



The Land Leader L'Avant-gardiste



Official publication of Canada's Outstanding Young Farmers Program – a program that strives to discover, celebrate and recognize progress and excellence in Canadian agriculture.

La publication officielle du concours des Jeunes agriculteurs d'élite du Canada – un concours qui cherche à découvrir, célébrer et reconnaître le progrès et l'excellence en agriculture au Canada.

January 2024

Janvier 2024

2023 NATIONAL EVENT/CONCOURS NATIONAL 2023 Winners/Gagnants



Komie Hossini (Bayer), Audrey Filteau (John Deere), **WINNERS Greg & Sarah Stamp(AB)**, **Brad & Travis Hopcott (BC)**, Casper Kaastra (Sollio Agriculture), Mark Stein (CIBC) & Danny Penner (President COYF)
Missing: Mathieu Gaudreault(CN)

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Canada's Outstanding Young Farmers names family farms from Alberta & British Columbia as its 2023 Winners

Laval, QC (Nov 27, 2023) Greg & Sarah Stamp from Stamp Seeds, of Enchant, AB and Brad & Travis Hopcott from Hopcott Farms, of Pitt Meadows, BC were chosen as National Winners from seven regional farmers at Canada's Outstanding Young Farmer (OYF) Program's national event held in Laval, QC November 22-26, 2023.

What began as a partnership with Greg's parents, in 2006, has become three separate operations run by Greg and his brothers- Nathan & Matthew. The operations include Stamp Seeds (retail pedigreed seed), Stamp Farms (production of pedigreed seed for retail and contracts) and Flourish Farms (crop land). Pedigreed seed is produced on 7000 acres, of which 5000 acres is under irrigation and 2000 acres are dryland farmed. In the beginning custom work helped cash flow. Growing contract seed for others allowed Greg to expand the retail seed business and build a customer base. Although minimum till was being practiced on the farm, they created management zones and now use benchmark soil sampling to better manage their fertility. On-farm field days, newsletters and social media help to build awareness of the varieties produced. Sarah has been instrumental in developing management and succession plans to allow all the families to farm together.

What began as a dairy farm started by their grandfather, is now a 1000 head beef feedlot with forage production, on-farm abattoir, 72-acre cranberry farm and a 17,000 sq ft retail store and wedding venue. Brad is in charge of the beef; Travis is in charge of the cranberries and their sister Jennifer runs the retail and wedding venue. Recently the farm has renovated 20% of their cranberry acres introducing new varieties to double production. A water reservoir system allows the 30 million gallons of water to be recycled in the cranberry bogs during the harvest season. To allow for full integration of the beef operation, a \$5 million abattoir was added to the operation in 2022. Utilizing waste tissue composting units allows for the integration of animal waste back into the forage fields. Having receiving support through the management transition, Brad & Travis hope to return the favour and mentor future BC farmers.

Canada's Outstanding Young Farmers President Danny Penner had this to say about the National Event. "Every year the regional finalists challenge the judges like never before. The future of agriculture is in good hands as long as young farmers like the ones that gathered at the COYF national program in Laval are involved. They all showcased incredible operations. Greg and Sarah Stamp of Stamp Seeds and Travis and Brad Hopcott of Hopcott Farms will be exceptional ambassadors for Canadian agriculture."

Every year this event brings recognition to outstanding farmers in Canada between 18 and 39 years of age who have exemplified excellence in their profession while fostering better urban-rural relations. The winners were chosen from seven regional finalists, including the following honourees from the other five regions:

Rémi Taillon & Sophie Brodeur - Ferme Réso- Sainte-Dominique, QC
Stewart Skinner & Jessica Kelly- Imani Farms Ltd- Listowel, ON
Jake & Sarah Leguee- Leguee Farms Ltd - Weyburn, SK
Harley & Brooklyn Siemens- Siemens Farms- Rosenort, MB
Marijke Oudshoorn & Willem van de Wetering - Spud Isle Farms - Morell PE

The stories the finalists shared throughout the week exemplified their passion and love for agriculture.

Les Jeunes agriculteurs d'élite du Canada nomment des agriculteurs de l'Alberta et de la Colombie-Britannique comme lauréats de 2023

Laval, QC (27 novembre 2023) - Greg et Sarah Stamp de Stamp Seeds, d'Enchant, en Alberta, ainsi que Brad et Travis Hopcott de Hopcott Farms, de Pitt Meadows, en Colombie-Britannique, ont été choisis comme gagnants nationaux parmi sept agriculteurs régionaux lors du concours national des Jeunes agriculteurs d'élite du Canada (JAÉ) qui s'est tenu à Laval, au Québec, du 22 au 26 novembre 2023.

Ce qui a commencé comme un partenariat avec les parents de Greg, en 2006, est devenu trois exploitations distinctes

dirigées par Greg et ses frères Nathan et Matthew. Les exploitations comprennent Stamp Seeds (vente au détail de semences sélectionnées), Stamp Farms (production de semences sélectionnées pour la vente au détail et les contrats) et Flourish Farms (terres cultivées). Les semences sélectionnées sont produites sur 7 000 acres, dont 5 000 acres sont irrigués et 2 000 acres sont cultivés sans irrigation. Au début, le travail à forfait a facilité le flux de trésorerie. La production de semences sous contrat pour d'autres a permis à Greg d'étendre son activité de vente de semences au détail et de se constituer une clientèle. Bien que le labourage minimum ait été pratiqué sur la ferme, ils ont créé des zones de gestion et utilisent maintenant des échantillons de sol de référence pour mieux gérer leur fertilité. Les journées sur le terrain, les infolettres et les médias sociaux contribuent à faire connaître les variétés produites. Sarah a joué un rôle déterminant dans l'élaboration de plans de gestion et de succession pour permettre à toutes les familles de travailler ensemble.

