



Through the Canadian Agricultural Partnership (CAP), the Department of Agriculture and Land (DAL) is working to support market and trade development. Education and training are key to more sustainable and profitable farm businesses.<sup>1,2</sup> Local food systems that embrace community food security initiatives and aim to increase agriculture awareness are equally important to economic development.<sup>3</sup> The Department's Markets and Trade Programs support activities that strengthen local food systems. These programs assist in expanding domestic and international market competitiveness as well as providing skills and business development assistance to establish, maintain and grow sustainable farm businesses.<sup>2,3,4</sup>

## DEPARTMENTAL PROGRAM PRIORITIES FOR MARKET AND TRADE:

- 1. Community Food Security and Agriculture Awareness Program**  
Supports community food security through community-based promotional events and activities to develop domestic and regional markets.
- 2. Future Farmer Program**  
Supports new farmers to establish or maintain sustainable and profitable commercial farm businesses.
- 3. Business Development Program**  
Provides financial assistance for the development of sound business practices to enhance the capacity of agricultural producers, businesses and organizations.

## HELPED PARTICIPANTS ENTERING NEW OR DIVERSIFIED MARKETS:

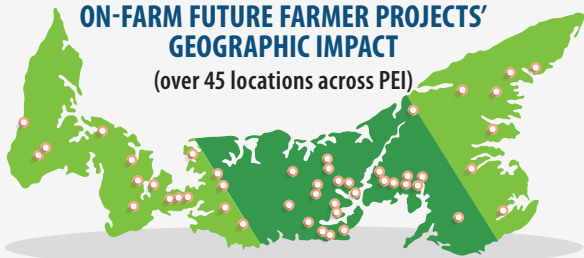
- Market Development (US, CA);
- Purchasing of equipment (PEI); and
- Packaging (PEI).

## OVER 45 PROJECTS LINKED TO BUSINESS DEVELOPMENT ACTIVITIES:

- Intensive Grazing and Forage Management Workshop;
- Farmer Business Development Series;
- Apple Tree Trimming and Nutrients Course;
- Agronomy Essential Course;
- Milker Training Session;
- Farm Succession Planning;
- Strategic Planning; and
- 2019 Cost of Production for Processing Potatoes in PEI.

## ON-FARM FUTURE FARMER PROJECTS' GEOGRAPHIC IMPACT

(over 45 locations across PEI)



## PROJECTS COMPLETED RESULTED IN 93 ACTIVITIES<sup>5</sup> THAT CONTRIBUTED TO TWO OUTCOMES<sup>6</sup>. THIS INCLUDED:

- 87 activities that resulted in increased awareness, knowledge and skills related to business management practices; and
- 6 activities that resulted in adopting business management practices.

**OVER 46,500 PARTICIPANTS ATTENDED 87 TRAINING OR KNOWLEDGE TRANSFER EVENTS.**

## ACTIVITIES THAT INCREASED AGRICULTURE AWARENESS:

- Open Farm Day;
- Dairy Youth Trust Grade 3 Farm Tour;
- Agriculture Literacy;
- Forage PEI; and
- Farm Day in the City.

## OVER \$239,000 INVESTED IN ON-FARM PROJECTS:

- Automatic take-off installation at a dairy operation;
- Sheep barn ventilation;
- Greenhouse electrical and irrigation installation for climate controlled nursery;
- Honey extraction;
- Apple grinder and cider press; and
- Stall mats for improved cow comfort.

**INDUSTRY CONSULTATIONS UNDER THE FORMER CANADIAN AGRICULTURAL PARTNERSHIP (GROWING FORWARD 2) INDICATED THAT BUSINESS DEVELOPMENT PROGRAMS ARE ESSENTIAL "TO DEVELOP APPROPRIATE SKILLS TO BE SUCCESSFUL".<sup>4</sup>**

## ENDNOTES

1. Al-Rimawi, A., Karablieh, E., Al-Qadi, A. & Al-Qudah, H. (2007). Farmers' attitudes and skills of farm business management in Jordan. *The Journal of Agricultural Education and Extension Competence for Rural Innovation and Transformation*, 12(3), 165-177. 2. Yayavong, V., Kingwell, R. & Islam, N. (2015). How training and innovation link to farm performance: A structural equation analysis. *The Australian Journal of Agricultural and Resource Economics*, 60, 227-242. 3. Allen, P. (1999). Reweaving the food security safety net: Mediating entitlement and entrepreneurship. *Agriculture and Human Values*, 16, 117-129. 4. Government of Prince Edward Island (PEI), Department of Agriculture and Fisheries. (2016). Policy Evaluation of the Department of Agriculture and Fisheries' Non-Business Risk Management Growing Forward 2 Programs. Prepared by the Policy Section, Policy and Agriculture Resource Division. 5. Activities are "operations or work processes... that produces outputs (e.g., training, research, construction, negotiation, investigation)" (Government of Canada. (2010, September). Supporting Effective Evaluations: A Guide to Developing Performance Measurement Strategies. Retrieved October 21, 2020 from <https://tinyurl.com/y43dhljr>). 6. Outcomes can be understood to be short- and medium-term program effects, e.g., changes in what others do, as influenced by project's outputs (Bamberger, M., Rugh, J., & Mabry, L. (2006). *RealWorld evaluation: Working under budget, time, data, and political constraints*. SAGE Publications, Incorporated).

