



Monthly eActivity Report
Rapport d'activité électronique

To promote a sustainable and prosperous agriculture industry

Favoriser une industrie agricole durable et rentable

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January/February 2019 eActivity Report

1) Annual General Meeting Highlights

At the 13th Annual General Meeting of the Agricultural Alliance of New Brunswick (AANB), held on January 17th and 18th, 2019, delegates and guests gathered in great numbers to review the AANB's 2018 accomplishments, identify future challenges facing New Brunswick agriculture and to hear what lies ahead in 2019 for the AANB and for the farming industry in New Brunswick and Canada.

"2018 has been one for the books, with producers hit with a cold, wet spring, killing frost, drought, a very wet fall along with an early winter. Faced with these factors, there is no denying that our climate is changing. Nevertheless, our organization was in the forefront on many issues, especially during the provincial election campaign. We have already started to work with our provincial agriculture, aquaculture and fisheries Minister, Hon. Ross Wetmore. The Minister indicated his readiness to work with us to address issues such as agriculture land protection, transportation and labour. We are optimistic that these challenges will be addressed under this government's mandate", said Christian Michaud, AANB President.

Terry Betker, key note speaker provided the delegates and other guests with his insightful perspective on improving finances and human resources management at the farm level. Faith Matchett, Farm Credit Canada, spoke on a very important topic, not highlighted enough in the farming sector, which is mental health. Faith left the attendees with tips to reduce stress and taking care of ourselves and our loved ones and most importantly seeking help when needed.

An update from several of our industry partners was received throughout the meeting on the following topics: Ag in the Classroom, Small Business Investor Tax Credit program, Energy Efficiency Programs offered by NB Power, energy efficiency opportunities, farm safety, plant science innovation, status of trade agreements and negotiations, and many other topics. Delegates also discussed and approved a number of resolutions that will give direction to the Board on issues and challenges the AANB should address in the year ahead.

A number of producers and individuals were recognized for their contribution to New Brunswick Agriculture.

- Peter Scott was presented with the James Robb Agrologist Award in recognition of his untiring commitment towards agricultural producers;



Peter Scott (left) and Christian Michaud, AANB President

- Carolyn Wilson and Mark Folkins were presented with the New Entrant Award;



From left to right: Matthieu Belliveau, Carolyn Wilson and Mark Folkins

- Frank and Alex Jopp were presented with the Innovation Award;



Jay Labonte and Frank Jopp (right)

- Faith Matchett was presented with the Ambassador Award for her long term support and commitment to the agricultural industry.



Faith Matchett and Christian Michaud

- Danny Reicker was presented with the Agriculture Education Ambassador Award for his outstanding contribution to agriculture education and awareness in his community.



Danny Reicker and Christian Michaud

Christian Michaud was elected as the 2019 President of the Alliance. Also on the Alliance Executive:

- Lisa Ashworth, First Vice-President
- Dwayne Perry, Second Vice-President
- Marc Ouellet, Secretary; and
- Mike Slocum, Treasurer.

2019 Board of Directors and Staff



Absent: Philippe Morin, Michel Ross and Wendy Omvlee

2) Canada GAP Workshops

Two very successful Canada Gap workshops were held in February. Participants had the opportunity to learn how to navigate the CanadaGAP manual and gain knowledge of what is expected in terms of the premises, equipment, personal hygiene, employee training, lunch, agricultural chemicals, water quality, harvesting and transportation, record keeping, traceability and recall/mock recall exercise, what happens in an audit and common corrective actions. The workshops were interactive with a lot of opportunities to ask questions.



Canada GAP workshop in Sussex

3) Canadian Federation of Agriculture (CFA) Annual General Meeting

Lisa Ashworth, CFA representative for the Alliance, Christian Michaud, Alliance President, and Josée Albert, Alliance CEO attended the CFA Annual General Meeting that took place in Ottawa on February 27-28th.

The meeting placed light on important agricultural issues that impact producers throughout the country such as the impacts and opportunities of carbon pricing, carbon tax, public trust and the future of farming relating to economics, opportunities and sustainability.

