

Who IS ON THE FARM

Talk about the next generation of young farmers... Christa Williams, along with her brother Jeff, mom Carol, and dad Gordon, operate a farm located on the Southern Shore Highway in Bay Bulls.

In operation for 17 years, J & C Farms has a lot to offer. For over a decade, Christa and her family have been growing Kentucky Blue Grass (nursery seed) on peat bog, starting with two acres and expanding to over 55 acres. Not satisfied with growing sod Christa's energy and enthusiasm has led her to further diversification on the farm. Recognizing a business opportunity in the growing market of organics, Christa started the process of establishing a vegetable organic farm on their property. Entering into their second year of harvest, they have now reached organic certification (OCPP) which ensures proper organic management practices while opening up emerging market opportunities for their product. *(Continued on pg 2)*

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directed by the



Newfoundland and Labrador

Federation of Agriculture.

Please direct inquiries to

Tony Marx email: tony@nlfa.ca.

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Who IS ON THE FARM

Each day is a learning process on the farm as Christa experiments with new ways to grow on bog and other growing mediums to produce a quality product for her consumers. As a reward for her ingenuity and hard work their fruits of labour are beginning to see beautiful organic vegetables. Never satisfied with the status-quo, Christa has augmented her operation with a green house to go along with her two and a half acres of vegetables which will be harvested in the fall. After considerable research and development on the farm consumers will expect clean organic lettuce (various types), radishes, pumpkins, turnips, carrots, as well as a small variety of herbs.

In addition to sod and organic vegetables Christa has embarked in a new direction for Newfoundland and Labrador agriculture with a half acre of partridgeberries on a pilot project with the Provincial Government. From all indications this project with a unique high bush berry variety has the potential for growth towards a possible u-pick operation in the near future.

As farmers tend to wear many hats, Christa has a closet full! In addition to operating her farm enterprises the family also manages one of the 37 beverage recycling depots on the Island processing up to 80,000 units each week.

In addition, Christa sits on the board for the Horticulture Council as East Coast Director as well as serving as East Coast Director for the Young Farmers of Newfoundland and Labrador.

In recognition of her work and dedication to her businesses, Christa was nominated for Youth Entrepreneur of the Year by Newfoundland and Labrador Organization of Women Entrepreneurs

(NLOWE). The business community in the province is gradually understanding the business and economic impact of agriculture in the province and Christa's involvement in the organization will certainly help in attracting new entrants to the industry.

The winter months are a time for planning and education for Christa as

*Each day is a learning process
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she prepares and expands the family operation. With planning comes a lot of traveling and investigation on how other parts of the world are engaged in agriculture. Just back from New Zealand and Australia, Christa visited various agricultural field day shows, visited an agriculture university as well as other farmers in the area. The experience and education which Christa garnered will be invaluable for the success and growth of her operation.

Christa Williams future plans are exciting... She is already planning to have a great farmers market within the next few years as well as offering agri-tourism opportunities for visitors to the farm. From sod, to organics, to jam preserves, to partridge berries, the future looks bright for Christa and her family.

The Newfoundland and Labrador Federation of Agriculture salutes Christa Williams and wishes her continued success and prosperity.



New Minister of Natural Resources



Hon. Kathy Dunderdale

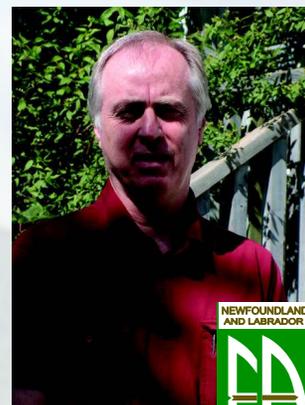
On July 5, 2006, the government of Newfoundland and Labrador introduced the Hon. Kathy Dunderdale as the new Minister to the portfolio of Natural Resources. Responsible for agriculture and agrifood issues in the province, Minister Dunderdale is expected to provide valuable leadership and dedication in the advancement and growth of agriculture in Newfoundland and Labrador.

