



Growing Forward Evaluation Report

Newfoundland and Labrador

2009-10 to 2011-12

Canada

**Newfoundland
Labrador**

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Growing Forward

Overview

Growing Forward is a national agriculture framework to coordinate agriculture policy across all provinces and territories. Growing Forward in Newfoundland and Labrador is a five year \$29.58 million program that promotes commercialization, innovation, and profitability for the agriculture and agrifoods industry. The funding is cost-shared 60/40 between the federal and provincial governments, respectively.

The first year of the program (2008-09) was a continuity year to bridge between the Agricultural Policy Framework and Growing Forward, which at that point had not been finalized. A continuity agreement was reached whereby the Province was able to provide \$3.04 million in investment from the Growing Forward budget. The program is currently in the fourth year and expenditures for the 2011-12 fiscal year are not finalized. The fifth and final year of this program is 2012-13.

Growing Forward Budget Allocation and Actual Expenditures by Year

Year	Federal Budget Allocation	Provincial Budget Allocation	Total Budget Allocation	Actual Annual Expenditure
2008-09	\$1,548,000	\$1,052,000	\$2,600,000	\$3,041,063
2009-10	\$2,985,610	\$3,176,889	\$6,162,499	\$6,093,756
2010-11	\$4,212,057	\$2,815,555	\$7,027,612	\$7,139,933
2011-12	\$4,212,057	\$2,815,555	\$7,027,612	TBD
2012-13	\$2,359,242	\$1,973,334	\$4,332,576	TBD
Total Federal Attributed			\$2,433,033	TBD
Total Funding			\$29,583,332	TBD

Note: Budget allocation is as per the Canada-Newfoundland and Labrador Bilateral Agreement. Actual Annual Expenditure includes Federal Attributed.

Vision

The vision for Growing Forward is a profitable and innovative agriculture, agrifood and agri-based products industry that seizes opportunities in responding to market demands and contributes to the health and well-being of Canadians.

Strategic Outcomes and Thematic Areas

The Growing Forward vision will be achieved across three strategic outcomes through government investment into seven broad thematic areas to advance and strengthen the sector:

Strategic Outcome :

1.0 A competitive and innovative sector

- 1.1 accelerate the pace of innovation and facilitate the adoption of new technologies;
- 1.2 enable competitive enterprises and sectors;
- 1.3 transform Canada's strengths into domestic and global success;

Strategic Outcome :

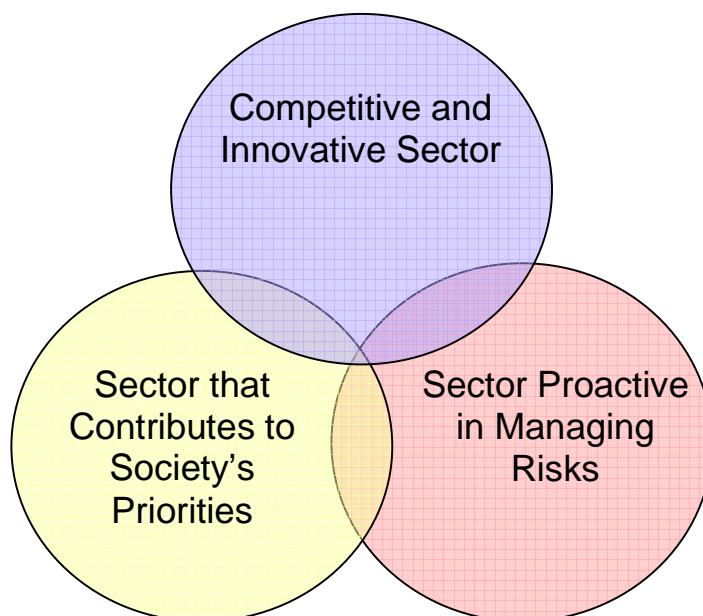
2.0 A sector that contributes to society's priorities

- 2.1 promote environmentally-responsible agriculture;
- 2.2 enhance the safety and security of Canada's food system;
- 2.3 help the sector meet consumer demands for health and wellness;

Strategic Outcome :

3.0 A sector that is proactive in managing risks

- 3.1 minimize the occurrence and extent of risk incidents.



Growing Forward Programs

The strategic outcomes will be addressed through six programs designed specifically to address the unique challenges and opportunities faced by the Newfoundland and Labrador agriculture and agrifoods sector.



A competitive and innovative sector

- **Agriculture Innovation Program**

The Agriculture Innovation Program will provide financial assistance to enhance the competitiveness, profitability, and innovative capacity of the Newfoundland and Labrador agriculture industry.

- **Agriculture Land Development Program**

The Agriculture Land Development Program will maximize the productivity and availability of agricultural land within Newfoundland and Labrador.

- **Agriculture Opportunities Program**

The Agriculture Opportunities Program will provide financial assistance to capture business and marketing opportunities and to enhance human resource development within the Newfoundland and Labrador agriculture industry.

- **New Farm Investment Program**

The New Farm Investment Program will address the unique challenges faced by beginning farmers in the Newfoundland and Labrador agriculture industry by supporting the establishment of new farm businesses, promoting farm succession, and enhancing the competitiveness and profitability of new farms.



A sector that contributes to society's priorities

- **Agriculture Sustainability Program**

The Agriculture Sustainability Program will support on-farm and post-farm food safety initiatives as well as enhance environmentally-sustainable practices in the Newfoundland and Labrador agriculture industry.



A sector that is proactive in managing risks

- **Mitigating Agriculture Risks Program**

The Mitigating Agriculture Risks Program will enable the agriculture industry to mitigate risks pertaining to the environment, food safety, wildlife, plant and animal health, and biosecurity threats.

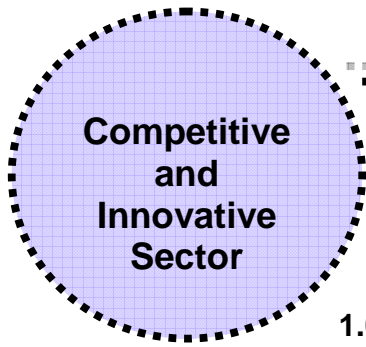


Northern Agriculture Development Initiative

In conjunction with the six programs described above Federal and Provincial Governments also provide Growing Forward funding allocation to producers, processors and agricultural organizations to promote and encourage northern agriculture development. Both Governments recognize the challenges faced by the agriculture and agrifoods industry in Labrador and will allocate \$500,000 annually over the life of Growing Forward to support agriculture land development, innovation, food safety, human resource development, and environmental stewardship.

Eligible applicants can avail of the programs outlined in the Growing Forward in Newfoundland and Labrador Program Guide. Project activities must be consistent with program guidelines; however, special consideration will be given based on the unique challenges, economic opportunities, and the early stage of agricultural development in Labrador. Growing Forward investments will further encourage the development and commercialization of a northern agriculture and agrifoods industry.





1.0 A Competitive and Innovative Sector

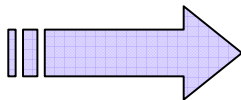
1.1.0 Accelerate the pace of innovation and facilitate the adoption of new technologies.

To address the first strategic outcome of a competitive and innovative sector, investments have been made to accelerate the pace of innovation and facilitate the adoption of new technologies.

Key outcomes:

- Appropriate agriculture research capacity, information flow, and infrastructure to contribute to competitive success in domestic and foreign markets.
- Greater creation, adoption and commercialization of innovative products and processes.

Program Description



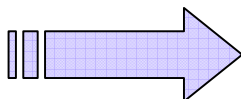
1.1.1 Agriculture Innovation Program

The objective of the Agriculture Innovation Program is to enhance the competitiveness, profitability and innovative capacity of the Newfoundland and Labrador agriculture and agrifoods industry, and to ensure the development of under-utilized agricultural resources.

Investments are focused towards the following priority areas:

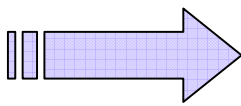
Innovation

- Research into new crop and livestock development;
- Research into organic crop and livestock development, collection, analysis, and communication of the results to industry;
- Investigation and implementation of innovative horticultural and livestock systems to enhance competitiveness;
- Investigation and implementation of alternative energy sources to reduce farm energy costs and enhance profitability. The program will invest in solar, wind, or alternative fuel systems which aim to reduce agricultural production energy costs.
- Adoption of new technology not commonly used in the Province or regions within the province to enhance efficiency and competitiveness of the agriculture and agrifoods industry;



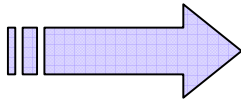
Competitive and Innovative Sector

- Investigation and implementation into efficient crop harvesting, handling, and storage systems;
- Adoption of current technology resulting in more efficient and/or innovative feeding systems (including handling and storage) for the livestock sectors to enhance competitiveness and profitability;
- Demonstration and research into the investigation and implementation of feed efficiency measures;
- On-farm mechanization to enhance competitiveness and address farm labor issues;
- Emerging issues within the agriculture and agrifoods sector that require adoption of innovative solutions.



Diversification

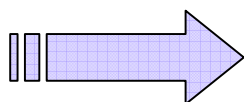
- On-farm strategic infrastructure that supports industry diversification into new and emerging agricultural sectors for the province;
- Industry or sector initiatives that evaluate and implement diversification opportunities at the provincial level;
- Approved activities will support new and emerging agricultural sectors in the province.



Secondary Processing

- Strategic infrastructure and development that supports secondary processing and value added activities of provincially produced products to capture new market opportunities and enhance profitability of farms and processors;
- New agrifood or agri-based product development activities;
- All secondary processing and value-added activities must demonstrate substantial benefit to primary agriculture production in the province.





1.1.1.1 Results and Evaluation

- Investments have been made in 73 projects at a cost of \$4.68 million for the adoption of new technologies. Projects funded include on-farm mechanization, alternative energies, improved production systems, improved harvesting systems, improved feeding systems, secondary processing technology, and livestock monitoring systems.

Agriculture Innovation Program Performance Indicators

Performance Indicators	Target	Result 2009-10	Result 2010-11	Adjusted target 2011-12	Result 2011-12 Estimate
Number and type of technologies/innovation projects adopted & evaluated by farmers, farm organizations and agri-entrepreneurs	20	14	30	20	30
Number of new products, processes and practices commercialized or adopted or supported to commercialization	5	2	10	5	5
Number of projects investigating and implementing alternate energy sources on-farm	5	0	7	3	4
Number of on-farm mechanization projects being implemented and evaluated by farmers or farm organizations	5	4	1	5	3
Number of new products, processes and practices commercialized or adopted or supported to commercialization relating to secondary processing and value-added opportunities	10	3	4	2	1
Number of agri-food, processes and practices being assessed	5	0	5	5	5

Investments have been made in 73 projects at a cost of \$4.68M for the adoption of new technologies.

1.1.1.2 Project Highlights and Success Stories

PineDale Farms

PineDale Farms is a major player in the sod production industry in Newfoundland and Labrador. The commercial and residential development boom that has taken place in the province in recent years has proved challenging for PineDale to keep up with customer demand.



The farm required improved infrastructure that would enable it to increase production and improve efficiencies. With the help of Growing Forward PineDale was able to invest in a Trebro Self Propelled Sod Harvester and a portable forklift.



There are several benefits to the operation of using this new technology. Breaking out costs of operating the equipment, without considering all labor implications, would not give a clear picture of the benefits. The cost of operating the Trebro Harvester is higher than using the previous labour intensive system, but it cuts sod 2-2.5 times as fast, resulting in operating costs near twice as expensive to cut a square foot of sod. However, with labor savings realized using the new harvester the cost to cut sod is approximately the same for both methods used. The old system required three persons to cut sod, the new harvester requires a single operator.

The efficiencies to the operation of using this technology come from improved quality of cut resulting in much less wastage than before, the increased rate at which sod can be cut during periods of high demand and there is a cab that the operator works in so that inclement weather does not affect the rate at which sod is cut. The Trebro harvester is also able to cut sod the old harvester would not have been able to cut because of stoniness and uneven ground.

Cutting 24,000 square feet per day was a very difficult task using the previous labour intensive system and was not sustainable for longer than a couple of days. At that point people were tired and at high risk of injury. The new harvester can easily cut 50,000 square feet per day with minor operator fatigue and is sustainable for an extended period.

Manager Walter Calloway said: *“With this capacity we can easily sell that extra few acres and it results in happier customers and better customer loyalty. Keeping customers is much cheaper than acquiring new ones”.*

A major problem that was experienced in the past is trying to keep to a schedule when weather was not cooperating; this was particularly true in spring and fall. In November 2011 a 70,000 square foot contract was completed using the new harvester. Walter states: *“This investment allows us to meet customer orders regardless of the weather.”*

“Keeping Customers is much cheaper than acquiring new ones”



This past year PineDale broke ground on another 25 acres as they tackle the development boom in Newfoundland and Labrador and with the latest additions to their infrastructure, there is a great opportunity to expand sales to 50-60 acres per year. It is their intention to expand maintained areas to 120 acres so that this level of sales is possible.

The Trebro self propelled sod harvester has been an absolutely remarkable tool for PineDale. It has enabled them to manage human resources easily and to provide superior quality sod to their customers in a very timely fashion.

The efficiencies to the operation of this technology come from improved quality of cut...

Lester's Farm Market Inc.

Lester's Farm Market Inc. is strategically located in the west end of St. John's on Brookfield Road. This is a high traffic thoroughfare connecting the cities of St. John's and Mount Pearl. The Lester Family has been involved in all aspects of farming for well over 100 years and they are known as industry leaders in terms of their vision for direct-to-consumer marketing. When they decided several years ago to focus their energy on targeting area consumers, they invested time, energy and money in developing their operation to what is known locally "as the best place to go for fresh market products".

