

## Finding Fairness in Farm Transition – Coming to Eastern Ontario Spring 2024

Elaine Froese is a go-to expert for farm families who want better communication and conflict resolution to secure a successful farm transition. And she is coming to Eastern Ontario in April 2024 to share simple, practical, and actionable tools with farm families so they can talk about tough issues and get traction in their farm transition. Her topics are a catalyst to courageous conversations and conflict resolution.

While every farm family is different, if we strip away the various farm production methods or practices, we're all farm families, just working to make a living and a life. Add succession planning or farm transition to the mix, and anxiety, personalities and misunderstandings may result in less than harmonious family relationships. As one generation wants to move toward retirement or to become more engaged in the farm business, decisions need to be made.

How can Mom and Dad (or indeed Grandpa and Grandma!?) move toward their retirement? Does everyone have a say in the transition? How can the thirty somethings buy in to the farm with crazy high land prices? Who cares about Mom's wish to move to town, so the grain dryer won't be running outside her bedroom window for the rest of her life? So many considerations!

Elaine's one-day workshop will help us to understand that there can be **Fairness in Family Farm Transition** and that *Fair is not equal*. She asserts that being fair helps everyone involved be successful by asking what fairness means to each person. Understanding everyone's perspective and exploring new ways to transfer ownership are part of the conversation.

Brought to you by the Ottawa Valley Seed Growers Association, this one-day workshop will be held in two locations in Eastern Ontario in spring 2024 - Thursday April 4 (North Gower) and Friday April 5 (Maxville)

### *What do you want your legacy to be?*

The 9-3 pm event will focus on **FAIR** - which stands for **Financial Transparency, Attitude, Intent, and Roles**. In each one-day workshop, Elaine will work through considerations around these four pillars to come up with workable solutions while managing expectations, with the ultimate goal of being in rich relationships.

For registration information see our web site at [www.ottawafarmshow.com](http://www.ottawafarmshow.com). For more information on sponsorship contact the Ottawa Valley Seed Growers Association at 613-805-3900 or [deb@ottawafarmshow.com](mailto:deb@ottawafarmshow.com).

Elaine's work in building farm family harmony is well known, credible and her workshop is one you don't want to miss. Invest in your family's future by inviting all of the farm family members, and even those not currently engaged in on-farm work, to be part of the day. It's time to take action to Find Fairness in Farm Transition.

Elaine is on a mission to guide farm families, across North America, to get unstuck, communicate better, find harmony through understanding, and secure a profitable farm legacy. As a farmer and mother to the successor of their farm, she understands the culture of agriculture intimately.