



For Immediate Release

Harness the Energy: Advantages and Opportunities in the 21st Century

December 18, 2008 (Ottawa, ON) – Farmers from across the country will discuss the business of farming in Niagara Falls this year during the 7th annual CFBMC Managing Excellence in Agriculture Conference.

The annual conference brings together experts in business management, finance, succession planning, renewable energy and biofuels, work-life balance and a variety of other topics and is hosted by the Canadian Farm Business Management Council.

“We know farming is a challenging industry and requires similar skill sets needed to make any other business successful, so we bring together the resources that we hope will make it easier for these farmers to succeed in agriculture in Canada,” says Melissa Dumont, Project Manager, CFBMC.

“There is a lot of information and energy in these rooms from the people who have been there and know what it takes to succeed in marketing an agricultural product, to influencers in the industry who have seen how it runs from the inside, to farmers who are currently finding new ways to farm.”

Speakers this year include Bryan Hayward, former CEO of Agricore United who now owns and operates a business consultancy company called Aldare Resources; Dick Wittman a farmer from Idaho who has a dryland farm, range cattle and a timber business as well as his private consulting business for the agriculture industry; and Bernard Vincent who began his career at the Lacombe Research station in Alberta and was involved in updating the carcass grading systems for pork, beef and lamb, and currently works on consulting projects and management coaching.

“The speakers and experts we brought together this year really provide a broad range of expertise that focuses not just on the farmer but also a variety of industry partners. There is something for everyone at this year’s conference,” says Dumont.

The Early Bird registration deadline is January 6, 2009 and provides discounted prices for individuals and families wanting to attend the conference. The single registration fee is \$330 and the family fee is \$375 for two and \$130 for any additional registrants. After January 6, the prices go up to \$415, \$450 and \$150 respectively. The registration fee includes two breakfasts, two lunches, the banquet dinner and all coffee breaks.

This year the conference is also offering a pre-conference tour and dinner at the Hillebrand winery – an award winning, 30 year old winery in the Niagara-on-the-Lake region of Ontario.

For more information and to register for the 2009 Managing Excellence in Agriculture conference, go to www.farmcentre.com.

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