

Take A New Approach: Global Perspectives for Growing Farm Profits

FEBRUARY 15 & 16, 2012
Delta Hotel, 50 Stone Road, GUELPH, Ontario

Farm business management encompasses all aspects of the farm – from marketing and production to human resources, financial analysis and lifestyle. The Agricultural Management Institute (AMI) encourages new ways of thinking about farm business management and is pleased to host this farm business management conference.

Wednesday, February 15, 2012

- 7:00 p.m. Early Registration – Foyer, Royal City Ballroom
- 7:30 p.m. Conference Opening, Gryphon Room – Gerald Renkema, AMI Chair
- 7:40 p.m. **“Taking Your Leadership to a New Level”**, Kellie Garrett, Senior VP, Strategy, Knowledge and Reputation, Farm Credit Canada
- 8:30 p.m. **“A More Affluent Global Population = Increasing Food Demand”**, Dr. Siwa Msangi, International Food Policy Research Institute
- 9:10 p.m. Welcome reception – Gryphon Room

Thursday, February 16, 2012

- 8:00 a.m. Buffet Breakfast – Royal City Room
- 8:30 a.m. Registration – Foyer, Royal City Ballroom
- 8:50 a.m. Welcome and Opening Remarks – Gerald Renkema, AMI Chair
- 9:00 a.m. **“Agriculture Outlook 2011 - 2020”** – Merritt Cluff, Trade and Markets Division, UN Food and Agriculture Organization
- 9:50 a.m. **“How to Thrive not just Survive in the Global Ag Economy”** – Dawn Desjardins, Assistant Chief Economist, RBC
- 10:40 a.m. Refreshment Break
- 11:00 a.m. **“Current Global Markets and Economy: Opportunities for agriculture”** – Amanda Lang, Senior Business correspondent, CBC News and co-host of the Lang & O’Leary Exchange
- 12:00 Noon Lunch Buffet – Royal City Ballroom
- 1:00 p.m. **“Canadian Agriculture: Living up to its potential?”** - Kim McConnell, AdFarm
- 1:50 p.m. **“Agriculture Business Development and Entrepreneurship”** - Vincent Amanor-Boadu, Associate Professor, Kansas State University
- 2:40 p.m. Refreshment Break
- 3:00 p.m. **“What Does Globalization Mean to You?”** – Brenda Frank, Senior Director of Strategy & Business Insights Farm Credit Canada
- 3:45 p.m. **“Consumer and Market Trends”**, John Cranfield, Professor, University of Guelph
- 4:30 p.m. Wrap-up – Brenda Lammens, AMI Vice-Chair
- 4:50 p.m. Complete Feedback Sheets and Adjourn

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To farm business management



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Registration Form

Goals:

- to encourage innovative thinking and realistic examination of current farm business management practices within a global context;
- to increase the awareness and understanding of globally oriented business management practices by Ontario agriculture stakeholders;
- to stimulate the implementation of beneficial business practices which will enhance profit and agricultural competitiveness in Ontario; and,
- to foster ideas, business goals and objectives within Ontario agriculture and the formation of a strategy to achieve them.

Who should attend:

- agriculture and food business owners from farm through to retail;
- individuals involved in agricultural leadership roles either within an association, company, agency or on Boards and Committees; and
- government, research and academic partners.

Cost: \$85.00 (\$75.23 + \$9.77 HST) *per person*.

Registration fees are non-refundable after February 1st.

NOTE: Parking is included in your registration fee. Do not pay in lot. We will record your license plate number at the conference registration desk.

The registration fee includes parking, meeting materials, welcome reception, buffet breakfast, lunch, and coffee breaks. It does not include your overnight accommodations if required (see below).

Make cheques payable to: **Agricultural Management Institute**

Mail payment to conference organizers: Fitzgerald & Co., 39 William Street, Elmira, ON N3B 1P3, fax 519-669-3826, telephone 519-669-3350, e-mail tina.tfio@sympatico.ca

Name(s): _____

Check here if receipt required:

Business Name: _____

Address: _____

Your fax or e-mail: _____ Dietary Concerns/Allergies: _____

NOTE: You must make your own room reservations by calling (519) 780-3700 or 1-866-520-4552 if you require overnight accommodations. There is a block of rooms set aside under "GLAMIOPEN" at a room rate of \$130.00 per night plus taxes based on single or double occupancy payable to the hotel. **The room rate includes parking, do not pay in lot.** Room block will be held until **January 18, 2012**. Map and directions to the hotel are available at <http://www.deltahotels.com/en/hotels/ontario/delta-guelph/directions-and-local-events/>

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