



# Growing Forward

## 2010/11 Progress Report

### Non-Business Risk Management Programs

Canada 

Manitoba 

# Opportunity takes root in rural Manitoba

## Message from the Federal Minister

The Government of Canada is pleased to continue our partnership with the Province of Manitoba to ensure a strong future for farmers and the food sector through *Growing Forward*.

Canadian farmers and processors are eager to compete in changing world markets and to meet the ever-evolving demands of today's consumers. They want to be front and centre in helping to feed the world.

Through *Growing Forward*, we are improving competitiveness and encouraging use of innovative technologies and business practices which are crucial to farmers who wish to build their businesses and increase their profitability. Government investments in research and science are helping to give producers and processors an edge in the global marketplace.

By modernizing regulatory systems and embracing the best ideas and practices from other sectors and countries, *Growing Forward* is giving Canadian producers and processors that competitive advantage.

Manitoba farmers and communities have shown incredible resiliency during the recent flood. AgriInvest, AgriStability, and AgriInsurance are in place under *Growing Forward* to help farmers when situations such as flooding occur.

*Growing Forward* and the next generation of Canada's agricultural policy framework, *Growing Forward 2*, are key to not only meeting the needs and challenges of today's industry but also to set the course for future and long-lasting prosperity.

Thank you to the government and agriculture industry of Manitoba for helping make *Growing Forward* such a success. Together, we can look forward to more great results for our farmers and processors in the coming years.

*Original signed by*

**Honourable Gerry Ritz**, P.C., M.P.  
Minister of Agriculture and Agri-Food  
and Minister for the Canadian Wheat Board



## Message from the Provincial Minister

At the midway point of *Growing Forward*, I'm pleased to report that our programs and partnerships are bearing fruit. Every corner of the province and every link in the value chain is feeling the results of our efforts.

Partnership has been the fuel driving our success. The industry has guided our strategic investments, and Manitoba farmers and agribusinesses have seized these opportunities. Along the way, we adjusted some programs in response to industry feedback, and were rewarded with an immediate increase in applications. Nurtured with hard work, ingenuity and entrepreneurial zeal, the benefits are growing.

Today we are seeing definite improvements in the safety of our food supply and the sustainability of our production practices. New sources of jobs and revenue are gaining momentum – both on the farm and in the local business scene. Around the world, Manitoba's reputation for agrifood innovation and quality products is on the rise.

This positive outlook is in stark contrast to the immediate crisis farmers are facing in some areas of the province. The unprecedented flooding of 2011 reminds us that there are still hurdles to overcome if Manitoba is to realize our agriculture sector's full economic potential. These challenges will be foremost in our minds as we look toward the final years of this *Growing Forward* agreement, and begin to plan the next slate of programs.

I thank all those who have contributed to the successes of the past two years, and I look forward to working with you as we continue to address the challenges and opportunities ahead.

*Original signed by*

**Honourable Stan Struthers**  
Minister of Manitoba Agriculture, Food and Rural Initiatives

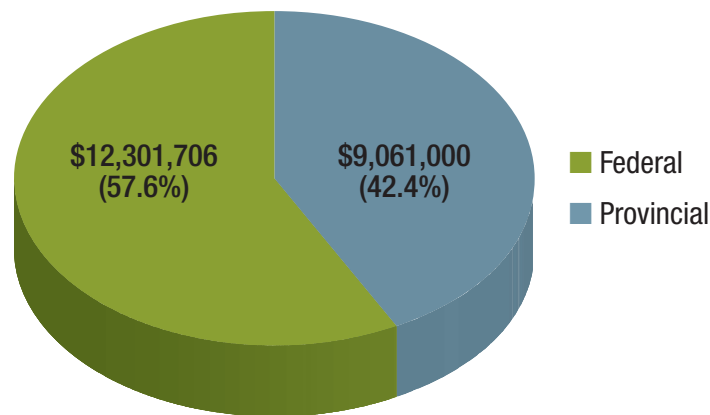


## Programs focused on results for all Manitobans

*Growing Forward* is a five-year program aimed at helping the agriculture industry move toward a more profitable, innovative and competitive future. As this industry gains strength, so too will the larger economy, creating jobs and opportunity in many sectors.