Under Growing Forward, a new 6300 square foot vegetable handling and storage facility was constructed in 2010. The facility is important to the continued success and expansion plans of the farm market. The operators plant approximately 120 varieties of vegetables on 85 acres and cater to the needs of a loyal customer base.



The storage facility houses a 1600 square foot cold storage unit in addition to their vegetable processing line which includes the washer, packager, storage area, and loading area. As part of their food safety program, improved quality control measures will be achieved using the state of the art processing in addition to improved inventory control. Crops harvested in the early morning can now be properly prepared prior to heavy consumer traffic. It became increasingly obvious to the Lester's, that when you cater to consumers using a road side market stand operation that quality, supply, and variety are of utmost importance. As part of their marketing scheme, a premium price can be demanded when high quality presentation to consumers is achieved.

The storage facility has been in operation for a little over a year. Maintenance costs are minimal. In terms of operating costs and labour costs, much of the activity taking place in the new facility already took place in various locations around the farm. Now, in a centrally located facility, efficiencies have been realized in large part from a savings in labor and utility costs. Savings have also been achieved by less crop wastage through improved inventory control.

Competitive and Innovative Sector

The project has provided investment into a crop handling and storage system to create a more efficient supply chain operating from field to market. Less wastage from unacceptable crop presentation due to wilting and discoloration is achieved.

As consumer traffic increases, the demand for newer and more exotic varieties of vegetables and small fruits also increases. This has placed a new focus and direction on research in non-traditional crops to satisfy consumer demand.

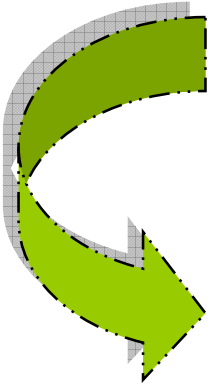
Here is what Chris Lester has to say about their new storage facility:

“For the first time in 15 years, we had produce for sale in February! This facility will allow us to increase production by 20% next season and keep our market open an extra month. Due to on-farm efficiencies, we saved approximately \$18,000 last season. Without the benefits of the Growing Forward Program, this project would have taken us a life-time to accomplish. We have become more viable, competitive and sustainable due to projects such as this under the Growing Forward Program”.

“Without the benefits of the Growing Forward Program, this project would have taken us a life-time to accomplish”



...investment into a crop handling and storage system to create a more efficient supply chain...



Lomond Cranberries Ltd.

Lomond Cranberries Ltd is considered one of the pioneers of the cranberry industry for Newfoundland and Labrador. During the cranberry industry trials in the late 1990's, they became involved in the pilot projects on their property located in Stephenville. Company President Paul Lomond has been operating a small fruit and vegetable farm in the Humber Valley since 1989. Paul has a wealth of industry knowledge that has contributed to the success of the operation.

This project involved investment in an innovative crop harvesting and handling system including a 12 foot Ruby Slipper, a 12 foot rake and a front loader. The Ruby Slipper is a cranberry harvesting tractor attachment which employs novel technology to allow a more rapid and efficient harvest. The Ruby Slipper attaches to the rear of a typical tractor and dislodges the berries from the vine. The front loader and rake are designed to reduce waste berries. The rake is mounted onto the Ruby Slipper to free berries trapped under the matted vines; while the front loader is mounted ahead of the front tires and reduces the amount of berries that are run over by the tractor.



The operating costs associated with this equipment are substantially less than those with a traditional beater harvesting unit. With labor being \$14.00/hour and fuel costing about \$2.00/hour, using a five inch beater, this farm was able to harvest one acre in roughly four hours for a total cost of \$64.00 per acre. Using a 12 foot Ruby Slipper, this farm was able to harvest four acres in approximately one hour for a total of \$18.00 or \$4.50 per acre. Another benefit to this equipment is its simple design which is relatively free of moving parts and thus requires minimal repairs/maintenance.

With this innovation, the farm is able to harvest the crop faster saving them approximately \$59.50 per acre in harvesting costs. These savings are largely a reduction in labor costs and allow the applicant to focus on other aspects of the business or allows for more time to deal with any problems that arise during harvest.

The efficiencies of this new technology go beyond quicker harvest times; the Ruby Slipper causes less damage to the vines when picking. It is estimated that this may result in a 5-10% increase in production the following year. Based on the price set for this spring of \$0.35 per pound the increased production will have a value of \$262.50 - \$525.00 per acre. Although these figures are dependent on several factors, they can quickly multiply to a significant value when the acreage is taken into consideration.

This past year, Lomond Cranberries Ltd had 10 acres in production which is expected to increase to 14, then 20 in the following years and eventually reaching a maximum of 30 acres. Prior to acquiring this innovation such expansion would be extremely difficult due to the geological characteristics of this operation's location. The capacity of the natural reservoir used to flood the bogs cannot be easily increased due to the shallow depth of the hard pan layer. To exceed this layer would effectively destroy the natural seal which allows the reservoir to retain water.

The prospect of having 30 acres of cranberries in production, with a limited water supply, would not seem economically feasible using a traditional beater as several feet of water are typically required in order to harvest. However, this piece of equipment is able to harvest cranberries in four to six inches of water, thus reducing the amount needed by more than 50%.



Paul is very pleased with the results of investing in this project. Here is some of what Paul has to say:

"With the acreage we have in production, and what we plan on producing, this is a vital piece of equipment. They say time is money, and this (innovation) saves us both. Time savings is critical especially with an increasing acreage. We're estimating a harvest time less than two weeks for 30 acres and with better quality plants and an increase in production over traditional harvesting methods."

As stated previously, this equipment requires little maintenance and therefore is expected to have a longer lifespan. He estimates this equipment will last at least 20 years and also suggested it will likely outlive the tractor he uses to pull it.

The innovation has only been used for one year and the producer will continue to evaluate this technology. The farm will be completing an in-house study to determine any increase in production.

The efficiencies of this new technology go beyond quicker harvest times...

"They say time is money, and this (innovation) saves us both"



1.2.0 Enable Competitive Enterprises and Sectors

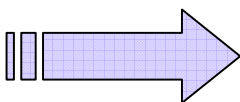
To address the first strategic outcome of a competitive and innovative sector, investments have also been made to enable competitive enterprises and sectors.

Key outcomes



- Increased investment within the agriculture, agri-food and agri-based products sector;
- Development of under-utilized agricultural resources;
- Streamlined, harmonized regulation that facilitates growth and innovation;
- Increased ability throughout the industry to:
 - identify and develop new market opportunities;
 - manage risks and resources proactively;
 - meet the needs of the marketplace cost effectively as they evolve;
- associated with wide-ranging issues such as labor, water, sectoral transformation, and health and wellness;
- Strategies for sector renewal and succession;
- A sector with improved collaborative capacity to overcome obstacles and capture opportunities.

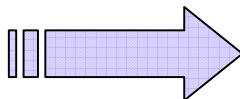
Program Description



1.2.1 Agriculture Opportunities Programs – Business Development

The Agriculture Opportunities Program will provide financial assistance to capture business and marketing opportunities and to enhance human resource development within the Newfoundland and Labrador agriculture industry.

Investments are focused towards the following priority areas:



Business Development

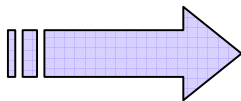
- Business planning, marketing plans, feasibility studies and market research to identify new market opportunities. Funding maximums for consultant costs associated with preparing these plans and studies are:
 - One producer/processor: \$ 8,000
 - Two producers/processors: \$16,000

Competitive and Innovative Sector

- Three producers/processors: \$24,000
- Four or more producers/processors: \$25,000
- Farm financial assessments conducted by consultants or accountants. A farm financial assessment is eligible for funding once in a four-year period and the maximum contribution is \$2,000;

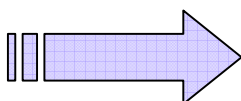


- Industry development strategies, feasibility studies, and cost of production analysis; and industry-led value chain roundtables.



Human Resource Development

- Human resource development activities for farm families including travel and exchange, conferences, workshops and other training events to enhance the sector's ability to realize new opportunities and enhance the skills and knowledge within the agriculture and agrifoods industry.
- Eligible applicants may obtain funding for incremental (i.e. activities not part of normal business activities) human resource development activities for agribusiness employees subject to the training activity pertaining to new production processes, new technology, or other training that would strengthen the competitiveness, profitability and innovative practices of the industry.
- Eligible human resource development activities include:
 - Investigation of agricultural initiatives outside of Newfoundland and Labrador;
 - Agricultural conferences;
 - Training workshops;
 - Training opportunities that would normally be less than one month in duration
 - Development and delivery of educational and training resources for the agricultural industry.

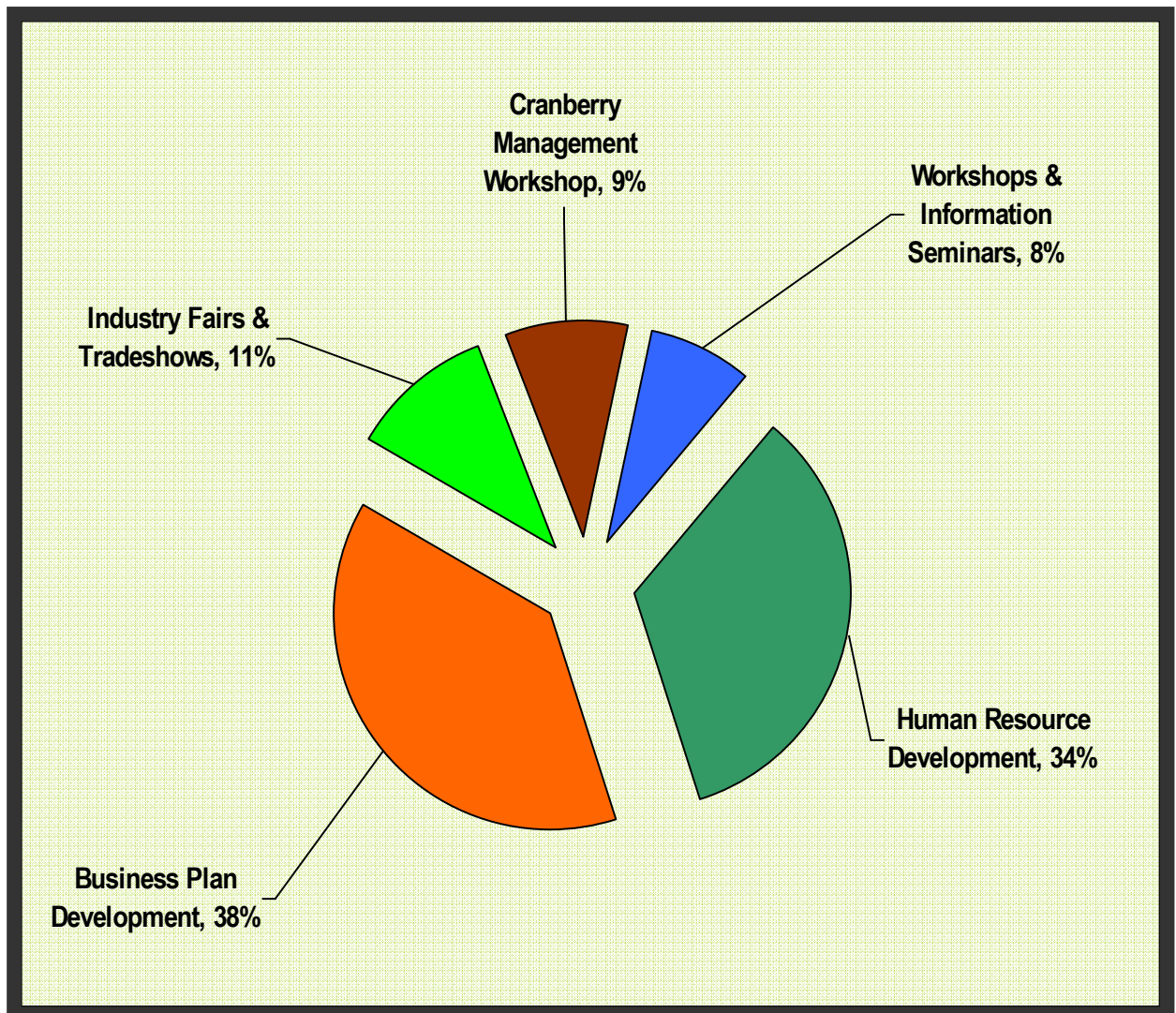


1.2.1.1 Results and Evaluation

Competitive and Innovative Sector

- To date investments have been made in 65 business development projects, reaching 266 clients, at a cost of \$500,000. Projects funded include human resource development programs and training opportunities, business plan development, financial assessments, specialized training programs and workshops, various research and development programs. Funding also provided access and support to participation in various industry or sector specific shows and events.

**Business Development Projects Funded
By Activity**



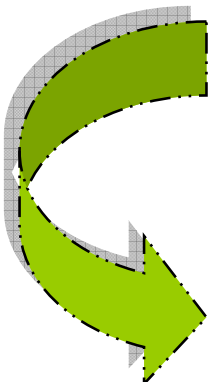
To date investments have been made in 65 business development projects at a cost of \$500,000.

**Agriculture Opportunities Program – Business Development
Performance Indicators**

Performance Indicator	Target	Result 2009-10	Result 2010-11	Result 2011-12 Estimate
Number of clients reached by type	100/yr	37	77	152
Percentage of participating businesses improving their business management knowledge and skills through HR development & business planning	85%	92%	95%	67%
Percentage of participating clients adopting BMPs	70%	46%	95%	95%
Percentage of participating clients meeting their business goals	50%	46%	74%	67%

1.2.1.2 Project Highlights and Success Stories

Dairy Farmers Of Newfoundland and Labrador



Dairy Farmers of Newfoundland and Labrador (DFNL) is the regulatory body for the production of milk in Newfoundland and Labrador. The organization is given the power to promote, regulate, and control the production and marketing of milk in the province by producers, processors, distributors, retailers, and other people who are engaged in the marketing of milk. Under three separate projects, at an investment of \$23,000 various member producers were provided with valuable training and opportunities to expand their knowledge.