Ce qui était au départ une ferme laitière créée par leur grand-père est aujourd'hui un parc d'engraissement de 1 000 têtes de bétail avec production de fourrage, un abattoir à la ferme, une exploitation de canneberges de 72 acres, un magasin de détail de 17 000 pieds carrés et un lieu de réception pour les mariages. Brad s'occupe de la viande bovine, Travis des canneberges et leur sœur Jennifer de la vente au détail et de l'organisation des réceptions de mariage. Récemment, la ferme a rénové 20 % de sa superficie de canneberges en introduisant de nouvelles variétés pour doubler la production. Un système de réservoir d'eau permet de recycler les 30 millions de gallons d'eau dans les tourbières à canneberges pendant la saison des récoltes. Pour permettre l'intégration complète de l'élevage bovin, un abattoir d'une valeur de 5 millions de dollars a été ajouté à l'exploitation en 2022. L'utilisation d'unités de compostage des déchets tissulaires permet d'intégrer les déchets animaux dans les champs de fourrage. Ayant bénéficié d'un soutien pendant la transition de la gestion, Brad et Travis espèrent renvoyer l'ascenseur et servir de mentors aux futurs agriculteurs de la Colombie-Britannique.

Le président des Jeunes agriculteurs d'élite du Canada, Danny Penner, s'est exprimé sur le concours national. « Chaque année, les finalistes régionaux défient les juges comme jamais auparavant. L'avenir de l'agriculture est entre de bonnes mains tant que de jeunes agriculteurs comme ceux qui se sont réunis à Laval dans le cadre du concours national des JAÉ y participeront. Ils ont tous présenté des exploitations incroyables. Greg et Sarah Stamp, de Stamp Seeds, et Travis et Brad Hopcott, de Hopcott Farms, seront des ambassadeurs exceptionnels de l'agriculture canadienne ».

Chaque année, ce concours récompense des agriculteurs canadiens exceptionnels âgés de 18 à 39 ans qui ont fait preuve d'excellence dans leur profession tout en favorisant de meilleures relations entre les résidents des villes et ceux de la campagne. Les lauréats ont été choisis parmi sept finalistes régionaux, dont les lauréats suivants des cinq autres régions :

Rémi Taillon et Sophie Brodeur - Ferme Réso - Sainte-Dominique, QC
Stewart Skinner et Jessica Kelly - Imani Farms Ltd - Listowel, ON
Jake et Sarah Leguee - Leguee Farms Ltd - Weyburn, SK
Harley et Brooklyn Siemens - Siemens Farms - Rosenort, MB
Marijke Oudshoon et Willem van de Wetering - Spud Isle Farms – Morell, IPE

Les histoires que les finalistes ont racontées tout au long de la semaine ont illustré leur passion et leur amour de l'agriculture.



You can check out event videos at <https://www.oyfcana.com/language/en/videos-national/>

*Vous pouvez visionner des vidéos d'événements sur
<https://www.oyfcana.com/language/fr/videos-nationaux/>*

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Back Row: Brad Hopcott (BC) Stewart Skinner (ON), Simon Baillargeon (Sollio Agriculture), Cory Bourdeaud hui (Glacier FarmMedia), Scott Preston (CIBC), Harley Siemens (MB), Mathieu Gaudreault (CN), Audrey Filteau (John Deere), Willem van Wetering (AT), Sarah Leguee (SK), Jake Leguee (SK), Komie Hossini (Bayer), Travis Hopcott (BC)
Front Row: Jessica Kelly (ON), Sophie Brodeur & Rémi Taillon (QC), Brooklyn Siemens (MB), Marijke Oudshoorn (AT), Sarah & Greg Stamp (AB)

"Canada's Outstanding Young Farmers program is more than a showcase for Canada's Outstanding Agriculture Industry, the national event brings all of Canada's grassroots ag producers together to celebrate the struggles and the successes of the work people do everyday. It is an opportunity to learn from each other, talk about what we do in agriculture, renew old friendships and to make new friendships.

OYF has been a very humbling journey, being a part of this program, to start a week with strangers to go home with life long friends and an incredible bond as close as family. Our stories are all unique but our journeys to never give up and be a positive voice for Canadian farming is the common bond we all share."



« Le concours des Jeunes agriculteurs d'élite du Canada est plus qu'une vitrine pour l'industrie agricole d'élite du Canada. Ce concours national rassemble tous les producteurs agricoles locaux du Canada pour célébrer les luttes et les réussites du travail que les gens accomplissent tous les jours. C'est l'occasion d'apprendre les uns des autres, de parler de ce que nous faisons en agriculture, de renouer de vieilles amitiés et d'en créer de nouvelles.

Faire partie de ce concours a été une grande leçon d'humilité : commencer une semaine avec des inconnus et rentrer chez soi avec des amis pour la vie et un lien incroyable, aussi étroit qu'une famille. Nos histoires sont toutes uniques, mais nos voyages pour ne jamais abandonner et être une voix positive pour l'agriculture canadienne sont le lien commun que nous partageons tous. »

GREG & SARAH STAMP



President's Message....

First, I'd like to say Happy New Year to all!

We are all looking forward to a new and exciting year at COYF.

I'd like to also take this opportunity to thank all of you that took the time to celebrate agricultural excellence in Laval and also to extend a huge thank you to all that participated in making the Quebec event a success.

Now on with the new year.

I know it's 10 months but the national in Lethbridge AB will come upon us quickly and if the last group of honorees was a taste of what we will see in Alberta then I'm sure no one will want to miss it. So get Lethbridge in your calendars and plan to join us November 27, 2024.

This year coming up your COYF Board has busy year planned with tasking a new committee to look into our program guidelines (qualification criteria and judging packages) to make sure we stay current within today's progressive agricultural world. This will include consultations with Canada's Youth Council as well as past presidents' guidance to make sure we keep close to our roots and ready for the future!

Your COYF Board is also working hard on finding new ways to give value to our partners, sponsors, and supporters through communication. Some of the successes in communication have been achieved through our Video promotions highlighting our Honourees!

