

Ten Years of Intervention at the Heart of Farm Families in Quebec

The History of CREA/CMEAs

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**“Step by step, we help
them to begin
communicating on all
the subjects raised by
succession.”**

Huguette Veillette, CREA-Estrie

**The role of the Centre régional /
multiservices d'établissement en
agriculture (CREA / CMEA)**

We wish to thank



I will speak of...

- **Our role**
- **Our history**
- **Our structures**
- **What distinguishes us**
- **What is said about us**
- **Our future and our challenges**
- **Closing remarks**



Our Role



To prepare and support farm families, parents and successors, in the various transfer steps.

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Our Role

To facilitate the transfer

- ◆ of assets
- ◆ of knowledge
- ◆ of authority

while promoting communication and teamwork.



Our Role

**of other
stakeholders**

To promote the work...

**while preparing families and
making information accessible.**



Our Role

To enable...

families and stakeholders to save
time and money.

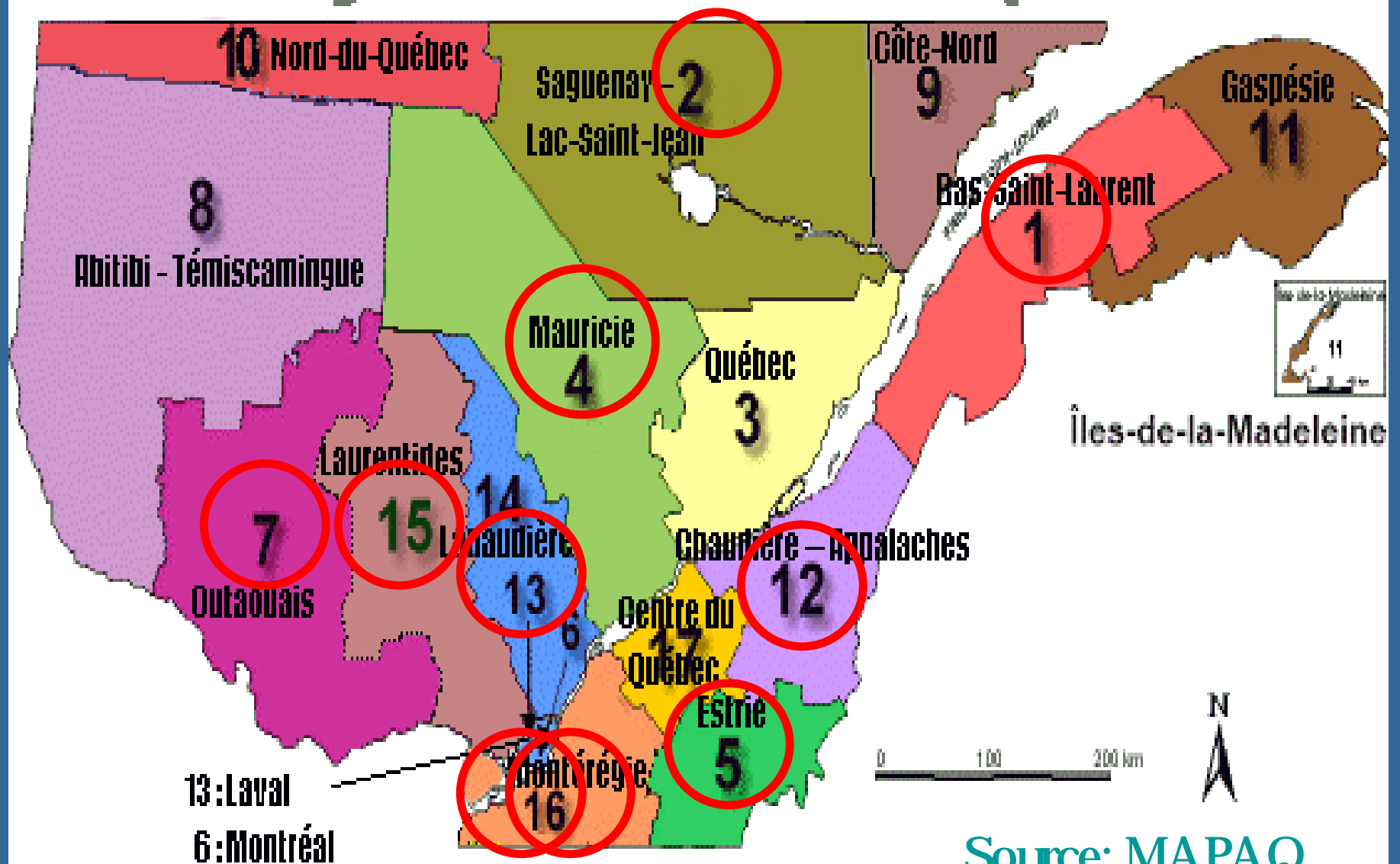


Our History

- **1992: CREA Estrie**
- **1996: designation as a Centre multiservices (CMEA)**
- **2002: 10 organizations in Quebec**
- **738 families assisted**
- **2002: more than 300 member families**



Les régions administratives du Québec



Source: MAPAQ

Our Structures

- **Club and consultant service format**
- **Non-profit organizations**
- **Managed by producers**
- **Mixed and broad representation on the Board of Governors**
- **Organizations represented: MAPAQ, UPA, FAQ, FRAQ, FADQ**



Financing

- **Provincial MAPAQ program**
- **Member contribution**
 - ◆ Hourly rate
 - ◆ Annual package
- **Other partners: Emploi-Québec, UPA, Coopérative Fédérée, Desjardins**



Activities

- **Organizational co-ordination and provincial representation**
- **Awareness activities and training in all transfer steps**
- **Direct assistance for families**
- **Networking with other stakeholders**



What distinguishes us

The care given to the family and relational aspect underlying the economic activities...



