

Strengths

Inclusive / Diversity
Openness with Knowledge
Ability to be Change Makers
Excited About Future of Farming
Access to Government Support
Advocating / Lobbying; Position on AIAG
Board Experienced
Good Discussions
Enthusiastic Core Group
Diverse Knowledge Base
Looking for Younger People
Looking Out for Young Farmers Common Good

Weaknesses

Not Relevant
Lack of Engagement
Lack of Educational Component
Lack of Capacity
Reliance on Government Funding
Role Not Clear / Changed
What is a Farmer in the Yukon?
Young Farmers Do Not Know Each Other
Information Flow – Speakers – Lack of
Lack of Motivation
Burnt Out
Why? Not Determined
Not Facing Conflict
Lack of Visibility
Not Connecting with Older Farmers

Trends

Changing Generational Demographics
Educate / Empowerment
Division / Not Connected
Social Media
Changing Agricultural Landscape
More People Trying to Turn Land into Farming (Food Production)
Local Restaurants Featuring Local Foods

Canadian Young Farmers Federation - Yukon
Strategic Planning Notes
November 26 and 27, 2014

Core Values

Collective Good Not Individual Gain
Broadening and Sharing Knowledge
Advocate for Young Farmers
Respect for All
Foster the success and development of Young Farmers

Purpose

Represent, Support and Educate Yukon Young Farmers

BHAG

Discussion:

- Yukon Farmers Supply One Hundred Percent (100%) of Yukon Growable Products*
Vegetables, Forage, Livestock
- 25% of Yukon Young Farmers from Corporate Sponsors
- All Members Running Sustainable Single Successful Income Farms
- Meaningful
- Have an Impact
- Affect Government Policy
- Own Space for Meetings / Socials / Food Shows
- \$ _____ from each Yukon Resident
- 100% Member Attendance at Events

Key Performance Indicators

	Historical Baseline 2014	2015 Year One	2017 Year Three
Production	TBD	TBD	TBD
# of Members Attending %	25%	40%	60%
\$ of Operating Budget	\$12,000	\$20,000	\$50,000
# of Educational Sessions	2	3 (YYF)	5
# of Advocacy Meetings	4	8	10
\$ from Corporate Sponsors	\$0	\$4,000	\$12,500
# of Members	26	30	45

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3 Year Key Thrusts (2015 to 2017)

Who	What
TN	Communication
TZ	Unify Producers
AS	Assist and Advocate Government / Others in Developing Yukon Food Policy
AC	Understanding Agriculture in Yukon
DS	Succession Plan

Key Initiatives for 2015 (One Year Plan)

Who	What	Measure	When
TN	Develop Communication Plan	Yes/No (Done)	December 31
AS	Build Advocacy with Government / Others Regarding Yukon Food Policy	4 Advocacy Meetings	✓
BB	Approach Potential Corporate Sponsors	10 Approached	✓
TZ	Build Trust with Stakeholders and others	40% (Survey?)	✓
MM	Develop Education / Training	3 Sessions	✓

Parking Lot

1. Leadership Defined
2. Communication
3. AG Department
4. Frustration
5. Dealing with Other Farmers
6. Getting Membership Engaged – Free Events?
 - a. Survey
 - b. Individual Ask
 - c. Relevance
 - d. Commitment
 - e. New Blood?