As always, our alumni involvement in COYF is key so keep an eye out for opportunities to stay involved! As alumni, we are the life blood of our program.

Looking forward to an incredible year!!

Danny Penner



Message du président.....

Tout d'abord, j'aimerais vous souhaiter à tous une bonne année !

Nous sommes tous impatients de commencer une nouvelle année passionnante au sein des JAÉC.

J'aimerais également profiter de l'occasion pour remercier tous ceux qui ont pris le temps de célébrer l'excellence en agriculture à Laval, ainsi que tous ceux qui ont contribué au succès du concours au Québec.

Passons maintenant à la nouvelle année.

Je sais qu'il reste encore dix mois, mais le concours national de Lethbridge, en Alberta, arrive à grands pas et si le dernier groupe de lauréats a donné un avant-goût de ce que nous verrons en Alberta, je suis certaine que personne ne voudra manquer ce concours. Inscrivez donc le concours de Lethbridge à votre calendrier et prévoyez de vous joindre à nous le 27 novembre 2024.

L'année qui vient s'annonce bien remplie pour le conseil d'administration des JAÉC. Il a chargé un nouveau comité d'examiner les lignes directrices de notre concours (critères de qualification et trousseaux d'évaluation) pour s'assurer que

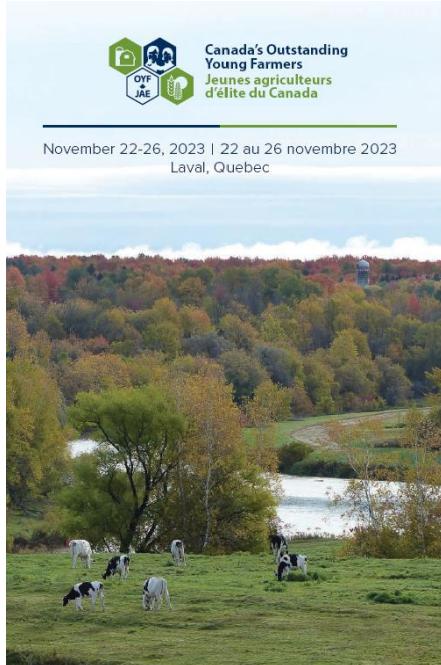
nous demeurons à jour dans le monde agricole progressif d'aujourd'hui. Cela comprendra des consultations avec le Conseil canadien de la jeunesse ainsi que l'encadrement des anciens présidents pour nous assurer que nous restons proches de nos racines et prêts pour l'avenir !

Le Conseil d'administration des JAÉC travaille également d'arrache-pied pour trouver de nouvelles façons de valoriser nos partenaires, nos commanditaires et nos supporteurs par la voie de la communication. Certaines des réussites en matière de communication ont été obtenues grâce à nos promotions vidéo mettant en valeur nos lauréats !

Comme toujours, l'implication des anciens JAÉC est essentielle, alors gardez l'œil ouvert sur les possibilités de rester impliqués ! En tant qu'anciens, nous sommes la force vive de notre concours.

Je vous souhaite une année incroyable !

Danny Penner



Hello everyone,

On behalf of the hosting committee for Canada's Outstanding Young Farmers 2023 National Event, it is my pleasure to sincerely thank everyone who contributed to or participated in this prestigious event. It was a great success, thanks to all of you.

I would like to extend a warm welcome to all the honorees of the 2023 edition, and to welcome them to the Canada's OYF family. I wish everyone a wonderful 2024, and hope to see many of you in Alberta in the fall.

***Carl Marquis
President of the 2023 Hosting Committee***

Bonjour à tous,

Au nom du comité hôte du concours national 2023 des Jeunes agriculteurs d'élite du Canada, il me fait plaisir de remercier sincèrement tous ceux qui ont contribué ou participé à ce prestigieux événement.

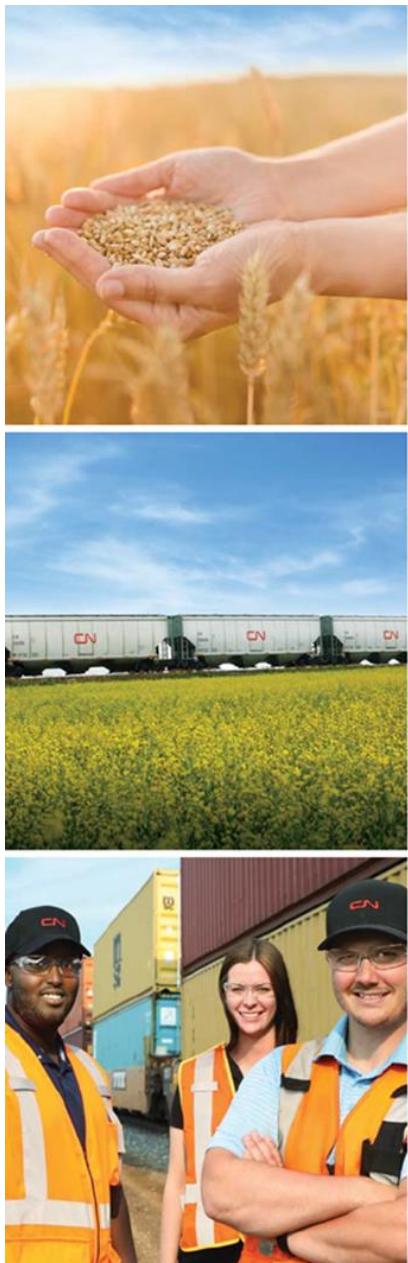
Ce fut un grand succès grâce à vous tous.

Je souhaite la bienvenue à tous les honorés de l'édition 2023, et je leur souhaite la bienvenue dans la grande famille des JAÉ du Canada. Je souhaite à tous une merveilleuse année 2024 et j'espère vous voir en grand nombre en Alberta à l'automne.