Under Growing Forward, DFNL provided a human resource training opportunity to their members in the field of artificial insemination. There were 18 dairy producers who attended the training course from Western, Central, and Eastern regions of the Island portion of the province. Dr. Ted Semple, a professor from the Nova Scotia Agricultural

Competitive and Innovative Sector

College, instructed the producers in the area of artificial insemination. The attendees were instructed in the reproductive anatomy and physiology of a cow. The course also detailed the steps involved with conducting artificial insemination on a dairy cow.

Upon completing the course the producers all indicated that the benefits of artificial insemination will enable their farms to achieve better genetics, better milk production, healthier cows, and decreased cost of production.

Another Growing Forward project provided DFNL membership with training on Transition Cow Management. Twenty-one dairy producers attended the course from Western, Central, and Eastern regions of the Island portion of the province.



The course was taught by Dr. Jim Spain, who currently works with the University of Missouri as a state extension dairy specialist. The course dealt with the management of cows that are in the transition period (two or three weeks before calving and two or three weeks after calving). This critical period is the time in which the dairy cows are most susceptible to illness and other problems. By taking advantage of this course, participants learned management techniques that will help lower their transition cow mortality rates as well as maintain an overall healthy herd.

In a third project under Growing Forward, DFNL members travelled to Nova Scotia and New Brunswick to visit farms to expand their knowledge with regards to using peat as a bedding source. Two producers from the Central region of Newfoundland travelled to Nova Scotia and New Brunswick spending five days touring peat production facilities and farms that use peat moss as a bedding source in their dairy barns. This method of bedding was not currently being utilized in the province; therefore, providing producers with an opportunity to learn from producers that are well versed on the subject was very beneficial. While the producers were on tour they visited two peat harvesting operations and five dairy operations that use peat as a bedding material.

The producers learned several important things about peat moss:

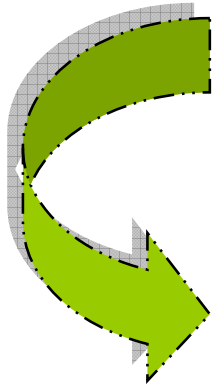
- as a bedding material it is ideal because it is highly absorbent;
- it is a useful tool in decreasing the amount of damage done to cattle as compared to conventional wood shavings;
- it is easily agitated in the manure tanks and is easily spread on fields; and
- the less decomposed the peat moss is, the better quality bedding it will make, and as a result will be less dusty and more absorbent.

“This trip was very useful and helpful to me and I will be able to implement what I learned on my own farm.”



Both producers that attended the investigative tour indicated that they are now using peat as a bedding source on their farms. Here is what Alvin White of Beauty View Farms in Port Blandford had to say about the trip:

“This trip was very useful and helpful to me and I will be able to implement what I learned on my own farm.”



Newfoundland and Labrador Young Farmer's Forum

Newfoundland and Labrador Young Farmers Forum was established in 2003 with the objective to promote the exchange of ideas and to foster collaboration between the young and future farmers in the province. Currently, they serve to inform participants, consolidate young farmer opinion, and offer leadership training and advice.

Under Growing Forward, the Newfoundland and Labrador Young Farmer's Forum received funding to hold the 2010 leadership summit. The purpose of this project was to:

- enhance the leadership skills of young farmers from across Newfoundland and Labrador;
- provide a forum for sharing of challenges and opportunities;
- consolidate young farmer opinions;
- develop and strengthen links between industry and government;
- raise the profile of the Newfoundland and Labrador Young Farmer's Forum

Twenty members attended the leadership summit and through various presentations and workshops participants gained a better knowledge of the farming industry. Delegates were very satisfied with the Leadership Summit and the opportunity to network and discuss the farming industry with other young farmers, and government personnel.

Some comments that were recorded in the participant evaluation survey are as follows:

“Very interesting and informative, looking forward to the next summit”

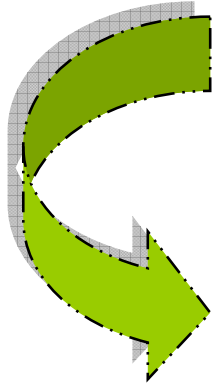
“I really enjoyed the presentations”

“Very interesting and informative day”

“This was a great conference to attend”

“Very interesting and informative, looking forward to the next”

summit



Sheep Producers Association of Newfoundland and Labrador

In 2011 members of the Sheep Producers Association of Newfoundland and Labrador (SPANL) wanted to learn more about some sheep production practices and marketing ideas that they had heard and read about. With contributions from the Growing Forward Agriculture Opportunities Program, eight sheep producers visited Ontario to see first hand how the new production practices and ideas were implemented in Ontario.



Over the course of their three day tour, they visited:

- two farms that utilized an accelerated lambing system;
- a large 1000 ewe farm, that was once a hog farm;
- a feedlot that markets as many as 20,000 lambs per year;
- an abattoir;
- the St. Jacobs Farmers Market; and
- a milk processing plant that produces and markets sheep milk yogurt, ice cream and specialty cheeses.



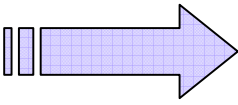
Photo by SPANL

While on the tour the SPANL delegation spoke with the Ontario producers and toured their facilities. In its follow-up report SPANL shared the following conclusions:

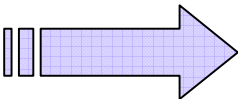
- Accelerated lambing may have some application in Newfoundland and Labrador; however, it requires a high level of capital investment, intensive management, and would require considerable training. Furthermore, access to and the cost of feed grains may also be an impediment to widespread adaptation of this management practice.
- Certain breeds are better suited to accelerating lambing.
- Dairy sheep are a sideline to meat production and requires significant infrastructure and market development.
- There is an opportunity in Newfoundland and Labrador for training our producers in enhanced management practices and breed selection.
- Agri-tourism has potential to improve farm viability.
- Newfoundland and Labrador is well suited to produce quality grass raised lambs.

With contributions from Growing Forward, eight sheep producers visited Ontario to investigate new production practices.

1.2.2 Agriculture Land Development Program



The objective of the Agriculture Land Development Program is to maximize the productivity and availability of agricultural land in the province and to ensure the development of under-utilized land resources.



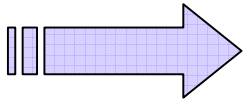
Investments are focused towards the following priority areas:

Land Development on Mineral Soils

- Rough clearing of new agricultural land which includes the removal of trees, stumps, and rocks from undeveloped arable land. An acreage payment up to a maximum of \$1,000 per acre is available.
- Enhancement of new agricultural land, which includes rock removal, minor field drainage, land leveling and the initial application of limestone, fertilizer, and seed. An acreage payment of \$1,000 per acre is available for land enhancement.
- Regional pastures are eligible for funding up to 100% of actual expenses incurred for land enhancement projects. Eligible expenses for regional pastures include the purchase and application (i.e. labor) of fertilizer, lime, and manure.
- With the exception of extensive rock removal on currently productive land, approval for land development activities must be completed on new agricultural land only. Renovation of existing fields, including plowing, spraying, fertilizing, and drainage of previously cropped land, is not eligible for land enhancement funding.

Competitive and Innovative Sector

- Pastures may be eligible for other activities such as fertilizer, limestone, and labor up to 100% of actual expenses.
- Agricultural land for organic production that has been identified with a nutrient deficiency and where the deficiency can be corrected with an appropriate soil amendment based upon soil analysis not routinely used in conventional agriculture may also be eligible.

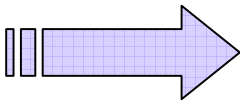


Renovation of existing productive land

- Funding will be provided for the improvement of agricultural land already in production through the renovation of existing fields and major rock removal activities.
- Funding for land renovation is provided up to a maximum of \$1,000 per acre for the improvement of excessively stony lands commonly achieved through the use of specialized rock removal equipment, such as: rock rakes, rock windrowers, rock pickers, mechanical destoners and/or stone crushers.
- Funding for land renovation will be limited to fields that have been in production for a minimum of 10 years. Land developed under the previous Agricultural Policy Framework (APF), the current Provincial Agriculture Assistance Program (PAAP), or undeveloped land is not eligible for funding under the Rock Removal program.
- Minor rock removal associated with annual cropping and field preparation practices is considered maintenance of land and is not eligible for funding from this program.
- Some fields or parts of fields may be limited in eligibility for land renovation funding in cases where rock removal could significantly reduce field productivity or use. Examples of such cases may be as follows:
 - Areas that display signs of poor drainage will be less likely to be approved for funding as removing soil rock will further reduce drainage.
 - Areas that show signs of significant erosion will be less likely to be approved for funding as soil rock, particularly on fields with significant slope, are important in reducing erosion and other related problems.
 - When removing rock can significantly affect weight bearing capacity of the soil.
- Once an application is received and prior to review by the Implementation Committee, the applicant will be required to perform a test plow of an area approximately 20 ft. x 100 ft., which will be inspected by a Department representative, and evaluated for stoniness.
- Rock that is removed must be piled and available for inspection prior to trucking off-site, crushing, burying and/or using for road work.

Competitive and Innovative Sector

- Funding for this program is provided on an acreage basis; however, an applicant may be requested to provide invoices as verification of costs incurred in completing these major rock removal projects.
- Regional pastures may be approved for land renovation funding and will be reimbursed at 100% of invoiced costs. (not an acreage payment).

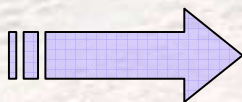


Peatland Development

- Development of new peatland (i.e. land not previously in agricultural production) is eligible for funding up to \$2,000 per acre. The following activities are included in peatland development:
 - Brush Cutting: Tall grasses/weeds and small trees are cut close to the peat surface.
 - Limestone Spreading: Spreading of limestone using a spreader which has been adapted for peatland use.
 - Ditching: Completed using ditcher or excavator/backhoe, ditches recommended 0.75m -1m deep, with intervals of 15m for the majority of sites.
 - Excavator: Used in conjunction with ditcher, to complete ditching on ditching transects, and shallow peat areas where the ditcher would possibly hit mineral soil and get damaged.
 - Rotovation: Rotovation of the top 15cm of peat. This incorporates the limestone into the peat and prepares the field for profiling.
 - Profiling: This equipment spreads the rotovated loose peat evenly and crowns the field in the center over the length of the field for surface water runoff.



- Applicants must submit a site design that is approved by the Land Resource Stewardship Division of the Department of Natural Resources with their application. Site design must include:
 - Type of peatland development
 - Brush cutting
 - Ditching
 - Excavation
 - Rotovation
 - Profiling
 - General site location map, indicated on 1:50,000 scale topographic map
 - Site specific location map indicated on an enlargement of a topographic map or aerial photograph.
 - Drawing of proposed ditches on map
 - Spacing of ditches
 - Length of ditches
 - Depth of ditches
 - Location, length, width and depth of sediment pond
 - Total area (acres) of proposed activity
 - Proposed dates of construction

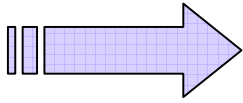


Peatland Maintenance

Maintenance of developed peatland is eligible for funding up to \$750 per acre once every five years after the site has been in agricultural production.

Peatland maintenance includes the following activities:

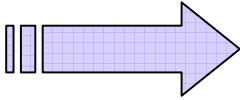
- Re-ditching
- Excavation
- Brush cutting
- Rotovation
- Profiling



Sub-Surface Drainage

- An acreage payment of up to \$1,500 per acre is available for the acquisition and installation of sub-surface drainage services. Eligible expenses include excavation and topographic site surveys, and materials such as tile, tile fittings, associated piping, equipment rental, and third party labor.
- Applicants must submit a site design that is approved by the Land Resource Stewardship Division of the Department of Natural Resources with their application. Site design must include:
 - A 1:50,000 scale topographic map
 - A site specific location map indicated on an enlargement of the topographic map or aerial photograph.
 - Drawing of proposed tile location on map
 - Spacing length, diameter and depth of tile
 - Location, size and depth of sediment pond
 - total area (acres) of proposed activity
 - proposed dates of construction

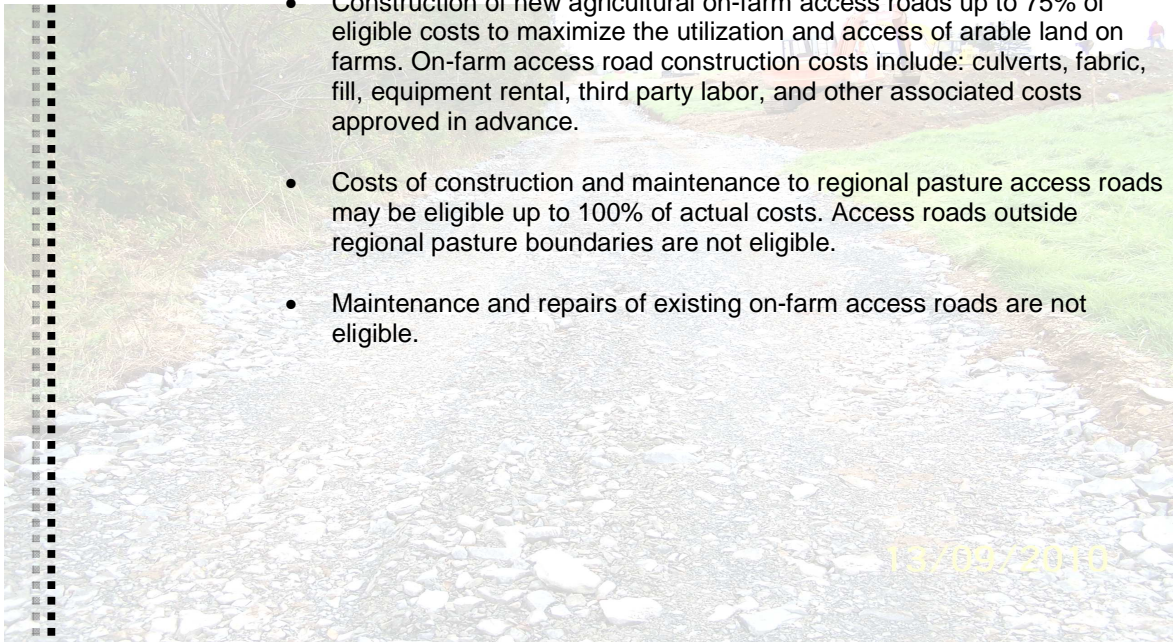


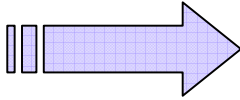


On-farm Access Roads



- Construction of new agricultural on-farm access roads up to 75% of eligible costs to maximize the utilization and access of arable land on farms. On-farm access road construction costs include: culverts, fabric, fill, equipment rental, third party labor, and other associated costs approved in advance.
- Costs of construction and maintenance to regional pasture access roads may be eligible up to 100% of actual costs. Access roads outside regional pasture boundaries are not eligible.
- Maintenance and repairs of existing on-farm access roads are not eligible.

