

Nuffield Notes

Nuffield



Canada 

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Planning Workshops across Canada Consensus across the Regions

Over 25 members of Nuffield Canada participated in planning workshops held this summer in Nova Scotia, Saskatchewan and Ontario.

The purpose of the workshops was to chart future direction and develop corporate targets for Nuffield Canada. Alan Miller of Dynamic Outcomes Consulting facilitated the sessions and built on the Nuffield review he has already completed.

Earlier this spring Alan interviewed 28 former and current scholars to capture their Nuffield experiences and any recommendations for making the program stronger and better for the future.

The Nuffield experience has changed over time. In the early days, scholars travelled by ship to England for an extended stay. Group and individual study was completed in the one trip which lasted from five to six months. More recently travel has been split, with many scholars still travelling to England/Europe for the group portion and then embarking on their own individual travel. Today the requirement to travel as a group to England has been replaced with the Contemporary Scholars Conference (CSC). Many Canadian scholars supplement their group travel by participating in part or whole with the Australian sponsored Global Focus Tour. Alan indicated that "while the program has changed significantly, scholars valued both the elements of group and individual travel. The experience has resulted in relationships around the world that have lasted a lifetime." The predominant result of becoming a Nuffield Scholar is an increase in self-confidence. In almost all cases, scholars interviewed described the Nuffield Scholarship as a life changing experience.

A number of recommendations for program change were discussed at the meetings. These included adding an orientation session connected to the AGM, consistent standards for reports and presentations, a strengthening of the mentoring process, and new ways to involve past scholars such as the recent tour of South America. Information management also can be improved, ensuring that all scholars' reports go on the website. This will increase Nuffield's profile as people search the web for agricultural information.

All members at the planning meetings were pleased that Nuffield Canada was now sponsoring 3 Scholars. There was a common agreement that this needs to be sustained and then grown to four scholars within the next 3 years and five scholars within the next 5 years.

Participants of all three meetings across the country recognized that for Nuffield to achieve and sustain this corporate goal, the organization would need to move from being a volunteer organization to one with paid staff.

It was also agreed at all three planning meetings that the most crucial issue facing Nuffield Canada is the immediate need to generate sufficient revenue to achieve these goals while ensuring the Scholarship Program offered in Canada is affordable to potential scholars.

With direction clearly defined, the next step in the planning process is to develop strategies that will generate the required revenue. These strategies include fundraising (internal and external) and raising the profile of Nuffield Canada.

Nuffield Canada Conference and AGM

November 19-20, 2011

The Royal Oak Inn & Suites

3130 Victoria Avenue, Brandon, MB

For Hotel call 1 800 852 2709 or online
www.royaloakinn.com (Please identify yourself as being with Canada's Outstanding Young Farmers)

Preconference Event on Friday, November 18, 2011
We have been invited to join the OYF Conference .
Registration is \$100 for Breakfast, a forum on "The Environment and its impact on Agriculture", lunch and Honouree Presentations followed by a reception and Gala Award Banquet. Register at their website
oyfcanada.com

Tour - Saturday Nov. 20 - Tours of International Peace Gardens, Hockley's Dairy Farm, Wild Life Museum followed dinner and live band.

AGM - Sunday Nov 21. Meeting 9- 4, followed by banquet and presentations.

Canadian Nuffielder Helps Producers Around the World

How can a Nuffield scholar not be a farmer, yet have significant impact on the lives of tens of thousands of farmers around the world? Ask Ann Gordon, 2004 Nuffield Scholar.

Ann is a senior consultant/project manager with MEDA (Mennonite Economic Development Associates), a non-profit that has pioneered business solutions for the eradication of poverty in more than 60 developing countries.



Raised on her family's beef and tobacco farm, Ann worked in the fields as a teen, was active in her local 4H Club, eventually managing 4H programs and assisting many other rural organizations across Ontario. As executive director of the Advanced Agricultural Leadership Program (AALP), Ann led study tours across Canada and other countries to help farm leaders improve their knowledge of the global agriculture marketplace.

In many ways, Ann has never really left farming behind her. "Today, I don't work on or manage the family farm, but those experiences gave me confidence to identify with women horticulturalists in Afghanistan or beef farmers in Kenya. And my agriculture leadership networks gave me a greater understanding of other farming sectors, such as the dairy or pork industry."

After earning an undergraduate degree in food and nutrition, Ann joined CUSO (Canadian University Service Overseas), which took her to Sierra Leone as a home economics teacher. The experience fuelled her interest in international development work.

