

Nuffield Notes

Site 4, Box 23 R.R. 4 Lacombe Alberta T0C 1S0
msharp@rttinc.com 403-885-4218



Come Visit the Island

Annual Meeting and Tour - November 25-26, 2005

Prince Edward Island, Canada's smallest and greenest province is the site of the 2005 Nuffield annual tour and meeting.

The first stop after departing Charlottetown is Jewell's Country Market, a newly constructed farm market facility that operates under the theme of "Country Life on Prince Edward Island". This new operation is a marquee for Island products including a produce market featuring Island grown produce, a museum displaying Island farm artifacts, a gift shop promoting the work of Island craftspeople and artists, and a diner/dairy bar serving Island grown and produced food items. The Government of Canada invested in this project through Human Resources Development Canada's Transitional Jobs Fund (TJF). The project is expected to create one permanent part-time position and 25 seasonal jobs in the local community.

Vesey's Seeds is the next stop. It was founded over 65 years ago by Arthur Vesey, who was keenly interested in securing and testing cultivars that were suitable for the cool, short growing seasons of Atlantic Canada. After working with the business for several years, Bev Simpson and his wife Shirley bought the business. Today every variety in Vesey's catalogue has been carefully tested in their trial gardens. Within this research facility, literally hundreds of varieties are planted, maintained and evaluated by for vigor, earliness, flavour and disease resistance.

The rich red soils of PEI usually make visitors think potatoes and the next stop is to Allan's Potato Handling Equipment. Don Allan discovered that much of the potato equipment that came from central Canada and the US was not suitable to digging conditions on the Island. In 1960 he designed and built his first potato digger. Over the years, Allan Potato Handling Equipment Ltd. has developed innovations in various types of potato handling machinery. By the mid-1970s, his manufacturing business was producing about 200 different types of equipment, such as conveyors, graders, dumpers, and bin pilers.

Barry and Ellen Cudmore Nuffield '03 are hosting us for lunch at their new home, having lost the original farmstead to fire during a blizzard a couple of years ago.

The first visit of the afternoon will be in Charlottetown at the FoodTrust office. It is a private not-for-profit organization, of which Barry is the chair. FoodTrust is a branding and marketing company which seeks partners in establishing value chains. The FoodTrust promise to the public encompasses safety, quality, environmental stewardship, wholesomeness and social responsibility.

On the final visit of the day, you will walk the steps taken by the Fathers of Confederation in the Provincial Legislative Buildings.

To Register for Tour

Contact Barry Cudmore at
barrycudmore@pei.sympatico.ca

or call

902-672-2063

Contact John Lohr for meeting registration

East Coast hosts Inbound Scholars

Maritime Nuffielders hosted the June tour from Australia this June 27 to July 1st. Tour participants included David Cattanach, Timothy Napier and Michael Hastings. David and Tim are grain farmers, and Micheal an emu farmer and processor. Fred Walsh, Richard Melvin, John Lohr and Barry Cudmore assisted in hosting and planning the tour of Nova Scotia, New Brunswick and PEI. The group had the unique experience of observing Canada Day in PEI and July 4th in Washington DC. The three scholars traveled throughout the American West and David Cattanach followed up with some travel in the Canadian Prairies.

Western Style Leadership & Opportunities with China: It May Not Be What You Think!

By Ann L. Gordon, 2004 Canadian Nuffield Scholar



Ann & Cam Gordon arrive at their destination in York after maneuvering along those wee winding UK roads.

Brussels, Beijing, London, Hong Kong, Paris, Shanghai, York, Ottawa, Dundee, and Dublin have been just a few of the major stops along my Nuffield journey. What a great year I have had on my travels -- meeting with farmers and farm families, farm leaders, agri-business executives, agriculture academics, rural policy advisors, and in between, reading a variety of reports and research papers. My study of the leadership competencies and behaviours needed for effective ventures in China has given me an interesting collection of ideas and thoughts. Primarily, of course, from the Canada-China perspective, but also from the EU/UK-China viewpoint. While my data is still being analyzed, there are some preliminary thoughts and BFO's ("blinding flashes of the obvious") that have captured my attention. I'd like to share these early reflections with my Nuffield colleagues. They are as follows:

- Our underlying values shape leadership style and in the Canada-China context, trust, respect, and honesty are core values;
- Knowledge of the sector or industry was mentioned again and again in China as an important characteristic in an effective leader;
- In the literature, the charismatic/value based leadership style is rated highly in both Canadian and Chinese cultures. Will the experienced agri-food leaders I interviewed support this -- we'll see?
- While there is a tremendous cultural difference between Canada and China, it is not insurmountable. Some would argue that it is not so much a vast difference in values but a matter of degree to which the value is emphasized or how it shows itself in a business relationship or organization;

