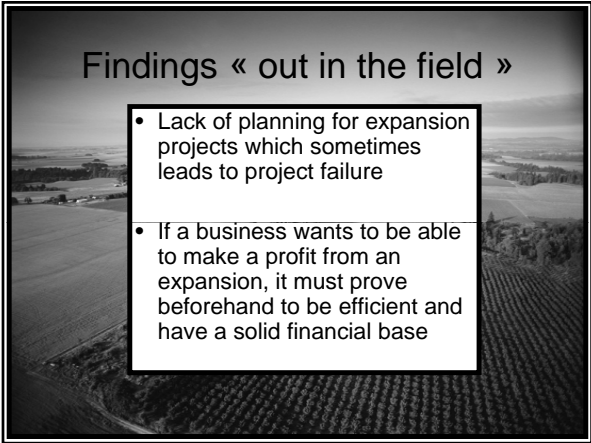


Thank you to the « Planning the Expansion of a Dairy Farm » committee members



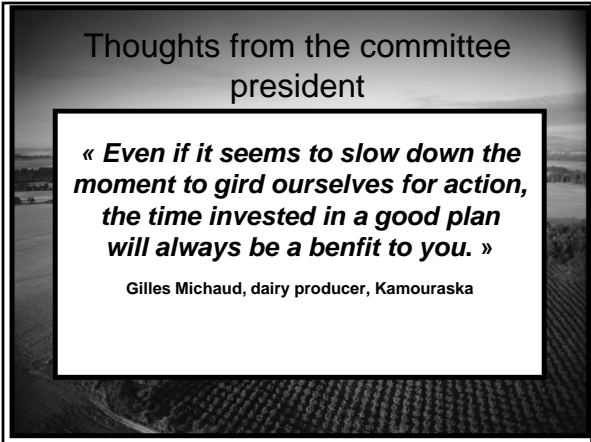
- **M. Gilles A. Michaud**, Dairy producer from Kamouraska, Director at Valacta and la FPLQ
- **M. Alphonse Pittet**, Dairy producer from St-Tite, Director at Valacta and CIAQ
- **Mme Antonine Rodrigue**, consultant for CRÉA, Bas Saint-Laurent
- **M. Lionel Machein**, assistant executive director of la Fédération des groupes-conseils agricoles du Québec
- **Mme Hélène Brassard**, Director, Direction de la Politique sur la gestion des risques, MAPAQ
- **M. Michel Ouellet**, Direction de la Politique sur la gestion des risques, MAPAQ
- **M. Jean-Pierre Massicotte**, Regional director, Financière agricole du Québec.
- **M. Paul Thibaudeau**, consultant in genetics, CIAQ

Findings « out in the field »



- Lack of planning for expansion projects which sometimes leads to project failure
- If a business wants to be able to make a profit from an expansion, it must prove beforehand to be efficient and have a solid financial base

Thoughts from the committee president



« Even if it seems to slow down the moment to gird ourselves for action, the time invested in a good plan will always be a benefit to you. »


Gilles Michaud, dairy producer, Kamouraska

What is a expansion (development) plan?

A project which has sufficient impact on the business and which necessitates a significant investment in any of the following areas:
human, financial, technical or material

Is this expansion a risk?
If so, how can we minimize the risks ?

BY PLANNING




A guide to success

Developed for consultants

- The role of a consultant
 - A person who accompanies the client during a process of change
 - His competencies
 - His leadership

Network
 Contribute Analyze
 Advise Facilitate
 Validate
 Engage




A guide to success


Multidisciplinary Team

Common consultants
 Nutrition
 Genetics
 Veterinarian

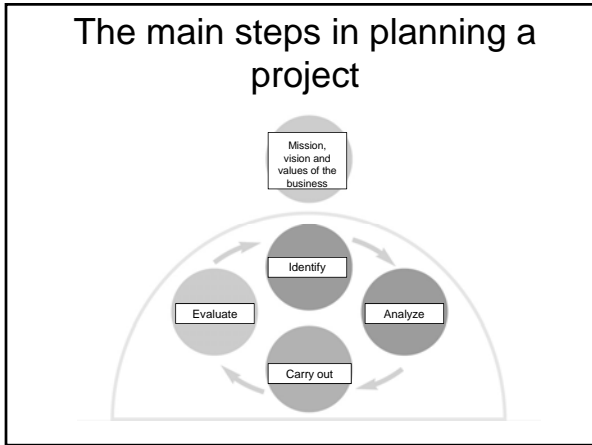
Specialised consultants
 Valacta strategic consultant
 Business management consultant
 Human resource consultant



A guide to success



- Nature of the content
 - Approach, explanations, examples and tricks from the experts
 - Quick reference tool which raises the right questions
 - 15 worksheets



Worksheets

Are designed for the producer

The objectives:

- Help the producer in his thought process.
- Organize the steps which will lead to completion.

