



Agriculture STRATEGY

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Agriculture Strategy is a strategic coaching firm focused strictly on the Agricultural Industry.

Our mission is to improve farm decision-making processes by using our unique approach, thus evolving family relations, doubling farm profitability, and tripling our client's rate of growth.

We never tell the farm what to do, but instead focus on improving the process of decision-making and incorporate the right portfolio of experts using teleconferencing to provide advice to farmers.

Agriculture Strategy is a boutique consulting company located in Mitchell, Ontario. It was founded and is managed by Mark Caygeon. Mark Caygeon acts as principle consultant and is supported by a rolodex of experts across North America and beyond. Because the info in which we handle is so confidential, we don't have administration staff and charge accordingly for Caygeon's time because of this.

As a 7th generation farm boy, Caygeon is a fanatic for learning everything about Agriculture and has developed an impressive rolodex with a wide portfolio of experts in many Agri-related fields across North America. Over the past decade, he has become the leading expert on the science of farm decision making and the pragmatic application of "Japanese Style" management systems to the Agriculture Sector. As a prolific entrepreneur, over the past decade, he has both started up his own ventures and has been a hired business development consultant for corporations (ex. Pfizer). Caygeon has a unique passion for saving farm families from both profitability and succession issues. Caygeon's passion for the people involved in the Agriculture industry is extraordinary and he has a unique gift in dealing with the "soft issues which become hard problems" in Agriculture.

Our office is strategically located in the center of Ontario Agriculture's fertile Corn Belt so that the facilities provide farm families an off-farm site to have a time and place to make decisions. The office is equipped with modern teleconferencing technologies (two large screen TV's) so that one or several speakers from anywhere in the world can be included into farm family meetings.

Our unique planning/processes/people make farmers think differently and as a result, they profit substantially! We are the first consulting firm of our kind in North America in many ways:

1. First to focus on the transfer of assets vs. transfer of decisions as it relates to farm succession
2. First to apply Modern Decision Management Systems (Plan, Do, Check, Improve) to farming
3. First to integrate the use of teleconferencing technology to utilize worldwide expert's advice