

# Planning for Success

CAFA's 1st Annual  
British Columbia Provincial Conference

Wednesday, January 25, 2012

**Emcee: Ken Bell, Incentive Access Group Corp.**

**9- 10 a.m.: Registration & Breakfast**

**10- 10:15 a.m.: Liz Robertson, CAFA Executive Director, Opening Remarks**



**10:15- 11:00 a.m.: Gary Rolston: From the Ground Up**

***Regional Economic Development for Agriculture***

Gary will discuss some of the agricultural economic development initiatives that he has been involved in. Many of these have evolved from agricultural area plans which are typically oriented to land use planning. However, on Vancouver Island, only about 1/3 of the agricultural land base is actively farmed and much of that is underutilized. How do we change that?

Gary Rolston is a Professional Agrologist with 30 years experience in the Agriculture industry. For the first 7 years after university, Gary worked in farm land property management in Alberta and the Fraser Valley. He moved to Comox in 1987, to take the position of District Agriculturist with the BC Ministry of Agriculture. Since 1997, his company, From the Ground Up, has been providing consulting services to the agricultural industry in South Coastal BC. His work is in two main areas, business planning and beneficial re-use of waste products. From the Ground Up strives to guide their clients in sustainable and practical directions. Gary has a Bachelor of Science in Agricultural Economics from UBC (1981) and a Diploma in Urban Land Economics from UBC 1986. He worked for 10 years as District Agriculturist in Courtenay. Gary has served for several years on the Board of Directors of the Comox Valley Economic Development Society, Pentlatch Seafoods, the Komoux First Nations Economic Development Corporation and Community Futures Strathcona.

**11:00- 11:45: Jack Bates, President , Canadian Horticultural Council**

***Challenges & Opportunities for Grower Organizations***

More than ever, regional, provincial and national grower associations are facing unprecedented challenges. Of course, this is no different than the realities producers face on a daily basis. As always, with challenge comes opportunity and collaboration positions us to mitigate a number of the challenges in order to bring stability and growth to our sector.

Jack Bates was elected president of the Canadian Horticultural Council for the 2011-2012 term. Bates succeeds President Andy Vermeulen of Nova Scotia. Jack is a lifelong resident and third generation farmer in Delta, B.C., where he and his brothers operate Tecarte Farms — a mixed farming operation. The 450-acre farm consists of potato, blueberry and dairy operations. Jack and his brothers expanded into blueberries in the early 1990s and now have 80 acres in production.

Jack has been a very active resident in the Delta community and has served several roles within community organizations, including president and director of the B.C. Waterfowl Society, past president and director of the Delta Farmland and Wildlife Trust, past president and director of the Delta Farmers' Institute, past committee member of the Corporation of Delta Agricultural Advisory Committee, and past director of BC Fresh. He has been involved with the CHC for the past three years. Through his work with the CHC, Jack's ambition is to keep agriculture viable across Canada.



Jack's leisure activities include playing hockey, coaching his son's hockey team, hunting, skiing and bicycle riding. He and his wife Corrine have been married for 27 years and have a 14-year-old son.

**11:45-12:30: Douglas Roff, Atradius Credit Insurance**



***Canadian Agriculture and Credit Insurance: What Every Farmer Should Know***

The focus of Mr Roff's presentation will be to describe in general terms what credit insurance is, the historical uses of credit insurance in Canadian agriculture, the current situation with the CWB and CGC, and credit insurance, and, finally, the challenges to farmers and the agricultural industry in a post-Canadian Wheat Board environment.

Douglas Roff is the National Sales Director for Atradius Credit insurance NV in Canada. Atradius is the second largest credit insurer in the world. Prior to joining Atradius in 2008, Mr Roff was

head of the Credit Insurance Practice for Aon, a large international insurance broker.

Mr Roff has degrees from United States International University (1973, Summa Cum Laude), the University of Arizona (1979) and the University of Florida (1980).

Previously, Mr Roff was head of Corporate Finance at Young, Smith and Peacock, Inc. Mr Roff has extensive international trade experience having headed a permanent trade mission to southern Russia in the City of Volgograd, and later in Moscow, for the US Department of Commerce. Prior to that, Mr Roff worked and resided in Mexico City and Guadalajara, Mexico.

**12:30-1:30: Networking Lunch**



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**1:30-2: Larry Whetstone, Canuk Sales**

**The Last GMO Free Crop -- The Jerusalem Artichoke  
Opportunities in Growing Jerusalem Artichokes as a Biomass Crop**

Larry Whetstone has been associated with various food products and ingredients in Canada for more than 25 years. Products represented vary in nature from soy powder preparations to meat binders and certified organic ingredients. Inulin, a soluble fibre derived from Chicory, grown and processed in Europe, has been a fast growing ingredient for inclusion in breads, pet food, animal feeds, as well as foods for humans. There is one source of organic

Agave Inulin. Sales of soluble fibre (Inulin) for gut microflora enhancement have been increasing

dramatically in the nutraceuticals marketplace; a prime example being yogurt. High fibre claims are possible by adding Inulin to the product. The market for organic Jerusalem Artichoke (JA) Inulin offers great potential, but this market is not being served because there are no growers of organic JA. Inulin content in JA is available in higher numbers than that of Chicory.