Between 2009 and 2013, the Canada and Manitoba governments are investing a total of \$117.5 million in non-business risk management programs in the four areas outlined in this report: Innovation, Environment, Food Safety and Business Development. Programs have been developed in consultation with producers, processors, agribusiness and researchers, with funding administered through Manitoba Agriculture, Food and Rural Initiatives (MAFRI). The industry accesses these programs at Growing Opportunities (GO) Offices and Centres throughout Manitoba.

### ***Growing Forward* Non-Business Risk Management Programs – Federal/Provincial Financial Summary for 2010/11**



**INNOVATION** The Innovation Suite provides strategic funding to stimulate leading-edge research and commercialization of new ideas. These advances support progress in all *Growing Forward* suites by helping Manitobans explore opportunities to build a more sustainable and profitable farm economy.

## Actions

**337 new projects** were approved in 2010/11 by Innovation Suite programs and grants:

- > 137 at crop diversification centres
- > 72 at the University of Manitoba
- > 39 at the Food Development Centre
- > 30 through the Agri-Food Research and Development Initiative (ARDI)
- > 18 through the Manitoba Agri-Innovation Suite (MAIS)
- > 30 through Advancing Agri-Innovation Program (AAIP)
- > 5 through Agri-Extension Innovation Program (AEIP)
- > 6 at the Prairie Agricultural Machinery Institute (PAMI)

**\$6.5 million in strategic support** was provided to organizations that form the foundation of Manitoba's agrifood research, development and commercialization infrastructure.

**\$2.6 million in support for industry-led innovation** was provided to Manitoba's three producer-directed diversification centres, ARDI projects and other application-driven programs.

## Healthy Manitoba foods find global markets

A fresh vegetable food processor is one of the many Manitoba companies using the Food Development Centre to obtain advice, access specialized equipment and take advantage of related commercial services. The company is setting its sights on export markets as it receives firm expressions of interest from large multinational food processors.

## Results

### Research investments multiplied.

- > Every dollar provided to the University of Manitoba leveraged 22 times the initial investment from industry associations, private ventures, scholarship funding and other funding.
- > Every ARDI project dollar generated twice the investment from other sources.

### New made-in-Manitoba food products were developed or marketed.

- > The Food Development Centre developed 54 new product prototypes and 249 nutritional labels, and worked with 12 commercial processing clients.
- > MAIS programs helped launch eight new products including a hibiscus tea beverage, wild rice pasta, multigrain samosa, breakfast sausage, gluten-free wild rice blend, preservative- and additive-free biscotti, Manitobar® chocolate and mead.
- > Rural jobs were preserved through the use of new technologies.
- > Flax fibre processor Schweitzer-Mauduit adopted new equipment that opens the door to new markets and product opportunities.

### Manitobans learned about greener ways to grow.

- > Demonstration projects and tours gave producers first-hand experience with the latest alternative tillage systems, crop diversification opportunities, pest management software, polyculture cover crops, field equipment and biomass opportunities.
- > Four workshops focused on genomic research, climate change, innovation and the relationship between food and human health.
- > Manitoba became the first Canadian jurisdiction to support a plant breeder developing natural cropping systems based on perennial grains.
- > The industry collaborated on development of on-farm energy production systems, such as wind turbines and anaerobic digesters.
- > Keystone Agricultural Producers and PAMI completed a farm energy use study that will guide decision-making on the farm and in government.

### New plant-based products moved closer to commercialization.

- > WESTEST opened a vehicle and fuel testing centre that is evaluating a plant-based fuel additive and the potential for a biorefinery in the province.
- > The Composites Innovation Centre began preparations for the Green Garage, a demonstration project that will support development and marketing of construction products made from Manitoba-grown hemp and flax fibres.

### Manitoba strengthened its leadership in functional foods and nutraceuticals.

- > Manitoba Agri-Health Research Network Inc. (MAHRN) embarked on a joint venture with a Chilean food research company to develop healthier cereal-based products for South America.

