

we're bringin' farming back



Join the agricultural revolution

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Our Mission

Farm On is committed to fostering the farm movement by inspiring and supporting young adults in the pursuit of successful and sustainable agriculture businesses.

Our Vision

Farm On envisions a strong and vibrant agricultural industry infused with the energy and enthusiasm of youth. We see a future where agriculture is once again considered a viable business option filled with boundless opportunities and knowledgeable, business savvy producers.



The Project

The future of the agricultural industry around the world lies in the capable hands of young enthusiasts committed to the business of farming. In order to ensure a healthy, vibrant and stellar industry, it is vital that tomorrows leaders are engaged and knowledgeable within all levels of the business. Providing extended support as a means of strengthening and building the newest generation of young farmers is essential.

Farm On will develop a comprehensive support system that provides access to the essential components for a successful agricultural business – financial and business planning, marketing, networking, communication and personalized support.

State of the art technology will create a tailored learning experience and provide focused support for members. Access to a diverse array of tools and high impact information will give members resources that are specifically targeted to address their personal needs. One on one support with the Farm On team will allow young people to nurture the individuality that is unique to their operation while gaining valuable insight into business practices that will prove beneficial as they forge ahead. Through numerous informal networking opportunities, as well as a fully interactive net community, the young farmer will become part of an interconnected group of like minded individuals.



“... a viable business option”



Support for a New Generation

We have come to understand that although there are many great training and learning opportunities available, there are often challenges to accessing them. The latest census states that since 2001, more farm operators are working off the farm and more are working longer hours per week. This is especially true of the under 35 age group as they use off farm employment to leverage their income and meet farm expenses. This has a significant impact on their ability to access learning and training opportunities from both a time commitment and a financial perspective. While there are some government financial supports intended to be used for learning and training, they are often inaccessible due to an eligibility criteria that sets the income ceiling too low if you are working off farm as a means to subsidize farming income.

While many are initially motivated by presentations and learning opportunities, further follow-up and support is essential in assisting young people as they work through the sometimes difficult issues associated with starting their own agricultural business. Lack of experience and knowledge is often a leading cause in the breakdown of efforts, causing many to give up on their venture all together.

Farm On differs from most business programs currently being offered by offering one on one support for potential learners. We know that young people are very hands on and by helping to walk them through planning that is essential to their unique operation, Farm On is taking their learning experience to the next level. Peer support and communication through networking opportunities is also a very unique part of our program. Providing our clients with lifelong email, access to blogs and chatrooms, match making services (linking farmers who may not have successors to young people looking to start in the industry) and an interactive web community are tools that speak to the services young people are looking for.

The Benefit of an Industry

The direct impact that Farm On can potentially have on the agricultural industry is exciting and truly immense.

- An even stronger industry infused with fresh and enthusiastic new producers;
- Quality learning opportunities for young adults, tailored to their needs;
- Knowledgeable young producers skilled in the art of business;
- The creation of a robust network of like-minded young people dedicated to staking out a future in agriculture;
- A direct link to the “future of farming” through our online net community;



“... unleash the potential and opportunity”



An Urgent Need

The farm of tomorrow differs greatly than that of the baby boomer generation. No longer is your customer just the feedlot or elevator down the road but rather the Japanese housewife shopping for her family or the Brazilian farmer looking for new genetics to infuse his herd. Today's ever changing technology has resulted in the creation of a global market and we have only just begun to unleash the potential and opportunity. Providing an atmosphere conducive to learning and understanding the way our future business comrades "tick" is a powerful medium for young adults intent on staking out a future in the agricultural industry.

However, in the last decade Canada has recorded an alarming decline in the number of young farmers under the age of 35. Between 1996 and 2006, the group was reduced by half. Interrupting this trend will take a concerted effort – a revolution to shake up the agricultural industry, infusing it with fresh enthusiasm and viability.

We're Bringin' Farming Back...

Farm On is committed to bringin' farming back! It's no secret that agriculture, while making great strides over the past few decades where technology is concerned, has failed to truly manifest its position on a higher plane. The business end of the industry has fallen to the wayside. We can produce the highest quality products, but if we don't effectively market our product or manage our business it's all for naught!

Farm On is looking to jumpstart the agricultural revolution, providing the industry with a renewed sense of optimism. With the natural energy and enthusiasm bursting from today's farming youth, inspiring success is a simple task.

Join the Agricultural Revolution

We have a responsibility to ensure the future of this industry is bright and strong. An investment in Farm On is an excellent way to establish your organization's commitment to the prospective leaders of the agricultural industry. This generation is already laying the groundwork and blazing trails as they embark on a journey to secure their positions as the new leaders in the business of agriculture.