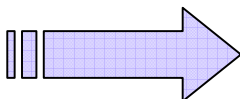




Organic Land Development



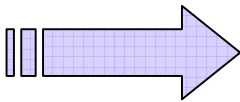
- Initial soil enhancements and non-synthetic soil amendments, such as animal manure, compost, fish products, kelp and kelp products, composted manure, micronutrients, mulch, peat moss, plant by-products, sawdust and wood chips, trace elements, and any other soil amendments listed in the Organic Productions Systems Permitted Substances Lists of the Canadian Organic Standards with the exception of limestone, are eligible for funding on new agricultural land for organic crop and livestock production. Limestone is not eligible for funding as an organic soil enhancement since it is reimbursed under the land enhancement acreage payment. These initial soil enhancements may be eligible for a reimbursement up to 50% of cost.
- To qualify for funding as an organic producer, the applicant must be certified by a nationally recognized body such as Organic Crop Producers and Processors (OCP), Organic Crop Improvement Association (OCIA), or Ecocert Canada or must be in transition to organic production. Transition producers are defined as those who are under the oversight of a certification agency and have been audited by a professional organic inspector, but have not yet sold any products as certified organic.



Agricultural Land Development Equipment

- Purchase and/or modifications to agricultural land development equipment required for land clearing, rock removal and drainage activities on mineral soils and peatland in order to implement provincially recommended land clearing practices. Eligible activities would maximize soil retention in the land clearing process, improve drainage on agricultural soils to reduce environmental impact and increase crop yields, and ensure more effective utilization of land resources.

- Examples may include rock and root rakes, rock extractors, land leveling equipment, peat land ditching equipment, limestone spreaders, brush cutters, mini-excavators, including modifications such as wide tracks, rotovators, and profilers.
- Funding for the purchase and/or modifications to agricultural land development equipment required for land clearing and enhancement may be eligible for funding up to 75% for existing producers and new entrants, agricultural industry associations, and regional economic development groups, and 100% for pastures.



1.2.2.1 Results and Evaluation

- Investments have been made in 93 projects at a cost of \$3.01 million for land development and enhancement as well as adoption of specialized land clearing equipment.
 - To date an additional 386 acres of new agricultural land has been developed and put into production.
 - Projects to develop new access roads enabled access to 65 acres of arable land that otherwise may not have been developed.

Land Development 2009-10 to 2011-12 (to date)

Commodity	Acres Developed	Estimated Value of Crop Sales Per Acre (000)	Est. Value to NL Ag Industry (000)
Horticulture Sod	34.4	\$12.6	\$433.4
Berries	128	\$4.0	\$512.0
Horticulture Vegetables	125	\$6.5	\$812.5
Horticulture Christmas Trees	6	\$30.0	\$180.0
Forage	92.25	\$0.6	\$55.4
Total	385.65		\$1,993.3

This development of arable land has no doubt contributed to the fact that farm cash receipts in the province have increased from \$110 million in 2008 to \$118 million in 2010 (stats Can <http://www40.statcan.ca/101/cst01/agri02a-eng.htm>). This commitment to land development has had obvious positive effects on the industry. A continued focus is essential in order to improve food security in the province and lessen the dependence on food imports.

Agriculture Land Development Program

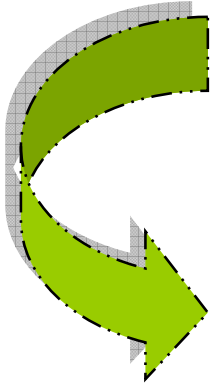
Performance Indicators

Performance Indicator	Target	Result 2009-10	Result 2010-11	Adjusted target 2011-12	Result 2011-12 Estimate
Number of clients implementing agricultural land clearing and enhancement activities	20	11	45	20	38
Acreage of new agricultural land clearing and enhancement activities that support crop rotation, feed efficiency and nutrient management practices on-farm *	500 acres	235.5 acres	238 acres	200 acres	141 acres
Number of on-farm access road projects, number of land development infrastructure projects undertaken and accessed acreage of new agricultural land	15 projects accessing 150 acres	3 projects accessing 57.5 acres	35 projects accessing 245 acres	15 projects accessing 150 acres	2 projects accessing 34 acres

***Note: One acre of land included in this table could be included under land developed and land enhanced and therefore may be included twice.**



1.2.2.2 Project Highlights and Success Stories



Grand River Farm - Frank and Joyce Pye

Frank Pye and his wife Joyce own and operate Grand River Farm on Mud Lake Road near Happy Valley-Goose Bay in Labrador. After relocating from their established farm, the Pye's started over again in 2005 on a new site. Since then, through their own hard work and the help of the Growing Forward Land Development Program, Grand River Farm has re-established itself as a supplier of quality, fresh local vegetables in Central Labrador.



“The clearing of new land, with current Growing Forward Applications, is essential to continuing this process.”

In the five years at the new location the Pye's have re-built the farmstead including a farm-market, and vegetable processing and storage area. Today, Grand River Farm has put 23 acres into production of hay, strawberries, raspberries, and mixed vegetables including potatoes, carrots and turnips; however, in order to grow the business, additional acres of productive land are needed. After acquiring a new agricultural lease, Frank cleared an additional 10 acres of land late in the fall of 2011 with the help of contributions from the Growing Forward Land Development Program.

Here's some of what Frank says about The Growing Forward Land Development Program and his farm:

“We are currently in the process of preparing a potato field of approximately 20 acres which will allow a rotating 15 acre production. The clearing of new land, with appropriate limestone levels, by means of Growing Forward projects, and current Growing Forward Applications, is essential to continuing this process.”

Murphy's Sod Farm

When Perry Murphy took over the day to day operations of his family's sod farm, he quickly realized that proper maintenance of the peatland his sods are produced on is critical. Peatland is a giant floating mat of decaying vegetation; and while it's ideal for growing turf grass it requires proper drainage for cultivation as well as the production of the high quality sods that today's consumer demands.

With the change in management and changes in drainage service availability in the area, it was necessary for Perry to acquire his own infrastructure so that management of his

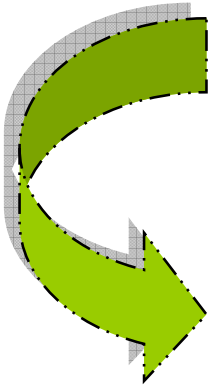
existing fields and future development of his business could be done in a timely manner. Perry turned to the Growing Forward Land Development Program for contributions toward the purchase of specialized peatland development equipment. Perry estimated that the proposed infrastructure would reduce his production losses due to poor drainage by as much as 90% which would translate into a 45% increase in sales revenue!



A mini-excavator is used to open-up new peripheral drainage ditches and clean out existing ones, while the double rotary ditcher is used to maintain and open up new secondary drainage of the fields. The tiller and fertilizer spreader complete the process of preparing the land for seeding with a specialized grass seeder. All of this infrastructure contributes to the production of lush green sod ready to meet the high demand for this commodity in the rapidly growing Avalon Peninsula.



Double rotary ditcher



Rideout's Farm Inc.

Rideout's Farm is one of the oldest and most innovative vegetable producers in Western Newfoundland. For decades potatoes, cabbage and rutabaga have been grown by the Rideout family in Cormack, NL. Melvin J. Rideout manages both Rideout's Farm and Rideout's Dairy. Between the two enterprises, there are nearly 900 acres under cultivation; and where there is land under cultivation, there are rocks.

On a land base the size of the Rideout's, regular rock removal is the highest cost of vegetable production in the area: it's labor intensive, time consuming and it's a job no one wants to do. Finding labor to pick rocks has become difficult or impossible for the Rideouts. Desperation was the mother of innovation – in this situation.

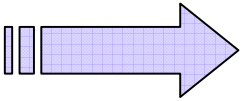


“...save time and money in the production of vegetables and increase the competitiveness.”

Melvin was aware that another farmer in another region of Newfoundland and Labrador used a Rotoveyer for mechanical rock removal. When used after a chisel plow, the Rotoveyer is capable of removing 1 ½ to 12 inch rocks from a depth of 12 inches in a single pass. Topsoil is separated from the rocks and left in the field where it belongs. Once the Rotoveyer has done its work, the field is cultivated with a disk harrow and ready for planting. Rock removal is not necessary for another three years.

Melvin says the Rotoveyer will allow his operation to *“...save time and money in the production of vegetables and increase the competitiveness of Rideout's Farm in the market place. It will also help the farm achieve its goal of producing enough potatoes for a 12 month supply to its retailers.”*

As a part of this Growing Forward project, a video was also produced showing the Rotoveyer in action. As industry leaders and innovators in the agriculture industry in Newfoundland and Labrador, Rideout's Farm is willing to share its experience with the Rotoveyer and demonstrate its use to others.

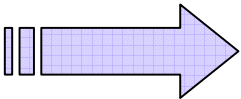


1.2.3 New Farm Investment Program

The objectives of the New Farm Investment Program are to address the unique challenges faced by new entrants in the Newfoundland and Labrador agriculture industry, help ensure the development of underutilized agricultural resources, encourage the establishment of new farm businesses, and enhance the competitiveness of the sector.

Investments are focused towards the following priority areas:

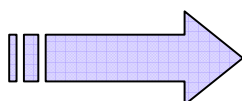
- On-farm infrastructure including facility construction and equipment purchase required to establish farm operations that will enhance the competitiveness and innovation of new entrants, and to enhance access to capital.
- Development and implementation of mentoring programs for beginning farmers. The initiative must be organized by an agricultural association or farm group.
- All other requests that meet the eligibility requirements of the Agriculture Innovation Program, the Agriculture Land Development Program, the Agriculture Opportunities Program, the Mitigating Agricultural Risks Program and the Agriculture Sustainability Program may be eligible for reimbursement up to 75% of eligible project, or at established acreage payments. To apply for funding under these programs, new entrants must complete the appropriate application for that program.



Succession Planning

- Succession plans to aid in the transition of existing agricultural operations to new ownership.
- Funding can be provided for professional services, such as accountants, lawyers, etc. required to develop a comprehensive succession plan.





1.2.3.1 Results and Evaluation

- Investments have been made in nine projects for \$200,000. Projects funded include on-farm infrastructure and buildings, storage facilities, on-farm mechanization and farm succession initiatives and plans.

New Farm Investment Program Performance Indicators

Performance Indicator	Target	Result 2009-2010 - Full year	Result 2010-2011 - Full year	Adjusted target 2011-2012	Result 2011-2012- Estimate
number of clients reached by type (per GFA)	25 new entrants	3	19	15	17
percentage of participating businesses (new entrants) improving their business management knowledge and skills	85%	33%	37%	85%	67%
percentage of participating clients (new entrants) adopting BMPs	70%	67%	47%	70%	38%
percentage of participating clients (new entrants) meeting their business goals	50%	67%	95%	50%	69%

1.2.3.2 Project Highlights and Success Stories

RECON Inc.

In late 2009, Wallace Reid, owner of W. Reid Construction Ltd, along with his son Corey, recognized a significant opportunity to get involved in the Newfoundland and Labrador cranberry industry. A cranberry development project for the central region of the province had recently been announced. The project was led by the Town of Grand Falls-Windsor, after the announced closure of the Abitibi Paper Mill which had previously operated in the town for decades. In October 2009 Mr. Reid submitted an application under the Growing Forward Agriculture Opportunities Program to hire a consultant to develop a business plan to establish a new company by the name of RECON Inc. The mandate of RECON Inc. would be to develop a 52 acre cranberry farm in an area known as the Peter's River Basin.

Upon completion of a comprehensive business plan RECON Inc. was incorporated and the plan was put into action. Firstly, a 106.9 acre lease was obtained from the province on the land situated at the Peter's River Basin and development of the cranberry beds was initiated. In April 2010, an application was successfully submitted under the Growing Forward New Farm Investment Program to construct a 5000 square feet equipment storage building at the Peter's River Site. The project was completed by the beginning of 2012. This investment will provide security and protection for the operation's equipment. Providing protection from the elements, as well as an adequate location to conduct routine and preventative maintenance, will no doubt extend the useful life of machinery which will save the company money in future years.