- Entering into the China market is really about the level of risk you are willing and able to take. While individual farmers and small organizations may not have the resources to access the China market directly, partnering with larger national or international organizations may be the way to approach this type of diversification venture;
- Accessing reliable information about the Chinese market is difficult. While China is not a member of the Organization For Economic Co-operation And Development (OECD), OECD may in fact have the best data about China due to their verification process and capacity development approach with China;
- Farmers, agriculture organizations and government bodies in Britain seemed very centred on internal and EU issues and not really focusing to a large extent on opportunities the China market offers. This internal focus was unexpected. Is this a result of Britain's current agricultural reforms and recent industry crises? Or, since Britain is a net importer of goods, perhaps this internal focus is quite common, as opposed to countries that are net exporters, who tend to be more outwardly focused? Either way, this may then be another reason for Canadian agriculture to step up and develop market opportunities in China; and
- Are we too late to enter the China market? Not according to the leaders I spoke with....China has the world's largest population of 1.3 billion, a life expectancy which has risen from 49 years to 71 years since 1960, a GDP growth rate of 9.5% and economic reforms which have done much to increase the standard of living for hundreds of millions of people and reduce the number of poor over the last 20 years. While there is still much reform needed, lots of opportunity remains, both from a market and capacity building standpoint.

These are just some of my initial impressions. As the content of my information is further analyzed, more reflections and conclusions will emerge. Next on my Nuffield agenda is sifting, sorting and writing, so that my final report will be available early in 2006. Stay tuned for more insights into what it takes for Canada's agri-food leaders to make the most of their intercultural ventures with China.

**Your membership renewal
will be arriving soon.**

Your \$\$ support all the scholar programs.
We look forward to receiving your dues.

Ontario's Summer Picnic



It was a small but fun loving group that shared a pot luck dinner at the farm of Jim Rickard, near Bowmanville. Pictured above are Carolyn and Rick Fuerth, Meridith Robb, Host Jim, Brian and Jane Ellsworth, Mac and Joyce Sprowl. We had a driving tour of the apple orchards, beef feedlot and seed cereal and bean operation.

Aussie Looks at Western Tillage

Mark Modra, from Australia grows wheat and other "broad acre crops" on about 4 inches of topsoil. He was studying deep tillage and nutrition and the interaction of soil fauna and flora in these systems. Wally Doerkson of Steinbach, Manitoba, hosted Mark for a weekend which allowed them a lot of time to talk, both agriculture and personal things. The highlight of their time together was at The Mennonite Heritage Museum where they looked at and talked about Wally's heritage in a hands-on setting. The working windmill is a fascination of bygone days and the Livery Stable restaurant a good place to experience ethnic foods. He also spent time with Ken Edie looking at the Canadian Wheat Board and related things and before that spent some time with Ian McPhadden on his farm in Mildred SK.

An "International" Western Picnic

The western Nuffield picnic was held on August 6 at Joe and Joan Linnells in Wolseley. They were few in numbers but a good time was had by all. Special guests Alan & Anne Beckett, from UK program welcomed Art & Frances Westlund, Ken & Susan Edie, Gary & Jessie Carlson and Jim Halford and Mark Modra of Port Lincoln, Australia.

They toured the local Town Hall/Opera House and the new Natural Valley Meat Packing Plant during the afternoon. In the evening the Becketts, Linnells and Mark went to the Indian Pow Wow at the Carry the Kettle reserve that is nearby.

Alberta Host for Inbound Tour

Alberta was the site for an intense tour for ten Nuffield scholars, starting Mar. 13, 2005. There were eight Aussies, one Kiwi and a Frenchman. After a quick stop at a local UFA store to buy gloves and toques for the group as they had just spent 10 days in California, they were ready to start the tour. Over the six days they traveled from Calgary to Chinook to Lethbridge to Leduc to Edmonton. Some of the sites and issues they covered were:

- Thorlakson's feedlot and composting facility. This 20,000 head capacity lot uses compost to reduce costs of spreading manure and keep the smell down.
- Chinook Feeders, a dry land beef operation putting some 15000 acres in crop and utilizing as silage through the calves. Tour emphasis was on their herd health program followed by BSE discussions.
- The Flying E Ranch provided a trip up into the foothills to view the cattle and an impromptu snowball fight.
- Orrin Hart '50 gave a tour of the Willow Creek Irrigation system and his own operation to see many inventions like paddle pumps to water cattle and solar heating systems put to use on their ranch.
- Lethbridge Research Station for sessions on irrigation, crop production, soils and forages and a tour of the cattle research facilities
- A potato operation at Chinook and discussion of food security protocols and other issues facing the industry.
- Unifeed Mill at Olds for tour and discussion on the protocols for feed handling.
- Jim Towle provided a tour of a 200 cow capacity dairy barn and on to Beck Farms.
- Tour of an integrated ethanol-gluten-flour mill lead to discussions of the role of the CWB in the pricing and supply chain. The liquid feed portion was followed to Glenn Sharp's hog operation where active discussion was pursued over Canadian exports and competitiveness in the hog industry.
- Tour and tasting at Westcan malting at Alix.
- Visit to a local Hutterite colony where the field boss opened the colony and his home to us and a good discussion followed on agriculture.
- Visit to an organic farm operation, Little Red Hen Mills and to the Food Development Centre where they were met by Doug Visser and Norm Janssen '95.
- Sunfresh Farms Ltd., a produce broker and a farmer's market in Old Strathcona on the south side of Edmonton.

