

Nuffield Notes

Nuffield



Canada 

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Revitalizing Nuffield

Your help is needed in the project that Nuffield Canada is currently undertaking. With funding through Canadian Agricultural Adaptation Council, it is reviewing its scholarship programming in an attempt to ensure that the best opportunities to future scholars are provided. Some initial steps in this process include a review of past and present program and a look into some of the trends and issues that future scholars may face. Nuffield wants to ensure that its program helps prepare its scholars for change in the future.

The intent is to build a stronger program. How the program changes largely depends on your input at workshops that are being held during the Nuffield Summer Picnics. These workshops are an opportunity for you to share your thoughts on the Nuffield program as it stands and to offer your guidance on:

- the future of the program.
- future trends and issues in agriculture
- the roles of leadership, innovation and international travel in relation to Canadian agriculture
- the number of scholars to support each year
- the level of that support
- how to support a higher level of activity into the future.

The Nuffield Scholarship has changed in the past, and we need to ensure it continues to meet the needs of future Scholars. Nuffield Canada wants input and discussion from as many members as possible, before making changes for the 2012 Scholars.

Please come on out to your summer picnic. Amidst the socializing, eating and drinking, you will be providing valuable input into the future of Nuffield Canada. If you are unable to attend you will be approached by another means for your input.



Alan Miller Leads Review

Alan has been very involved in the process of securing the funding and he will help move Nuffield forward through the planning process towards new Scholarship

Programming and new corporate goals. Alan brings a unique range of skills and experience, including strong research and planning skills, and an understanding of how both the private and public sectors work.

Alan is the President of Dynamic Outcomes Consulting Inc. (DOC), (www.dynamicoutcomes.ca) located on PEI. DOC offers its agricultural clients a range of professional services to help clients move projects forward – projects like ours. The company has an impressive client list and a reputation as one of the best agriculture consulting firms in Atlantic Canada.

Prior to becoming PEI's Director of Agriculture in 1998, Alan held a number of different positions in the Department, and helped farm organizations develop and implement strategic plans. Alan's first career was in woodlot management, and he still "works" in his family woodlot on weekends.

Alan holds a M.Sc.F. from the University of New Brunswick, and an MBA in Strategy and Marketing from Athabasca University in Alberta. Alan now lives with his wife and daughter in Emyvale, a small rural community in central PEI. He is pleased to have his twin son Ben back living on their family farm after serving in Afghanistan in 2007, and is preparing for the departure of his other son, Brian to Afghanistan in May.

If you have any questions for Alan, you can reach him at (902)-940-4957 or Alan@DynamicOutcomes.ca

Dates for Summer Picnics

West - @ Jim and Dale Halford, Indian Head Saskatchewan

Starts July 23rd at 1:00 pm with a chance to socialize for an hour or two and then the discussion of the CAAP project with Alan Miller. Supper will follow and home stays in the area based on people's wants and needs. Sunday morning is a tour of local agriculture, winding up around lunch time.

Ontario – contact Karen Daynard for details
at 519-836-2583

Maritimes – June 22 Truro NS
contact Barry Cudmore at 902-672-2063

It's All About Marketing

Study Report by Karen Daynard Nuffield 2009

There is a general lack of awareness within high schools about the diversity of career opportunities available in the agriculture industry, and career counselors have few resources to give students who may be interested. At the same time, the agriculture industry confirms that they are already having trouble finding qualified people to fill vacant positions.

With this in mind, my research focused on:

1. What factors/who currently influence high school students in their further educational decisions?
2. What resources do students need when making a decision on further education?
3. How are agricultural colleges and universities currently recruiting students?
4. Where are the funding opportunities for new communications/recruitment strategies?



Throughout my study, I visited the University of Florida, University of California – Davis, California State – Fresno, Cal Poly, Texas A&M, Mississippi State, Royal Agricultural College, Harper Adams University, Scottish Agricultural College, Wageningen University, Le Nivot, Institut National Agronomique *Paris-Grignon*, University of Manitoba, University of Saskatchewan, University of Alberta and Olds College.