"This funding will help our project reach its' goal of a sustainable farm much earlier"

By the end of 2011 RECON Inc. had planted 13 acres of cranberries with another 10 acres in the development stage. The farm is developing on plan with the help of the Growing Forward program. Here is some of what Mr. Reid has to say about the program:

"The Growing Forward Program has been a great partner to our new farm venture. It has given us the help and support required to make this farming venture more cost efficient and competitive in the future. Funding for the equipment storage building will extend the life of maintenance and harvesting equipment for many years. This funding will help our project reach its' goal of a sustainable farm much earlier. We thank Growing Forward for its' investment and look forward to its' continued support for all farmers."

By the end of 2011 RECON Inc. had planted 13 acres of cranberries with another 10 acres in the development stage.



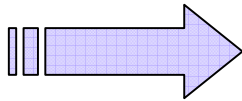
1.3.0 Transform Canada's Strengths into Domestic and Global Success

To address the first strategic outcome of a competitive and innovative sector, investments have been made in to transform Canada's strengths into domestic and global success.

Key Outcomes:

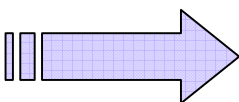
- Expand access for Canadian agriculture and value added products in key markets;
- Increased industry capacity to exploit an expanded market access.

Program Description



1.3.1 Agriculture Opportunities Program - Market Development

- Implementation of sector marketing strategies including agriculture awareness campaigns and marketing activities, including 4-H activities, agricultural fairs and agriculture in the classroom;
- Implementation of on-farm marketing and promotional activities such as farm signage, design and development of promotional materials, and website design and development;
- Export capacity building such as product development, market research, development of labeling and skills development;
- Establishment of farmer markets and other marketing venues;
- Investment into agritourism destinations that can be used to market an agricultural commodity produced on that farm.



1.3.1.1 Results and Evaluation

- To date investments have been made in 19 market development projects at a cost of \$260,000. Projects funded include signage, market development programs, farm market exhibits, agriculture awareness programs, website developments, and the development of marketing materials for various industry and sector based markets, fairs, and events.

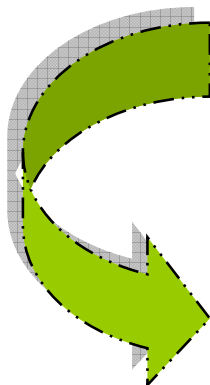
**To date investments have been made
in 19 market development projects
at a cost of \$260,000**

**Agriculture Opportunities Program – Market Development
Performance Indicators**

Performance Indicator	Target	Result 2009-2010 - Full year	Result 2010-2011 - Full year	Adjusted target 2011-2012	Result 2011-2012- Estimate
number of implemented projects that support sector marketing strategies and agriculture awareness strategies	5	7	13	5	8
number of producers implementing on-farm marketing and promotional activities	15	2	12	2	2
number of processors that have implemented marketing strategies	5	0	11	5	19
number of producers that have diversified into agritourism activities	5	0	1	0	0
number of projects supporting export capacity building	2	0	22	2	10

1.3.1.2 Project Highlights and Success Stories

Central Labrador Economic Development Board



The Central Labrador Economic Development Board is a not for profit organization that works with local businesses and organizations to strengthen the local economy and community outlook. An important part of their mandate is to strengthen the agriculture sector in the Central Labrador region.

Under Growing Forward, the Central Labrador Economic Development Board held their annual Big Land Fair in September. This is an agricultural and heritage event in Happy Valley – Goose Bay in which farmers hold a farm market, have an agricultural contest, and farm and home visits by an agricultural expert.

Local agriculture producers sold their products at the Big Land Fair. In addition there were agricultural booths set up for information purposes. Participants reported a high level of satisfaction on the success of the fair and all felt it provided a beneficial impact for the local agriculture industry. Producers were also pleased with the level of sales achieved during the event.

Newfoundland and Labrador Federation of Agriculture

The Newfoundland and Labrador Federation of Agriculture is a general farm organization that represents the views of farmers to various levels of Government, provides a forum for farmers to discuss their issues and concerns, and facilitates the delivery of a number of funding programs. The organization exists to facilitate information sharing and to help farmers work more effectively for the betterment of the agriculture industry.

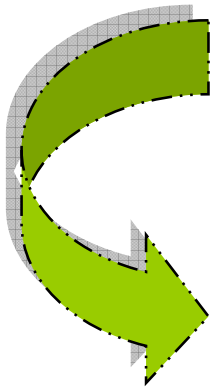


Under Growing Forward, the organization has developed the Agriculture in the Classroom program.

The Agriculture in the Classroom Program is an industry-supported initiative designed to work in partnership with the Department of Education as well as Newfoundland and Labrador educators. This will be accomplished through providing agricultural resources to education providers in the province. The ultimate goal of this program is to have an agriculture section in the Newfoundland and Labrador Department of Education curriculum documents.

The overall purpose and goals of the Agriculture in the Classroom program are to:

- Building healthy living in schools and communities;
- Securing the future of food;
- Promotion of careers in agriculture sector;
- Increase public awareness;
- Improve environmental sustainability;
- Improve the Newfoundland and Labrador education system.

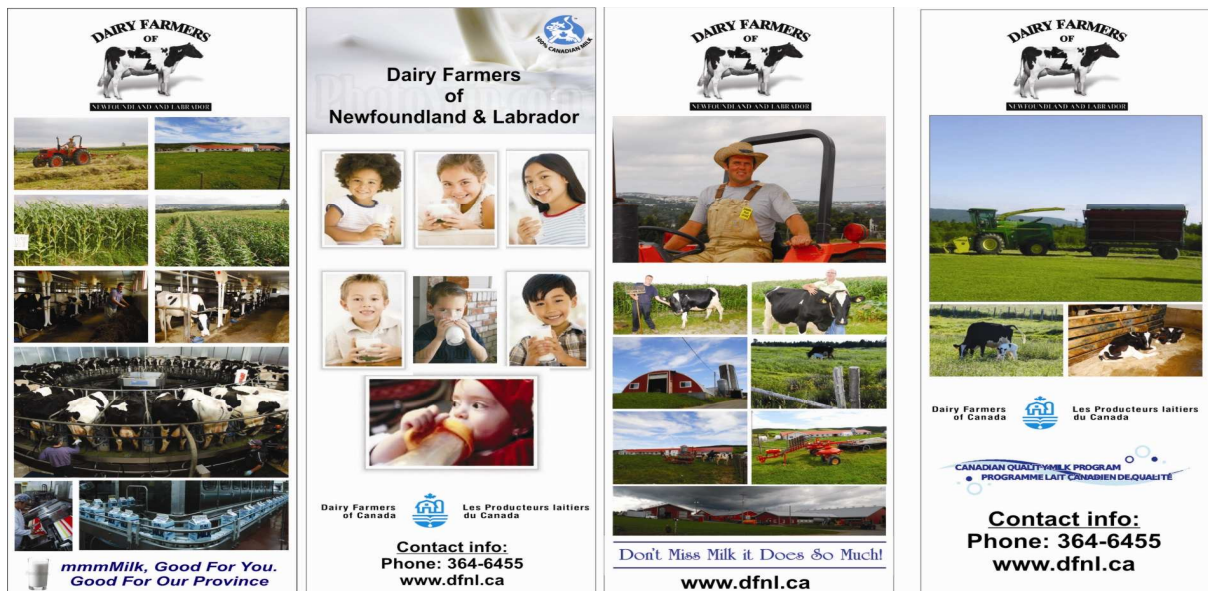


Dairy Farmers of Newfoundland and Labrador

Dairy Farmers of Newfoundland and Labrador (DFNL) is the regulatory body for the production of milk in Newfoundland and Labrador. The organization is given the power to promote, regulate, and control the production and marketing of milk in the province by producers, processors, distributors, retailers, and other people who are engaged in the marketing of milk.

Under Growing Forward, DFNL received Growing Forward funding for the design and development of an up to date booth and a new website.

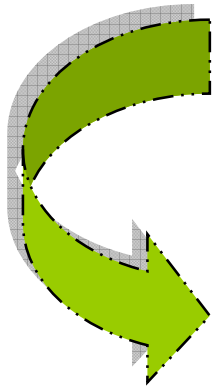
The purpose of this project was to provide the Dairy Farmers of Newfoundland and Labrador with effective communication tools to enhance awareness about the provincial dairy industry. The website and booth are being used as marketing and communications tools. The booth is brought around to trade shows and other agricultural events to promote the dairy industry of Newfoundland and Labrador.



“Both the website and booth have been extremely effective in reaching our target market . . .”

Here’s a bit of what DFNL’s John Moores had to say about the project: *“Both the website and booth have been extremely effective in reaching our target market and we have received many positive comments on both. The new booth is much more versatile than our old one and allows us to attend more tradeshow and events. The website is continually being updated and will hopefully soon be a place where our producers can go to get up-to-date information on their production and pricing”.*

Dairy Farmers of Newfoundland and Labrador (DFNL)



Gravels Development Group Inc.

Gravels Development Group Inc is a not-for-profit organization originally established in 1999 as a volunteer group which was later incorporated in 2005. The group's activities focus on fostering recreation and tourism in and around the isthmus, known also as "The Gravels", that leads to the Port au Port Peninsula. To date the group has concentrated their efforts on several projects including growing the annual Port au Port Agricultural Fall Fair.

Since its inception in 1999, the fall fair has grown to welcome in excess of 3000 visitors (approx. 6000 in 2011!) to its weekend event. Area farmer participation has grown from three to six between 1999 and 2009, and continues to grow, including others from outside the immediate area.



The efforts of the Gravels Group have offered food producers from the south and western regions of the Island of Newfoundland an opportunity to expand the market they reach and grow the sales of their products.

With contributions from the Growing Forward Agricultural Opportunities Program, the Gravels Development Group has invested in marketing infrastructure and heritage store fronts for the area dedicated to the farmers market at the fall fair. Before constructing their own tables and store fronts, the Gravels group borrowed these items from another economic development group. Now, with the help of Growing Forward contributions, the farmers market is a bright, inviting place for consumers to seek out and purchase local products from area producers.

The Gravels Development Group has constructed display tables and heritage store fronts for the area dedicated to the farmers market at the fall fair

**Sector that
contributes
to society's
priorities**

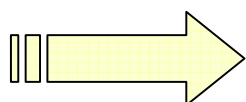
2.0 A sector that contributes to society's priorities

2.1 Promote environmentally responsible agriculture

To address the second strategic outcome of a sector that contributes to Society's priorities, investments have been made to promote environmentally responsible agriculture.

Key Outcomes:

- An economically and environmentally sustainable sector that responds to and anticipates the demands of society and the marketplace, uses natural resources sustainably, and is able to adapt to changing environmental conditions;
- Action to address key environmental challenges in Canada including agriculture's impact on water quality and water use, adaptation to the impact of climate change, mitigation of agriculture's greenhouse gas emissions and the exploration of new economic opportunities that encourage additional environmental action.



Program Description

2.1.1 Agriculture Sustainability Program - Environmental

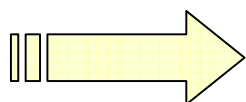
An objective of the Agriculture Sustainability Program is to enhance environmental stewardship within the agriculture and agrifoods industry.

Investments are focused towards the following priority areas:

- Environmental Farm Planning (Agri-Environmental Risk Assessment);
- Development of on-farm and regional environmental farm plans and scans;
- Implementation of environmental actions items.

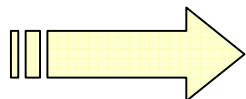


Sector that Contributes to Society's Priorities



Beneficial Management Practices

- Integrated pest management training and initiatives for both conventional and organic livestock and cropping systems.



2.1.1.1 Results and Evaluation

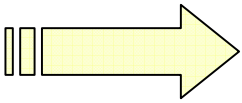
- To date 482 Newfoundland and Labrador farms have completed or updated environmental scans and/or environmental farm plans, 187 of these have been completed with the assistance of the Growing Forward Program. By the end of 2013 it is anticipated that 550 farms will have completed or updated environmental scans and/or environmental farm Plans.
- To date investments have been made in 46 projects at a cost of \$1.69 million. Projects funded include manure management systems, pest management systems, waste management systems, improved water supplies and artesian wells, improved fuel storage systems, run-off control systems, as well as a host of environmental farm planning services coordinated by the Department of Natural Resources (DNR).

Agriculture Sustainability Program – Environmental Performance Indicators

Performance Indicator	Target	Result 2009-2010	Result 2010-2011	Adjusted target 2011-2012	Result 2011-2012-Estimate
number of new and updated agri-environmental risk assessments	30	80	77	30	30
number of on-farm BMPs projects completed and paid for	25	20	23	25	23
dollars leveraged to implement BMPs	\$1.5M/yr	\$567,072	\$258,904	\$400,000	\$497,000



2.1.1.2 Project Highlights and Success Stories



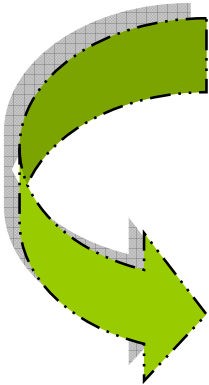
Environmental Farm Planning

Wild Woods Farm, Roddickton, NL

Wild Woods Farm in Roddickton is a new entrant to the sheep industry on the Northern Peninsula of the island. The owner, Jennifer Decker, is building her farm slowly and learning important skills in animal husbandry and farm management as she grows. Growing her farm in an environmentally responsible manner is very important to Jennifer. Here is some of what she has to say about her experience in developing her Environmental Farm Plan:

“As we went through the Environmental Farm Planning process, I started to see ways I could develop my new farm so that I would not have later issues which could cost money to rectify, or worse, not be correctable. By developing this plan, I now can make better decisions as I grow the farm. I am more aware of slopes, drainage, fuel and chemical storages and I am being careful as I progress. This soil will be around long after me. I want to improve its quality, not contaminate it.”

