

## **FARMING THE INTERNET: THE STRENGTH OF MANY, THE POWER OF ONE**

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In today's increasingly complex and competitive agricultural environment, success is contingent upon having access to reliable resources to seize opportunities, make informed decisions, and mitigate risk towards growth, prosperity and profitability. Farmers and other industry stakeholders are facing a reality that they cannot be an expert in all aspects of farm business management and must rely on the expertise of others to effectively respond to industry demands. Thus, the sector depends on having reliable, relevant resources available at all times. However, in order to be effective, information management becomes crucial.

The Canadian Farm Business Management Council (CFBMC) plays a vital role in providing farm managers with the necessary resources and tools to strengthen their capacity for business management to continue to meet the demands of the sector. As the only national body in Canada devoted exclusively to the development and dissemination of advanced farm management information, CFBMC increasingly relies on information technology to encourage farm business management best practices. While the internet facilitates increased access to information, CFBMC's official website, [Farmcentre.com](http://Farmcentre.com), exemplifies streamlining information to combat information overload and source expertise efficiently and effectively.

Recognized as a credible, unbiased, nationally-mandated body, CFBMC plays an important role in coordinating farm business management across Canada, connecting governments, organizations, private sector and producer communities across provinces, production sectors, demographics and language groups. CFBMC recognizes the strength in connectivity and collaboration; staying informed of and connecting to existing resources so as to not duplicate efforts. CFBMC is committed to encouraging stakeholders to share best practices and expertise to continually drive and enhance the industry through entrepreneurship and innovation.

Through [Farmcentre.com](http://Farmcentre.com), CFBMC is effectively responding to sector needs with timely, relevant information. Effective communication of research, emerging trends, recommendations, lessons learned, and success stories motivate the sector and empower managers to reach for new heights, while industry news and events facilitate preparation and timely response.

In response to a need for farmers to source expertise, CFBMC launched the National Farm Business Advisor Database in November 2009. The Database transcends traditional communication channels between advisors and clients, enabling farmers to build a network of multidisciplinary expertise from across Canada to extend and enhance traditional arms-length advisory services.

Through [Farmcentre.com](http://Farmcentre.com), the Canadian Farm Business Management Council is demonstrating that no one organization can be all things to everyone at all times. It is by creating a mechanism for collaboration and connectivity that farmers and other industry stakeholders will reap the most benefit by gaining access to reliable, relevant information that is functional. It is by recognizing and leveraging the unique strengths of many that CFBMC is developing a vibrant, innovative, and competitive agriculture sector for Canada.

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