"Nuffield was part of the glue to get there. My desire to work more in poor communities led me back to school for a master's degree, and my Nuffield scholarship allowed me to do field research in China, UK and Europe for my thesis.

"Being part of the Nuffield network also helped me to study other market systems. Whenever I do a value chain analysis in a developing country, I am taking what I learned in Ontario agriculture and through Nuffield – the ability to determine a market system's weaknesses and to discover opportunities for local farmers that will help them become more competitive and profitable."

With MEDA, Ann is reaching out to "the poorest of the economically active" – innovative entrepreneurs ready to help themselves. Farmers find new opportunities to improve their efficiency and yields by adopting modern farming practices and innovations and tying into the larger market system. As a result, incomes rise, and farmers not only move from mere subsistence to sustainability, but also out of poverty, sparking economic growth in their community and bringing new hope for the future.

"To have a well-functioning market system," says Ann, "is also a way to improve food security. Sometimes in value chains there are barriers to making that happen. I look at how the system works, locate barriers to producers and others – processors, traders, retailers – and determine how they can grow more business, in part by identifying a market opportunity and linking that to a product or service they can offer that has more value."

"Nuffield helped enhance my knowledge of market systems worldwide, so when I go to help, I have seen first-hand how others do it. Agriculture is global, and through the Nuffield network, I have direct knowledge of the global context."

In addition to managing projects, Ann consults for MEDA with other organizations. On a recent consultancy trip to Kenya, Ann toured a dairy processing facility owned largely by farmers, and visited a farmer-owner with a herd of cows providing milk to that plant. "The farmer invited us to stay for tea, and we were joined by some of his neighbours, also dairy farmers. Their herds were very small and not on a par with Canadian standards, but they had improved their herd management to increase milk production. They asked us to tell them what we saw in other places around the world. They wanted to know if where they were headed – as they were making the difficult switch from just being producers to



thinking like businessmen and making a capital investment – was the right thing.

“I explained that in Canada and some other places in the world with a supply-managed system, farmers’ products are basic commodities provided in bulk to the bigger marketplace. While it gives the farmer a guaranteed price, it is difficult to find ways to add value or differentiate their product to improve their profitability within that system.”

“In Kenya, we saw the other side of the problem – not a great market system and certainly not regulated. These dairy farmers were starting to own a value-added piece of the product in a competitive commercial environment – and while a challenge, they may be the envy of their entrepreneurial counterparts in supply-managed agriculture. It’s still a tough slog for these Kenyan farmers and they have a long way to go, but they’re slowly gaining more value for themselves, and becoming more profitable.”

MEDA, like Nuffield, also encourages learning opportunities that provide farmers with exposure to agricultural systems in other countries. As part of MEDA’s Through the Garden Gate project in Afghanistan, an Afghan woman farmer/business woman came to Canada to experience Canadian farms and markets. Recently, a delegation of farmers, staff and others participating in MEDA’s Ukraine Horticulture Development Project visited Leamington, Ontario, to learn how greenhouse growers have made transitions to modern technologies.

“I’m gratified to see that, through my Nuffield experiences, and my work with MEDA, I have been able to have a positive impact on the lives of farmers and their families in many developing countries.” For further information about MEDA’s innovative programs providing access to financial services, investments and markets that improve quality of life for the poor, visit www.meda.org

Scholar Shane Studies Hops

In 2010 Shane Eby toured local hop yards in Ontario and Quebec developing an understanding for the fledgling return of the hop industry in Central Canada. He also participated in workshops and tours of hop farms and hop processing centres in Wisconsin and Michigan in the United States. At the end of Shane’s growing season in December, he headed down to New Zealand where the hop season was just coming into full swing. Shane was able to focus some of his studies on New Zealand’s small but highly efficient hop industry. Visiting hop yards, processing centres, export and marketing facilities and research stations all helped Shane develop an understanding for how a small number of suppliers can be responsible for a significant portion of the world’s hop supply.

Beginning in 2010 Shane became involved with approximately a dozen hop growers who have been taking the steps to form an Ontario Hop Growers Association and although paperwork and process are not Shane’s favourite things he remains excited with this group of growers coming together to support one another.

During 2011 Shane has been busy in his own hop yard where he has planted 15 varieties of hops and has tried not to be overwhelmed by the work involved in cultivating this perennial crop. Shane has involved his hops in a field research project coordinated by researchers at Niagara College that also involves 3 other Southern Ontario hop farms with soil, tissue and crop harvest analysis being conducted.

