

Introduction

- Program balance
- Great organisation
- Powerful participants

Creating Opportunities

- No recipes
- Don't have the truth
- 10 points actions plan

Solution-Focused Communication

- Value of humour
- Working on relationship
- Empathy
- Visitors, complainants, customers
- When you review your notes

Innovation for survival

- Understanding the food industry
- Competition
- A complex web not a chain
- Preparing for the life sciences revolution

Surviving Globalisation

- More consolidation to come
- Power in the food chain
- Global purchasing – world costing
- Producer/Processor partnership
- Branding
- What do we know about cost structures of manufactures and retailers

Multi-services Centres in Agriculture

- Cooperation – Coordination
- Research – education – extension continuum
- Independent advice
- No ‘one size fit all’ – relevance to different producer segments
- Use of the Quebec model elsewhere
- Information for service businesses

Agriculture & Agri-Food Positioning Canada

- Canada as a world leader
- Responding to consumer demands
- Learning for change
- The 'age of biology'
- The policy framework

Renewable Energy

- Many alternatives
- Canada well positioned
- Learning

Farm Management Benchmarking

- It is fine to go global – global sourcing – world costing
- Business succession planning – a long way to go
- Human resources development – a long way to go
- Rapid adoption of new technologies
- Business structures
- Farmers views of the future
- Benchmark leading farmers

7 Habits & Succession Planning

- Balance – 4 basic needs
- 7 Habits – stick them to the refrigerator door
- Succession planning
 - Never too early too early to start
 - Use resources available

Animal Trangenics

- Sciences
- Environment
- Economics and market
- Management education
- Consumers views
- Ethics
- R&D
- Power?

Fueling the Future

- Research on biofuels
- Re-define agriculture Beyond food & fibre
- Green gold to replace black gold
- Image of agriculture being questioned

Advitech

- Milk-food, pharmaceutical & cosmetic industries
- Shape of things to come

Opportunities in Ethanol

- Ethanol production
- Benefits
- Opportunities

Final Comments

- Analyse change
- Look for opportunities
- Work together
- Don't lose the plot
- We need leaders – what are you going to do?
- Before reaching home have a communication plan
- The power is in this room