



# REPORT TO INDUSTRY

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## AEFP Annual Report offers overview of 2006/07 year

### *Report offers one-stop outline of company operations*

The Alberta Environmental Farm Plan Company (AEFP) 2006/07 Annual Report is now available on the AEFP Web site at [www.AlbertaEFP.com](http://www.AlbertaEFP.com). The report acts as an overview of the company's directional, operational and financial activities of the past fiscal year, says John Kolk, AEFP chair.

"In today's business world, the annual report is very much a core document," says Kolk. "It offers an opportunity to tell the world that we are confident in what we're doing and outlines our progress in reaching our business goals."

Perhaps even more important is its role in promoting program accountability to stakeholders and participants. "Creating and maintaining strong partnerships is key to the ongoing success of the EFP program," he says.

"To us, accountability is a crucial component of these relationships, and the Annual Report serves as a window into the initiatives and activities AEFP has driven and been involved in over the past year. In that sense, it's very much a 'user guide' for stakeholders, participants and others seeking information about AEFP activities in 2006/07."

The report is divided into three core sections: direction, operations and financial statements. This format allows for a quick reference of the core elements.

#### **AEFP Direction**

The AEFP Direction section acts as a review of the driving philosophy behind the EFP program. This short section features the vision and mission statements of the AEFP company and a list of those who serve on the board of directors. The nine-member board, which provides direction to the program, is drawn

from AEFP's 24 corporate members. That group features representation from a broad cross section of the agricultural industry.

This year's Chair's Report focuses on the important role partnerships play in the program. "Because partnerships have been such a driving force behind the success of the EFP program, we feel it's appropriate to address the progress these partnerships have driven in the directional section of the report," says Kolk.

Kolk also says the next generation of the agriculture and agri-food policy, Growing Forward, is critical. "We have shown that Alberta producers do respond to the impacts they are aware of and do take action to reduce them," he says. "This process needs to be consolidated and supported."

#### **AEFP Operations**

This section outlines the business decisions that guide the day-to-day operations of the EFP program. Here's what readers will find:

**Executive director's comments.** AEFP executive director Mike Slomp offers an overview of operational activity over the 2006/07 year, including the driving factors behind the program's unprecedented growth. "If there's one thing AEFP gained over the 2006/07 year, it's a heightened sense of confidence in meeting the goals we've set for ourselves," he says.

**Management and staff.** The members of the AEFP management team, as well as the facilitators who hold EFP workshops in communities throughout the province, are acknowledged. "We wanted to recognize the 'on the ground' people who work hard to deliver the program to our core audience — producers," says Slomp.



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**Program implementation.** The delivery of the EFP program is explained with a brief explanation of AEFP's corporate structure and a capsulated overview of the EFP process.

**AEFP progress in 2006/07.** The important progress made by AEFP in the pivotal 2006/07 fiscal year, including workshop participation, EFPs completed, and requests for EFP farm gate signs.

**Core partners.** The tripartite partnership between AEFP, Agriculture and Agri-Food Canada through the Prairie Farm Rehabilitation Administration (AAFC - PFRA), and Alberta Agriculture and Food (AF) is explained.

**Corporate partners.** AEFP is home to two corporate partners: Ducks Unlimited Canada (DUC) and United Farmers of Alberta (UFA). The contributions that these partners made to the program over the past year are outlined.

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**Corporate members.** A list of the 24 organizations which act as corporate members of AEFP and who vote delegates to the nine-member board of directors.

**Workshop supporters.** A number of municipalities, agribusinesses and other organizations play key roles in hosting and supporting EFP workshops in communities throughout the province. "In past years, we listed these workshop supporters in the Annual Report itself," says Slomp. "However, this list

has grown to such an extent that we have decided to acknowledge these partners on the Web site instead."

**CAFSP.** The impact of funding and technical assistance available through the Canada-Alberta Farm Stewardship Program (CAFSP), including changes to the program, producer applications and program funds spent on on-farm environmental improvements.

**Marketing and communications.** The role of marketing and communications in reaching AEFP's business goals, followed by activities of the past year including advertising, tradeshow and industry meetings, communications and local marketing.

**Industry liaison.** AEFP participates in a number of realistic, appropriate projects and initiatives to increase education and awareness of sustainable agricultural practices in Alberta. This is an overview of the industry liaison efforts the company has been involved with over the past year, including a study on barriers to Beneficial Management Practice (BMP) adoption, the EnviroAg Connect Web site, the Emergency Farm Tube program, the AEFP Annual General Meeting and other projects.

**Building on feedback.** AEFP continues to build on an organized effort of developing meaningful feedback. This presents an overview of AEFP's feedback tools, including toll-free calls to the AEFP office, workshop questions, personal contact, Web visits and media coverage.

### Financials

This section features a public statement of AEFP's financial position to the end of the 2006/07 fiscal year. "Because AEFP is a non-profit company, financial accountability to stakeholders is especially important," says Slomp.

"Each one of our partners and stakeholders holds a vested interest in taking the message of on-farm environmental sustainability in Alberta to the next level. They want to know that the company is using its budgeted funds to deliver that message as effectively and efficiently as possible. The financial statement offers a window into that activity for stakeholders, partners, producers and anyone else interested in the process." 

## EFP FYI



**New on the AEFP Web.** The AEFP Web site at [www.AlbertaEFP.com](http://www.AlbertaEFP.com) is home to the latest information on many environmental subjects, virtually all of which are available to stakeholders for use in their communications. Some recently posted examples of feature articles under the AEFP Journal Web magazine are:

**Making sense of water quality analysis.** New on-line tool touted as a simple, practical way to 'tell the story' of water quality on agricultural operations.

**Tech Talk: Sewage management on the farm.** Attention to fundamentals key.

**Tech Talk: Treating wells with chlorine.** A little chlorine applied regularly is the best bet.

## 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](http://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. Acknowledgement of the source is appreciated.

### Partners in Progressive Stewardship:



The Alberta Environmental Farm Plan Company  
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**Canada** **Alberta**

The Agricultural Policy Framework (APF)  
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