


A photograph of two farmers standing in a field of crops, possibly corn, at sunset. The sky is a mix of orange, yellow, and purple. The farmers are wearing hats and jackets, and their silhouettes are visible against the bright background.

# **Consulting Services in Agriculture: The Quebec Experience**

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Canadian Farm Business Management Council

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agricoles

A photograph of two people standing in a field of tall grass or wheat at sunset. The sun is low on the horizon, creating a warm, orange glow. The people are silhouetted against the bright light of the setting sun. The overall mood is serene and contemplative.

**The Quebec experience with  
consulting services in  
agriculture, a special way for  
us to promote excellence**

# Why?

- Technical and professional training
- represents one of the fundamental pillars that should be emphasized within any joint strategy.
- Considered a green initiative by the WTO.
- Plays a predominant role with respect to the place that our products can occupy in the market.
- Increases our capacity to adjust and adapt quickly to changes and to benefit from them.

# Agreement Made Between the Provincial Ministers of Agriculture

- Recognizes that governments should :
  - Help producers adapt to a constantly changing environment
  - Provide producers with the tools they'll need to succeed, to evaluate their situation and to choose their own solutions.

# What will be the benefits?

- Independance of producers
- Better integration of environmental conservation practices.
- Appreciable progress on environment and food safety.

# Characteristics of the Quebec model

## ■ Joint Strategy

- To optimize human and financial resources
- To avoid pointless and costly duplication
- To assure a more coordinated and economical management of resources
- To create an environment that is conducive to creativity and innovation

# Characteristics of the Quebec model

- Offer services that are available to all.
  - To assure quality across the province.
  - Eliminate regional disparity.
  - Knowledge Follow-up

# Characteristics of the Quebec model

## ■ Impartial services

- Allowing the farming community to develop based on its own strategic choices.
- To assure greater autonomy for producers so that they will be able to make sound, responsible decisions.

# Characteristics of the Quebec model

- Multidisciplinary approach and global vision
  - Responding to agricultural production requirements.
  - Assuring various concepts relating to the field (production, processing and distribution).
  - Taking all of the realities of the business into account.

# Characteristics of the Quebec model

- Consulting services network
  - Linked to the fields of research and training
  - Relying on effective, high-performance communication channels.
  - Assuring that knowledge is conveyed to producers
  - Allowing producers and consultants to voice their needs.

# Characteristics of the Quebec model

- More independent producers
  - who control the destiny of their businesses
  - who make independent decisions
  - who have more advanced training
  - who have access to better quality information.

# Characteristics of Quebec model

- More « influential » producers
  - who exercise true influence in fields that affect the quality and provision of consulting services
  - Who take into account strategic choices adopted by the farming community (e.g., family farm, sustainable farming, land use, capturing the markets)



# **Joint agreement in 1998 between UPA and MAPAQ**

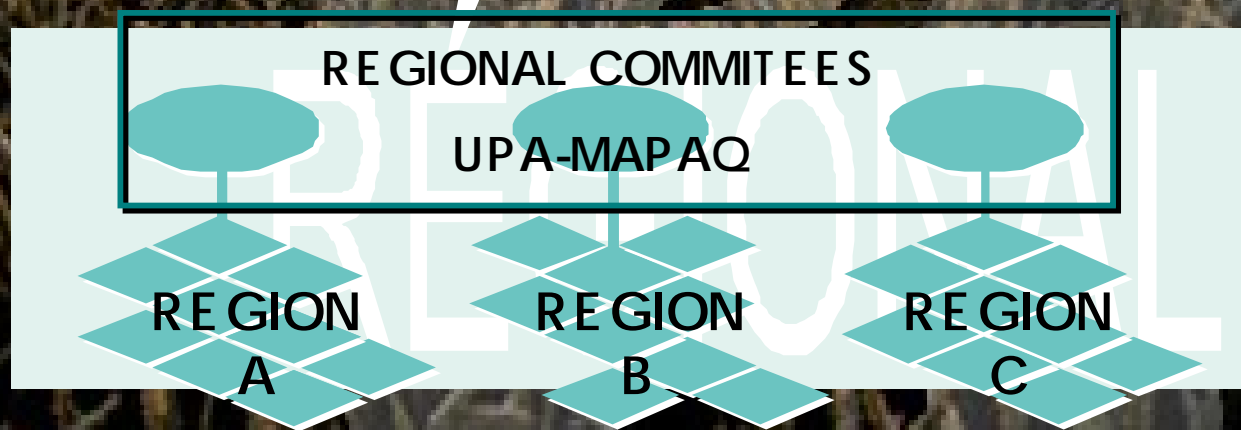
- Included principles requested
  - Diversity of services
  - Global approach by multidisciplinary teams
  - Consulting services linked to research and training
  - Neutral services
  - Accessibility for all
  - Increased user involvement