...through a global and systematic approach

Individuals

Personal
Advisors

Friends

Teachers

Family

Other families
Friends
Social Worker

XPEA

XMEA

Legal
Counsel

Legal
Counsel

Agro-economist, Agronomist
Accountant /Tax specialist

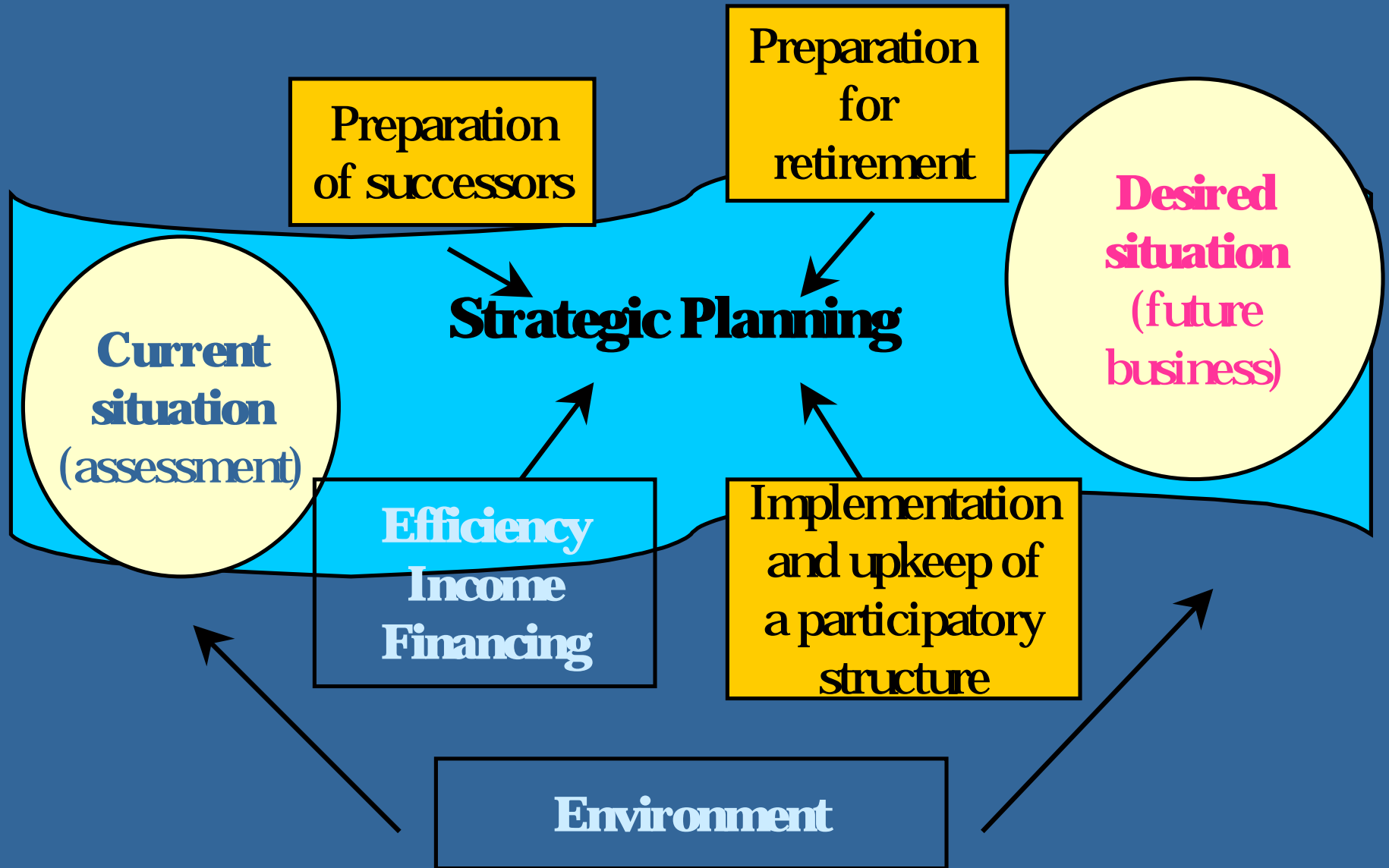
Business

What distinguishes us

A process that integrates the time factor and tools adapted to helping families acknowledge their past, live better in the present and plan their future



Transfer Process



Source: CRRA Q 2000

What Distinguishes Us

...promoting community
co-operation and partnership



What Distinguishes Us



...the profile of advisors /
co-ordinators

- Knowledge of the farming sector
- Enhanced interpersonal skills
- Communication skills
- Proficiency in leadership/helping relationship

What is Said About Us

Our clients say:



“What we gave ourselves by going to CREA was the opportunity to express what was important to each of us.”

What is Said About Us

Our clients say:

“We learned techniques for sharing responsibilities. We learned how to give positive criticism without belittling the other person.”



What is Said About Us

Our colleagues say:

**“A well-prepared transfer using
CREA makes a world of difference!
In fact, we often refer our clients to
CREA....”**

(Financial Advisor)

What is Said About Us

Our colleagues say:

“I have been working for years with parents. I am not neutral when facing successors. I need the CREA’s expertise and objectivity.”

(Management Advisor)

Our Future and Our Challenges

- **Manage demand and maintain the quality of service through adequate financing**
- **Standardize the approach and provide advisors with the necessary tools**
- **Reinforce co-operation between stakeholders**



Some Results

- **A farm transfer process guide and protocol**
- **A transferability assessment tool**
- **A strategic and operational plan**



...Closing Remarks

To manage the human dimension of the transfer is to...

- Anticipate
- Consolidate
- Harmonize



...Closing Remarks

To manage the human dimension of the transfer so that..

...each person sees the transfer as an opportunity to grow as an individual, as a family member and as an entrepreneur.



...Closing Remarks

To manage the human dimension of the transfer is to...

...place the right stepping-stones in the right places across the stream in order to pass from one shore to the other.