# BUSINESS DEVELOPMENT

The Business Development Suite provides a combination of information, guidance and funding to help farm and rural families pursue opportunities. GO Teams help clients identify their business-related needs, and then connect with programs and services to fill those needs.

## Actions

**164 new projects** were approved in 2010/11 by the Business Development Suite:

- > 90 under Agri-Excellence
- > 40 under Agri-Advisor
- > 31 under Agri-Extension Business
- > 3 under Northern Agriculture Program

**90 learning plans** were developed with the assistance of Manitoba Agriculture, Food and Rural Initiatives to identify clients' education needs

**12 consultations and 1 demonstration project** were provided by the Northern Agriculture Program

**60 events** were supported:

- > 56 events and 1 tour through Agri-Extension Business
- > 3 Succeeding Generations extension events

**8 new publications** were produced and distributed:

- > 4 extension publications or tools
- > 3 editions of *The Young Farmers Newsletter*
- > A new *Gaining Ground* agribusiness assessment workbook to help applicants assess their business development needs

**\$12,000 in 4-H support** was provided to the Manitoba 4-H Council

## Results

**Farm families received expert guidance to pursue new opportunities.**

- > A total of 26 action plans were created, resulting in 37 business consultations with professional advisors. Completed studies and reviews included 19 business plans, 12 succession plans, four marketing plans and two feasibility studies for new start-ups. Clients reported a high level of satisfaction with these contracted services.
- > The new *Gaining Ground* agribusiness assessment tool received positive feedback from clients.

**Thousands of Manitobans gained knowledge and credentials that will help farm businesses succeed.**

- > About 5,500 people attended events and used tools supported by Agri-Extension Business.
- > Nearly 70 people participated in northern agriculture consultation and demonstration activities.
- > Eight Manitobans completed courses, seminars and the agriculture diploma program.

**Manitobans were inspired to improve their skills and practices.**

- > In evaluation surveys, 74 per cent of respondents said participating in *Growing Forward* Business Development programs helped them improve their business skills and adopt Beneficial Management Practices.
- > The Capturing Opportunities conference helped Manitobans prepare for the new bio-economy. Keynote speaker Dr. John Hamer, managing director of Burrill & Company, spoke on the important role of agriculture in developing a low carbon, renewable-energy economy while meeting the food and feed needs of a growing world population.

**4-H programs helped to shape future leaders.**

- > A total of 18 adults and 12 youth obtained experience in strategic planning, board governance, meeting management and goal-setting by participating in 4-H boards and councils.

## High satisfaction with programs

In evaluation surveys, Business Development programs earned high marks from most clients.

	Agri-Excellence	Agri-Advisor	Agri-Extension Business	Succeeding Generations
"Agreed" or "Strongly Agreed" to overall program satisfaction	100%	88%	88%	95%

## New ideas create new farm revenue

Like many rural people, one southwest Manitoba farmer wants to improve her family's financial stability by generating more revenue from their farm assets. She plans to get more mileage out of her horses, barns and paddocks by providing Equine-Assisted Learning (EAL), an objective-driven program where individual participants interact with horses to further enhance their social and life skills. Business Development programs are helping her acquire the training she needs to become a certified level 2 facilitator in EAL.



**FOOD SAFETY** The Food Safety Suite deals with safe food production on the farm, and safe processing and transport as it moves through the value chain. Programs provide the industry with information, training and incentives to deal with increasingly complex challenges.

## Actions

**405 new projects** were approved in 2010/11 by the Food Safety Suite:

- > 350 for on-farm improvements for food safety, biosecurity and traceability for farms
- > 55 new projects for improved traceability and food safety in the processing/distribution sector

**\$1.4 million** was paid out for ongoing and completed projects:

- > \$668,800 for on-farm improvements, matched 1:1 by producer dollars
- > \$138,300 for veterinary visits, including \$112,800 for initial visits and \$25,500 for follow-ups
- > \$375,600 for 11 testing and research contracts related to on-farm food safety
- > \$264,400 for post-farm food safety and traceability projects