My key learning was that "It's All About Marketing". Institutions must develop marketing programs for different audiences including, students, parents, teachers and their friends of potential students.

Recommendations Coming out of my Study:

- Send recruitment and communications staff to national symposium to share ideas and develop network
- Create a National Aggie Ambassador Program tied into US
- Form Partnerships with groups such as BioScience Education Canada, lower income schools, AgCareers.com, Ag high schools
- Develop a national career profile database
- Develop interactive careers video game (FarmVille on Facebook has over 11 million users)
- Develop a coordinated national funding campaign as opposed to having each agricultural college asking the same funders for smaller similar projects.

I'm pleased to say that the first item has already been done. Last November I convened a meeting of the recruitment staff from the majority of the agricultural institutions from across Canada, and got sponsorship for the session from Syngenta Crop Protection. Over 1.5 days, we talked about our current recruitment campaigns, student demographics, challenges, as well as provincial regulations and diversities and most importantly ideas. Out of the meetings, a report has been sent to the Canadian Faculties of Agriculture and Veterinary Medicine (consisting of all of the Deans of the agricultural universities in Canada), terms of reference, recommendations for future activities are being developed and future meetings are being planned. Through this National Working Group, I'm confident that many of my recommendations will be implemented in some form at the various Canadian institutions.



I thank Nuffield Canada, the Ontario Agricultural College, and the Vineland Research and Innovation Centre for their support of this invaluable life experience.

Note: To learn more about Karen's travels visit her blog:
<http://agiscool.blogspot.com/2009/08/nuffield-farming-scholarship.html>

To see her complete report visit the Nuffield Canada Website at
www.nuffield.ca

New Scholars Connect in NZ

For the past several years Nuffield Scholars have had an opportunity to meet other scholars before heading out on their independent journeys. The International Contemporary Scholars Conference held in March in New Zealand was a stimulating start to 45 scholars in the Class of 2011. The group met in Wellington and each scholar got a 2 minute slot to present themselves and their study topic to their peers. For some scholars it started the process of opening their eyes to agriculture in other countries and their issues as well as how the agriculture industry fits into communities around the world.

According to the blog of one of our Canadian scholars Léona Dargis "if I was to go into detail of all the topics discussed during the past week it would probably be the length of a novel, instead I've chosen to list our top 5 hot topics:

- 1) World population reaching 9 Billion in 2050 and how the agricultural industry will meet this increasing demand for food?
- 2) Subsidies/Quotas – To keep or not to keep?
- 3) It's a Big Boys Game – How the Walmarts and Super Giants in the industry are running the show.
- 4) Carbon & Water Footprint – How big of a deal is it? Are consumers doing one thing and saying another?
- 5) Sustainability and Succession – Where does our future lie?

CSC provides inspiration and enthusiasm as well as contacts for the new scholars. The conference enabled connections to be made globally and friendships to be forged, reinforcing the "Nuffield family" concept. To learn more about the conference go the international Nuffield website at www.nuffieldinternational.org



Sam Johnson, conference speaker, leading Student Volunteer Army sandbagging the Avon River in Christchurch.



Jim Clark (l) and Jack Rigby (r) host inbound scholar tour

Global Focus Tour in SW Ontario

Some of the 2011 scholars left the CSC and headed off on their Global focus tour. Their next stop was Brazil and then on to southern California. April 1 they arrived in Toronto to spending a few days in Canada. Karen was able to give them a warm personal welcome at the airport but the temperature stayed below normal the whole trip and they were looking for their woolies.

Despite having a lack of field work happening, they were exposed to diversity of agriculture in southern Ontario. Some of their experiences included visits to a sheep farm and abattoir, a beef farm, a miscanthus field, a tomato greenhouse, maple syrup processor, flower greenhouse, a winery, a dairy farm, and a horticultural research station. They spent a morning investigating energy issues with presentations on biodiesel, ethanol, solar and wind energy and an afternoon at the University of Guelph visiting the BioProducts Research Center and the Controlled Environment Facility.

