



Funded through the Agricultural Management Institute
 A project of the
**University of Guelph, Kemptville Campus
 Business Development Centre**
 together with support from:

- The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)
- Canadian Farm Business Management Council (CFBMC)
 - Ontario Cattlemen's Association
 - Douglas D. Hedley
 - Ontario Federation of Agriculture (OFA)
 - Dairy Farmer's of Ontario
 - Farm Credit Canada
 - Kemptville College Alumni Association
 - Ontario Agricultural College (OAC) Alumni
- Grenville Community Futures Development Corporation

The Vision

Our collective vision is to support the Agri-food industry by providing producers with the tools they need to achieve sustainability and prosperity.

To Create a Culture of Business Management to Facilitate Life-long Learning in Agriculture


- *The release of new or updated knowledge must be coordinated with the shifting needs of today's enterprise to reinvent itself continuously, so as to remain competitive on a global scale.*

Target Groups

- **Primary target:** Ontario Farmers
- **Secondary target:** Canadian Farmers
Farm Advisors
- **Tertiary target:** International (including Agricultural Schools in other countries through franchise courses)

The AgriBusiness eCampus provides an Opportunity to Facilitate:

1. A Portal
2. Collaboration/Partnerships
3. Community
4. Communication
5. Education



A Portal

- **Linkages**
 - Complementary value-added services connected to and connecting the eCampus (eLibrary, eSchool, eForums, Seminars/Workshops/Conferences, Events listing)
- **Access/Availability**
 - 24-hour online access
 - Increased availability of and direct access to tools and resources (eLibrary)
- **Partnership network**
 - Connected to like-minded agribusiness organizations and associations - their knowledge and information (Links page, Events listing)

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eCampus **Collaboration/Partnership**

- Pooling efforts
 - Academia, government, non-government, industry
 - Bringing together existing resources, minimizing duplication of efforts and developing new resources & services (eLibrary, eCourse content)


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eCampus **Community**


- Community of Practice
 - Providing a communal space for colleagues and professionals - farmers, producers and related agricultural associates, to meet, exchange information, and share experiences and ideas
 - Building a self-sustaining and continuously evolving network of life-long learners - highly-skilled agriculture and agri-food entrepreneurs
 - eForums (Hot Topic Blog, Ask the Expert, Farm Management eGroups)
 - eSchool (General and Course-related discussion)

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eCampus **Communication**

- Demand-driven components/services
 - Initial needs assessment conducted to determine the learning preferences (structure & outcomes) of the target
 - Feedback informs program development through course evaluation, discussion forums, contact information
 - Continuously evolving
- Industry-informed
 - Resources in the eLibrary and eCourse content are vetted and informed by industry experts for accuracy and relevancy of information
- User-friendly
 - The eCampus website and its components have been designed with simplicity to ensure they are easy to use

	<h2>Education</h2>
<ul style="list-style-type: none"> • Information-gathering, streamlining <ul style="list-style-type: none"> – eLibrary - Compilation of the best resources in agribusiness management in a variety of formats • Training <ul style="list-style-type: none"> – eCourses - cater to industry timing and unique target learning preferences (non-credit, affordable, self-paced, short, practical) – Workshops/Seminars • Discussion <ul style="list-style-type: none"> – Networking and information-sharing through student discussion • New information, learning tools, services (demand-driven) <ul style="list-style-type: none"> – Updating training and resources – Enabling farmers and producers to upgrade technical and managerial skills in response to industry advancement and evolving business practices – Online and face-to-face workshops, seminars, eCourse expansion 	

	<h2>eCourse Offerings</h2>
<p><u>Subject Areas and Course Names:</u></p> <p>Business and Strategic Planning</p> <ul style="list-style-type: none"> • Strategic and Business Planning: the first step to a successful business <p>Succession Planning and New Entrants</p> <ul style="list-style-type: none"> • Succession Planning for the Successor <p>Commodity Marketing</p> <ul style="list-style-type: none"> • Understanding Commodity Marketing Concepts <p>Domestic & Global Marketing</p> <ul style="list-style-type: none"> • Managing Market Information to Manage Market Risk • Marketing Concepts & Overview • Global Marketing • Niche vs. Brand Management <p>Human Resource Management</p> <ul style="list-style-type: none"> • Managing People on Your Farm • Farm Safe – cultivating a safety culture in your farm business 	

	<h2>Products & Services Summary</h2>
<p><u>eSchool</u></p> <ul style="list-style-type: none"> • Continuous-intake, non-credit, self-study, short courses (eCourses) • Practical training immediately applicable to your farm business • Student networking and information-sharing through discussion forums • Certificate of completion <p><u>eLibrary</u></p> <ul style="list-style-type: none"> • Compilation of the best resources in agribusiness management in a variety of formats • State-of-the-art user-friendly search engine • Resources vetted by our experts for accuracy and relevancy of information <p><u>eForum</u></p> <ul style="list-style-type: none"> • Ask the Expert, Hot Topic Blog and Farm Management eGroups • Facilitated discussions and Q & A • Networking and information/idea-sharing <p><u>Workshops/Seminars</u></p> <ul style="list-style-type: none"> • Face-to-face and online networking opportunities and information training sessions in collaboration with industry partners and organizations - Demand-driven, topical 	

Thank-you.

Questions or Comments?
Please feel free to contact:

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