# **Joint agreement in 1998 between UPA and MAPAQ**

## **■ It allowed :**

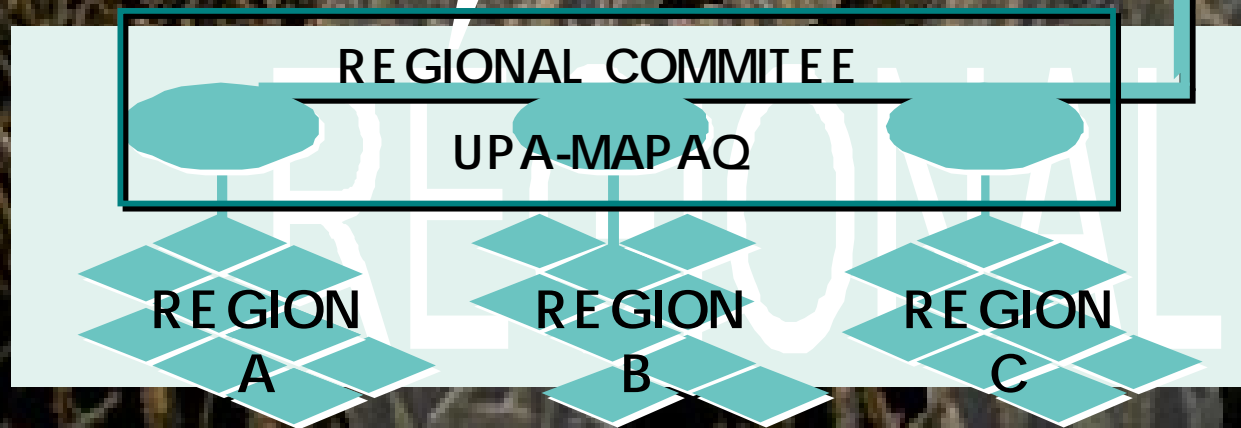
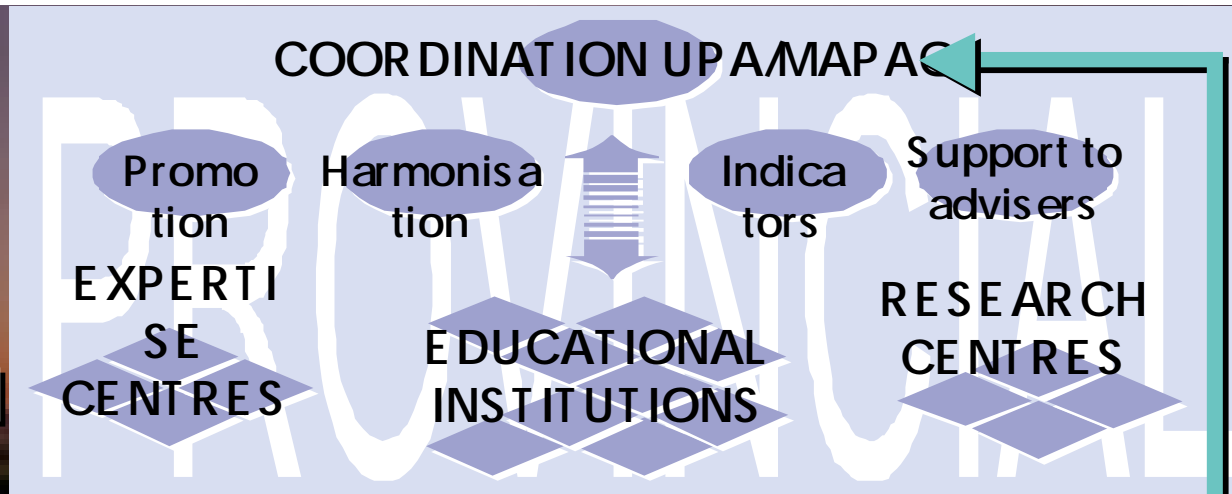
- A stop to the hemorrhaging of money invested in the extension services offered by the government**
- A vision of a future under development**
- Farm extension services not linked to commercial interests**
- Services delivered on a regional basis**
- A voice for producers**

