoming Events:**

#### **July 12-15: Canadian Seed Growers' Association Annual Meeting**

Prince Edward Delta Charlottetown, PEI

The between July 12 and 15, 2006 the Annual Meeting of the Canadian Seed Growers' Association is being hosted by the Maritime Branch of the CSGA. CSGA 2006 represents an opportunity for seed growers from across Canada to visit P.E.I. and conduct the business of their Association.

Featured speaker at the meeting will be Doug Hall author of Jump Start Your Business Brain and Jump Start Your Marketing Brain.

Contact: Peter Boswall 902-368-5602

Website: [www.seedgrowers.ca/meetingsandevents/annual\\_meeting.asp](http://www.seedgrowers.ca/meetingsandevents/annual_meeting.asp)

#### **July 19-21, 2006 "Sharing Knowledge on Agriculture and Rural life in Atlantic Canada: Integrating Social and Scientific Perspectives",**

presented by Cape Breton University's Atlantic Agriculture Project and AgraPoint. This conference will bring together academic scholars (and students) and other experts from the Atlantic Provinces who have been doing research related to agriculture, and the relationships between agriculture and community life. Mabou, Cape Breton, is the ideal location for a conference vacation with beaches, music, art galleries and many farms. For registration and on-going information see the Cape Breton University website under "conferences"

<http://www.capebretonu.ca>

#### **August 10-13, 2006 AgriFest**

AgriFest will be held at the same 50 acre site off Rte 221 in Canning, Nova Scotia that was used for the 2004 event. This event is a celebration of agriculture and food, offering many agricultural demonstrations and workshops.

[www.agrifest.com](http://www.agrifest.com)