



Growing Forward

Non-business risk management
programs 2009-2013

*Working together to build an innovative and
profitable agriculture and agri-food sector*

Canada 

Manitoba 

Growing Forward – Building an Innovative and Profitable Agriculture and Agri-Food Sector

Growing Forward is a five-year, co-ordinated federal-provincial-territorial government initiative that supports all aspects of the agriculture industry. The goal is to help producers and agri-businesses make the sector more profitable, competitive and innovative. It supports growers, producers, agri-product and agri-food businesses by helping them meet their business goals.

Federal, provincial and territorial governments are investing \$1.3 billion nationally, over five years for Growing Forward programs. The funds represent \$330 million more than was available through the previous Agricultural Policy Framework (APF). It will be cost-shared between the federal, provincial and territorial governments on a 60:40 basis. The Canada and Manitoba governments will invest a total of \$117.5 million over five years in Manitoba to non-business risk management programs under the agreement.

The Growing Forward non-business risk management programs developed in Manitoba are administered through the staff at Manitoba Agriculture, Food and Rural Initiatives (MAFRI). They are tailored to four specific areas (or suites):

- innovation
- environment
- food safety
- business development



Innovation Suite

This suite helps producers develop and use new farming methods, products and technology -- factors that improve Manitoba's competitive edge in the sector. Innovation is key to a healthy agriculture sector and this suite supports participants in seizing opportunities and improving their profitability.

Existing initiatives that are funded in this area include:

- Agri-Food Research and Development Initiative (ARDI)
- Farm Innovation and Diversification Centres
- Prairie Agricultural Machinery Institute (PAMI)
- University of Manitoba

Innovation funding is available for:

- research and development projects that support creation and adoption of more profitable, sustainable farm production methods and activities that advance research in new agricultural products, processes and practices (from development through adoption)
- activities that create business links with commercialization partners (to develop or support new value chains)
- regional evaluation of farm production innovations on farms
- individual producers and processors to evaluate emerging technologies or practices under local conditions

Environment Suite

This suite helps producers improve the sustainable, environmental performance of their operations. The goal is to increase awareness and use of improved environmental practices. There is also existing government support in this area including:

- Soil Survey Program
- Ecological Goods and Services Pilot Projects
- Agro-Meteorology Information System



Food Safety Suite

This suite enhances food safety techniques and supports ongoing improvement throughout the industry. It builds on Manitoba's and Canada's growing reputation in valuable food safety practices.

The goal is to:

- increase acceptance and use of food safety programs that have passed the Canadian Food Inspection Agency (CFIA) lead technical review (programs are currently available for most agricultural sectors)
- support the development and use of National Agriculture and Food Traceability Systems
- enhance biosecurity on farms
- increase food safety knowledge across the industry

Business Development Suite

This suite helps farm and agri-product processing businesses start, grow and transition their business by improving financial management, leadership, marketing, succession planning and competitiveness. Assistance is available for training and consulting to help eligible applicants assess their own needs and strengths in business management and act on plans. Funding is available to organizations targeting these agricultural businesses for events, tours or development of resources in business management.

Increasing agriculture and food production in Northern Manitoba is another aspect of this suite. Programming will help encourage northern residents to find ways to grow, preserve and market fresh foods in their own communities.



Growing Forward Programs for Manitoba's Producers

Non-business risk management programs are administered through Manitoba Agriculture, Food and Rural Initiatives (MAFRI). Staff are available to advise, support and work with producers to maximize funding through Growing Forward and other provincial programs.

Agri-Extension Innovation funds projects that demonstrate, evaluate and transfer technology of proven, farm profitability and value-added innovations that improve farming.

Advancing Agri-Innovation provides funds for innovative agricultural initiatives that expand and enhance areas of strategic importance. The goal is to encourage and support partnerships and alliances among value chain participants that help build the province's capacity for innovation.

Environmental Farm Plan (EFP) Program helps producers improve the environmental performance and sustainability of their farms by developing and using environmental farm plans.