Her passion for our communities is evident in her former work with the Department of Innovation, Trade and Rural Development and with the Rural Secretariat. While in office from 2003-2006, Minister Dunderdale led the department in its mandate to foster and promote economic development by encouraging investment, promoting strategic opportunities, and maximizing business and employment growth in all regions of the province.

The Newfoundland and Labrador Federation of Agriculture welcomes Minister Dunderdale to the position and looks forward to continued cooperation and collaboration with her staff and officials.

President's MESSAGE

The issue of communications, whether it is content or timeliness, has always been a huge factor for the farming community. Knowing what is happening and what issues affect them, gives farmers a better sense of belonging to their industry. Finding the right tools to do this has always been a priority for the Newfoundland and Labrador Federation of Agriculture. It therefore gives us a great sense of accomplishment to produce the first edition of *AgriVIEW*.



Mervin Wiseman
President

This new milestone also reflects a distinctive change from our traditional newsletter "The Pioneer". There is a new style, a new design and a modern approach to capturing issues and telling stories about our industry.

In today's technological world, nowhere are there more choices than in our modes of communication. Computers, radio, television, cell phone, and blackberries have become the medium of swift and up to date information. With all these new communication toys one would think that the idea of a newsletter would have lost its appeal. Much to my delight, this is not the case. It is indeed a great pleasure to be part of a team that has produced a creative newsletter for communicating with our industry and others around us. Equally important however, is the possibilities it offers for producers to communicate with those of us who have been selected to represent farmers' interest. Henceforth, *AgriVIEW* is not only created to provide a one way venue for communications from the federation office, but it needs the view of our community, farmers, and others to make the newsletter truly useful.

The challenges facing farmers today are huge. Meeting the demands and expectations of the Canadian consumer is not easy to achieve within the scope of investment needed and what the farmers can receive from the marketplace. How farmers manage these expectations and engage the support available to them is largely a function of communications.

In the months ahead, *AgriVIEW* will discuss and explore many of these issues with its members. In doing so we want to be meaningful and productive. This will be done best by being informative and by sharing ideas and stories that need to be told by farmers. So please join us in making *AgriVIEW* your view.

Newfoundland a Federation of

For the second year in a row the NLFA office experienced a change in its staff in the month of June. Frankie resigned from her position and officially finished work with us on July 7th, 2006. We commend Frankie for the hard work and dedication she showed throughout her year of employment with us. She was instrumental in getting our organization back on track after the difficulties we experienced in 2004/2005 and for that we do thank her.

So, who is in the office these days?

Andrea Bourne

Executive Director

Kim Brewer

Administrative Assistant

Tony Marx

Farmer Program

Facilitator

Paul Connors

Business Development
Officer

John Moores

Research Coordinator

CFA Meetings

Newfoundland and Labrador hosted the Canadian Federation of Agriculture Semi-annual meeting this year in St. John's from July 24-28, 2006. We would like to say thank you to the following businesses and associations who sponsored different events at the CFA meetings:

Dairy Farmers of NL

Chicken Farmers of NL

Egg Producers of NL

Green House Gas Mitigation Program

Truro Agro-Mart

Department of Natural Resources

Notre Dame Winery

Rodrigues Winery

The schedule of events and informative speakers at the semi annual meetings benefited those in attendance and it provided a fantastic opportunity to share with Canadian farm leaders the opportunities and successes of agriculture in our province.

Farm Improvement and Marketing Cooperatives Act (FIMCLA)

To ensure that producers and other agriculture stakeholders in this province have a fair opportunity to express their input on the FIMCLA program, the NLFA lobbied hard to be included in national consultations concerning FIMCLA. On August 11th, 2006, AAFC held a consultation session in St. John's at The Fairmont Newfoundland which included various commodity representatives and farmers. Commentary and viewpoints from the Newfoundland and Labrador consultative session are being assimilated and documented and the final report will be presented to the federal Minister in the fall. The NLFA would like to thank all producers and agriculture stakeholders who participated.