***Carl Marquis
Président du comité hôte 2023***

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**FROM SOCIAL MEDIA MANAGER..... DE LA RESPONSABLE DES MÉDIAS SOCIAUX –
Kelsey Cooper-Owen**

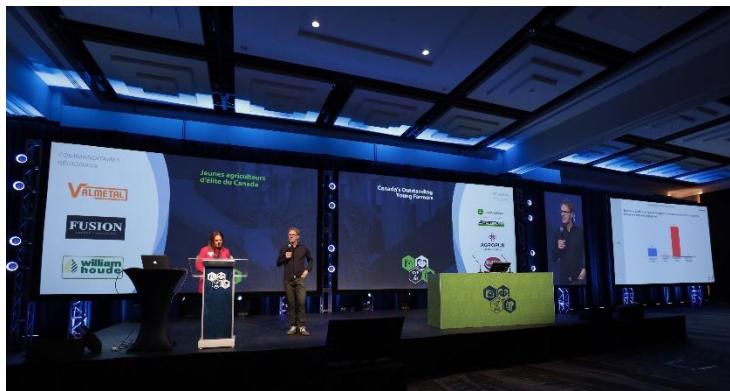
Facebook: Canada's Outstanding Young Farmers

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@CanadaOYF





Our judges- Maggie VanCamp, Stacey Bryson & Ron Brar





Country Guide Speakers Corner onsite at the 2023 COYF National Event in Laval

Contact April at astewart@farmmedia.com to participate.



Coin des conférenciers de Country Guide sera sur place à l'événement national COYF 2023 à Laval

Contactez April (elle est bilingue) à astewart@farmmedia.com

Showcase your leadership chops!

Country Guide was thrilled to meet several COYF alumni at the awards ceremony last November. We were so glad to have the opportunity to sit down and chat one-on-one about the important ways you are leading your farm business and Canada's agriculture industry. We can't wait to share these videos with the Country Guide audience – and with you! Don't miss the latest videos, podcasts and articles: follow us on [X](#), [Instagram](#) and [Facebook](#), or click [here](#) to subscribe to our weekly e-newsletter. You can also get your Country Guide print and digital subscription [here](#).

And there's more! This February, Country Guide will be hosting a webinar on what it means to be a leader in Canadian agriculture and strategies for how to be a leader that grows a successful farm business. Interested in being one of our experts who shares tips to help others achieve their full leadership potential? Reach out to astewart@farmmedia.com for more information.

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L'industrie agricole change. Et vous avez su relever le défi. Forts de leurs connaissances, de leurs idées novatrices et de leur passion pour le travail de la terre, les jeunes agriculteurs d'aujourd'hui montrent la voie à une nouvelle génération de producteurs. John Deere est un fier commanditaire du concours Jeunes agriculteurs d'élite du Canada. Félicitations aux candidats et aux gagnants 2023.

[fr.deere.ca](#)

Upcoming 2024 Regional Events & Nomination Deadlines ***Événements régionaux à venir en 2024 et dates limites de nomination***

Manitoba Region

Date: Mar 15-17, 2024
Location: Elkhorn Resort
Nominations Deadline: Oct 15
Contact: Angela Fox steadfast@xplornet.ca

Ontario Region

Date: Aug 22, 2024
Location: Guelph
Nomination Deadline: Jan 31
Contact: Cathy Bartolic, ontariooyf@gmail.com

BC Region

Date: Mar 11-13, 2024
Location: Clarion Hotel in Abbotsford
Nomination Deadline: Jan 31
Contact: Cammy Lockwood cammy@lockwoodfarms.ca

Quebec Region

Date: Aug 28-29, 2024
Location: St. Hyacinth Convention Centre
Nominations Deadline: Apr 15
Contact: Johanne Cameron, jojcameron@hotmail.com

Saskatchewan Region

Date: June 19-20, 2024
Location: Canada Farm Show Regina
Nomination Deadline: February 15
Contact: Elaine Pruim, elainepruim@live.com

Atlantic Region

Date: TBD
Location:
Nomination Deadline: Dec 1
Contact: Heidi Lawless, heidi0730@gmail.com

Alberta Region

Date: July 30- Aug 1
Location: Olds College & Ag Smart
Nomination Deadline: Feb 1
Contact: oyf2016@gmail.com

NATIONAL EVENT/

CONCOURS NATIONAL

Lethbridge AB
November 27-Dec 1, 2024

<https://youtu.be/7Q0XKDNGg8M?si=Z6Shg8toLIO-iK2O>

Want to nominate someone for W.R. Motherwell Award contact one of the committee members-

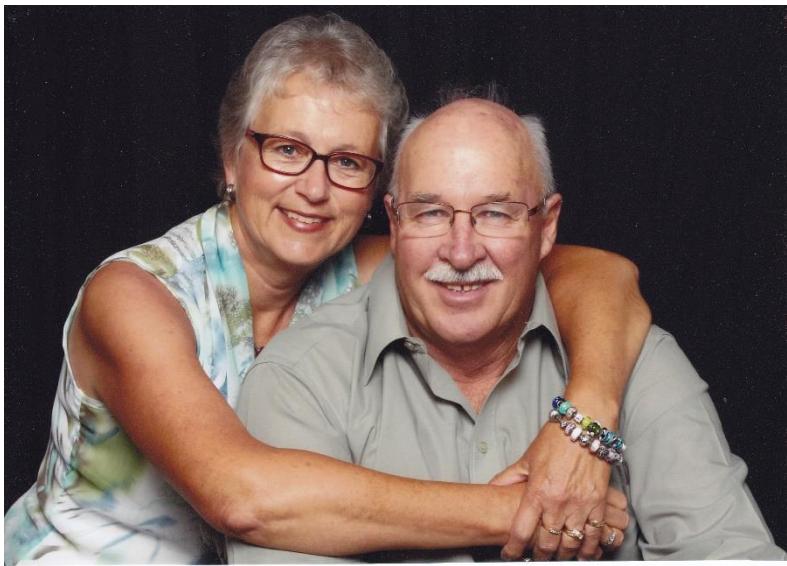
<https://www.oyfcanaada.com/language/en/nominations-criteria/w-r-motherwell-award/>