# Vision of the future of the organization of non-linked extension services in agriculture in Québec



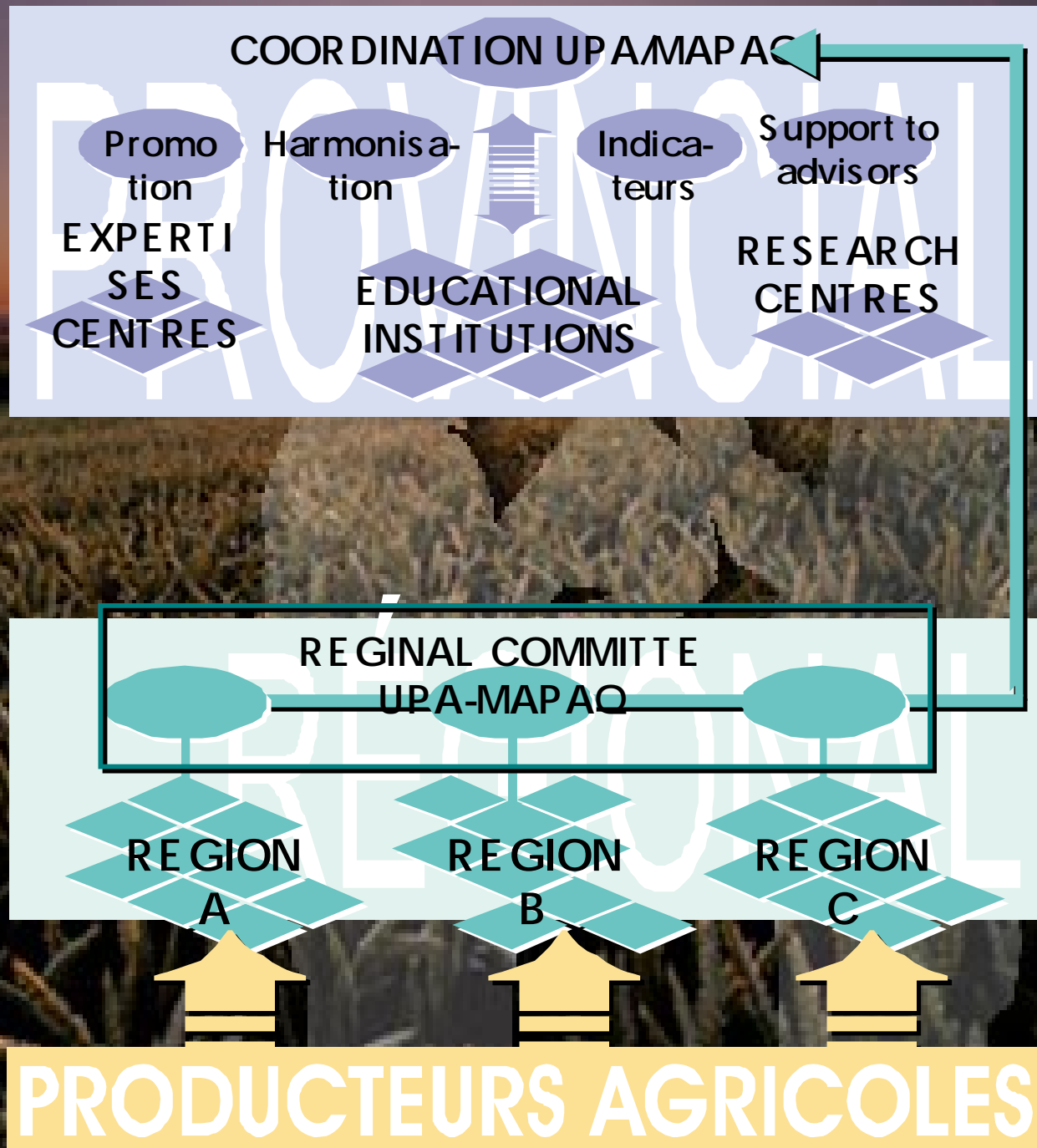
**PRODUCTEURS AGRICOLES**

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