TV Series

NLFA is the proponent an Agri-awareness project that will see the production of a thirteen series TV show on the agriculture industry in NL. Each commodity will be covered. Bill Coultas from Springwater Productions has been out and about interviewing farmers and taking shots of their farms. The purpose of the project is to promote agriculture in a very positive light and create awareness about our provinces vibrant agriculture sector.

Farm Field Day

NLFA participated again this year in the 48th Annual Farm Field Day on Saturday, August 12, 2006. Jacob made a special appearance to greet young and old alike and the response from the general public was very encouraging. Special thanks to John and Kim, from our office, for all their dedication and hard work in making farm field day a great success in promoting the NLFA and agriculture.

Blueberry Ergonomics Project

NLFA is the proponent of a research project being carried out by the Atlantic Provinces Agricultural Safety and Health (APASH) council. The goal of the project is to further examine the ergonomics of Blueberry Harvesting and develop a training manual that will be piloted in a proposed Blueberry Harvesters Training program to be delivered at the College of the North Atlantic. Andrea is the coordinator for this project so feel free to call her for more details.



and Labrador of Agriculture

Newfoundland and Labrador Federation of Agriculture launches the Enhanced Spring Credit Advance Program

The Newfoundland and Labrador Federation of Agriculture (NLFA) is pleased to announce that they have entered into an agreement with Agriculture and Agri-Food Canada (AAFC) to deliver the **Enhanced Spring Credit Advance Program** (ESCAP) to provide crop producers in Newfoundland and Labrador with interest-free cash advances at optimal times in the production cycle.

"This is very exciting news for the agricultural industry in Newfoundland and Labrador and as the administrator of the program, the NLFA will be able to negotiate interest - free loans for its members under a government guarantee," said President Merv Wiseman. "This program will give farmers short-term working capital assistance at times throughout the year when cash flows are at a minimum."

The objective of the program is to allow producers to make decisions based on sound production or marketing rationale rather than on the availability of operating cash. The program helps to ensure that Canadians have a financially viable agri-food sector.

Eligible crop producers can access up to \$100,000 in interest-free advances under the ESCAP. The federal government will pay the interest on the advance issued to a producer. Eligible crop producers have until September 30, 2007 to repay their advance received under the program.

For more information, please contact:

Paul Connors
Business Development Officer
Newfoundland and Labrador Federation of Agriculture
Tel. (709) 747-4830
email: paul@nlfa.ca

PROJECTS ADMINISTERED BY NLFA

Green House Gas Mitigation
Project

Vegetable IAS

HR Planner

Blueberry Ergonomics
Project - CASA

Advanced Payment Plan

Northern Berries
Commercialization Program

13 Series Agriculture TV
Program



The Newfoundland and Labrador Agrologists Act, was enacted in 1988 and gave practicing agrologists the right to organize and set down a scope of practice and by-laws to govern its practitioners. The purpose of the Institute is to promote ethical, credible and professional behaviour in the field of agrology. We continuously strive to make the views of agrologists known on important and relevant issues surrounding the agriculture industry in Newfoundland and Labrador.

If you would like to know more about NLIA or to become a member please contact
 Dr. David McKenzie, P.Ag. (Registrar) at
 (709) 772-4784 or
 e-mail at McKenzieDB@AGR.GC.CA.

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- Allan Kwabiah, PAg
- Gary Bishop, PAg
- Charles Kelsey, PAg
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- Kevin Aucoin, PAg
- Deborah Guillemette, PAg
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- Cyril Hookey, PAg
- Samir Debnath, PAg
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- Brian Goldsworthy, PAg
- Sharon Bell, PAg
- Krista Bradley, PAg
- Sarah Devine, PAg
- Rick Carey, AIT
- Wilfred Reader, PAg
- Terry Fleet, PAg
- David Jennings, PAg
- Lesley Noftall, PAg
- Blaine Hussey, PAg
- Shawn Foley, Student member

Industry Adjustment Service Committee for the Vegetable Industry



The Newfoundland and Labrador Federation of Agriculture and the Newfoundland and Labrador Horticulture Producers' Council has collaborated with various levels of government and industry experts in the formulation of an Industry Adjustment Services Committee (IASC) to develop a strategic plan for the vegetable industry in Newfoundland and Labrador.