**58 formal activities** were carried out to educate and encourage industry participation:

- > 32 producer training and on-farm food safety meetings, including 4 on dairy, 5 on grain, 5 on sheep and 18 on beef
- > 21 displays at on-farm and post-farm events
- > 4 presentations/program promotions at industry events
- > 1 video conference for provincial abbatoirs

**63 food safety training events** were presented:

- > 36 workshops for specific commodity groups
- > 2 train-the-trainer events in support of ExcelGrains and CanadaGAP food safety program
- > 1 workshop on farm water safety
- > 20 full-day training courses for processors/distributors on 11 different topics
- > 4 sessions customized for individual processors/distributors

**36 information materials** were produced and distributed:

- > 22 technical documents/factsheets
- > 2 presentations for use by GO Teams
- > 12 monthly e-bulletins for processing industry

**75 food safety program reviews** were conducted for processors

**14 food processors were audited and received MAFRI recognition** for preventative food safety programs

## Results

**More than 1,100 Manitobans received food safety training.**

- > On-farm food safety workshops attracted 659 producers.
- > More than 500 Manitobans received post-farm food safety training.

**Producers adopted improved food safety practices and equipment that helped to maintain and increase agricultural trade.**

- > By the end of 2010/11, nearly half of Manitoba's pork was produced under needle-free management. Approximately one-third of producers are using needle-free technology.
- > Approximately 100,000 tonnes of grain were produced under the ExcelGrains program in Manitoba in 2010/11. The first ExcelGrains workshops in Canada were organized in this province. The well-attended events introduced the concept of a voluntary, industry-led certification and inspection program for grains, oilseeds and pulse farmers.
- > More producers applied for assistance to become Verified Beef Producers than in 2009/10. Identification signs began to appear in the driveways of beef operations, signalling producers' pride in meeting audit requirements.
- > The first sheep producer audits took place near the end of 2010/11.
- > Dairy farmers purchased pasteurizers to reduce pathogen transfer to calves.
- > Egg farmers continue to improve egg cooler and barn biosecurity.

**Processors and distributors improved food safety practices and met the high standards of export and retail customers.**

- > Food processors used *Growing Forward* funds to support development of Hazard Analysis and Critical Control Point (HACCP) plans.
- > Processors and distributors received *Growing Forward* funds for 11 traceability projects and seven food safety projects.
- > The MAFRI Food Safety Program audit recognition system enabled processors to move into new markets and meet the stringent demands of customers.
- > The adoption of preventative food safety programs allowed processors to maintain and increase market access.

**Industry interest in food safety rose dramatically.**

- > The Technical Resource Centre for processors/distributors received 42 per cent more questions and 36 per cent more subscribers for its e-bulletin.
- > Online educational materials for processors/distributors generated 702,768 page views – a 224 per cent increase.
- > Veterinary service district clinics handled 57,684 general client inquiries on food safety and biosecurity – about six per clinic per day.

**Veterinary visits increased biosecurity awareness.**

- > Nearly 320 veterinary consultations were completed (including initial and follow-up visits) on herds totalling more than 4,000 beef, sheep and goats. Half of the visits were conducted by veterinary service district clinics.
- > On-farm visits by veterinarians resulted in a 22 per cent improvement in biosecurity and food safety knowledge among participating producers. The visits also increased producers' ability to comply with Verified Beef Production certifications. More than 10,260 in-depth consultations and herd health visits took place during the year – more than one visit per day by each veterinary service district clinic.

## Co-operation moves industry forward

On-farm programs are guided by commodity group steering committees with representation from many ag sectors.

The Manitoba Food Processors Association is a valued partner in food safety programs for processors and distributors.

# ENVIRONMENT

The Environment Suite encourages the industry to adopt better solutions to environmental challenges. Programs guide producers through environmental farm planning and then offer financial assistance to implement improvements. Major projects improve the decision-making tools available to everyone in the province.