Ron Bonnett stepped down from his president position after nine years in the role. Mary Robinson was elected as President, stepping in as the first female President in the organization's 84 year history. Mary was previously Chair of the PEI Federation of Agriculture and the Chair of the Canadian Agriculture Human Resource Council. She has been a strong force in farm politics for many years and gained high recognition amongst the agricultural stakeholder community. Keith Currie won the election for 1st Vice-President. Keith is the current President of the Ontario Federation of Agriculture. Chris van den Heuvel was elected as 2nd Vice-President. Chris served previously as President of the Nova Scotia Federation of Agriculture. The new Executive Team will be focused on the key CFA priorities of the Producing Prosperity campaign, ensuring the pillars of economics, food security and the environment are at the forefront of Canadian agriculture.

The Atlantic federations of agriculture representatives took the opportunity to meet with the then Federal Minister of Agriculture, Hon. Lawrence MacAulay. The group discussed the AgriRisk and AgriStability programs and the Canadian Agriculture Adaptation Program. Since that time, the federal government announced the appointment of Hon. Marie-Claude Bideau as Minister of Agriculture and Agri-Food Canada.

4) New Starter Loan Program from Farm Credit Canada

The Starter Loan Program is open to applicants from 18-25 years of age, and can provide up to \$50,000 to help new entrepreneurs start their farming operations.

Coupled with this, Farm Credit Canada is offering their farm management software, AgExpert Accounting Premium, with the intent that young borrowers can have the financial independence and knowledge they need while establishing a solid credit history.

For further information click [here](#)

5) Launch of Why Local? Why Not? Campaign



As this interminable winter wanes and spring becomes a possibility, a new season is beginning for the agriculture industry in New Brunswick. It's a rebirth of sorts: a return to the recognition of farming as the basic element of survival and sustainability. No farms, no food. In the midst of climate change and political turbulence, the old adage rings truer than ever. Access to locally-produced food is becoming critical; the growth of local and regional agricultural sectors must be promoted and supported.

With this reality in mind, the NB Agricultural Alliance recently launched a multi-faceted campaign called WHY LOCAL? WHY NOT?, funded by AANB, the Province of New Brunswick and the Government of Canada. This initiative was

developed through engagement with the industry; it highlights the fact that the connection between consumers and the sources of their food has been greatly weakened, if not lost altogether. This campaign has been designed to link people who eat food with those who produce it. It has three goals.

The first goal is to raise public awareness of the benefits of local products. This involves informing them about what is grown here, how fresh, safe and nutritious it is, and why consumers should buy it whenever it makes sense to do so. It's sensible from the perspective of health, as the hazards of processed food become more obvious. And it's sensible from an economic perspective; it keeps money in the community and increases employment and entrepreneurial opportunities, especially in rural areas. Take, for example, the purchase of a bunch of carrots. An import, at \$1.80, returns just 20 cents locally; \$1.60 leaves New Brunswick for the product's corporate office, transportation and grower. Local economic return on investment is minimal. The local product, at \$3.00, returns all of that to the farmer for an economic return on investment of 100%. This means that the consumer paying the extra for the local carrots is not only supporting the farmer, but is also investing in the development of strong communities and economies as the money circulates locally.

The second goal of the new strategy is to increase demand for local products. Over 60 different foods are grown in New Brunswick, with variable availability from season to season. With the advent of new technology and innovative farming methods, there is virtually no limit to the

variety and amount of food which can be produced here. While local markets may be enough to sustain some farmers, there is also potential for the development of export markets for larger commercial ventures. There is always a demand for food; the global reach is boundless. With solid local markets, farmers can be encouraged to increase production, becoming even more sustainable in the long term.