“By developing this plan, I now can make better decisions...”



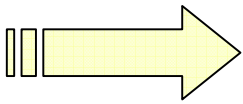
Rideout's Farm Inc., Cormack, NL

Here is some of what Melvin J. Rideout of Rideout's Farm Inc. has to say about his farms experience with the Environmental Farm Planning process:

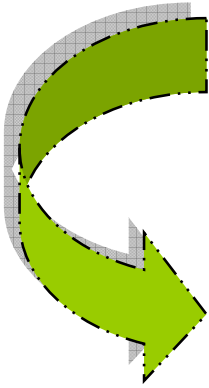
“We have participated in the Environmental Farm Plan process since its inception and are now on our fourth edition of our Environmental Farm Plan. We still refer to the plan when making expansion decisions and use it in part to help obtain funding. We are proud to display the signs and make it known to our customers that we have an Environmental Farm Plan. It has helped build our reputation as a family farm that cares, not only for people but the environment in which we work.”

“We are proud to display the signs and make it known to our customers that we have an Environmental Farm Plan...”





Integrated Pest Management



Walter Calloway – Cranberry Farmer

Walter Calloway is a second generation farmer who has a 200 acre parcel of land in the Terra Nova region of Newfoundland and Labrador. Walter is also one of the pioneers of the province's cranberry industry. He operates a 30 acre cranberry farm on this parcel of land, 10 to 15 acres of which has been in long term production so yields are high.



Under Growing Forward, Mr. Calloway invested in a cantilevered pesticide applicator boom which is a custom design that can be extended to 60 feet so Mr. Calloway can apply pesticide to a bog 120 feet in width.

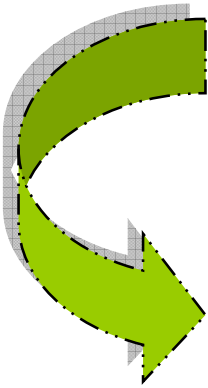
This project satisfied the beneficial management practice of Integrated Pest Management which provides funding for investment in or modification to equipment for improved application.

Walter was very pleased with the investment in this piece of equipment. He states: *"With the help of the Growing Forward program I was able to purchase a 75 foot boom sprayer for my cranberry farm. This investment enabled me to increase berry production from 21 to 30 acres, a level that was not manageable with my previous equipment. The uniformity of applications has enabled me to reduce production costs while at the same time improve yields. This is a great piece of equipment that my farm simply could not manage without."*

"With the help of the Growing Forward program I was able to purchase a 75 foot boom sprayer for my cranberry farm."

This project satisfied the beneficial management practice of Integrated Pest Management.

Derick Kennedy – Vegetable Farmer



Dealing with weeds may very well be the number one headache facing vegetable farms across the country. The usual conventional means of dealing with weeds is to use herbicides or by some combination of manually removing weeds and cultivation. Unfortunately, there are undesirable issues with both methods.

“... we can now weed fields, on average, in about half the time...”

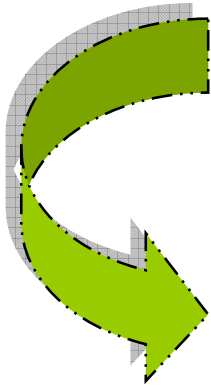
There is growing concern among consumers with the use of expensive herbicides and the alternative of manually removing weeds can be equally costly and labor intensive. In recent years with consumers requesting a reduction in the use of herbicides and producers often unable to meet the high labor costs to manually remove weeds, producers often choose to use 'Eco-Weeders' affectionately referred to by producers as 'wiggle hoes.'

For Derick Kennedy, the owner of a 15 acre vegetable operation in Conception Bay South, the move to using an Eco-Weeder was the natural choice with limited labor resources, chemical herbicides becoming costly, and a consumer base concerned about chemical use on food. Simple to use and requiring less labor, the Eco-Weeder is capable of removing weeds from a field within hours with no concern for chemical residues.

Derick says: *“we can now weed fields, on average, in about half the time and our overall use of pesticides has dropped by thirty to forty percent”*. Like several smaller vegetable operations that have turned to using Eco-Weeders, Derick Kennedy has nothing but praise for this simple but effective technology.

...the Eco-Weeder is capable of removing weeds...with no concern for chemical residues.

OceanView Farm - Richard, Marjorie, and Darryl Walsh



Newfoundland and Labrador certainly does not have a flat landscape but rather a rough, rocky landscape. Not all farms in this province are located on level land and many farms like OceanView Farm in Bay Bulls have much of their arable land on hillsides with slopes in excess of 25 degrees. Putting in crops or forage on slopes is likely to lead to problems with erosion. In recent years, it has become more common to deal with potential erosion problems by using a 'no-till' seeder which essentially allows the producer to skip the cultivation step before seeding.

For a dairy operation like that of OceanView, the primary use of land is to grow forage. With a drive throughout the province for livestock operations to become more self sufficient in forage production, many of these operations are developing and enhancing land where erosion could potentially be a problem.

Following the project under the Growing Forward Sustainability-Environment Program, the Walsh's have prepared and seeded more than 60 acres of forage crops over the last three years using the no-till seeder. According to one of the proponents, Darryl Walsh, they have experienced almost no issues with the seeder itself but it does take a bit of practice to successfully seed some of the overly compacted sites. More importantly, however, the farm has experienced no problems with erosion like they experienced using a regular seeder in the past and suggest that no-till seeders are a nice fit for farms facing significant erosion problems.

It has become more common to deal with potential erosion problems by using a 'no-till' seeder which essentially allows the producer to skip the cultivation step before seeding.



Sector that Contributes to Society's Priorities

Sector that contributes to society's priorities

2.2 Enhance the safety and security of Canada's food system and help the sector meet consumer demands for health and wellness.

To address the second strategic outcome of a sector that contributes to society's priorities, investments have been made to enhance the safety and security of Canada's food system and help the sector meet consumer demands for health and wellness.

Key outcomes:

- The tools are available for the sector to implement enhanced food safety assurance procedures.
- Industry is taking a leadership role in implementing measures to assure food safety.
- The public is well informed and participates in addressing food safety risks.
- The Canadian Food Safety Assurance procedures are known to have a solid scientific base.
- The food safety initiatives under Growing Forward will compliment national food safety enhancement efforts.

Program Description

2.2.1 Agriculture Sustainability Program – Food Safety

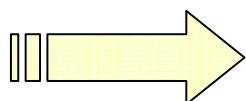
An objective of the Agriculture Sustainability Program is to enhance food safety within the agriculture and agrifoods industry.

Investments are focused towards the following priority areas:

- Implementation of on-farm Good Manufacturing Practices that address one or more of the following:
 - Premises: Development and implementation of practices and written procedures to ensure that buildings and surroundings are designed, constructed and maintained in a manner to prevent conditions that may result in the contamination of food.
 - "Premises" may include all elements in the building and building surroundings: the outside property, roadways, drainage, building design and construction, product flow, sanitary facilities, water/ice/steam quality and supply.
 - practices and written procedures to ensure facilities and equipment are clean and free from pests in food production and processing areas and that pest control chemicals are used in a manner that prevents contamination of food.
 - Personnel: Development and implementation of practices and written procedures that ensure employees (production, processing, and operational) are trained and educated in food safety.

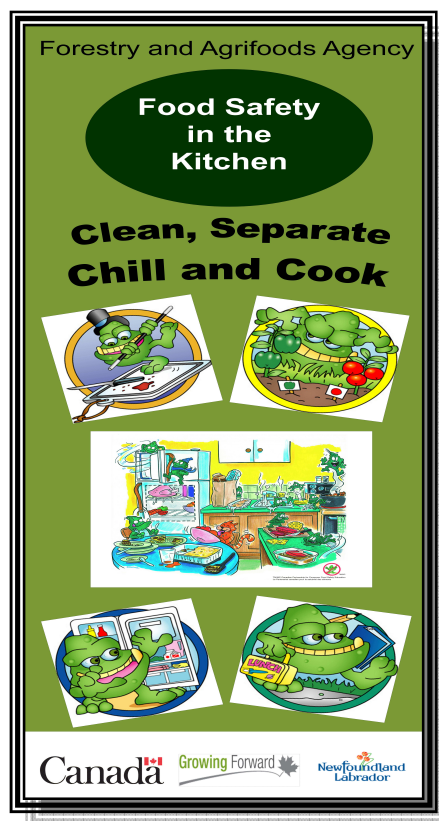
Sector that Contributes to Society's Priorities

- Transportation, Receiving and Storage: Development and implementation of practices and written procedures for food production and processing operations which ensures raw material, ingredients, agricultural inputs, packaging material, finished product, food and non-food chemicals are transported, received, stored and handled in a manner to prevent chemical, physical or microbiological contamination of food.
- Record Keeping: Development and implementation of practices and written procedures that ensure an operation can manage the identification, tracking and recall of an unsafe food to ensure it can be accurately and efficiently removed from the marketplace.
- On-farm and post-farm food safety advisory services;
- Evaluation and implementation of food safety systems for agricultural processors;
- Implementation of on-farm action items to enhance food safety systems and processes for farm operations and non-federally registered slaughterhouses and processing facilities (must be a provincially licensed slaughterhouse to qualify for funding).



2.2.1.1 Results and Evaluation

- To date investments have been made in 21 projects directly funded at a cost of \$510,000. Projects funded include various facility and infrastructure upgrades and/or improvements, auxiliary power systems, vegetable storage systems and controls, refrigeration units, vegetable washing equipment, milk storage equipment and controls, water treatment systems.
- To date \$380,000 has been invested in food safety training and awareness activities and 344 producers have participated in food safety training programs administered by agriculture outreach services. Food safety "Tool Kits" and resource materials have been developed and provided to farms in continued support of on-farm food safety awareness. Booths are also set-up for public interaction and the distribution of food safety information at various industry trade shows and events each year.



Sector that Contributes to Society's Priorities

Agriculture Sustainability Program – Food Safety Performance Indicators				
Performance Indicator	Target	Result 2009-2010 - Full year	Result 2010-2011 - Full year	Result 2011-2012- Estimate
on-farm: number of producers participating in food-safety outreach activities by commodity (per NAICS)	40	138	78	96
post-farm: number of enterprises participating in food safety outreach activities by commodity or sector (per NAICS)	10	3	15	14
number of producers having implemented food safety activities by commodity (per NAICS)	25	7	60	5
number of non-federally registered food-processing enterprises having implemented food safety activities by sector (per NAICS)	10	1	15	11

2.2.1.2 Project Highlights and Success Stories

Kevin Williams Burnthill Farm

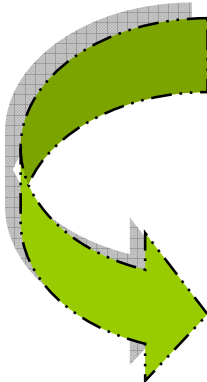
Water is the single most important and often overlooked nutrient for livestock. A high producing dairy cow requires as much as 50 to 60 litres of water per day to maintain milk production. Clean, fresh, safe water is an absolute must on the dairy farm and Kevin Williams of Burnthill Farm knows it. Kevin has been producing milk on his farm near Goulds, NL for more than 20 years.

Clean water isn't only important for the cows. In his application to the Growing Forward Food Safety Program Kevin states:

“Potable water is critical to all livestock operations. Potable water is necessary to feed my cows and sanitize my milk equipment.”

Water that may contain bacteria is not suitable for the rigorous daily routine of cleaning and sanitizing of milk handling equipment and poses a food safety risk. Off tastes and odors due to elevated levels of iron and sulphur can also affect milk quality.

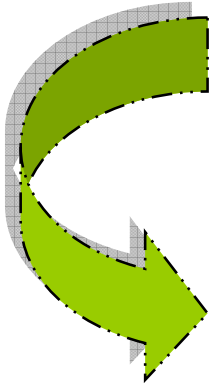
With contributions from the Growing Forward Food Safety Program Burnthill



“Potable water is critical to all livestock operations.”

Sector that Contributes to Society's Priorities

Farm invested in and installed a twin alternating de-mineralization and microbiological sterilization ultra-violet water treatment system on the premises. This system reduces the hardness and high iron concentration of the water used on the farm and reduces the risk of bacterial contamination of the water used for the herd and to clean and sanitize the milking equipment.



11110 Newfoundland Limited

When it became necessary to populate both barns on Noel's Turkey Farm, the owner/manager Kerry Noel knew the second barn needed some work. Originally the barn was meant to be a "summer barn" housing turkeys in the warmer summer and early fall months; but as turkey chicks became harder to access it was necessary to be able to use the "summer barn" all year round. The old summer barn needed some upgrades to meet Good Manufacturing Practice (GMP) guidelines for 'Premises' and 'Sanitation and Pest Control'.



With the help of contributions from the Growing Forward Agriculture Sustainability Program - Food Safety, Noel's Turkey Farm upgraded its premises in order to prevent conditions that may result in contamination of food and also improved sanitation and pest control in the barn.

Noel's Turkey Farm upgraded its premises in order to prevent conditions that may result in contamination of food and also improved sanitation and pest control in the barn.



Sector that is proactive in managing risks

3.0. A sector that is proactive in managing risks.

3.1 Minimize the Occurrence and Extent of Risk Incidents

To address the third strategic outcome of a sector that is proactive in managing risks, investments have been made to minimize the occurrence and extent of risk incidents.



