
PREFACE

Purpose and Organization of the Annual Report

This report was prepared by the Manitoba Department of Agriculture, Food and Rural Initiatives to summarize the activities and accomplishments of the Department during the 2006/2007 fiscal year. Three major sections of this report include:

- **Section One** includes Part A – Program and financial Information, and Part B – Capital Investments Information
- **Section Two** contains summary tables comparing actual 2006/2007 expenditures and revenues with the budgeted estimates. The 2006/2007 figures are also compared to those for the 2005/2006 fiscal year.
- **Section Three** contains a five-year historical comparison of spending and staffing by appropriation numbers.

This report is presented according to the financial organization of the department, and is not necessarily organized according to programs and services.

Mission and Role

The Department's mission and role statements support the provincial government's commitment to improve the quality of life of all Manitobans. Manitoba Agriculture, Food and Rural Initiatives is committed to the overall provincial strategic priorities of northern development, community economic development, healthy children, sustainable development, clean water, aboriginal development, and civil service renewal.

The mission statement defines the common goal of the Department and its staff. The role statement defines how our organization will achieve its mission. The Department's mission and role statements are as follows.

Mission

We are dedicated to creating a supportive environment that advances the greater prosperity and stability of our farm families, other Agriculture, Food and Rural Initiatives partners, and rural communities.

Role

Within a sustainable agriculture framework we provide leadership and a range of information, programs and services in support of our mission.

Our Vision

The publication entitled *Destination 2010* includes the Department's vision. This vision provides an overview of a desired and achievable state of the province's agriculture and food industry – and ourselves as an organization – by the year 2010. The vision stated below declares what this Department is striving to achieve while working with our farming and industry partners.

- Our farm families, agriculture and food partners and rural communities will become more prosperous and economically stable.
- Manitoba's agriculture, food and rural sectors will focus on profitability and competitiveness through expanded diversification and adding value, and greater market orientation – all within a sustainable agriculture framework.

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- Our rural communities will become more healthy and dynamic through expanded local economic and employment opportunities, based on a growing agriculture, food and rural initiatives sector.
 - Our Department will be the leading-edge provider of unbiased technical and up-to-date information to our clients.

Philosophy and Values

The Department's philosophy and values are based on a fundamental caring commitment to people — our clients and our employees. This caring commitment as found in the following statements has stood the test of time. These statements define who we are and our attitude towards others.

The People We Serve — Our Foremost Priority

We work together as a team with our clients, to advance our province's agriculture and food industries, and rural communities.

The people we serve range from farm families, rural communities, rural business operators, food processors, consumers, and Cabinet, to other government departments and our fellow employees.

Our Best Job Performance

We, as employees, are committed to giving our best job performance every day with pride and professionalism.

We Are One Organization

We all share a commitment to our Department, a greater whole, that takes precedence over any of its parts.

Similarly, we all share a greater commitment to the Government of Manitoba and its priorities.

At all employee levels we strive to understand our roles within our Department's overall mission, goals, beliefs, and values.

We Are Public Trustees

We are entrusted with managing funds and other resources owned by the public we serve.

At all employee levels, we are committed to ensuring that we make the most effective and efficient use of the public resources entrusted to our care.

Within our organization's philosophy and values the primary statement we adhere to is our commitment to "The People We Serve – Our Foremost Priority". This client-focused commitment serves as the foundation that our other beliefs are built upon. Throughout the decades Manitoba Agriculture, Food and Rural Initiatives' strategic priorities have undergone considerable change. But our primary commitment has remained the same – and no doubt will continue to remain so in the long-term future.

Motivation, Morale, and Recognition

Manitoba Agriculture, Food and Rural Initiatives has a Motivation, Morale and Recognition Strategy to meet the needs of staff and address the challenges of public sector organizational culture. A formal peer recognition program forms the basis of the strategy. Under the program, individuals, or teams of

employees, are recognized and rewarded for their achievements. The Working Together for Success Committee, in charge of this program, annually invites department members to nominate fellow employees for special recognition and celebration. Recognition is awarded by peers -- and not from "the top down." Department staff members on the committee develop the award criteria, choose the number and types of awards, and vote on the winners.

The Department uses its Motivation, Morale and Recognition Strategy, as well as other measures, to motivate staff and boost morale, ultimately based on service improvement, for the benefit of the Department's clients.

Home Page

The Department's annual report can be found on Manitoba Agriculture, Food and Rural Initiatives' home page address at www.gov.mb.ca/agriculture. The 2006/2007 annual report on this web site includes a French language version for the Minister's introductory letter, the Deputy Minister's introductory letter, Preface, Sustainable Development Integration, and the narratives of each Division/Corporation.