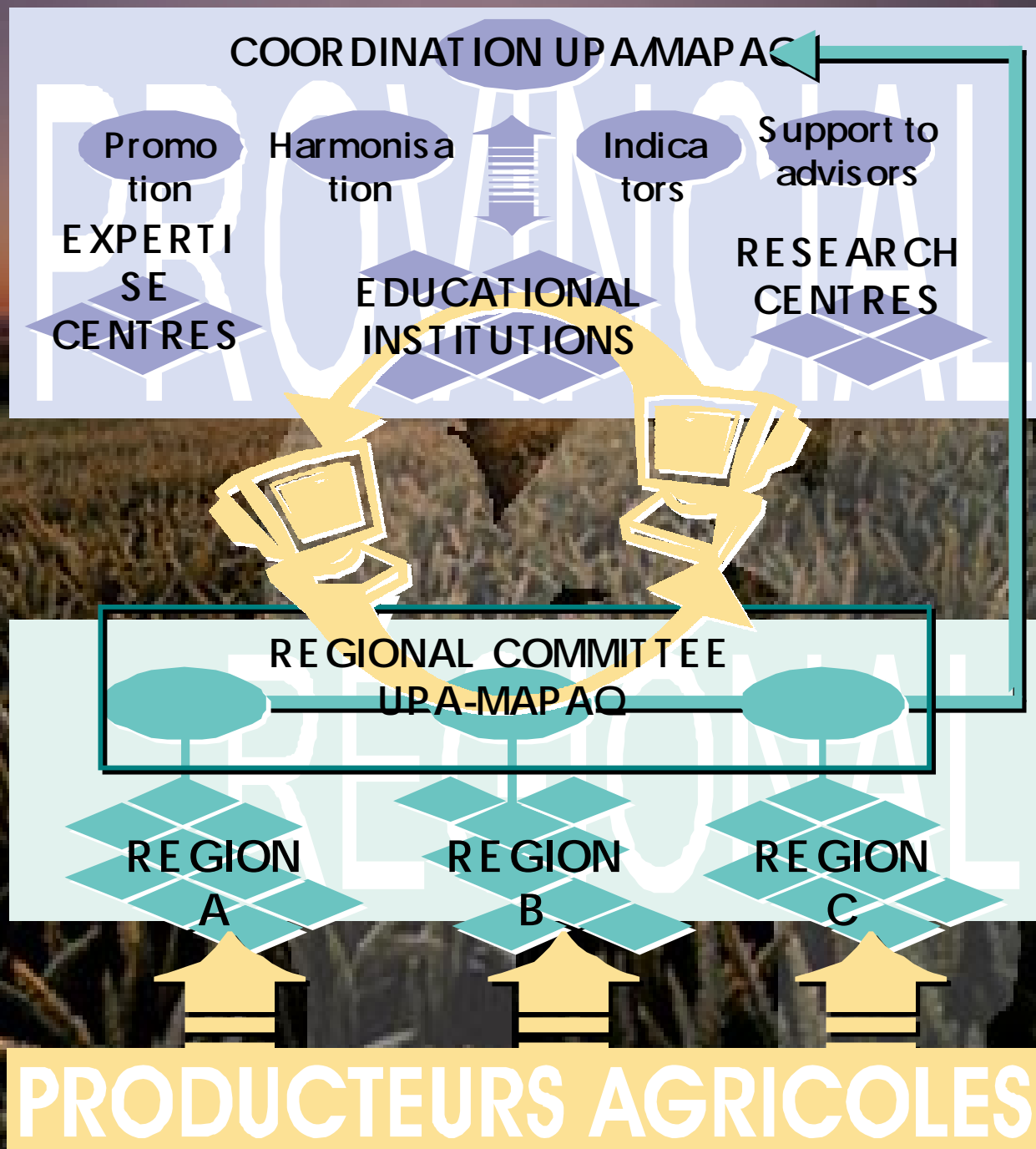


PRODUCTEURS AGRICOLES

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Agricultural  
consulting  
services  
networks in  
Quebec



