

Agri-food Management Institute / September 06, 2016
Rural Agri-Innovation Network (RAIN)
Train the Trainer
Program Outline

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Our Understanding

The Rural Agri-Innovation Network (RAIN) is undertaking a project to help agri-food businesses undergoing business continuity changes, either through succession or through new business start-ups. The project involves providing training services to agri-food business owners, in order to increase the ability of new entrants into the sector to run profitable farm or food businesses.

To carry out this project, RAIN wishes to help prepare local and regional advisors to provide advice to business owners in the agri-food sector. A Train the Trainer workshop is proposed to provide information, tools and resources to help advisors successfully work with agri-food business owners. The end goal is to build and expand a strong and sustainable agri-food industry in the Algoma region.

Audience

This Train the Trainer workshop will be attended by regional business advisors, RAIN staff, CFDC staff and Economic Development staff. This group of participants will be interacting with business owners in the farm and agri-food sector and will be asked to provide information on business planning, financial analysis and succession planning.

In order to develop a relevant and useful workshop for the participants, it is important to identify characteristics of the group.

The participants:

- may or may not have a background in the farm or agri-food sector,
- may or may not have a background in financial analysis and decision-making
- will be involved in a variety of training situations from one-on-one advice to small or large group workshops
- will be providing advice to business owners on topics such as business planning , financial analysis, and succession planning.

Purpose

The purpose of this Train the Trainer one-day workshop is to

- Introduce the participants to background and topics in the farm and agri-food sector
- Provide tools and resources for the participants to use when working with farm and agri-food business owners
- Show participants when and how to use these resources

Our Approach

Learning objectives

By the end of this Train the Trainer session, participants will be able to:

- Recognize unique features of business planning in the farm and agri-food sector
 - Understand unique challenges and risks facing agri-food businesses in the Algoma region
- } Sector Knowledge
- Identify appropriate resources to help agri-food businesses create strategic objectives and develop actionable plans to make their business more profitable/viable
 - Select appropriate benchmarking tools to help producers gauge success
- } Business Planning
- Show producers the value of enhancing financial management
 - Use a case study as a training tool to demonstrate the value of financial analysis
 - Demonstrate how to use financial analysis and ratios to make better decisions on the farm
- } Financial Analysis
- Recognize current issues in agri-food succession planning
 - Explain different business structures and identify tools for farm succession planning
- } Succession Planning

Draft agenda

Rural Agri-Innovation Network (RAIN) Train the Trainer

September 23rd, 2016, 8:30 am – 4:00pm
Location

Draft Agenda

Timing	Topic	Presenter	Resources Used
8:30- 9am	Introductions	David, Ashley, Rob	
9 – 9:45 am	Farming 101	Local farmer	
9:45- 10 am	Break		
10– 11:30 am	Business Planning for the Agri-Food Sector	Rob	Worksheets: Trends and forces, Vision and direction, Goal setting, SWOT analysis
11:30 – 12pm	Dollars and Sense	Ashley	Dollars and Sense report
12 – 1pm	Lunch		
1 – 2 pm	Case Study in Farm Financial Analysis	Rob	Case Study, Financial Statements, Farm Finance Scorecard
2:00 – 2:15 pm	Break		
2: 15 – 3: 30 pm	Tools for Farm Succession Planning	Ashley, Rob	Choose your succession decision tool
3: 30 – 4:00 pm	Wrap up	Rob, Ashley, David	
4:00 pm	Adjourn		

Pre-work via email

One week prior to the workshop the participants will receive materials via email to be reviewed before attending the in-person workshop. These materials will include:

- Dollars and Sense short report
- A link to Choose your Succession Plan
- Case Study and SWOT Template

Binder contents

At the workshop, participants will be given a binder of materials to be used during and after the workshop, including:

PPT handouts

Worksheets

 Vision and Direction

 Trends and Forces

 Goal Setting

Risk Handout

Farm Finance Scorecard

Case Study and financial statements