I would like to thank all the Nuffield Scholars who assisted in making this tour possible. I believe that the International Scholars got a good overview of Canadian Agriculture and good contacts for their own study topics.

Rod Bradshaw (1994)

Saluting Larry Yeo – Nuffield '59

As the time draws near for our annual meeting in Charlottetown I find myself thinking of Larry Yeo. Larry is one of three early PEI Nuffielders, the others being Bill Cairns, and Archie Johnstone. I first met Larry in 2001 at the Halifax Annual meeting. Larry made a big impression on everyone with his pluck and sharp wit and I know that everyone from the meeting is looking forward to seeing him again. When I suggested to Larry that I would like to write about him for our newsletter, he was quick to suggest I select someone else. "O hell, you can find someone else, pardon my English".



Larry is 81 years old now and really misses being able to drive due to leg problems. His wife Elizabeth who was a registered

nurse died in 1978. His health isn't great, and he has a bit of trouble getting around, but when I talked to his son Peter on the phone one night I was surprised to learn that Larry had spent the day on the farm observing their grain harvest. Larry has been a pedigreed seed grower since 1950. He and his son Peter are partners in the farm known as Yeo Seeds.

Larry's topic of study in 1960 was mixed farming. He said that maybe it was more like mixed up farming, but with the subsidies and all, the Brits really weren't all that interested in the subject. He told me that at one time before there were quotas, he milked 35 milk cows, and also grew 25-50 acres of seed potatoes. That sounded like a mixed farm to me. He indicated that the price of land on PEI started to rise in value around 1960. Larry realized that his grain production would have to get bigger, and that he would have to change his farming methods to adapt. Since he wasn't fussy on acquiring extra farms, he started to rent land from local potato growers who were looking to rotate land.

In the late 1960's Larry decided to get rid of his dairy herd, which helped to free up his time in the winter months. This enabled him to work with an adult education group on the island. He became a coordinator for an adult community school program.

This program brought various skill night courses to large and small communities all across Prince Edward Island. He found the work very rewarding, and since it was only for the winter months, it left the summers open for growing seed grain.

In 1980 Larry took the first of three trips to Australia and New Zealand. While traveling outside of Sydney one day, he took a trip to a potato farm where the owners grew 300 acres of potatoes. The grower considered this to be a large potato acreage. Larry decided not to tell the group that he rented land from a neighboring farm that grew 1600 acres of potatoes a year. He indicated that PEI has some of the best potato farmers in the world. While on these trips he would meet with many Nuffield friends, some who would later return to visit him on his farm in PEI. Some of these people were, Hugh and Jessie Fraser of Victoria State, Aust., and Malcolm Thompson and his wife from Queensland, Aust. Malcolm called PEI's farm land "Boy's soil", a cryptic observation meaning its red clay loam was easier to work than his tough clay soil back home. Another Nuffielder, Alan and Ann Beckett from England, visited Larry at his farm in PEI in 1999.

Larry told me that when he dies, he hopes his reward will be to be in someplace like PEI. He traveled all over the world so I guess he is qualified to make that request. Larry told me it was the many interesting friends that he made from around the world with Nuffield, that he valued the most.

2005 Annual Meeting Notice

On behalf of our board of directors
I wish to invite you to our annual conference in PEI.
Friday Nov. 25 Tours and Dinner
Saturday Nov. 26, Meeting, Scholar Presentations,
Elections and Banquet

There will be several scholar presentations at the banquet in the evening of the 26th and we expect MP Wayne Easter to attend as well as representatives of the provincial government.

Registration: Meals need to be booked. Send me a note to letting me know when you are arriving. Also efforts will be made to coordinate a dinner out on Thursday evening. jellycupboard@ns.sympatico.ca
Or call 1-902-582-7847

Accommodations contact: Charlottetown Rodd
Toll Free 1.800.565 RODD
rodd@roddhotelsandresorts.com

Looking forward to hearing from you.

John Lohr