The third goal is perhaps the most encouraging; it will highlight the many opportunities for employment and entrepreneurial development in the agriculture sector. Agriculture is on the cusp of a major boom as it extends in new directions. There is potential for growth through innovation and high-tech applications which can revolutionize large-scale farm management. But there is also an expanding movement back to the land for small farm operators. This is especially evident in young people who wish to reconnect with the natural world and provide their families with safe and healthy lifestyles. Others are being drawn to farming, including active retirees and immigrants, with or without agricultural backgrounds and experience. Agricultural horizons are broadening to include a wider range of farm products, sizes, operators and consumers. Farming is not what it used to be, confined to its own silo. Now it is becoming integrated with initiatives in health, education, community development and revitalization, thereby playing an increasingly important role in social and economic sustainability. A career in agriculture is no longer available primarily to the sons and daughters of farmers.

An interesting development in the promotion of agriculture as a career is an initiative of the NB Department of Education and Early Childhood Development; it is developing a potential high school diploma in agriculture as a component of its Essential Skills Achievement Program. This experiential learning curriculum is designed to enable graduates to enter the workforce or to pursue further education.

Excitement is building in the agriculture sector. We see opportunities to raise awareness, increase demand, and change the perception of farming through our buy-local campaign. With spring in the air, we want to get growing.

For more information visit: www.whylocalwhynot.ca and our [Facebook page](#).

6) Plastic Mulch Program

As a service to its registered paid members, the Agricultural Alliance of N.B. is offering a bulk purchase program for plastic mulch. Once all orders are in, six drop off points nearest to your destination will be decided. For more information and obtain the price list please call Pamela at the office (506-452-8101) or alliance@fermeNBfarm.ca

7) Pre Budget Consultation

The Alliance was invited to attend a pre-budget consultation and Mike Slocum attended. This provided us with an opportunity bring forward challenges and opportunities for the agriculture sector. We focused on loan structures, economic burdens such as farm plate registration and employment rules, land preservation including topsoil stripping enforcement, ensuring protection for agriculture in light of increase decision making powers by municipalities, infrastructure investments, improvements to the AgrilInsurance program and the establishment of a provincial transportation equalization program for agriculture inputs. The Alliance also provided a written submission to Minister of Finance Hon. Ernie L. Steeves. Please contact our office if you would like to obtain a copy.

8) Environmental Farm Plan

Update your Environmental Farm Plan before your busy growing season! Remember that EFPs must be less than 5 years old to qualify for environmental Beneficial Management Practice (BMP) funding. They are required to be up to date for some buyers as well. Dairy producers should be aware that ProAction will soon be requiring EFP certificates and it sometimes takes a while to get your plan done and approved.

Contact Camille Coulombe at 452-8101 to schedule a time to meet with our EFP facilitator, or if you do not have details on the status of your Environmental Farm Plan. John Russell is scheduled to be in the following regions in the next few weeks:

Second week of March: Region 4 (Sussex/Center-South)

Last two weeks of March: Region 2 (North-East)

NOTICES



Canadian Agricultural Partnership Webinar

Agriculture and Agri-Food Canada invites you to participate in a free webinar. Join us for this interactive webinar, which will be streamed online on April 4, 2019, to hear presentations on the following topics:

- AgriStability and AgriInvest - changes under the Canadian Agricultural Partnership
- Common issues when completing your AgriStability and AgriInvest forms
- An overview of My AAFC Account

During the webinar you will be able to ask questions related to the topics discussed and receive responses from Agriculture and Agri-Food Canada officials.

Click [here](#) to register for this webinar.

Click [here](#) if you've already registered for this webinar and would like to log in (webinar access opens 30 minutes prior to start time)

UPCOMING EVENTS

Farm Safety Workshop – Crowne Plaza Moncton – March 14th, 2019 – For more information and to register, please see the attached poster and registration form.

Maritime Beef Council's 5th Annual Maritime Beef Conference – Delta Beausejour Moncton - March 15th & 16th, 2019 - To register; please go to www.maritimebeef.ca and you will find the link to Eventbrite or a manual registration form.

If you have any questions or require clarifications, please don't hesitate to contact our 2019 Maritime Beef Conference Coordinator, Amy Higgins (506) 349-5395 or at conference@maritimebeef.ca. Please see attached the conference poster and agenda.