## Actions

**107 new projects** valued at \$4.2 million were approved by the Environment Suite in 2010/11:

- > 57 through the Environmental Farm Action Program (EFAP)
- > 35 under the Agricultural Sustainability Initiative (ASI)
- > 15 through Agri-Extension Environment Program (AEEP)

**15 events** were funded:

- > 12 provincial
- > 1 international
- > 2 for youth

**\$2.6 million** was paid out for 46 farm improvements completed during the year.

**\$330,000** was invested in the Manitoba Agro-Meteorology Information System.

**47 workshops** were conducted on environmental farm planning and agriculture sustainability initiatives.

**148 new information materials** were produced:

- > 47 invasive species maps
- > 4 fusarium blight maps
- > 16 potato bulletins
- > 30 crop weather reports
- > 15 internal weekly moisture conditions update reports and relevant maps
- > 2 factsheets
- > 4 posters
- > 1 brochure
- > 1 manual update
- > 26 articles
- > 1 updated workbook for environmental farm planning
- > 1 report on the conservation auction workshops

**26 events and presentations were conducted**

- > 17 demonstrations
- > 8 agro-meteorology presentations on irrigation and other agronomic topics
- > 1 webinar

## Results

**Producers addressed environmental hazards.**

- > Environmental Farm Plan workshops attracted 480 participants, resulting in 328 new or updated plans, statements of completion and farm assessments.
- > With funding from the Environmental Farm Action Program, producers installed manure storage structures, reduced stubble burning, adopted precision agriculture technologies, improved management of farmyard sites, wintering sites and riparian areas, and relocated confined livestock facilities away from water bodies.

**Thousands of Manitobans improved their environmental knowledge.**

- > About 3,200 people attended events, meetings, tours and workshops supported by Environment Suite programs.
- > Grazing clubs helped producers learn how to improve pasture productivity while reducing environmental risks.

**Important decision-making tools were improved.**

- > Soil surveys began in the rural municipalities of Roblin, Langford, DeSalaberry and Morris and were completed in Killarney-Turtle Mountain, providing Manitobans with detailed information on local soil characteristics.
- > Additional monitoring stations were added to the Agro-Meteorology network, improving the precision of data for forecasting weather, flooding, production conditions and pest outbreaks.
- > Producers gained access to new online tools like SPRAYcast, a software application that helps them use farm chemicals more judiciously.

**New policies and programs were explored.**

- > Following a two-day government-industry workshop, Water Stewardship and a conservation district began examining how the Investment Framework for Environmental Resources (INFFER) might be used in future funding decisions.

## Clear value in environmental farm planning

The popularity of environmental farm planning is growing. For example, a local colony is using the workshop manual in their school curriculum to get students thinking about how environmental practices relate to their farm.

Feedback from workshops shows that producers understand the value of environmental farm planning. Of those who completed the post-workshop survey:

- > 97 per cent said they plan to implement environmentally sustainable practices on their farms
- > 95 per cent said completing the plan will benefit their farm operations.



## The year in summary

More than 1,100 new applications were received for *Growing Forward* programs in 2010/11, and thousands more Manitobans were involved in the projects funded.

With so many projects underway – both big and small – Manitoba is making definite progress toward the three strategic outcomes of *Growing Forward*:

### A competitive and innovative sector

- > Institutional funding is building Manitoba's capacity for agrifood research, development and commercialization – particularly in areas of growing importance, such as functional foods and nutraceuticals, plant-based products, alternative crops and renewable energy.
- > Funding at the grassroots level is enabling farm families and businesses to pursue opportunities that will make them more competitive and sustainable.
- > Skill and leadership development is improving our prospects for strong rural communities and enterprises.

### A sector that contributes to society's priorities

- > Training programs are helping the industry respond to the increasingly complex and urgent demands for certified food safety systems.
- > A growing commitment to environmental farm planning and sustainable production practices is nurturing public confidence in the industry.

### A sector that is proactive in managing risks

- > Increased awareness, coupled with funding for new equipment, is incenting the industry to improve the biosecurity and traceability of food production, from farm to plate.
- > New decision-making tools and improved data are helping industry and government make sound decisions at every point in the value chain.

## For more information

Manitoba Agriculture, Food and Rural Initiatives (MAFRI) Growing Opportunities (GO) Offices are a one-stop source of information and advice on all *Growing Forward* programs. To find a local MAFRI GO Office, call toll-free **1-866-626-4862** or visit [manitoba.ca/agriculture](http://manitoba.ca/agriculture).

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