Vous souhaitez proposer une personne pour le Prix W.R. Motherwell, contactez l'un des membres du comité-

<https://www.oyfcanaada.com/language/fr/nominations-criteria/w-r-motherwell-award/>

*Sylvain Gascon
Lisa Cooper
Kris Mayerle
Tracey Bredenhof*

*Justin Rogers
Jason Kehler
Tara Sawyer*



2023 W.R. Motherwell Award presented to Rana & Brett Meinert of Shaunavon, SK

Laval (Dec 13,2023)- Outstanding Young Farmer (OYF) alumni from Shaunavon, SK, Rana & Brett Meinert, were honoured as recipients of the 2023 W.R. Motherwell Award by Canada's OYF program. The award was presented to Rana & Brett at the National Event held in Laval November 25.

Rana & Brett were grain farmers at Shaunavon for decades and were recognized as Sask Outstanding Young Farmers in 1987. Since that time, they were very active in all OYF events in the region and nationally. It was one of their year's highlights- reconnecting and meeting new friends.

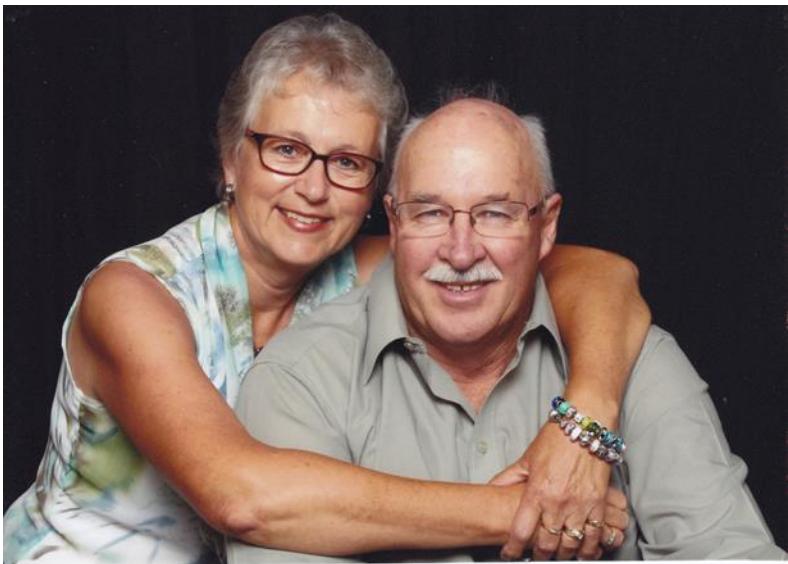
Brett served on the Southwest Terminal board until 2004, then he served on the Inland Terminal Association from 2006-2017. He served on his local municipality for nine years. He was founding president of the Saskatchewan Soil Conservation Association in 1987 and founding chair of the Saskatchewan Mustard Growers Association in 1999 and took on the conversion to Mustard Development Commission in 2004. The Meinert's focused on social conservation through their involvement in University of Saskatchewan Innovation Acres.

As a nurse, Rana maintained her community's health. As a OYF member, Rana made it her mission to keep all OYF memorabilia for generations to come. She felt that the program did a great job of sharing stories of excellence while showing how agriculture has progressed and changed over the years. After her retirement she arranged for all provincial and national OYF records to be stored in the SK provincial archives.

Brett was involved in moving the OYF program from the Jaycees, who began the program in 1980, to the alumni in its early years. Rana edited the newsletter and both were involved in hosting national events held in Saskatchewan. Both, Brett & Rana, were dedicated to seeing Canada's Outstanding Young Farmers program continue to recognize and promote achievements in Agriculture.

When Rana & Brett were notified of the award, Rana was dealing with health issues. She was so pleased to receive the recognition. After receiving the award in the mail, the week before the National Event in Laval, she passed away. Brett accepted the award with grace on behalf of both of them.

Danny Penner, Canada OYF President, and Rhonda Mayerle, a fellow OYF alumni, presented the award and included these comments, "We are so pleased to recognition a couple that brought smiles and warmth to the OYF program. Brett & Rana always welcomed new members with genuine interest and took time to know everyone on a personal level."



Le prix W.R. Motherwell 2023 présenté à Rana et Brett Meinert de Shaunavon, SK

Laval (13 décembre 2023) - Rana et Brett Meinert de Shaunavon, en Saskatchewan, anciens participants au concours des Jeunes agriculteurs d'élite (JAÉ), ont été honorés en tant que récipiendaires du prix W.R. Motherwell 2023 décerné par les JAÉ du Canada. Le prix a été présenté à Rana et Brett lors du concours national qui a eu lieu à Laval le 25 novembre.

Rana et Brett ont été des producteurs de céréales à Shaunavon pendant des décennies et ont été reconnus comme Jeunes agriculteurs d'élite de la Saskatchewan en 1987. Depuis ce temps, ils ont été très actifs dans tous les concours des JAÉ dans la

région et à l'échelle nationale. C'était l'un des points forts de leur année : renouer les liens et rencontrer de nouveaux amis.

Brett a siégé au conseil d'administration du Southwest Terminal jusqu'en 2004, puis à l'Inland Terminal Association de 2006 à 2017. Il a siégé pendant neuf ans au sein de sa municipalité locale. Il a été président fondateur de la Société pour la conservation des sols de la Saskatchewan en 1987 et président fondateur de l'Association des producteurs de moutarde de la Saskatchewan en 1999 et a assumé la conversion à la Commission pour le développement de la moutarde en 2004. Les Meinert se sont concentrés sur la conservation sociale en s'impliquant dans les Innovation Acres de l'Université de la Saskatchewan.

