

Summer
2010



SOUTHWEST FARM

WOMEN'S NETWORK

Bringing Women Together

Editor
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Our mission is to address challenges farm & rural women face within their families, communities & the agriculture industry through education, support and sharing.

Garden Tour Enroute to Killarney

Join us July 20th or July 21st in the Killarney area, we will tour through several beautiful rural and town yards.

Both days we will be meeting in the parking lot of the Killarney Mall by 9:30 a.m.

To register send your cheque for \$35 payable to:



Southwest Farm Women's Network
c/o Hazel Lamont Box 405 Virden MB. R0M 2C0

We look forward to showing you some of the treasures of this beautiful area....

Limited to 25 participants each day

Just a little change....we are moving with the times and trying something new. This fall the SWFWN has made a decision to not hold our annual fall tour...we will instead be hosting a new venture in the way of a special day to celebrate each of you, the rural women of Southwestern Manitoba. This special day is aptly titled "JUST FOR ME", check out the following information and join us for a day.....just for you!



Reminder

If you currently receive this newsletter by mail and would like to receive it by e-mail please notify us at

kkbheaman@rfnw.com

As over 400 newsletters are distributed bi-annually this could be a great cost savings to the SWFWN.

Thank You to everyone who has already notified us!

**Join Us For
A New Event**

JUST FOR ME DAY

A day just for You to relax, renew and recharge yourself....

Join us on October 26th at the Victoria Inn, Brandon

For an afternoon of informative and fun sessions,
do a little shopping at a store made...just for you!

Relax over a beautiful supper time meal and enjoy the evenings entertainment.

Cost for the day is \$65

Registration begins in the Imperial Ballroom of the Victoria Inn at 1p.m.

Sessions will start at 1:30, with supper served at 6,
and entertainment to follow.

To Register for this event send a cheque for \$65 payable to:

Southwest Farm Women's Network

c/o Hazel Lamont Box 405 Virden, MB R0M 2C0



Space is limited to the first 100 people to register...hope to see you there!



Southwest Farm Women's Network has a successful presence at 2010 Ag Days

submitted by Valerie MacKay

Ag Days again welcomed the Southwest Farm Women's Network to entertain and educate all those who wanted to stop by. **Tuesday, January 19th our theme was "Building Better Communities".**

We started the afternoon with Gerry Friesen, a farmer from the Wawanesa Area. Gerry has been hired as project coordinator for the "Farmer to Farmer" project, a Farm & Rural Stress Line and United Way project, targeted at male farmers in Westman who might be suffering from stress or depression. Gerry spoke of his personal battle with depression and now that he knows he has suffered, he can help us learn the signs and symptoms of depression, treatment options and where to go for help. We were all surprised how candid Gerry was in tell it all and there is no shame in asking for help.

We then welcomed Elaine Froese, speaking on "Don't Split the Yard!" finding out ways to resolve the "yard issues" and avoid common mistakes farm folks make when transferring ownership of he home place. Elaine works with people who want to clearly communicate their expectations and timelines for successful transition of their farm business.

Kevin Friesen, president of the Boundry Trail Railway Co., "Strong Communities – Working Together". Kevin spoke on their farmer owned rail line and loading system for producer cars, located near Manitou and Darlingford. He told us how the community pulled together to buy an abandon rail line, put up a state of the art loading system, and operate a community owned and operated grain transportation system. Amazing what can be done when you work together.

"Eating Frogs for Breakfast" – this topic seemed strange until you listened to our MAFRI rep from Virden, Joanne Baker. Not enough time and too much to do, well, eating frog for breakfast looks at practical tips and tricks on how to accomplish what's important and forget about the rest.

"Agri-food Value Chain" is a partnership between producers, processors and marketers created to improve quality, increase efficiencies and market differentiated products. Eugene Warwaruk & Annette Allen focused on these chains and how producers can profit from working within them.

Thursday morning's program was "New Programs and New Methods"

We started the morning off with Bobbie Robertson who spoke on the Agri-skills and Agri-advisor programs for Manitobans. These are new programs to help identify learning needs of our farmers.

Then we had Myron Selby speaking on "The Latest From the Agri-Stability & Agri-Invest Programs". This man was amazing. For years I have tried to understand the how and why of these government programs and Mr. Selby made sense. He showed us that these programs are simple, responsive, predictable and bankable.

"Beat 2 Tweet – Marketing with Facebook and Twitter" - Lloyd Hannesson is a blogger. He showed us the basics of social media and he talked about some of the great tools available to you online or on your desktop. The world at your fingertips, so to speak. All in all, the crowds were great at all the events; both days and everyone who attended came away with some knowledge.



The Farmer & the Lottery

I saw an interview on TV where this one old farmer won ten million in the Lottery. Naturally he was asked what he was gonna do with all that money. He kinda scratched his head and said, "Not sure as I know right off. Guess I'll keep farmin' till it's all gone."