With the end of this growing season approaching Shane is going to finish in the fields a little early and head off on his final trips. He is going to explore some of the oldest established hop yards and the surrounding industries in Germany (Bavaria), the Czech Republic (Bohemia) and Slovenia with a focus at some of their

research centres. Shane will then head back to North America for a stop in Oregon to look at some brand new processing facilities, organic hop yards and research facilities at the state University.

Shane is looking forward to his last Nuffield excursions and sharing his scholarship research at the upcoming AGM in Brandon, MB.

Ontario Summer Gathering



While the alumni had a short meeting to talk about the September meeting, spouses enjoyed time on Jim Rickard's dock using the kayaks and canoe. Progress of current scholars and the news of new scholars was discussed. Karen Daynard chaired the meeting to prepare those attending in September on how the new Nuffield program will develop.

Those attending were host's Jim and Mary Rickard, Grant and Gayle Ketcheson, Jack and Donna Rigby, Jim and Ruth Clark, Brian and Jane Ellsworth, Karen Daynard and Dan and Megan Cornwell.

Notes From the Road

by Traveling Scholar Kelvin Meadows

At the CSC Canadians were invited to join Aussie Scholars on one of their three Global Focus Programs. I was hesitant to join due to the fact that the areas visited were not in tune with my study topics and it would be a drain my scholarship funds and be time consuming. I would have written off the opportunity but for the sage advice of Ian McFadden who insisted that I not miss the experience. His advice was accurate and appreciated as my time so far has been a rich and rewarding adventure. Our group of six Aussies, one Kiwi and me are half way through a trip that will span the globe covering 7 countries in 7 weeks while traveling 27,000 miles.



Sugar Cane workers in Tamil Nadu region of India

We started with orientation in Canberra Australia, followed by a ten day stint in India visiting farms, research and processing facilities. We found time for other interests such as the Taj Mahal and slums of Delhi. Next stop Bahrain and we had a great host in the Australian Meat and Livestock Assoc. They toured us through there facilities and they put on a spectacular feed of (oddly enough) New Zealand lamb and beef. There was some unrest while we were there but the people were kind and courteous to us and we enjoyed the culture very much. Currently we are doing a 2000 km driving tour of the Ukraine from Kiev to Odessa. The quality and scope of the farms and processing facilities has been quite staggering with every stop introducing us to innovative and aggressive entrepreneurs. There is tremendous



Sugar beet harvester in Ukraine

potential being realized in this country and the Ukraine is becoming a dominant supplier of agricultural products. We head on to Istanbul next and finish with France and both coasts of the U.S. I don't know what we will see next but every time we have said " now we have seen it all" we find out that we haven't really seen the half of it yet. So I am looking forward now to the other half.

Farewell Chair's Report

It's good to be able to report that weather has not been an issue in Atlantic Canada for the last few weeks. All potato farmers are hopeful that the good weather will continue. Reports from other scholars in Ontario and the west indicate that most have had a good stretch of favourable conditions of late and harvests are progressing nicely. Unfortunately for some, there will be empty tanks because of wet spring and summer.

We will be leaving shortly for the triennial in Adelaide and Perth. This will be the first time that I have attended this conference. We expect five other scholars and their spouses to attend from Canada. At the business meeting there will be a discussion and vote to give more authority to the Nuffield International board so that is able to act effectively between the triennial conferences. The national boards have already voted to accept the proposed changes.

As I reported in the last newsletter our application to the Canadian Agricultural Adaptation Program has been approved. Because of the timing of the Federal election, there was not an opportunity for the Federal government and Nuffield Canada to officially announce the project. This will be done in Brandon at our AGM. However as many of you are aware the project has been moving forward. We have hired a manager for the project, Alan Miller, whom many of you have met. Karen Daynard is working with Alan on specific aspects of the plan. Next years scholars will be the first through this program. A significant amount of time at the AGM will be focused on a plan for moving Nuffield Canada forward. A discussion paper will be circulated to members in advance of the AGM so that our limited time together will be well spent.

There were twenty applicants this year for three scholarships. The board accepted the recommendation of the application committee which recommended three candidates for next year. We are awaiting the signing of their contracts and then we will announce the names. I want to thank the committee of Ian, Mark and Wally for a job well done.

At the picnic in the west board members was challenges to donate \$30 thousand towards scholarships. To date two members have pledged to donate \$5 thousand each and one non board member has donated \$5 thousand. I would encourage all to consider making a donation to Nuffield Canada this year. Could we actually exceed \$ 30 thousand this year. I want to thank those who have contributed generously in the past.

My term as your chair is almost complete. I have enjoyed working with you over the past three years. If we continue to work together we will continue to build our organization, For all of us, Nuffield has been a life changing experience.

See you in Brandon in November.

Barry