## **2-4: General Principles of Farm Succession Planning Panel Featuring**

### **Jim Soldan, The Family Furrow**



“Everyday, a Family Farm Team, somewhere, is gripped with despair, anxiety, anger and hopelessness, as they ‘live’ their relationships and communication style that has developed over time. It does not have to be that way. In fact it must not be that way and it cannot go on that way.

We’d like to believe that our Family Business Team doesn’t have any interpersonal relationship or interpersonal communication problems, but reality tells us that no family business team is exempt from the burdens of interpersonal conflict and lack of planning. Reality also tells us that few family farm business teams have developed a ‘framework and maintenance’ program for the ‘engine’ of their business.

My business deals with the workings of the ‘engine’ of the business (the family business team members), the needs of a successful intergenerational team, what and where things go wrong and why, and what to do about it. My focus is on the ‘people’ part of farm family business, viewed as a continuum from ‘thinking’ about farming with family to working with family to succession, continuing to work as a family and realizing true success along the way.



### **John Becker, Becker Lawyers LLP**

John has been helping businesses and individual clients in the Pitt Meadows, Maple Ridge, the Tri-Cities and surrounding regions for nearly 30 years. He has extensive experience in all aspects of general practice. Currently John focuses his practice on corporate commercial, real estate and succession planning matters and enjoys working with entrepreneurs, developers, real estate professionals and private individuals who require reliable responsive legal counsel. Over the decades, John has worked with hundreds of corporate clients, many from a second generation of clients, who have looked to John for professional and practical advice. He has advised on complex corporate deals, valued in the multi-millions, and

private personal matters. John is a visible member of the community and has served many causes. He was first elected to Pitt Meadows City Council in 2002 and has actively pursued the best interests of Pitt Meadows ever since. He also currently serves as a volunteer legal advisor for a number of social housing societies, member of the Pitt Meadows Agricultural Advisory Committee, and Chair of the Board of Governors of Meadowridge Independent School.

Past activities include board membership of the Maple Ridge/Pitt Meadows Community Services Council, Maple Ridge Treatment Centre, Maple Ridge Parks & Recreation Commission, President of the local Kinsman Service Club and later Provincial Governor. John also supports and encourages all members of the Firm in their pursuit of giving back to their local communities.

He graduated from the University of British Columbia in 1977 with a Bachelor of Science, and he received his law degree in 1980 from the University of British Columbia. In 1980 John moved to the Maple Ridge – Pitt Meadows area to practice law where he built one of the region’s largest and oldest law firms.



**Dr. Patrick O'Brien, Investment Advisor, RBC Dominion Securities Inc.**

Born in 1963, Patrick is the youngest of 5 children. Patrick graduated with distinction from the Western College of Veterinary Medicine (WCVM) in 1987. Of his scholarships, he is most proud of the Citizenship Award given to a veterinary student on the recommendation of his/her peers. He is a member of the Canadian and BC Veterinary Medical Associations.

Before settling in the Comox Valley in 1992, Patrick worked in a variety of mixed practices in Nova Scotia, Alberta, and parts of British Columbia. He built a business from the ground up called "Tsolum Mobile Veterinary Health Ltd" which he sold it in 2003 to join his fiancée in the Fraser Valley.

Patrick also has a strong background as a businessman in the public market arena. He developed a start up technology company namely, New World Batteries Inc. from a set of electrochemical patents to the pre-public company stage on the US market. Over the years, Patrick has backpacked extensively in Asia, Australia, Europe and North America. He maintains a strong interest in world environmental, political, economic and social developments. Patrick uses these personal experiences extensively in his disciplined style of investing. He is a committed Rotarian with the Meadow Ridge Rotary club and was awarded a Paul Harris Fellowship in 2007 for his work on the Shelterbox program.

Some people wonder why Patrick would leave veterinary practice. Family is very important to him and the mix of home and the profession is difficult even if one has a stay-at-home partner. After a serendipitous meeting with his future wife Stefanie at a veterinary conference in 2001, they decided that their children would be their number one priority. He and Stefanie realized that they could not both be involved in 24/7 active large animal practice and devote the required time to their children. Stefanie already had a thriving practice, so Patrick decided to pursue his love of preventative medicine on a new species – personal finance. This decision has allowed Patrick to have a family and continue his career in finance.

**4 p.m.: Adjourn**