



REPORT TO INDUSTRY

December 2006

WEB Newsletter Introductory Issue

Volume 2, Issue 6

AEFP promotion program sets aggressive targets for 2006/07

Advertising, education campaign builds on last year's strong numbers

These days there is little chance of success in the business world without a solid marketing communications campaign. The EFP program is no exception.

This year, the Alberta Environmental Farm Plan Company (AEFP) has set aggressive targets to build on last year's record numbers and bring more producers through workshop doors. One way it plans to meet this goal is through a broad communications campaign, which will hopefully encourage partner support.

"Numbers are a very clear measure of our business success and our target for 2006/07 is another 3,000 reviewed plans," says Mike Slomp, executive director for AEFP. "We were very aggressive in marketing communications last year, which in many ways could be considered our first full launch year. We felt that it was critical to hit the ground running and make an impact. The more than 3,000 producers last year and over 7,000 since the beginning of the program who have participated in workshops show this was an effective strategy.

"We have an aggressive campaign planned for the coming year. While not quite as high profile or extensive as this year's, it should offer strong impact through a highly targeted effort. We feel this is key to building a base of farmer and rancher support in the longer term that will deliver the strong levels of support our partner members expect from the EFP program."

THE 2006/07 AD CAMPAIGN

AEFP's 2006/07 ad campaign is an anchor to building general awareness, a strategic effort designed to reach producers and get them through workshop doors. Agricultural trade media, radio and community weeklies are all part of this effort.

Trade media. The most commonly read publications in the agriculture business, trade media offer AEFP direct producer contact with core EFP messages. AEFP uses general publications such as *Alberta Express*, *Western Producer*, *Country Guide*, *Canadian Cattlemen* and others. In addition, the program uses commodity-based media to stress the impact that developing an EFP can have on specific types of farm operations.



Environmental funding for farmers and ranchers

Must have an EFP to qualify

Up to **\$50,000 per farm** is now available to Alberta farmers and ranchers for on-farm environmental improvements through the Canada Alberta Farm Stewardship Program (CAFSP). More than \$10.4 million in direct producer funding has been allocated so far.

More than 3,800 Alberta producers have completed their own EFP and they have already submitted more than 2,200 applications for funding.

A wide range of on-farm improvements in 26 categories qualify, including:

- new GPS technology for field equipment
- the relocation of corrals from within riparian areas
- the decommissioning of unused farm wells
- the building of storage for fuel, fertilizer and crop protection products.

More details on completing an EFP and the steps to access CAFSP funding are available at www.AlbertaEFP.com or by calling **1-866-844-2337**

The Alberta Environmental Farm Plan Company

Partners in Progressive Stewardship:



This is a lead ad for the agriculture trade media and community newspapers.

Radio. This year's radio campaign, which runs until next March, will offer broad coverage in daily agricultural programming across the province.

Community weeklies. The coming year will see added emphasis on advertising in community newspapers — the result of feedback from a number of EFP participants who feel that their local newspapers are key tools in communicating the EFP message in communities where producers are active.

THE MESSAGE

Effective promotional campaigns are built on clear, consistent messaging. AEFP's messaging strategy is the result of a process designed to answer the most important questions on producers' minds based on feedback from workshops and market research.

Last year, communications messaging focused on the core environmental improvements that producers, through feedback, had indicated were the ones most important to them and their operations.

This year's efforts will focus on the funding to get those jobs done — specifically the Canada-Alberta Farm Stewardship Program (CAFSP), which offers up to \$50,000 for on-farm environmental improvements to producers who have completed EFPs. Community weekly newspapers will carry that same message to the local level.

INFORMATION TOOLS

The AEFP promotional program is based on the belief that well-informed producers make the best decisions. In addition to the standard tools, such as news releases which provide information on a regular basis to media, industry and others, AEFP has a growing list of highly targeted tools.

Report to Industry. Newsletters such as this one are designed specifically for partners. In order to speed news transfer and keep costs down, these newsletters are moving towards electronic distribution. However, stakeholders who do not have the capability of accessing electronic versions will still be able to receive a print copy.

AEFP Journal. One of AEFP's most useful new tools is the *AEFP Journal*, a "Web magazine" featuring articles with information of importance to EFP participants. These articles can be technically-driven features on how to achieve EFP goals, news on the latest program developments, or perspective stories based on the personal experiences of EFP participants.

This past year saw the first print edition of the *AEFP Journal*. Featured in the November 2006 edition of the *Alberta Express* newspaper, with extra copies printed for distribution at trade shows, partner meetings and other events, the print *AEFP Journal* answers key questions on the basics of the EFP program.

Updated EFP brochure. The EFP brochure, which acts as an introduction to the EFP program, has been updated to include the latest information on funding available through the Canada-Alberta Farm Stewardship Program (CAFSP).

AEFP Web site. All of the EFP program's communications activity is anchored to the Web. The recently revamped AEFP Web site at www.AlbertaEFP.com acts as a central resource for news, features, advertising and internal communications. For partners, it serves as a one-stop resource for those wishing to hand off information to their members.