En tant qu'infirmière, Rana a veillé à la santé de sa communauté. En tant que membre des JAÉ, Rana s'est donné pour mission de conserver tous les souvenirs des JAÉ pour les générations à venir. Elle estimait que le programme faisait un excellent travail en partageant des histoires d'excellence tout en montrant comment l'agriculture a progressé et changé au fil des ans. Après sa retraite, elle a fait en sorte que tous les dossiers provinciaux et nationaux des JAÉ soient conservés dans les archives provinciales de la Saskatchewan.

Brett a participé au transfert du concours des JAÉ de la Jeune Chambre, qui l'a lancé en 1980, vers les anciens au cours des premières années. Rana a rédigé l'infolettre et tous deux ont participé à l'organisation des concours nationaux qui se sont déroulés en Saskatchewan. Brett et Rana étaient tous deux déterminés à ce que le concours des Jeunes agriculteurs d'élite du Canada continue de reconnaître et de promouvoir les réalisations dans le domaine de l'agriculture.

Lorsque Rana et Brett ont été informés de la remise du prix, Rana était aux prises avec des problèmes de santé. Elle était très heureuse de recevoir cette reconnaissance. Elle est décédée après avoir reçu le prix par la poste, la semaine précédant le concours national à Laval. Brett a accepté le prix avec grâce en leur nom.

Danny Penner, président des JAÉ du Canada, et Rhonda Mayerle, une ancienne JAÉ, ont présenté le prix et ont fait les commentaires suivants : « Nous sommes très heureux de reconnaître un couple qui a apporté des sourires et de la chaleur au concours des JAÉ. Brett et Rana ont toujours accueilli les nouveaux membres avec un intérêt sincère et ont pris le temps de connaître chacun d'entre eux sur le plan personnel ».

Stevenson (1985)

It is with a very heavy heart that I let you know that my husband Garry Stevenson passed away on December 26' 2023. He passed away from Non Hodgkin's Lymphoma.

Marlene Stevenson

2023 Regional Winners

<https://www.grainews.ca/features/a-glimpse-into-bright-young-farming-operations/>

<https://thegrower.org/news/best-wishes-competitors-canadas-outstanding-young-farmers-event?fbclid=IwAR3JoN2SBzIqDNCDHRWs9VluyZ95RF6vd0poDL2Pw0Qf9GLq9tOf1ZGPtdo>

Weders (2006)

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Glenn (1986)

Jim and Marg Glenn have recently been inducted into the Peterborough County Agricultural Wall of Fame.

Jim is a proud '70 grad from Kemptville Agricultural College. While at the college, he was College Royal President and Student of the year. The Kemptville College Alumni proudly displays the President's Cane in our Alumni Historical Building. Marg graduated from the University of Western Ontario and worked as a dietitian.



Together they have created the multi-faceted Glen Isle Farms Inc. in Keene, Ontario. They were a two-time Master Breeder Holstein herd before dispersing in 1988. The Glenn family, which includes their children, Joelle, Jenny, Matt and Paul, was named Peterborough County Farm Family of the Year in 2006. Joelle, Matt and Paul, all work in the Glen Isle businesses, which include cash cropping, custom work, trucking, snow removal, exporting hay & straw, a Pioneer dealership, and wood shaving supplier. Their daughter Jenny is a teacher in Peterborough. Jim and Marg enjoy having their children all living within a two-mile radius. They also enjoy time with their nine grandchildren.

Jim, Marg and their children have all been involved in many community organizations. Many Kemptville grads enjoyed their time at Glen Isle Farms when they hosted the International Plowing Match in 2006.

For some people, volunteering is about giving but for the Glenn family it is a way of living. Congratulations on your many achievements.

Sharing a love of Canadian agriculture worldwide

BY JENNIFER GLENNEY, FCC

After leaving her corporate agriculture career to raise her children and be more active on the family's ever-growing ranch in Ituna, Saskatchewan, Adrienne Ivey wanted to keep a foot in the agriculture industry. Sharing her family's story with the public was an opportunity that suited her perfectly.

Adrienne's communication journey began after she and her husband were named Saskatchewan's Outstanding Young Farmers in 2014. When mainstream media requests began pouring in, Adrienne realized how much people want to hear stories straight from the farm.

What began as a heightened presence on social media has now grown into YouTube video production, TEDx Talks, podcasts and international travel to share her story, and the stories of other Canadian farmers and the Canadian agriculture industry.

Why I talk about agriculture

This business venture really began after I realized the need for people to speak up for agriculture. It was during a period when there was so much misinformation about Canadian agriculture online and people were inexperienced with social media and separating what's true from what isn't. Even the idea that correct and incorrect information was being shared online was not yet widely acknowledged. This was about 15 years ago. I felt it was important to put accurate information out there to help balance any falsehoods or misleading stories.

People from other walks of life don't have the privilege of seeing all the things we do on our cattle ranch. So, I share it with them openly.

Build intentional relationships

Once I'd built a name for myself in the industry through Twitter and blogging, I became involved in the wider agriculture community such as Ag in the Classroom, industry boards and agricultural organizations. This led to deeper learning and creating meaningful relationships with others in agriculture. I also cultivated many purposeful relationships with mainstream journalists in Saskatchewan and across Canada; I became their point of contact for agriculture-related articles. Even if I didn't have much knowledge on a specific topic, I was able to connect them with someone who did.

Try different outlets

There are many methods of communication to reach the public, so I feel it's important to continue pushing myself to try different avenues of speaking. The biggest thing is to be open to opportunities and brave enough to put myself into situations that are unknown to me.

For example, I was asked to do a TEDx Talk, which was a fantastic way of reaching audiences outside of agriculture. Over the years, schools and public libraries have run events that I spoke at. Continuing to put myself out there and being open to these opportunities is important.

