



REPORT TO INDUSTRY

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The Alberta EFP Company ...moving forward

The AEFPP Company is moving forward and getting ready for the delivery of a program that builds on the success of the existing environmental farm plan in coming months. A message from AEFPP Chairman Glenn Logan and Executive Director Mike Slomp.

For some time, the question on the minds of stakeholders in the Alberta Environmental Farm Plan Company (AEFP) and farmer clients has been “Where is the EFP program in Alberta headed?”

The Answer – Forward

The first step to move ahead is to set aside some time and review the first few years of the EFP program in the province, and look for improvements that make the program stronger to meet the evolving needs of producers. The Company is working with Alberta Agriculture and Rural Development and Agriculture and Agri-Food Canada to develop the next generation of environmental programs.

What does that mean for producers?

The EFP program in Alberta has experienced very strong producer uptake with nearly 12,500 Workshop One participants. The AEFPP Company will now be working with our partners and industry

for the next few months to build on our success and to develop the next generation of environmental programs and ensure they fit into an overall risk management framework that will include advanced risk management tools such as environmental management systems. The next generation of environmental programs will not be available until early this fall, and until then the company has put producer workshops “on hold” while it works with partners to develop the new program.

The AEFPP office will remain open during this review period, and the next generation of environmental programming will be introduced as soon as possible.

Towards the future

In all of this change, one thing that has remained clear is that the EFP is seen as an important risk assessment tool for farmers and ranchers and that risk assessment continues to be seen as key to achieving the growing expectations of environmental sustainability. The AEFPP

Board of Directors and management remain confident that progress the EFP program has made over the past several years will serve as a valuable anchor to a new generation of on-farm environmental sustainability efforts in Alberta.

Producers were clear during the Growing Forward consultations held across Canada that they wanted environmental programs to continue.

The future EFP program will evolve from its current roots and will meet the changing needs of industry, government, and society as articulated by an updated strategy to address the new Growing Forward vision. AEFPP is committed to working with the government on a complete review of current EFP operations and the approach to program delivery. Out of this review we expect a stronger program that will better meet the needs of industry over the long term.

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At a meeting in November 2007, Alberta Agriculture and Food committed “bridge funding” that will allow the Company time to work with partners to develop the next generation of environmental program delivery until future federal-provincial agreements are completed.


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AEFP corporate governance

With the current program review, one question on the minds of stakeholders is if this change will affect the structure and governance of the AEFP Company. The simple answer is no, not at this time. The current Board expects to continue to operate and provide direction through the transition period and into the next generation environmental program.

Communications

Whenever change occurs, communications take on a new level of importance. The success of the current EFP program is due in large part to the effort of the EFP delivery team and our corporate supporters and we acknowledge their tremendous dedication and substantial commitment. 

EFP FYI



The AEFP Web site at www.AlbertaEFP.com has anchored the communications for the EFP program throughout the course of the program. The *EFP FYI* section in the *Report to Industry* newsletter has been designed to encourage use of the Web site and draw attention to communications material posted on the site.

This site will be kept live during the transition to the redefined EFP program and will be used to post important updates. As always, the material on the site is available to stakeholders, media, extension and others as an education resource.

Some examples of new material on the site include this *Report to Industry* as well as:

Tech Talk: My neighbours complain about the light and noise coming from my greenhouse. What can I do to minimize these nuisances? Think ahead on lighting and location.

Tech Talk: Curved versus straight shelterbelts — which one is best for me? Both have their advantages, but it ultimately comes down to what's best for the producer and the farm.

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. Acknowledgement of the source is appreciated.

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