EFP FYI

AEFP newsletter goes electronic

To reduce costs and speed information transfer, the AEFP Report to Industry newsletter is now being distributed electronically. Limited hard copies are printed and are available for stakeholders who require the printed versions. If you are receiving this in hard copy but would prefer to have the newsletter delivered directly to your email inbox, please provide your email address to the AEFP head office.

SPECIAL PRINT EDITION

Published in the interests of Progressive Stewardship.

AEFP JOURNAL

www.AlbertaEFP.com





The fastest way to make on-farm environmental changes

Complete an EFP and build a better future

There's never been a time when commitment has been more important, more relevant to Canadian agricultural producers. It's a core part of our generation's marketing: from a growing focus on food safety to core values of food production, it's about "Canada's brand," a concerted effort that puts Canada's growing image of soil, fresh air and water into a world renowned reputation for quality. Today, commitment is also a recognized part of financial value, credit to both those leasing the business of agriculture and those owning.

Perhaps the biggest reason for the growing role of commitment in agriculture is the global market and consumer that comes from the knowledge that their stewardship practices protect the food potential of future generations.

No one effort captures that importance more than the Environmental Farm Plan (EFP) program.

HOW EFP WORKS

An EFP is a free, confidential and complete voluntary assessment of the environmental strengths and weaknesses on your farm or ranch.

The process of developing an EFP starts with attending the first of two half-day workshops. The first workshop introduces participants to the EFP plan, provides an overview of the program, reviews the content of the EFP workbook and provides them with the tools to complete the actual plan on their own time at home.

After participants have completed the first draft of their plan, they attend the second workshop to review their plan, ask any specific questions and share ideas on how to address identified risks.

The participants are then encouraged to submit their completed plan to a peer review committee for comment and recommendations. The review committee provides practical suggestions on any areas of concern or opportunity in the plan.

After the plan has been reviewed and discussed, appropriate, the producer receives a farm gate sign and certificate acknowledging their participation and interest in making agriculture more environmentally sustainable.

EFP WORKSHOPS PROVINCE-WIDE

Farmers have access to local workshops in every region of Alberta.

The province is split into five EFP review committees (North, South, Central and South) and each is responsible for several workshops in its region. Because of this, EFP workshops can be held in virtually any community in the province and will be delivered to anyone who understands the unique needs of producers in the area.

Getting a group of people with common interests together is a way to get the most out of an EFP workshop. It also provides a chance to create discussion on environmental stewardship among producers who share the same challenges.

TEST DRIVE AN EFP

IT'S STRAIGHTFORWARD. Take a bit of work but it's a snap to do.

IT'S FREE. All EFP activities and workshop materials are provided to participants free of charge.

IT'S CONFIDENTIAL. Participants are given a confidential identification number and this number will only be used for identification in all EFP program records and forms.

More information on the EFP program, including workshop dates and locations, is available at the EFP Web site at www.AlbertaEFP.com or by calling the EFP office toll-free at 1-866-844-2337.

STEPS IN EFP PROCESS

1. **INTRODUCTORY WORKSHOP**
 - Attend introductory workshop
 - Review objectives, workshop
 - Identify actions for high-risk situations
2. **COMPLETE CHAPTERS AND DRAFT PLAN AT HOME**
 - Review objectives of your operation
 - Identify actions for high-risk situations
 - Develop a schedule for implementing your plan
3. **WORKSHOP 2**
 - Review chapters
 - Develop a schedule for implementing your plan
 - Finalize plan and submit for review
4. **PEER REVIEW COMMITTEE**
 - Recommend changes if high-risk situations are not addressed adequately
 - Add plan to file
5. **IMPLEMENTATION**
 - Put plan into action
 - Evaluate at next review a year

www.AlbertaEFP.com

AEFP JOURNAL 1

This special print edition of the AEFP Journal provides a quick overview of the EFP program for producers. Copies of this edition are available from local facilitators or the AEFP head office.

WHAT THIS MEANS FOR PARTNERS

There's an important message for partners in this, says Slomp. All of AEFP's communications material is available, free of charge, for the use of partners wishing to inform their members about the EFP program.

"Our communications material is designed to supplement our partners' educational goals by providing clear, concise and timely information on the EFP program," says Slomp. "And because it's all anchored to the Web, this information is always just a click away."

For more information, visit the AEFP Web site at www.AlbertaEFP.com or call toll-free 1-866-844-2337.

FOR MORE INFORMATION

If you would like information on any aspect of the Alberta Environmental Farm Plan Company, check the AEFP Web site at www.AlbertaEFP.com or contact the AEFP office. We welcome your comments, questions and suggestions. Articles in this *Report to Industry* newsletter may be reproduced. Acknowledgment of the source is appreciated.

Partners in Progressive Stewardship:



The Agricultural Policy Framework (APF)
A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE

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