Share with different audiences

Topics and the vocabulary I use differ based on who my audience is. When sharing with an agriculture-based crowd, there's not much of a point in telling them how awesome agriculture is – they already know. Instead, I focus on inspiring them to share their stories and offer tricks to do so, including how to be effective in their communication.

For example, focus your efforts where you can make the most impact. When speaking with an audience without an agriculture background, I share the good news about Canadian agriculture, what farmers are doing to reduce their carbon footprints, how they are involved in their local communities and the impacts of agriculture on the Canadian economy. This helps them relate the giant agriculture industry to the food on their tables while connecting all the dots along the way.

Connect with the consumer

Some tough conversations come along with this journey, but the benefits tend to outweigh the negative side of sharing our farm's story. There's no other feeling



Adrienne Ivey of Ituna, Saskatchewan left her corporate agriculture career to raise her children and be more active on the family's ranch. Adrienne's communication journey began after she and her husband were named Saskatchewan's Outstanding Young Farmers in 2014.

quite like seeing that light bulb moment when someone who has no connection to agriculture understands that every single farming family across Canada cares greatly.

When I start talking about the cool things we're doing, I make sure they know I'm just an average farmer:

"I'm nothing special," I say. "Our family is just doing what all the other farming and ranching families across Canada are doing." Seeing that realization on their faces is my favourite part of all.

Support each other

The largest challenge I have faced is seeing farmers disagree on the "right way" to share our stories, and what they consider to be the "right" or "wrong" way of farming. I expected backlash from activists, especially on more controversial topics such as animal agriculture and GMOs, but it's very disheartening to see farmers disagreeing. When farmers support each other on this journey, we get further in terms of public trust.

Diversity in farms, and voices, is our strength and something we should be supporting.

Seek and accept opportunities

It's hard to say what I most look forward to next. I've had some great opportunities in this venture, such as the TEDx Talk, and being invited to the McDonald's worldwide conference to speak with restaurant owners about the sustainability of beef and raising beef cattle in Canada. I'm looking forward to the amazing opportunities that are to come.

From an AgriSuccess article.

Step up to
THE PLATE
Help feed Canadians



**There is a need
for workers
in Canada's
agriculture and
food sector.**

This online portal can help Canadians find agriculture and food production job sites across the country, as well as information on skills and training.

agr.gc.ca/agriculture-jobs

*Mettez la main
À LA PÂTE*
Aidez à nourrir les Canadiens



**Le secteur
agroalimentaire
du Canada
a besoin de
travailleurs.**

Notre portail en ligne peut aider les Canadiens à trouver des répertoires d'emplois dans la production agroalimentaire au pays, ainsi que des renseignements sur les compétences et la formation.

agr.gc.ca/emplois-agriculture



Agriculture and
Agri-Food Canada

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Agroalimentaire Canada

Canada

Hopcotts win OYF Canada with sustainable practices

Family-run operation committed to community

PETER MITHAM

PITT MEADOWS – Third-generation farmers Travis and Brad Hopcott of Hopcott Farms in Pitt Meadows took top honours at the Outstanding Young Farmers Canada event in Laval, Quebec, November 22-26.

"We are so excited to receive this award," says Brad Hopcott. "The judges had an extremely hard decision to make with all of the fantastic honourees. We would like to thank our families and our team for all of their support because without it we wouldn't be able to do what we do."

"This award, ultimately, recognizes all of the amazing young farmers across all seven regions of this country," adds Travis. "Each had to overcome trials, maintaining a drive to continue improving and displaying pride in producing a safe high-quality product to feed people. It is truly an honour to be recognized among this class of young farmers."

The brothers won the OYF BC & Yukon title in March, which allowed them to advance to the national finals.

During the regional event, the brothers' stewardship and development of their grandfather's farm won out against strong showings by Johannes and Julaline Treur of Creekside Dairy in Agassiz and Matthew Carr of Linden Lane Farms of Krestova.

Originally a dairy operation, Hopcott Farms has diversified since its start in 1932 with the addition of a feedlot operation in 1957 and 72 acres of cranberry bogs in 1996. The original 105 acres is now 185 acres, including 55 leased acres.

In 2000, an agritourism dimension was added with a corn maze followed by a farm shop in 2006. The corn maze became a wedding and events venue in 2018, and in 2022 the farm opened a provincially inspected abattoir.

All this has happened despite being in the middle of a rapidly urbanizing region home to 2.5 million people.

The family-run operation sees Brad steer the beef side, Travis oversee the cranberries and their sister Jennifer running the retail and wedding venue.

"We are siblings working together on the same property, same business. It's pretty unique," Travis told the

Judges at the regional event in March. "We're really proud of that success and we think it really adds to the sustainability story."

Sustainability is a key criteria as both local and national judges assess the excellence of nominees.

Speaking in Laval, the Hopcotts noted their efforts to renovate 20% of their cranberry acreage with new varieties that make them more efficient while a reservoir allows them to recycle 30 million gallons of water through the cranberry bogs during harvest.

To allow for full integration of the beef operation and reduce the farm's carbon hoofprint while also addressing animal welfare and quality issues, a \$5 million abattoir was added to

the operation in 2022. Utilizing waste tissue composting units has allowed for the integration of animal waste back into the forage fields, further enhancing the farm's sustainable credentials.

Having receiving support as they assumed full management of the operation, the brothers hope to return the favour and mentor future BC farmers.

The Hopcotts were selected as winners alongside Alberta seed producers Greg and Sarah Stamp, beating out five other finalists from provincial programs across Canada.

Open to participants 18 to 39 years of age, OYF competitors must derive the majority of their income from agriculture.