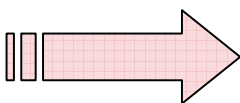
Key Outcomes:

- Improved ability to prevent the incidence of risk events to animal, plant, and production-related resources;
- Improved preparedness to respond to, mitigate the impact of, and recover from risk events to animal, plant, and production related resources;
- The sector has at its disposal full-chain tracking and tracing capabilities;
- Effective scientific research and foresight capacity to identify and prepare for emerging risk factors to animal, plant, and production related resources.

Program Description

3.1.1 Mitigating Agricultural Risks Program

The objective of the Mitigating Agricultural Risks Program is to enable the agriculture and agrifoods industry to mitigate risks, develop innovative

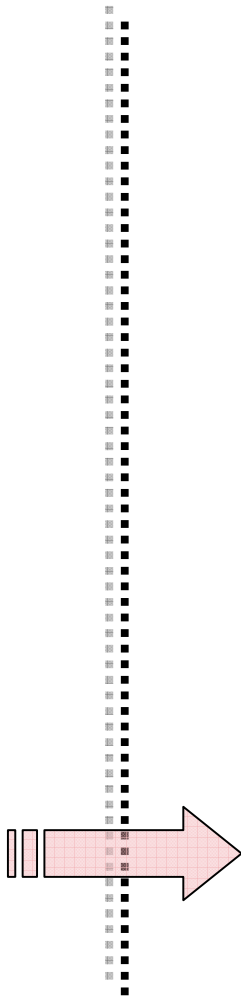


Sector that is Proactive in Managing Risk

technologies, and enhance the sector's capacity to self manage risks pertaining to the environment, food safety, wildlife, plant and animal health, and biosecurity threats.

Investments are focused towards the following priority areas:

- Development and implementation of proactive risk management measures including but not limited to:
 - ◇ wildlife controls such as fencing, scaring and repellent systems, and devices such as noise aversion, and guard animals;
 - ◇ irrigation systems to mitigate crop losses due to adverse weather such as frost or drought control; AgriInsurance participants may be reimbursed up to 90% of eligible costs for wildlife control and irrigation projects
 - ◇ innovative technologies to manage on-farm risks.
- Development and implementation of traceability systems for plants, livestock, and agri-based products, including the purchase and installation of traceability infrastructure, and the training of staff to implement traceability systems for plants, animals, and agri-based products.
- The development of industry-owned systems that collect and verify identification and movement data and will accelerate the capacity currently being developed by industry.
- Development and implementation of on-farm and sector biosecurity plans and measures. Biosecurity measures can include the purchase and installation of biosecurity fences, biosecurity equipment, boot washes, and other sanitation and disinfection controls.
- The evaluation and implementation of measures to mitigate animal health risks, to reduce the spread of livestock diseases between farms, mitigate the introduction of livestock diseases to the province, and infrastructure to address animal health issues such as improved livestock housing and ventilation systems.
- The evaluation and implementation of measures to mitigate plant health risks that reduces the spread of plant diseases between farms and mitigates the introduction of plant diseases to the province.



3.1.1.1 Results and Evaluation

- Investments have been made in 44 projects directly funded for \$1.462 million. Projects funded include watering and irrigation systems, frost control systems, wildlife control fencing, lighting systems, ventilation systems, auxiliary power systems, biosecurity – sanitation and disinfection systems, improved animal housing, various monitoring systems, and specialty equipment to improve dairy herd health and biosecurity. In addition, various food safety and biosecurity programming has been provided to producers through a host of outreach activities.

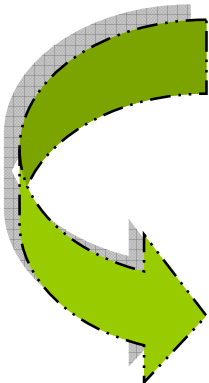
Sector that is Proactive in Managing Risk

**Mitigation Agriculture Risk Program
Performance Indicators**

Performance Indicator	Target	Result 2009-2010 - Full year	Result 2010-2011 - Full Year	Adjusted target 2011-2012	Result 2011-2012- Estimate
number of producers implementing on-farm mitigation measures such as wildlife controls and crop irrigation systems	15	5	9	15	3
number of on-farm and post-farm businesses participating in traceability programming or having implemented traceability systems	3	0	93	15	76
number of producers or related service providers participating in biosecurity programming or having implemented biosecurity activities	10	1	95	10	77
number of projects implemented that mitigate animal or plant health risks	10	12	9	10	7

**Investments have been made
in 44 projects for \$1.462 million to mitigate
agricultural risks**

3.1.1.2 Project Highlights and Success Stories



Lomond Cranberries Inc

Cranberries are an ideal crop for the island of Newfoundland because growing conditions are well matched and there are plenty of areas across the province suitable for production. Unlike many other crops, however, preparing the land for production can be

Sector that is Proactive in Managing Risk

difficult and expensive requiring specialized bogs that can be regularly flooded using irrigation systems for harvest in fall and to protect plants from frost.

In 2010, Paul Lomond, president of Lomond Cranberries Inc, undertook a project under the Growing Forward Mitigating Risk Program to install an irrigation and frost monitoring system that would enable the operation to quickly respond to problems and allow proactive responses to potential risks to the cranberry bogs. The project centered around a 155 HP pump housed in a small building hooked up via the internet allowing the operator to remotely operate the system to irrigate fields when conditions were warranted. The operation is working on an aggressive plan of increasing its acreage in production from just over 10 acres in 2010 to upwards of 30 acres by the end of 2013.

"...this system has been enormously useful in protecting both young and mature plants.."



Here is a bit of what Paul has to say about the system: *"...this system has been enormously useful in protecting both young and mature plants in the last few years. Besides protecting plants from frost in the fall and winter, the system is equally important for maintaining optimum growing conditions throughout the growing season"*.

Elaine Wells – Vegetable Farmer

A common problem facing vegetable farms across the province is damage caused by wildlife and in particular, moose and migrating caribou. Although wildlife may cause damage throughout the growing season, moose and caribou inflict most damage as crops mature. A number of deterrents have been tried from noise-makers to guard dogs but only the installation of the seemingly fragile electrical fence has consistently provided protection. Stemming from a project conducted by the Crop Insurance Agency in 2000-2001, electrical fencing was found to be not only effective, but relatively easy to put in place, easily powered, and easily moved to accommodate crop rotations.

Under the Growing Forward Mitigating Risk Program, vegetable producers enrolled in Agrilnsurance are able to invest in and install electrical fencing with funding up to 90% of the costs covered. This investment helps mitigate wildlife damage and reduces crop loss.

Sector that is Proactive in Managing Risk

“...have experienced zero losses from moose...”



Elaine Wells has a mixed vegetables operation with 20 acres of vegetable located in Cartyville in western Newfoundland. Elaine says: *“we have experienced, on average, losses of 30% of our cabbage and turnip crops to moose every year. After installing the first fence in the summer of 2009, we have experienced zero losses from moose. One summer, we had a moose run through the fence but no crop losses occurred and the ease to which the fence could be repaired and put back in place enabled us to bring full protection online quickly and effectively”*.

Considering that losses from moose on the Wells’ farm amounted to \$10-15,000 in lost revenues annually before the installation of the wildlife fencing, the cost effectiveness of purchasing and installing such systems is quite evident.

Sunrise Dairy Ltd.

Productivity in livestock operations is most commonly addressed by creating conditions for livestock that minimize risks to their health as well as promoting conditions that maximize sustainable production. For the dairy industry, this maxim is no less important as it is the objective of many dairy farms to promote quality milk production while minimizing risks to their dairy herd (e.g., diseases like mastitis or lameness).

In 2010, Sunrise Dairy Ltd undertook a series of projects that addressed a wide variety of issues which directly and indirectly focused on ensuring a productive environment for the farm but more importantly, for the cows.



Sunrise Dairy Ltd, like many of the dairy operation across the province, is addressing a number of issues associated with feeding and raising calves. In raising calves, dairy farms often feed milk that is not sold but needs to be treated or pasteurized to eliminate bacterial contaminants. In 2010, Sunrise Dairy Ltd acquired a milk pasteurizer that could treat waste milk fed to calves. The biggest advantage of this system, according to Olive Greening, co-owner of Sunrise Dairy Ltd, is that whether the temperature in the barn is cold or hot, the milk fed to the calves is consistently the same day in and day out. Over the last few years, Sunrise Dairy Ltd has experienced a welcome drop of at least 75% in the problems raising calves.

A number of projects were initiated by Sunrise Dairy Ltd to address animal health and comfort. One such project was the installation of a ventilation system. A series of ventilation curtains allows a continuous stream of fresh air to replace stale air laden with excess heat, moisture, and noxious fumes like ammonia. It is well known that poor air quality contributes to respiratory problems in livestock and correlates negatively to milk production and cow health.

Attention to lighting has also become an important issue for livestock operations. Developing a regime that optimizes natural body activities can improve breeding and production. For dairy, introducing lighting regimes that more or less correspond to natural conditions when cows are lactating (i.e., 16-18 hours continuous lighting followed by 6-8 hours of darkness) has proven to significantly improve productivity. Such lighting regimes relate positively to milk yields, cow activity, appetite, increased strength and duration of heats, and fewer fertility problems.

Sector that is Proactive in Managing Risk



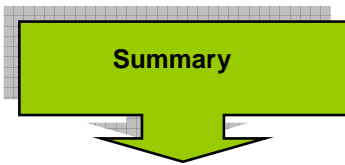
As well, gone are the traditional water troughs which if not cleaned thoroughly on a day to day basis, can be an important source of digestive problems and contribute to spreading disease throughout the dairy herd.

According to Sunrise Dairy Ltd, by simply replacing traditional water troughs with water tip tanks, efforts to maintain a clean water supply for the cows has been far less challenging and they are experiencing far fewer problems with the water.

Not all advances in cow productivity have fairly straightforward non-technical solutions. Some issues like heat detection and monitoring cow health have had some rather interesting technological solutions. For instance, an issue faced by Sunrise Dairy and other dairy operations is the difficulty in continually monitoring cows for health and reproductive status. With an investment in electronic tags placed on the neck collars of an animal, the farm managers can monitor the activity levels of each animal and quickly be able to determine whether an animal is having difficulties or perhaps entering their heat cycle.

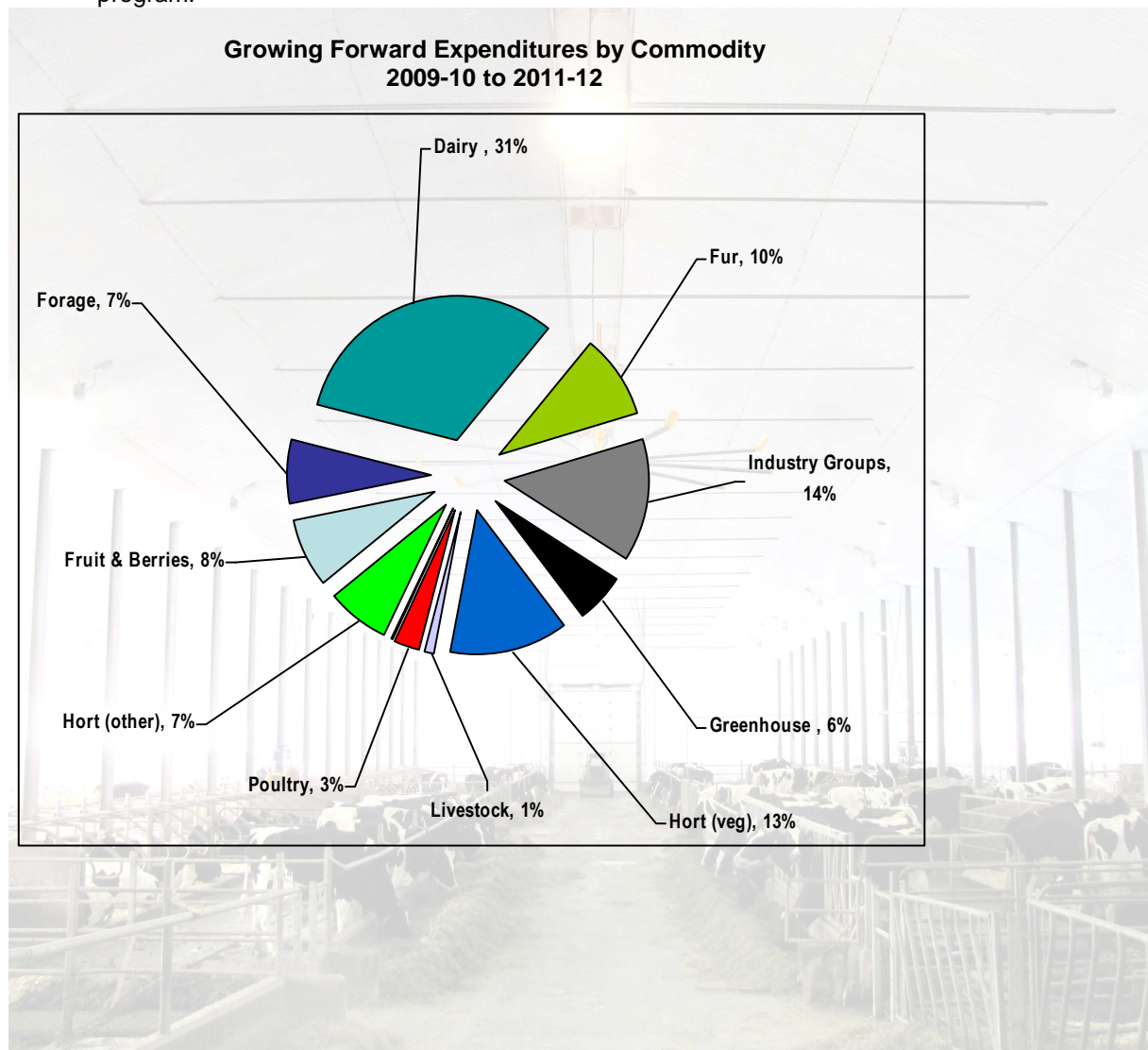
By putting in the cow monitoring system and addressing the ventilation, lighting, and water systems to improve living conditions for the dairy herd, Sunrise Dairy Ltd strongly encourages other dairies to similarly address dairy housing improvements. They have discovered that not only are the cows more productive and healthy, but staff are more attentive to abnormal behavior or detecting cow heats allowing them to be more proactive.

