

FOR IMMEDIATE RELEASE

Farm Management Canada and *agri benchmark* to foster understanding of Canadian ag sector and support grower's strategy development

September 12, 2016 – *agri benchmark* Cash Crop, the competence Center for global crop production in Braunschweig, Germany and Farm Management Canada (FMC) in Ottawa, Canada are excited to announce a new partnership agreement to expand the *agri benchmark* program in Canada.

agri benchmark uses an internationally-recognized and harmonized method to gather farm data from participating countries to compare farms (production systems, production costs and competitiveness) on an international scale to determine competitive positions and identify opportunities for improved performance.

Expanding *agri benchmark's* presence in Canada will enable both parties to enhance domestic and international benchmarking efforts and provide much-needed international insights into strength and weaknesses of Canada's farmers in comparison to their global peers.

Canada is the fifth largest exporter of agricultural products in the world and no other country exports larger quantities of canola (rapeseed), durum wheat, pulses and flaxseed. The Canadian agricultural production will become even more important for European farmers in the likely case the Comprehensive Economic and Trade Agreement (CETA) being concluded between Canada and the European Union.

Yelto Zimmer, coordinator of *agri benchmark* Cash Crop points out: "For *agri benchmark* it is a great asset - and a great honor as well – to welcome Farm Management Canada in the Network. We are extremely pleased to increase the coverage of *agri benchmark* in one the main crop producing countries of the world." Initially the collaboration will be focused on crop production and designed for two years, but it is foreseen to make this joint effort a lasting one, which will be expanded to red meat, hogs and horticulture.

As a result of the cooperation, FMC will help increase Canada's representation within an international benchmarking tool to derive tangible applications for Canada's competitive advantage domestically, and internationally. Heather Watson, Executive Director of FMC stated: "Being a partner of *agri benchmark* will foster our ability to provide Canada's farmers with valuable information on competitive farm management practices, while strengthening knowledge exchange among farm economists in Canada and globally."

agri benchmark Cash Crop is a global non-profit global network of agricultural economists, coordinated by the German Thünen Institute and the non-profit company global networks. Its aim is to generate and disseminate reliable and usable analysis on major trends in global crop production. For more information on the network, please visit www.agribenchmark.org

Farm Management Canada is the only national organization dedicated exclusively to providing leading edge resources to enable Canadian farmers to make sound management decisions. FMC partners with industry stakeholders including governments, public and private sector organizations, and farm and commodity associations to promote and foster the development of excellence in Canada's agricultural sector. It is partly funded by the Canadian government under the Growing Forward 2 program.

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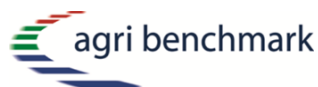
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