

**2013 ACCC Annual
Conference, Okanagan College, BC.**

Welcome!



Presentation

FARM RELIEF SERVICES

Creating a new profession and contributing to local economies through social innovation

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www.cisainnovation.com

The Cegep of Victoriaville

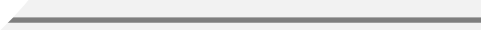
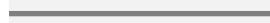
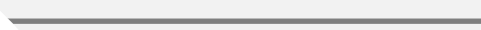


Regional college

1465 students in 2013

Unique expertise in organic agriculture

Three research centers



2 College Centres for the Transfer of Technology (**CCTT**)
Over \$4.2M in federal grants since 2011

The Centre of social innovation in agriculture



“To conduct reflections and
applied research
in the field of
social innovations
to generate results of practical
relevance for the agricultural
sector and for our communities”

MISSION

What we do - A few examples

1. A web portal to support and promote **non-family succession** in agriculture;
2. A study on the potential of the **farmland trust model** for farmland preservation in Quebec;
3. A statistical portrait of the work conditions of **temporary foreign workers** on Quebec farms;
4. An alliance with 3 other CCTTs for the enhancement of the **northern bio-food chain**;
5. A **northern greenhouse** as a platform to teach healthy eating habits, promote food security and the production of local food – in collaboration with a Cree community;
6. A pilot project providing **farm relief services** to Quebec farm owners

Farm relief services (FRS)



Photo : YVAN BERGERON, BERNOISE FARM

QUEBEC CONTEXT

- Replacement rate
33 % in 2011 vs. 112% in 1991
 24/7/365, especially for animal production
- Difficult to manage the predictable and the unpredictable :
 - Family events
 - Maternity/paternity leave
 - Vacations
 - Training
 - Participation in union, professional, community events
 - **Accidents and illnesses**

Farm relief services (FRS)



Photo: FARM RELIEF SERVICES - MAYENNE

SITUATION IN FRANCE

Structured network since 1972

- 12 000 professional employees (substitutes)
- 70 000 members (farm owners)
- **600 000** replacement-days' work

Farm relief services (FRS)

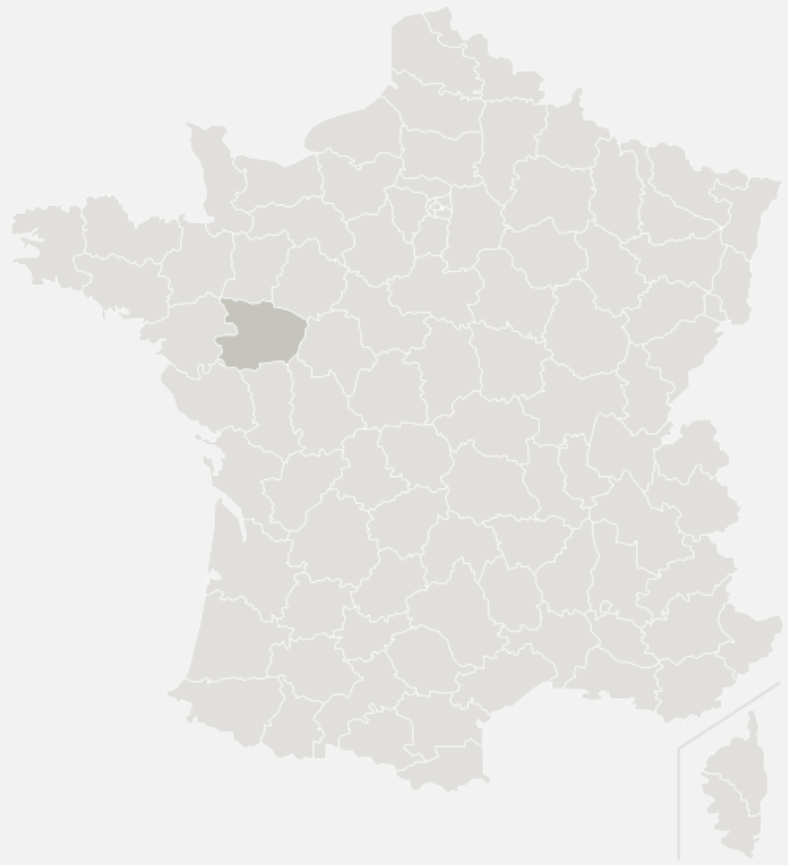
SITUATION IN FRANCE



One National Federation	
Board of directors	Working Groups



470 Farm Relief Services	
Substitutes	Administrative team



Farm relief services (FRS)

1. **Identify** Centre-of-Quebec dairy farmers' needs for a FRS, inform and involve them in during the entire pilot project
2. **Adapt** the French model for Quebec farm owners
 - Modus operandi
 - Structure (ex.: cooperative?)
3. **Implement** the service within a group of producers in the Centre-of-Quebec region

PILOT PROJECT- OBJECTIVES



Dairy production in the Centre-of-Quebec

#1 agricultural activity

1/3 regional agricultural revenues

912 dairy farms (2012)

16 % provincial production

Farm relief services (FRS)

Risk management tool

for farm owners

1. Client-Employee relationship

Ex.: The substitute pays a visit to the farm prior to the replacement date to learn about the characteristics of the farm and the farm owner.