Vegetable farming in Newfoundland and Labrador was once a major industry with over 40% of the market supplied by local producers. Over the past twenty years, this sector has experienced a steady and rapid decline with today's estimates at only 10% of local vegetable production in the marketplace

A report written in April 2005 recommended that such a structure be developed as a next step to strengthening the vegetable sector in this province (Toward a New Future: Renewing the Vegetable Growing Sector, author Jim Winter).

The Vegetable IASC which was launched in January 2006 with Cle Newhook as the independent chair with funding provided by the Agricultural Policy Framework, HRSDC (Service Canada) and INTRD. Since that time a structure has been put in place consisting of a Steering Committee, task orientated Working Groups and Producer Forums. Currently the IASC is set to advertise a Call for Proposals to consultants to develop strategies for a number of issues identified by the IASC Working Groups. Key issues include an economic analysis/cost of production, marketing and sales, and land availability. Communications have been established with key retailers in the province and there is an air of optimism that with increased collaboration there will be a revitalized vegetable industry in Newfoundland and Labrador.



GROWING THE INDUSTRY TODAY for a brighter tomorrow



The Agriculture and Agrifoods industry in Newfoundland and Labrador provides significant opportunities to strengthen rural economies and create jobs.

To help farmers grow the industry and become more competitive, a substantial amount of new farmland will be put into production over the next five years.

Investment throughout the province has allowed for the establishment of farm markets that provide direct marketing of local fresh farm products. Government and industry are investing in the adoption of on-farm and post-farm food safety and food quality programs for the benefit of consumers.



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St. John's East

For information or Assistance

Telephone: 772-7171
E-Mail: doylen1@parl.gc.ca

Atlantic Innovation Fund

During December 2006 the NLFA will submit a project proposal to overcome the technical barriers to commercialization of four important Northern Berry crops; Cranberry, Partridgeberry, Bakeapple and Seabuckthorn to the Atlantic Canada Opportunity Agency's (ACOA), Atlantic Innovation Fund (AIF).

These crops have been identified as having excellent potential to help develop and grow the Life Science Economy in Newfoundland and Labrador. Through a collaborative effort between research scientists from Agriculture and Agri-Food Canada, resource specialists from various Provincial Government Departments and industry stakeholders a strong research and development proposal will be developed to overcome the technical barriers to commercialization.

The NLFA has engaged a consultant, funded by APF, towards the preparation and facilitation of the proposal to ACOA.



Department of Natural Resources

Provincial Agriculture Land Consolidation Program

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The agriculture and agrifoods industry is valued at \$500 million and provides 6,000 direct and indirect jobs in this province. In recognition of the importance of this industry and the need to increase the available land base to continue to grow the sector into the future, government has initiated an Agriculture Land Consolidation Program.

The five-year, \$10-million program provides for the purchase of granted land to be leased to producers. This is just one of many initiatives to preserve and develop our limited agricultural lands for a sustainable agrifoods industry.

The Department of Natural Resources is now looking for owners of agricultural or underdeveloped land suitable for farming who may wish to sell it to the province. This will allow government to make additional land available to existing commercial farmers, part-time farmers or new entrants into the industry. The land must be suitable for agriculture production and not have any restrictions (i.e., covenants, zoning, environmental limitations etc.), and an acceptable title must be certified by the Department of Justice.