They also heard from a variety of farmers on lobbying in the grain industry, building a thirteen farm partner business to provide irrigation water, and creating a Grown Right Here online farm market and local butcher shop.

A visit to OMAFRA offices in Guelph gave them an overview of Ontario agriculture and its global position, the risk management programs in place and the work being done in biosecurity and traceability. No trip to Ontario would be complete without an visit to Niagara Falls.

The scholars all felt that their trip to Canada had been the best part of their journey because they were treated like family. While they appreciated the balance between policy discussions and the primary production visits, they enjoyed visiting with Canadians. From Carolyn's homecooked meals and the "Eat Local" dinners to the home stays arranged by Jack, they felt welcomed. The only thing they missed not doing was going to a hockey game!!!

(Tour coordinated by Nuffield family members - Carolyn Fuerth, Jack Rigby and Karen Daynard)

Scholars Volunteer in Guatemala



Scholars Bill Weighill, Dan Cornwell and Carolyn Fuerth with Guatemala Ministry of Agriculture staff

Two Nuffield farmers Bill Weighill and Dan Cornwell joined Guatemala Hope trip coordinator Carolyn Fuerth in a twelve day trip in February to a remote village in Guatemala. They worked with three other agrologists to investigate ways to make farming more sustainable in the area, as the locals battle flooding, a dry season, a lack of finances, and a lack of knowledge.

They were able to present their report to the Ministry of Agriculture and Food and to start the lines of communication for future work. Many of their recommendations are being adopted by the Guatemala Hope Board, who are looking for funding and expertise to follow through. Anyone interested in volunteering or learning more about the work that has been started can visit www.guatemalahope.ca

Scholar Honoured



Jack and Donna Rigby were presented the William Morris award for their numerous contributions to Nuffield Canada.

Notes From the Chair

by Barry Cudmore

It's April 15 and spring should be here but it's - 9 C. Better weather is coming.

I'm excited about the future for Nuffield in Canada. With the approval for our project under the Canadian Agricultural Adaptation Program (CAAP), we now have resources to invest in a revitalized Nuffield Canada. One of the first items is to contact each of you to get your input on what's good about Nuffield and what needs to be improved. What can we learn from your experiences to help future scholars make the most of their opportunity? We also want to look at some leadership modules.

Future scholars might be expected to participate in some leadership training as part of their study. We will look at ways of giving more structure to scholar's study and at the same time not restrict the scholar from taking advantage of the uniqueness of Nuffield. Alan Miller has been hired to take the lead on the project; his bio is contained in the newsletter. He will be assisted by Karen Daynard. Steering committee members are Jim Halford, Barb Cote, and Rod Bradshaw, and myself.

The summer picnics this year will not only serve as a social event but will include workshops to move the CAAP project forward. Please read the article in the newsletter which explains what we want to achieve at these workshops and reserve the date for the workshop in your area: I attended the Contemporary Scholars Conference (CSC), in New Zealand on your behalf and had several meetings with the chairs of the other countries. The international board will be recommending several changes to the international constitution and bylaws which will allow the international board to run more efficiently. Prior to the 2011 triennial meeting, the proposed changes will be presented to the board of each country for consideration. Stuart Wright, from New Zealand will replace Peter Nixon as the international chair at the 2011 triennial conference in Australia.

Attendance at the CSC was the first opportunity our three Canadians had to connect with all the scholars of 2011. Our scholars were very active in all discussions and represented Nuffield Canada well.

We have received several applications for the three scholarships available for the coming year. Closing date for applications is April 30.

The issue that continues to constrain the growth of Nuffield Canada is our inability to attract long term sponsors. Most of the recent scholarships have been the result of significant donations by our earlier scholars. Our sponsorship committee has been actively pursuing potential sponsors; we feel that it is just a matter of time before we have some success. I look forward to meeting you at the summer picnics and wish you a safe planting season and safe travels.