PDF forms, which were designed to be filled out and saved directly on a computer

Step 1 – Identify the project

- How to best identify the needs at the initial point in the project
- The vision, mission and values of the business
- Importance of those involved
- Define the objectives

Worksheet 1.1

FICHES DE TRAVAIL DE L'ÉTAPE 1
IDENTIFICATION DU PROJET D'EXPANSION

1.1 – IDENTIFICATION DE VOS BESOINS (suite à 1)

INDIQUEZ L'ÉTAT DE VOTRE PROJET ACTUEL

DÉTERMINEZ VOS MOYENS ACTUELS DE FINIR QUE MEILLEURE PRIORITÉ VOS DEVIENDRAIT LE PROJET

Besoin	Réponse
Peut-on réaliser ce projet?	
Peut-on le réaliser prioritairement?	
Peut-on le réaliser prioritairement?	
Peut-on le réaliser prioritairement?	

INDIQUEZ MAINTENANT LE BESOIN D'ÉQUIPEMENT QUI MEILLEUREMENT RÉALISERAIT LA RÉALISATION DE VOTRE PROJET

Le projet proposé répond-il à des besoins à l'extérieur de votre projet?


OUI NON

BESOIN - IL Y A D'AUTRES FAÇONS DE RÉPONDRE À VOTRE BESOIN ?

INDIQUEZ L'ÉTAT DE VOTRE PROJET, SI RÉQUIS

PARCOURS DE TRAVAIL POUR LE PROJET - ÉTAPE 1 (SUITE À 1) - IDENTIFICATION DU PROJET D'EXPANSION

Step 2 – Analyse the project



- Complete the analysis of the business
 - Human and organizational
 - Cost of production
 - Financial
- Measure the impact the project will have on all of the aspects of the business
 - Management and HR
 - Daily operations and production
 - Marketing
 - Finance and accounting
- Determine your budget

Step 4 – Project evaluation



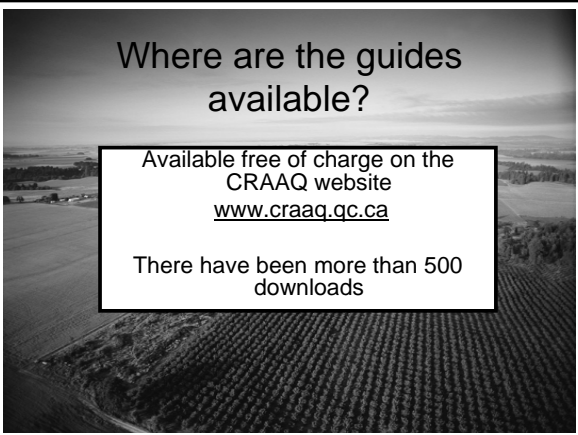
- Compare and analyse each major step of the project to see if the results obtained meet the goals set at the beginning of the project
- An evaluation sheet is available

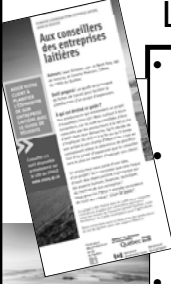
Worksheet 4.1

Where are the guides available?

Available free of charge on the
CRAAQ website
www.craaq.qc.ca


There have been more than 500
downloads





Launch and promotion

- Launched in January of 2008 at the Salon de l'agriculture de Saint-Hyacinthe
- 10 000 copies of a promotional pamphlet were distributed
- Implication from all partners in this project
- Technical articles were published in *Le producteur de lait québécois*
- Promotion also done in magazines and by email



Current project

Development of formal, hands-on training for consultants

- Multidisciplinary group
 - Technical (Valacta)
 - Management (Groupe conseil)
 - Human Resource (CREA)
- Case studies and discussions



Current project

In search of funds to produce an English version of the guide:

***Planning the Expansion of a Dairy Farm:
A Guide to Success***