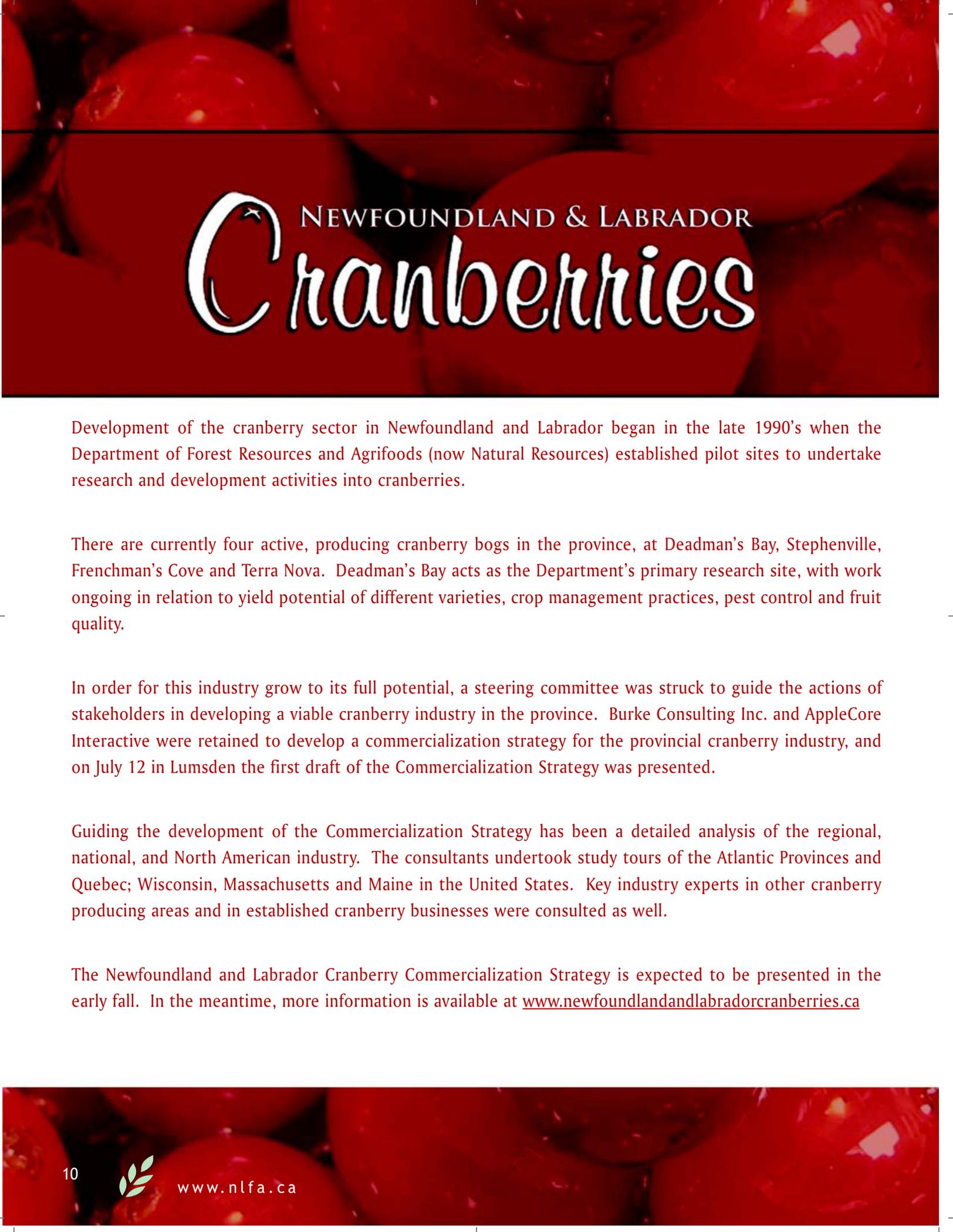
Negotiations will be based on cost, suitability, proximity to existing farms, and other relevant factors.

The agriculture sector in Newfoundland and Labrador offers significant growth opportunities. Available farmland is a major challenge facing the industry. This program will provide the opportunity for additional land to grow more crops, thereby increasing local production and opportunities. It's of particular significance to the province's dairy sector, which expects to double its industrial milk production (milk used for dairy products) in the next 10 years. The dairy sector will require access to more land for forage production to sustain the herds to meet the increased quota. Adequate land base is critical for farmers. For example, many vegetable farmers need a larger land base to remain economically viable in the marketplace.

