

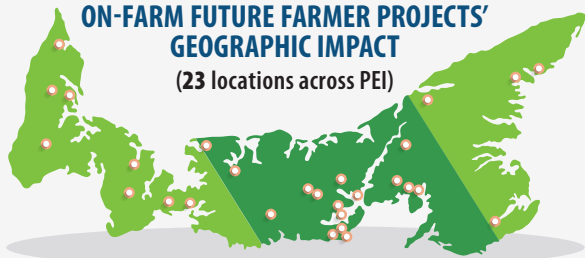


Through the Canadian Agricultural Partnership (CAP), the PEI Department of Agriculture and Agri-Food Canada (AAFC) are working to support market and trade development. Education and training are key to more sustainable and profitable farm businesses.^{1,2} Local food systems that embrace community food security initiatives and aim to increase agriculture awareness are equally important to economic development.³ CAP Markets and Trade Programs support activities that strengthen local food systems. These programs assist in expanding domestic and international market competitiveness as well as providing skills and business development assistance to establish, maintain and grow sustainable farm businesses.^{2,3,4}

DEPARTMENTAL PROGRAM PRIORITIES FOR MARKET AND TRADE:

- 1. Community Food Security and Agriculture Awareness Program**
Supports community food security through community-based promotional events and activities to develop domestic markets.
- 2. Future Farmer Program**
Supports new farmers to establish or maintain sustainable and profitable commercial farm businesses.
- 3. Business Development Program**
Provides financial assistance for the development of sound business practices to enhance the capacity of agricultural producers, businesses and organizations.

ON-FARM FUTURE FARMER PROJECTS' GEOGRAPHIC IMPACT (23 locations across PEI)



**OVER 30,000 PARTICIPANTS ATTENDED
47 TRAINING OR KNOWLEDGE TRANSFER
EVENTS.**

ACTIVITIES THAT INCREASED AGRICULTURE AWARENESS:

- Vermicomposting Program;
- Charlottetown Rural Highschool Gardens ;
- Wissukwaian Season 2 - If I Cook;
- Cookin' Up Fixin's ; and
- Gardening for Kids Summer Camp

ENDNOTES

1. Al-Rimawi, A., Karablieh, E., Al-Qadi, A. & Al-Qudah, H. (2007). Farmers' attitudes and skills of farm business management in Jordan. The Journal of Agricultural Education and Extension Competence for Rural Innovation and Transformation, 12(3), 165-177. 2. Xayavong, V., Kingwell, R. & Islam, N. (2015). How training and innovation link to farm performance: A structural equation analysis. The Australian Journal of Agricultural and Resource Economics, 60, 227-242. 3. Allen, P. (1999). Reweaving the food security safety net: Mediating entitlement and entrepreneurship. Agriculture and Human Values, 16, 117-129. 4. Government of Prince Edward Island (PEI), Department of Agriculture and Fisheries. (2016). Policy Evaluation of the Department of Agriculture and Fisheries' Non-Business Risk Management Growing Forward 2 Programs. Prepared by the Policy Section, Policy and Agriculture Resource Division. 5. Activities are "operations or work processes... that produces outputs (e.g., training, research, construction, negotiation, investigation)" (Government of Canada. (2010, September). Supporting Effective Evaluations: A Guide to Developing Performance Measurement Strategies. Retrieved October 21, 2020 from <https://tinyurl.com/y43dhlrj>). 6. Outcomes can be understood to be short- and medium-term program effects, e.g., changes in what others do, as influenced by project's outputs (Bamberger, M., Rugh, J., & Mabry, L. (2006). RealWorld evaluation: Working under budget, time, data, and political constraints. SAGE Publications, Incorporated).

Note: Data is based on information submitted to the Department as per the Funding Agreement. Prepared by the Strategic Policy and Evaluation Division at the PEI Department of Agriculture. November 2023/File 2465-15-15-02.

HELPED PARTICIPANTS ENTERING NEW OR DIVERSIFIED MARKETS IN:

- Atlantic Canada;
- Canada; and
- Prince Edward Island.



EXAMPLES OF ON-FARM PROJECTS SUPPORTED INCLUDED:

- Mobile Market and Compost Aerator;
- Beehive Winterization Project;
- Wolf Hop Picker;
- Hazelnut Processing Facility; and
- Purchase of a Great Plains Seeder

**18 PARTICIPANTS
completed business
assessment,
planning or
mentoring activities.**



AT LEAST 18 PROJECTS LINKED TO BUSINESS DEVELOPMENT ACTIVITIES:

- Succession Planning
- Strategic Planning
- Human Resources Review
- Feasibility Assessment
- Financial Assessment
- Co-management and Incorporation Training
- Bookkeeping Training
- Social Media Training

PROJECTS COMPLETED RESULTED IN 102 ACTIVITIES⁵ THAT CONTRIBUTED TO TWO OUTCOMES⁶. THIS INCLUDED:

- 84 activities that resulted in increased awareness, knowledge and skills related to business management practices; and
- 18 activities that resulted in adopting business management practices.



INDUSTRY TYPES:

- 7 Vegetable and melon farming
- 5 Dairy cattle and milk production
- 2 Beef cattle ranching and farming, including feedlots
- 1 Oilseed and grain farming
- 1 Fruit and tree nut farming
- 1 Hog and pig farming
- 1 Food, beverage and tobacco merchant wholesalers