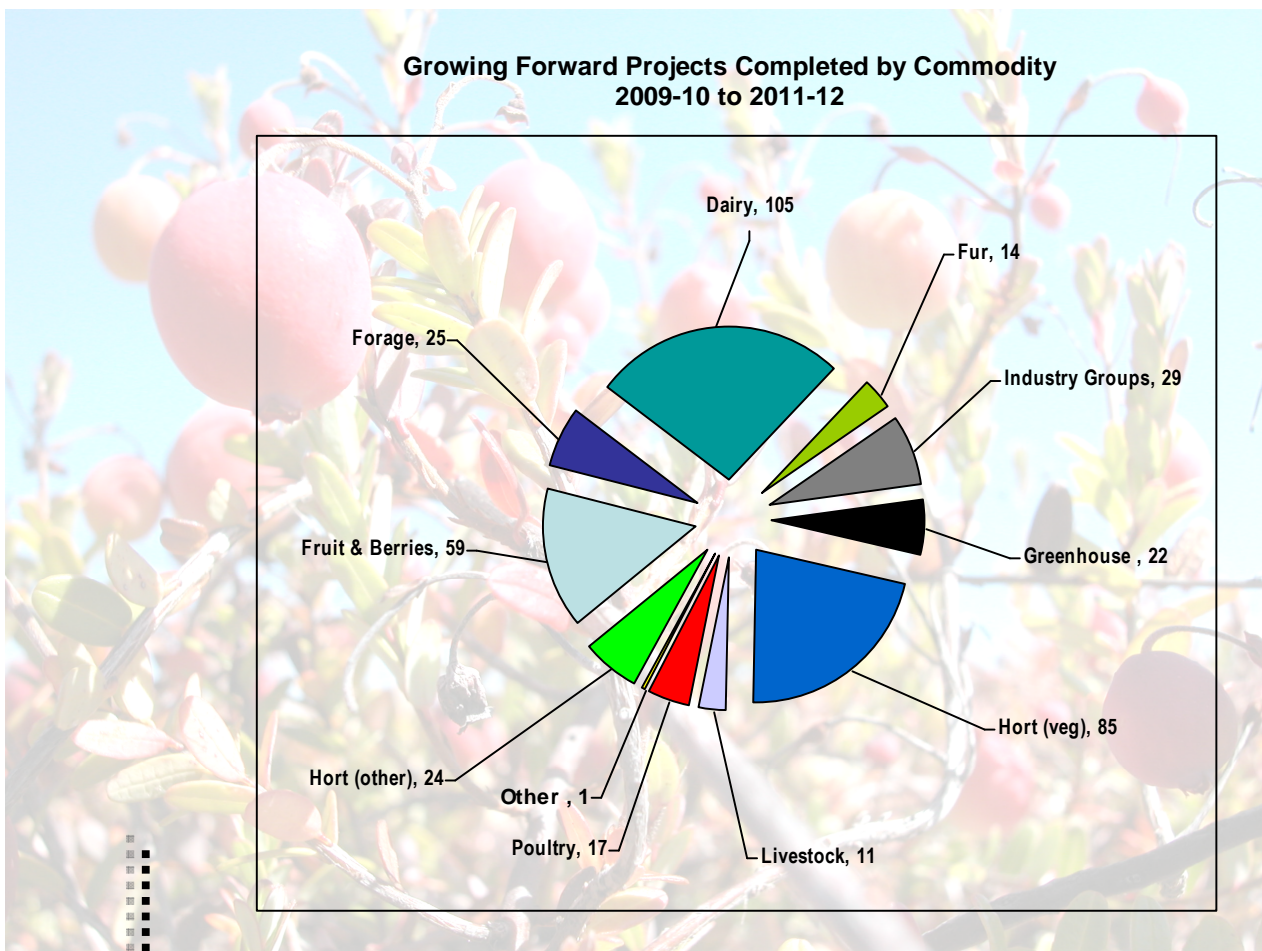
Investments in ventilation, lighting, and watering systems have resulted in improved living conditions for the cows which means healthier, more productive animals.



Program Reach

To date the Growing Forward Program has made direct investments in 142 of the 350 farms across the province which represents approximately 41% of the provinces farms. The table below demonstrates that all sectors benefit from Growing Forward. This does not include farms involved in environmental and food safety outreach activities that are also funded under the Growing Forward program.





Program Demand

Year	Annual Budget	Program Demand	
		Applications	Funding Requested
2008-09	\$2.60M		
2009-10	\$6.50M	242	\$11.12M
2010-11	\$7.03M	258	\$14.30M
2011-12*	\$7.03M	305	\$18.83M
2012-13	\$4.33M	TBD	TBD

* **Note:** 2012 program demand is as of report date

As the program is nearing its fifth and final year we continue to see high program demand as indicated in the table above. Applications continue to increase year over year. Farmers are eager to avail of the benefits of the program and take advantage of the opportunities it presents for their operation. Uptake of the program has been overwhelming and there is a constant demand as evidenced by the long list of waiting applicants.

Program Value

The industry continues to grow and annual farm cash receipts have increased by approximately \$8 million from 2008 to 2010 according to Statistics Canada. There has been 386 acres of land developed into production with the help of the Growing Forward Program. There is no doubt that the Growing Forward Program has contributed to this increase. In a lot of cases, it is too soon to see the economic benefit of recent investments under the program. There has been nearly \$5.0 million in investments in innovation projects since 2009. Obviously, the improvements and efficiencies created by these investments will have significant long term benefits for the agriculture industry in the province.



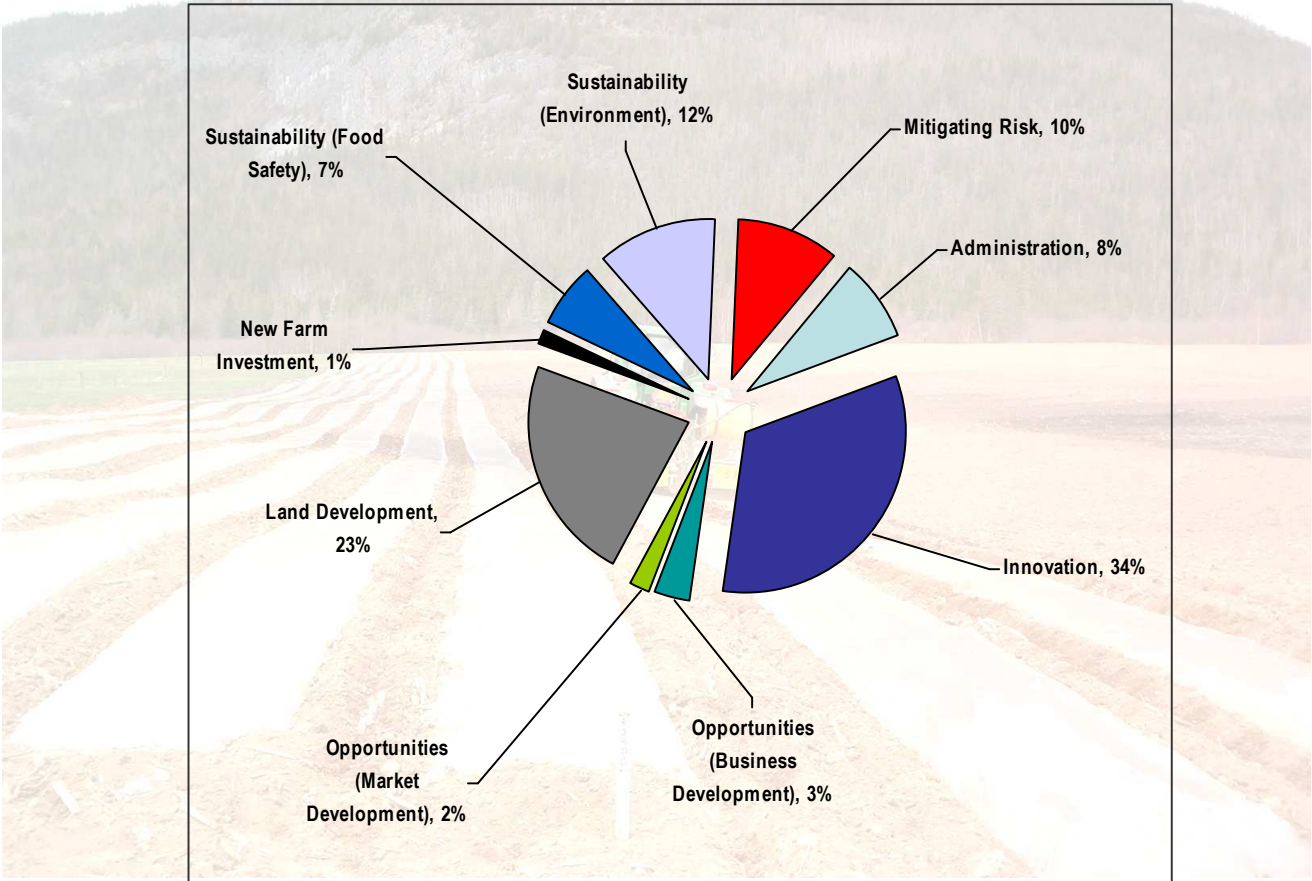
Demonstration of Efficiency and Economy

A lot of time and effort goes into the administration of a program like Growing Forward. It costs approximately \$65,000 per year to administer each of Growing Forward's six programs. The province has a dedicated staff of four Growing Forward program managers delivering the program to the farmers of the province. By the end of the 2012 fiscal year this staff will have dedicated a total of 27,300 hours to the delivery and administration of the program. The Program Managers are also supported by two Accountants, and other internal resources such as our Agriculture Development Officers, and Farm Management Specialists who provide technical support to various projects. An Implementation Committee has also been established and to date 55 meetings have taken place since July 31, 2009 to assess applications and ongoing projects. Staff also spends time conducting internal evaluations and compliance audits on various projects.

Since the program's inception, 805 applications for assistance have been processed at an average cost of \$1465 per file. These costs only include the expense of administrative staff directly employed by the program. The time and attention invested by other support staff like the Agriculture Development Officers, Farm Management Specialists, and Implementation Committee are not included in the administration cost per file but are instead covered under the departmental budget.

The following graph provides a snapshot of how the budget has been allocated to the different areas of the program. As indicated, administration costs account for only 8% of the budget to date. This demonstrates the province's efficiency in administering the program and ensuring as much funding as possible is invested to industry stakeholders.

**Growing Forward Expenditures by Program
2009-10 to 2011-12**



How the budget has been allocated to the different areas of the program.

Participant Feedback

In a survey conducted in February 2012, 100% of the small group of respondents expressed their satisfaction with the program. When asked: "What would you like to see in the future to better meet the needs of your operation?" some of the suggestions were:



- A continued focus on land development;
- A continued focus on infrastructure improvements and innovation;
- longer periods to complete projects and lesser restrictions on allocations;
- more focus and programming for New Entrants;
- focus on addressing shortage of availability of skilled labor for farms.

Conclusion

The Growing Forward Program continues to be integral to the continued growth of the agriculture industry in Newfoundland and Labrador. As evidenced, farms simply would not be able to advance with new **innovation** and remain **competitive**, they would not be able to be **proactive in managing the risks** they face, and they simply would not be able to continue to **contribute to society** as they do today, if it weren't for the help they receive from programs like Growing Forward.

Since 2009, there has been nearly \$5 million invested in alternate energy sources, on-farm mechanization, improved harvesting and processing technology and improved livestock feeding and monitoring technology all in an effort to accelerate the pace of innovation in the province.

Investments exceeding \$3.7 million have been made in land development, business development, and new farm investment to help enterprises and sectors remain competitive. An additional 386 acres of land has been developed into production and farms have been building infrastructure required to develop land. Farms have invested in strengthening their human resources, developing business plans, and improving their financial stability. They have conducted valuable research and development to maximize opportunities within their sectors.

Growing Forward has built on the strengths of the industry by investing \$260,000 in Market Development through improved signage, market planning, farm markets and awareness materials and web developments.

Growing Forward has invested \$1.69 million to promote environmental responsibility through environmental farm planning, improved water sources, waste management, pest management, fuel storage, and run-off controls.



Growing Forward has invested nearly \$900,000 to enhance the safety and security of our food system and help the sector meet consumer demands for health and wellness. Investments have been made in improving food processing and storage. Food safety training has been developed and delivered along with tool kits and various pieces of awareness material that are often circulated during industry fairs and trade shows.

Conclusion

In an attempt to be proactive in managing risks Growing Forward has invested \$1.46 million. Investments have been made in wildlife controls, irrigation and frost control technology, improved lighting and security, biosecurity and sanitation, and improved monitoring systems especially those to help improve herd health in the dairy industry.

There is still however a lot to be accomplished and the continuation of the program is very important to Newfoundland and Labrador. The average age of our farmers continues to increase, continued focus is needed on providing assistance to help attract new entrants to the industry, the province needs to continue to develop land and continue to advance with new innovation and improved technology. Without the assistance of Growing Forward these advances in the industry will be very slow to realize.

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and the continuation of the program is very
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