The agriculture industry is an important renewable resource industry and government is committed to working with industry to diversify, grow and enhance this important sector of our economy. The Agriculture Land Consolidation Program is a tremendous opportunity for our industry and will benefit all areas of the province, particularly rural Newfoundland and Labrador.

Interested individuals can obtain an information package containing application forms and an explanation of the program. For further information, please contact:

Land Consolidation Program
Land Resources Stewardship Division
Provincial Agriculture Building
P.O. Box 8700
Department of Natural Resources
St. John's, NL A1B 4J6
Tel. (709) 729-6692



NEWFOUNDLAND & LABRADOR Cranberries

Development of the cranberry sector in Newfoundland and Labrador began in the late 1990's when the Department of Forest Resources and Agrifoods (now Natural Resources) established pilot sites to undertake research and development activities into cranberries.

There are currently four active, producing cranberry bogs in the province, at Deadman's Bay, Stephenville, Frenchman's Cove and Terra Nova. Deadman's Bay acts as the Department's primary research site, with work ongoing in relation to yield potential of different varieties, crop management practices, pest control and fruit quality.

In order for this industry grow to its full potential, a steering committee was struck to guide the actions of stakeholders in developing a viable cranberry industry in the province. Burke Consulting Inc. and AppleCore Interactive were retained to develop a commercialization strategy for the provincial cranberry industry, and on July 12 in Lumsden the first draft of the Commercialization Strategy was presented.

Guiding the development of the Commercialization Strategy has been a detailed analysis of the regional, national, and North American industry. The consultants undertook study tours of the Atlantic Provinces and Quebec; Wisconsin, Massachusetts and Maine in the United States. Key industry experts in other cranberry producing areas and in established cranberry businesses were consulted as well.

The Newfoundland and Labrador Cranberry Commercialization Strategy is expected to be presented in the early fall. In the meantime, more information is available at www.newfoundlandandlabradorcranberries.ca





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 Fax: 709-834-3628
 Email: manning.f@parl.gc.ca



Debra J. Feltham
 Certified General Accountant

709 364-7300
 cell 709 727-3127
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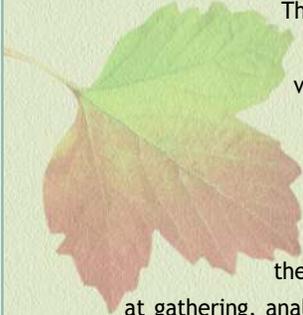
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(ACAAF) Program.*



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The goal of the Advancing Canadian Agriculture and Agri-Food Canada (ACAAF) Program is to position Canada's agriculture and agri-food sector at the leading edge to capture new opportunities. Ideas that lead to better products, processes and technologies need to be developed, tested and advanced for use throughout the sector. ACAAF is about the future of the Canadian agriculture and agri-food sector and finding new approaches for advancement and innovation.

The Advancing Canadian Agriculture and Agri-Food (ACAAF) program is a five-year, \$240 million program aimed at positioning Canada's agriculture and agri-food sector at the leading edge to seize new opportunities. ACAAF was launched in April 2004 as a successor to the Canadian Adaptation and Rural Development (CARD) Fund, and will continue CARD's innovative and cooperative approach to funding projects at the national, multi-regional and regional level.

In Newfoundland and Labrador, ACAAF funding is being provided to the Agri-Adapt Council Inc. (AACI) responsible for the regional delivery of ACAAF in the province.

Agri-Adapt Council Incorporated is a not-for-profit incorporated organization made up of 8 members representing the farming and processing communities and also one non-voting ex-officio member from the provincial government and one from the federal government. The 8-member board which is chaired by Eugene Legge and Andrea Bourne, the Executive Director of the Council, determines policy decisions and makes funding decisions on individual projects.

To obtain more information on Agri-Adapt Council Incorporated, other industry councils or on the ACAAF program, please visit www.agr.gc.ca/acaaf or call the AACI office at 747-4874.



P. O. Box 1045
308 Brookfield Road, Building 4
Mount Pearl, NL A1N 3C9
Phone: (709) 747-4874
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