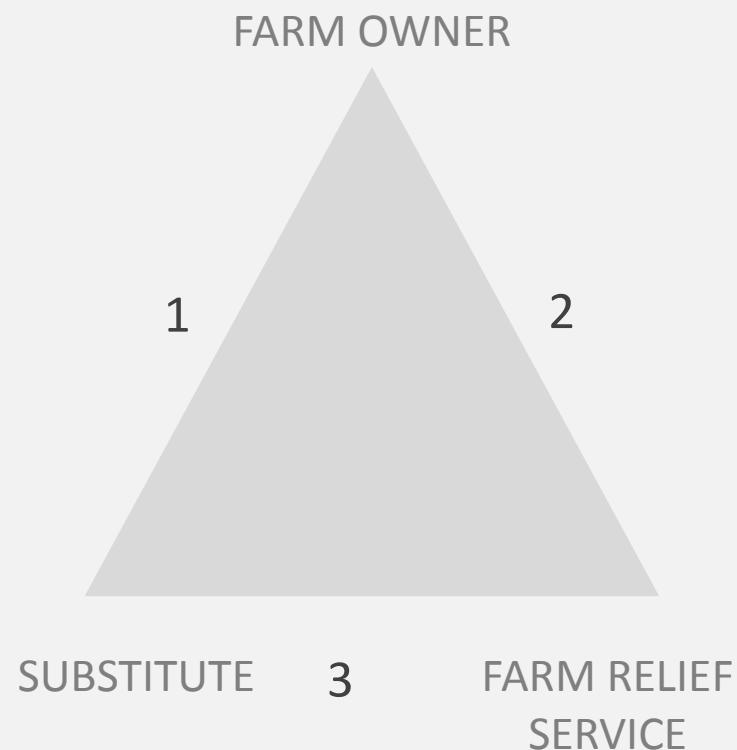
2. Business-Client relationship

Ex.: Farm owner pay a membership fee and make requests to the FRS when they desire to be replaced.

3. Employer-Employee relationship

Ex.: The FRS manages, trains and pays the substitute

WHAT ARE FRS, EXACTLY?



Farm relief services (FRS)

Working definition

“Any novel approach, practice, action, product or service developed to solve a problem or to meet a need/desire, which has gained support amongst of institutions, organizations or communities”

- Quebec Social Innovation Network (RQIS)

SOCIAL INOVATION

Our project

Implementation of a **nonexistent** service in Quebec which targets:

- The improvement of the quality of life of farmers
- Agriculture and rural development

Farm relief services (FRS)

Implementation methodology

Advisory committee:

11 dairy farms (16 FARM OWNERS)



SURVEY the needs of dairy farmers in the Centre-of-Quebec

- 90 producers = 9.7% of the population
- 81% believe FRS would be useful or necessary
- Would want to be replaced 18.5 days per year, on average

ANALYSE existing best practices

- French farm relief services :
February 2013 tour

DESIGN a model adapted to Quebec **IMPLEMENT AND MANAGE** the pilot project

- The CISA will act as the Farm Relief Service
- Goal: 40 member-farms
- Expected start date: September 2013

DISSEMINATION of research findings

- Help implement FRS across the province, Canada



Where we are now

Preparing for September
2013 launch date

- Information sessions
- Preparing paperwork
- Hiring substitutes

Farm relief services (FRS)

EXPECTED RESULTS

SHORT TERM RESULTS:

Centre-of-Quebec Farm Replacement Service
for dairy producers

MEDIUM TERM PERSPECTIVE:

FRS Substitute - a new profession

LONG TERM PERSPECTIVE:

FRS across Quebec for all farm owners

Farm relief services (FRS)

EXPECTED RESULTS

LONG TERM PERSPECTIVE

12,590 farms categorized in animal production in Quebec (2006 Census of Agriculture)

Penetration rate:	10 %	25 %
Participants (members):	1259	3147
Substitutes (employees): 1 substitute for 20 members	63	157
Administrative employees:	45	60
Total employment generated:	108	217

Colleges and regional development

ACCESS TO POST-SECONDARY EDUCATION

CEGEPs originally positioned to be physically accessible to residents in all regions of the province (Denis and Lipkin, 1972)

- **26,4** % of residents live in farm and rural areas
- **12** % of CEGEPs in rural areas (vs. 7% of universities)

While about one fifth of Canadians live beyond commuting distance from a university, only three percent are beyond a similar distance from a college (Frennette, 2003)

Colleges and regional development

ECONOMIC AND COMMUNITY DEVELOPMENT

Rural colleges play an active role in:

- Strengthening economic diversification
- Maintaining and developing community infrastructure
- Providing access to technology
- Providing access to local health care
- Etc. (ACCC, 2007)

College Centres for the Transfer of Technology (CCTTs)

drive regional competitiveness :

qualified as a “supporting infrastructures” and used as an indicator for the level of **innovation** within industrial clusters (Quebec Institute of Statistics, 2008)

Thank you!



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