

IFMA NEWSLETTER MARCH 2016 - IMPORTANT VIDEO SERIES

“Towards a Successful Future for Farm Families”

This Newsletter is best viewed in HTML format.

IFMA & CFM–GAC (Farm Management Canada) are pleased to promote and recommend a new series of 11 videos entitled –

“Towards a Successful Future for Farm Families” by Rob Napier.

After visiting 60 countries over 50 years studying the world’s leading farmers, Australian farmer and business consultant Rob Napier has joined with Farm Management Canada to put together a series of videos to share his learnings with the agricultural industry at large, and help guide us towards a successful future for the family farm.

Rob is Director of Napier AgriFutures, a firm specializing in strategic planning for agriculture, agribusiness and family farming businesses.

He was Principal of Orange Agricultural College of the University of Sydney, Australia for fifteen years. Rob studies global changes in agriculture and assists leading farmers in Australia and overseas to successfully respond.

He is a Patron of the International Farm Management Association and is widely recognized for his experience and leadership in agricultural extension, education and inspiring lifelong learning for continued prosperity of the agricultural sector, and world at large.

The topics of the videos include –

- *‘What Leading Farmers Do’ – a check list for evaluating the strengths and weaknesses of the current farm business.*
- *‘Global Opportunities and Risks’ – a review of strategic issues facing farm businesses.*
- *‘Environmental Management Messages from the World’ – a discussion of lessons learnt from observations of water, soil, air pollution, radiation and renewable energy challenges in many countries.*
- *Four videos concerned with people issues in family farming – ‘communication’, ‘succession’, ‘learning plans’ and ‘time management’.*
- *‘What I would do if Contemplating a Career in Agriculture’ – an audio discussion aimed at young people.*
- *‘Farming for Success: Lessons Learnt across 60 countries in 50 years’ – a discussion of the changes that are occurring in agriculture and the skills, attitudes and actions required for successful farm management.*
- *‘Seeking Opportunities and Building on Knowledge’ – a short interview discussing how top farmers learn and the role of travel as a stimulus for new ideas.*

For farming families around the world the videos provide an amazing resource and opportunity to invigorate and secure a successful future for their businesses. For anyone contemplating starting farming or joining the family farm these videos or talks should also be very helpful.

Most of these videos are also accompanied by, or available in, audio and PDF presentation formats. Do take the opportunity to look at the PDF presentations which are illustrated with graphs and photos from Rob Napier’s many journeys to farms and farming events around the world.

Here is the link to the “Introduction to the Series” on the IFMA Website (in the Articles Section): -

<http://www.ifmaonline.org/articles/towards-a-successful-future-for-farm-families/> from which you can link to the series of videos (on YouTube) via the FMC website.

We hope those involved in teaching and advising those involved, or preparing to be involved, in farming will also promote the videos to their students.

If you wish to connect directly with Rob Napier you will find his details here:

<http://ifmaonline.org/about/current-office-holders/patron-robert-napier/>

My Best Regards,
Tony.

Tony King
Hon. Secretary
International Farm Management Association