You have the unique opportunity to be one of the first agricultural organizations in the nation to step up and "walk the talk" by embracing a progressive vision that will see the creation of a program that is not only unique in its make up, but can truly make a difference for young people intent on making a living through agriculture.



How to get Involved

Whether you wish to take a leadership role or an equally important supporting role in the Farm On project, we welcome your involvement. Here are some of the ways to be involved:

- Joint Venture Partnerships
- Marketing Investments
- Advertising Opportunities

For more information and a detailed presentation about Farm On contact:

Farm On
Jackie Northey
Ph: (780)372-3648
Email: jackienorthey@persona.ca

“...a progressive vision”



The Farm On Team

Jill Arntzen

Jill is trained in marketing management, international business, public relations and campaign planning. As an Agriculture Event Coordinator with Northlands Park, Jill worked with volunteers and liaised with the marketing and sponsorship departments helping to ensure a successful, organized event was delivered. As a member of a team, Jill engaged with various organizational departments to develop a more focused view of the business of agriculture. In the private sector, Jill was employed to maintain websites, and to create sales and advertising tools. Jill is the President of the Future Agricultural Business Builders, using her leadership skills to assist the Board as they build resources and learning events designed for the 18 – 30 year old.

Christine Buelow

Christine has extensive experience in program management and fund development. Her work with a Regional Early Childhood Development Program (Healthy Families) in Alberta included opportunities and needs identification, preparation of funding proposals, management and financial reports, coordination of human resources and the facilitation of evaluation processes. She has worked with a variety of partners including institutions, government departments and regional associations. Christine has developed strong monitoring and evaluation skills and is regularly called upon to facilitate workgroups, provide policy analysis expertise, develop program/project evaluation frameworks and to write proposals and work plans. Her studies include a Bachelor of Professional Art Degree in Communication and Office Administration. Christine also comes from a strong farming background, playing a part in a family run operation which includes a 500 head commercial cattle operation as well as a purebred cattle and seed grain operation.

Logan Wray

Logan has been a part of the agricultural industry throughout his entire life, as an active member of the family farm. With a great deal of experience in business, he is a strong advocate for bringing out the businessman in the farmer. A fourth year Instrumentation Technician, Logan is a skilled tradesman who has also run and managed a custom agricultural business, along with his wife Sarah. Logan is also a founding member of FABB.

Sarah Wray

A licensed financial planner, Sarah brings to the table a wealth of knowledge in the financial industry. With a strong background in agriculture, she is able to combine and present financial information in a way that is specifically tailored to the farming community. Training as an animal health technician saw Sarah gain experience in the lab as well as in the field of customer service and public relations. Along with her husband, Logan, she has also run a successful custom agricultural business, recruiting and managing crews for numerous sales and events. Sarah is a volunteer member of the Bashaw Agricultural Show Committee and has taken an active role programming the National Young Cattleman of the Year competition.

Kelly Northey

As a self-employed website designer, Kelly also brings an ability to plan and develop youth agricultural programs. Facilitating groups of volunteers and youth, Kelly provides leadership to coordinate events including content development, program preparation and publicity. Additional training in conference and event management ensures events are well organized and coordinated. As a facilitator of planning meetings, she promotes a focused effort with a high level of achievement. Kelly is also a founding member of FABB and serves on the executive working with finances and budgets.

Shannon Northey

A member of the Association of Fundraising Professionals, Shannon has extensive experience in project development, management and fundraising. Additional training in journalism arts has produced outstanding communication, marketing and presentation skills that Shannon engages as she cultivates partnerships with individuals and industry. Her management of over 1500 volunteers and 22 committees simultaneously resulted in Red Deer's most successful Festival of Trees event ever. Shannon is noted for her ability to create unique marketing strategies, integrating all advertising, promotion plans and programs for organizational events. Taking a leadership role in the execution and compilation of a province wide Youth in Agriculture strategy, Shannon is a founding member of the Future Agricultural Business Builders (FABB) – a provincial organization dedicated to supporting young adults aged 18 – 30 years.

Jackie Northey

Jackie has worked in community development and project management for over 25 years. Her background includes development, implementation and evaluation of projects in the areas of community capacity building, youth, agriculture, rural development and adult education. She has extensive experience in strategic planning, communications and non-profit governance and brings expertise in the design and facilitation of workshops, courses and major conferences. She has volunteered and worked with many national, provincial and regional organizations and partners, bringing skills in community development, organizational management and communications to the table. Her experience covers both the public and private sectors.

“... unique marketing strategies”