Note: Data is based on information submitted to the Department as per the Funding Agreement. Prepared by the Strategic Policy and Evaluation Division at the PEI Department of Agriculture and Land. October 2020/File 2465-15-12-03.

**6 PARTICIPANTS completed business assessment, planning or mentoring activities.**

## INDUSTRY TYPES:

- 2 Vegetable farming (including potatoes);
- 1 Poultry and egg production;
- 1 Dairy cattle and milk production;
- 1 Multiple industries; and
- 1 Support activities for crop production.



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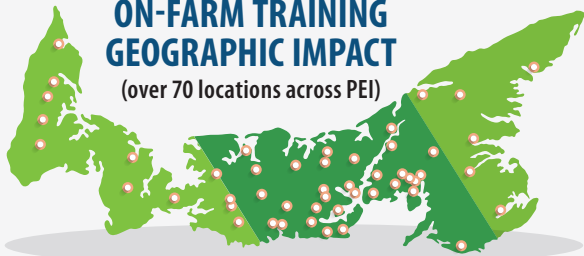
## HELPED PARTICIPANTS ENTERING NEW OR DIVERSIFIED MARKETS:

- Branding and packaging (US)
- Market development (FR, CN)
- Purchasing of cider production equipment (PEI)

## OVER 40 PROJECTS LINKED TO BUSINESS DEVELOPMENT ACTIVITIES:

- Introductory Beekeeping Learning Session
- Intensive Livestock Management School
- Class 3A Driver Training
- Plant-Parasitic Nematode Identification Course
- Succession Plan and Financial Assessment
- Micro to Macro Greenhouse Benchmarking Setup
- 2018 Cost of Production for Processing Potatoes in PEI

## ON-FARM TRAINING GEOGRAPHIC IMPACT (over 70 locations across PEI)



**A TOTAL OF 43,384 PARTICIPANTS ATTENDED 84 TRAINING OR KNOWLEDGE TRANSFER EVENTS.**

## ACTIVITIES THAT INCREASED AGRICULTURE AWARENESS:

- Open Farm Day;
- Taste Our Island Award;
- Dairy Youth Trust Grade 3 Farm Tour;
- Agriculture Literacy; and
- Farm Day in the City.

## OVER \$250,000 INVESTED IN ON-FARM PROJECTS:

- Farrowing Feed System;
- Apple Trellis System;
- GPS Guidance for Field Operations;
- Season Extension Additions to Prevent Damages from Early Frost; and
- Creating the Ideal Environment for Herb Production.

## PROJECTS COMPLETED RESULTED IN 97 OUTCOMES:

- 84 activities that increased awareness, knowledge and skills in business management practices;
- 12 undertakings which resulted in adopting business management practices; and
- 1 activity that accessed customized information and intelligence to assess market opportunities.

**INDUSTRY CONSULTATIONS UNDER THE FORMER CANADIAN AGRICULTURAL PARTNERSHIP (GROWING FORWARD 2) INDICATED THAT BUSINESS DEVELOPMENT PROGRAMS ARE ESSENTIAL "TO DEVELOP APPROPRIATE SKILLS TO BE SUCCESSFUL".<sup>4</sup>**

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<sup>1</sup> Al-Rimawi, A., Karablieh, E., Al-Qadi, A. & Al-Qudah, H. (2007). Farmers' attitudes and skills of farm business management in Jordan. *The Journal of Agricultural Education and Extension Competence for Rural Innovation and Transformation*, 12(3), 165-177.  
<sup>2</sup> Xayavong, V., Kingwell, R. & Islam, N. (2015). How training and innovation link to farm performance: A structural equation analysis. *The Australian Journal of Agricultural and Resource Economics*, 60, 227-242.  
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<sup>4</sup> Government of Prince Edward Island (PEI), Department of Agriculture and Fisheries. (2016). Policy Evaluation of the Department of Agriculture and Fisheries' Non-Business Risk Management Growing Forward 2 Programs. Prepared by the Policy Section, Policy and Agriculture Resource Division.  
 Note: Data is based on information submitted to the Department as per the Funding Agreement. Prepared by the Strategic Policy and Evaluation Division at the PEI Department of Agriculture and Land. January 2020/File 2465-15-11-03.

**12 PARTICIPANTS completed business assessment, planning or mentoring activities.**

## INDUSTRY TYPES:

- 5 Vegetable farming;
- 3 Dairy cattle and milk production;
- 1 Fruit and tree nut farming;
- 1 Beef cattle farming, including feedlots;
- 1 Poultry and egg production; and
- 1 Crop production.