

Agriculture Strategy

Focus On What Matters

Agriculture Strategy's Services

Too often, when multiple partners are involved in any farming operation, miscommunication and egos affect the farm's bottom line more than the influence of weather and markets altogether!

We help farm families "Focus on what matters" by Improving Farm Decision Processes. We provide five separate yet integrated services:

1. Common Plan: We get everyone to "focus on the big picture" through a simplistic strategic planning program. By helping the family define a common strategy everyone "starts pulling in the same direction", reducing conflict and improving farm profit drastically. *This program ties directly into where this book ends.*
2. Family Meetings: We host a family business meeting on a quarterly basis. We help farm families define key business metrics cascading down from the farm's strategy and then, on a scheduled basis, review these targets brainstorming ways to improve performance. We review business opportunities that are on the horizon and *constructively* evaluate these opportunities.
3. Business Analytics: Using software technology and modern management tools we do "the nerd work" to enable your family to make *informed* strategic decisions.
4. Advisors: We import farm advisors from across North America using Webinar technology to bring in a fresh perspective to the farm's strategy/management systems.
5. Human Resources: We help the farm evolve their human resource management systems so that key metrics are achieved successfully by everyone within the farm organization. We also help with recruitment, training programs and employee performance reviews.

We never tell farmers what to do but focus on improving how they make, implement and hand over decisions.

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Agriculture Strategy's Solutions

By helping farms "Focus on what Matters", we are *the Best in Farm Succession Planning and Human Resources*.

Succession Planning: The transfer of assets between generations is a key component of Farm Succession Planning but the bigger concern is the transition of management. Accountants/Lawyers/Life Insurance Salesmen will help you with the transition of assets and we help your family transition management over a gradual period of time.

We help a family determine their long term strategic plan and then meet with the family quarterly to facilitate a family business meeting. This quarterly meeting not only improves farm profitability but subtly transfers business management between generations in a gradual, comprehensive and congenial method. Fathers retain control for a longer period of time for big decisions (ex. farm purchase) while grooming their sons to take over the reins.

We act as a quarterback for the entire succession team. We also use webinar technology to bring in International Succession Experts to enable your farm to double check associates opinions, (ex. tax strategy) so your plan is the best!

Human Resources: Large farms managed by families have difficulty in managing employees. These farms complain about "finding/keeping good help". The reality is that the problem is due to their labor management systems.

The root problem is the fact that farms are managed by family members whom take simplistic training details for granted. Being owners of the farming operation they also have different motivations in the venture's success. We help these farm families restructure their management systems so that all employees are focused on achieving key business metrics and manage/motivate themselves (autopilot).

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