Dressed to impress, brothers Travis (left) and Brad Hopcott of Pitt Meadows were named Outstanding Young Farmers Canada award recipients in Laval, Quebec, at the end of November. OYF CANADA

Sollio Agriculture

Proud National Sponsor of Canada's Outstanding Young Farmers
Fier commanditaire national des Jeunes Agriculteurs D'Élite du Canada
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2024 COYF National Event

Mark your calendars for Nov. 27 – Dec. 1, 2024

Prepare to join us for two, full days of tours (Thursday & Saturday)!

Our Meeting Place: Sandman Signature Lethbridge Lodge

(Located in the heart of Lethbridge, along the coulees, near the banks of the Old Man River and Canada's longest, highest train trestle bridge.)

Our Theme: Alberta's Water Management: The Sustainability of Life in Southern Alberta

Our Program Vision:

- Water Management for Life: Our Strategy in Alberta
 - Alberta's Irrigation Infrastructure Insight
- Ag Technology: Alberta's Stellar Advancements

Join Us: To Learn Why and How

- Learn about Alberta Agriculture's Irrigation Division
- Learn about the Alberta Irrigation Districts Association

Tours in the Planning Stages:

- Ag Canada: Lethbridge Research Station
 - John Deere: Western Tractor Dealership
- Bayer: Hybrid Seed Canola Facility
 - Lantic Inc.: Sugar Beet Factory and Industry
- A Modern and Dynamic Feedlot
 - PGA: The Developing Potato Industry
- Specialty Crop Production: From Onions to Dry Beans to Mustard
- Tours of Local OYF Alumni Farms
 - Visit Local Points of Interest

**Alberta 2024 Hosting Committee
(Co-Chairs: Richard Stamp & Ryan Mercer)**

Concours national 2024 des JAÉC

Notez dans votre agenda les dates du 27 novembre au 1^{er} décembre 2024

Préparez-vous à vous joindre à nous pour deux journées entières de visites (jeudi et samedi) !

Notre lieu de rencontre : Sandman Signature Lethbridge Lodge

(Situé au cœur de Lethbridge, le long des coulees, près des rives de la rivière Old Man et du pont à chevalets le plus long et le plus haut du Canada).

Notre thème : La gestion de l'eau en Alberta : La durabilité de la vie dans le sud de l'Alberta

Notre vision du programme :

- La gestion de l'eau pour la vie : Notre stratégie en Alberta - Aperçu de l'infrastructure d'irrigation de l'Alberta
- Technologie agricole : Les avancées stellaires de l'Alberta

Joignez-vous à nous : Pour savoir pourquoi et comment

- Renseignez-vous sur la division de l'irrigation d'Alberta Agriculture
- En savoir plus sur l'Alberta Irrigation Districts Association (Association des districts d'irrigation de l'Alberta)

Visites en cours de planification :

- Agriculture Canada : Station de recherche de Lethbridge
- John Deere : Concessionnaire Western Tractor
- Bayer : Usine de semences hybrides de canola
- Lantic Inc : Usine et industrie de la betterave à sucre
- Un parc d'engraisement moderne et dynamique
- PGA : L'industrie de la pomme de terre en développement
- Production de cultures spécialisées : Des oignons aux haricots secs en passant par la moutarde
- Visites des fermes locales des anciens JAÉC
- Visite des points d'intérêt locaux

**Comité d'accueil de l'Alberta 2024
(Coprésidents : Richard Stamp et Ryan Mercer)**

CIBC

Proud National Sponsor of Canada's Outstanding Young Farmers
Fier commanditaire des Jeunes Agriculteurs D'Élite du Canada
<https://www.cibc.com/en/personal-banking.html>



A celebration of excellence

For 22 years, we've been celebrating and recognizing progress and excellence in Canadian agriculture through our national sponsorship of Canada's Outstanding Young Farmers Program.

Congratulations to the 2023 Honourees. Your passion and dedication to your craft better our communities, our provinces and our nation.

The CIBC logo is a trademark of CIBC.



Soulignons l'excellence

Depuis 22 ans, la Banque CIBC célèbre et reconnaît les progrès et l'excellence dans le secteur agricole canadien en agissant à titre de commanditaire national du programme Jeunes agriculteurs d'élite du Canada.

Félicitations aux lauréats de 2023. Votre passion et votre dévouement à l'égard de votre métier améliorent nos collectivités, nos provinces et notre nation.

From the Editor....

De la rédactrice.....

Thanks to Quebec for a great 2023 event.

Please take a look at your board's action plan for 2024-2025.

Review of Strategic Plan	Plan is same- action items different. Will continue to review
Sponsorship	Expand or evolve how sponsorship is done
Remodel National Event	Survey alumni/sponsors to see what expectations are
Work with Canada Youth Council	Part of AAFC funding
Encourage event attendance	Encourage alumni to make it part of their business plan
Urban Awareness through activities	Original Jaycee goal
Nomination and Judging	Ongoing



Watch for new videos promoting the program on Canada's Ag Day February 13.

I wish everyone a great spring season. Look forward to details on 2024 event in Lethbridge in June.

Merci au Québec pour bel événement 2023.

Veuillez consulter le plan d'action de votre Conseil d'administration pour 2024-2025.

Révision du plan stratégique

Le plan est le même – les actions sont différentes. Nous continuerons la révision

Commandites

Prendre de l'expansion ou faire évoluer la façon dont les commandites fonctionnent

Refonte du concours national

Sondre les anciens et les commanditaires pour connaître leurs attentes

Travailler avec le Conseil canadien de la jeunesse

Fait partie du financement d'AAC

Encourager la participation au concours

Encourager les anciens à ce que cela fasse partie de leur plan d'affaires

Sensibilisation dans les villes par l'entremise d'activités

But original de la Jeune Chambre

Mise en candidature et jugement

En cours

Regardez les nouvelles vidéos faisant la promotion du programme lors de la Journée de l'agriculture au Canada, le 13 février.

Je souhaite à tous un excellent printemps. Attendez avec impatience les détails de l'événement 2024 à Lethbridge en juin.



Carla Kaeding, Program Manager

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