Upon completion of the EFP Program, producers can access funds through the **Environmental Farm Action Program (EFAP)**. It funds eligible, beneficial management practices (BMP) that help producers manage environmental risk. Producers can apply for one of several BMP that address environmental risks on their farms. Applications are evaluated on their potential to ensure that they achieve the most environmental improvement possible.

Agri-Extension Environment supports funding of projects that extend information to producers and agricultural land owners on the importance of environmentally sustainable farming practices.

Food Safety Program, for Farms provides resources for setting up, using and monitoring food safety, biosecurity and traceability programs on farms. It helps farmers identify, reduce and manage risks and helps food producers anticipate and respond to ongoing demands for increased food safety practices.



Growing Forward Programs for Manitoba's Producers

Agri-Excellence helps participants develop business skills to achieve their business goals. It supports farmers in learning and helps fund training in business skills and development.

Agri-Advisor helps farm businesses evaluate the feasibility of a business concept, analyze business plans and structures, plan for business succession or develop financing and marketing strategies. The development of an action plan and funds for professional consultants are included in this program.

Succeeding Generations helps young farmers develop and manage viable farming businesses. It provides financial management information, training and mentorship to increase profitability and improve business operations.

Agri-Extension Business supports extension events and forums; development and distribution of training tools; materials, information sheets and publications; and educational tours and exploratory visits that highlight successful improvement of on-farm business practices.

Northern Agriculture Program provides funding and practical support to northern residents who are developing and increasing agriculture and food production in northern Manitoba. The goal is to improve the supply of healthy foods in northern Manitoba.



Growing Forward Programs for Manitoba's Agri-Businesses

Non-business risk management programs are administered through Manitoba Agriculture, Food and Rural Initiatives (MAFRI). Staff are available to advise, support and work with agri-businesses to maximize funding through Growing Forward and other provincial programs.

Commercialization Support for Business Program funds the critical business for products that contribute to innovation in the agri-food industry, including development, commercialization, marketing and certification.

Advancing Agri-Innovation provides funds for innovative agricultural initiatives that expand and enhance areas of strategic importance. The goal is to encourage and support partnerships and alliances among value chain participants that help build the province's capacity for innovation.

Agri-Extension Innovation funds projects that demonstrate, evaluate and transfer technology of proven, farm profitability and value-added innovations that improve agri-product processing.

Agriculture Sustainability Initiative increases awareness and use of sustainable agricultural farming practices through demonstration projects; applied investigation projects; and extension such as workshops and fact sheets.

Agri-Extension Environment supports funding of projects that extend information to producers and agricultural land owners on the importance of environmentally sustainable farming practices.

Food Safety Program, for Processors and Distributors provides food processors and distributors with funds and technical support to adopt food safety and traceability systems, recognized by MAFRI. Enhanced food safety practices address increasing market demands and manage risks. They also improve the health and well-being of Canadians.

Agri-Excellence program helps participants develop business skills to achieve their business goals. It supports agri-food and agri-product processors in learning and helps fund training in business skills and development.

Agri-Advisor helps agri-food and agri-product processing businesses evaluate the feasibility of a business concept, analyze business plans and structures, plan for business succession or develop financing and marketing strategies. The development of an action plan and funds for professional consultants are included in this program.

Agri-Extension Business supports extension events and forums; development and distribution of training tools; materials, information sheets and publications; and educational tours and exploratory visits that highlight successful improvement of agri-food and agri-product processing business practices.

Northern Agriculture Program provides funding and practical support to northern residents who are developing and increasing agriculture and food production in northern Manitoba. The goal is to improve the supply of healthy foods in northern Manitoba.



For more information about:

- eligibility for a Growing Forward program or how to apply, contact your local **Manitoba Agriculture, Food and Rural Initiatives Growing Opportunities (GO) Office**
- the location of your nearest **GO Office**, call Manitoba Government Inquiry, toll free, at **1-866-626-4862**
- program details, go to **manitoba.ca/agriculture** and click on the Growing Forward link

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A federal-provincial-territorial initiative

Manitoba 

GROWING **Opportunities**