MFWC 2010

**Manitoba Homecoming
CanadInns, Portage la Prairie
November 7-9th, 2010**



Whether you farm or own an off farm business hiring an employee might be something you are thinking of doing.

There are economic benefits to having an employee

- Increased operational efficiency,
- Freeing your time for things like marketing, pricing or financial tasks,
- Having tasks completed on time,
- Efficient use of capital and overhead,
- Increased production for profit and more opportunities for growth.

There are non economic benefits as well. Having others around to do some of the work can reduce your stress and give you increased flexibility in the time you have for leisure, family activities, etc. With others around to do some of the tasks the work environment can be safer as well.

Before you set out to hire someone ask yourself if you need:

- A short term employee for specific projects,
- A part-time employee on a regular basis,
- A full time seasonal employee, say for seeding or harvest or,
- A permanent employee to perform a wide range of duties year round.

Here is a 10-step list that can help when setting out to hire an employee.

State your objectives - knowing what your goals are will help you decide how many and what kind of employees you need. The more specific your goals, the more achievable they will be for yourself and your employees.

Job description - This is an important tool for recruitment. It is a working statement of the specific duties. It can help to orient, train, evaluate, or even dismiss the employee.

Interviewing - Is one of the best ways to gather information you will need to access a prospective employee.

Testing - Testing can separate the person who interviews well from the person who can actually do the job.

Checking References - Make sure each of your top candidates have listed several references and then obtain their permission to contact them. As you do your reference check, listen for the tone used and think about what wasn't said. "He gave me no problems", is very different from "He did his job well."

Making the Selection - Think about how the person will represent your business, how will they work with others, are they enthusiastic and full of energy, and do they have the stamina for the job.

Offering the Job/Advising unsuccessful Candidates - Offer the job by phone or in person and allow the candidate to ask questions. Always notify unsuccessful candidates quickly after you have hired someone. Keep their applications on file just in case you need to fill another job.

Employment Understanding - It is recommended that you write out the terms of employment so both understand the conditions.

Orientation - This is an important time for a new employee. It sets the tone for incoming employees and can reduce staff turnover, absences, tardiness, injuries and errors.



Most areas of the Southwest/South Parkland have had an over abundance of rain recently. If parts of your home have suffered from too much water you might want to check this website <http://www.gov.mb.ca/emo/home/recover/index.html#clean>.

It gives you information on re-entry to your home and cleaning up after water damage.

Business Development

The Growing Forward Business Development Suite offers support and funding to eligible farmers and agri-product processors to enhance their business management skills. Two of the programs within the suite, the **Agri-Excellence Program** and the **Agri-Advisor Program**, are available for support directly to the farmer or agri-product processor. To be eligible for these programs, the applicant

- * the applicant must be a farmer or agri-product processor or contemplating entry into these fields
- * the applicant must have a net family income of \$75,000 or less, and
- * the business in which he/she is involved anticipated or actual gross sales of \$10,000.

The **Agri-Excellence Program** supports skill development and learning to help farmers and agri-product processors gain and upgrade business management skills that will help them better manage their businesses and meet market/consumer demands.

Qualified applicants will work with their local Rural Leadership Specialist to develop an individual learning plan. Funds are available for up to \$10,000 per application for training that addresses goals identified in the learning plan.

Eligible costs include tuition fees, books and supplies only.

In addition to the eligibility criteria identified above, the applicant must be out of the regular secondary school system (high school or equivalent) for two years preceding application to the program.

For more information or to apply contact your GO office or

Joanne Baker, Rural Leadership Specialist, Virden 851-2481
Leanne Tibbatts, Rural Leadership Specialist, Russell 821-5384 or
Pat Orsak Rural Leadership Specialist, Russell 821-5384

The **Agri-Advisor Program** supports farm businesses and agri-product processing businesses in improving business skills, adopting beneficial management practices and meeting business goals using:

- ◆ Business Plan Advisory Services
- ◆ Business Analysis and Reviews
- ◆ Marketing Plan Development
- ◆ Product Development Planning
- ◆ Succession Planning and Reviews
- ◆ Feasibility Studies for New Start-ups

Qualified applicants will work with their local Business Development Specialist to create an action plan.

Applicants who have created an action plan in consultation with a Business Development Specialist may be eligible to hire a qualified business consultant and will be reimbursed part of the cost of the consultations. Eligible costs include consultation fees to a maximum of \$2,500 per application, of which the applicant is required to pay the first \$200 as contribution to participate in the program.

For more information or to apply contact your GO office or

Marc Boulanger, Business Development Specialist, Souris 483-0458
Rhonda Linde, Business Development Specialist, Boissevain 534-0528
Bob Gwyer, Business Development Specialist, Minnedosa 868-5322