



## **AGRONOMIC MEASURES FOR ECONOMIC MANAGEMENT**

Brent VanKoughnet M.Sc. P.Ag., Owner/ Manager of Agri Skills Inc.

### **The Concept**

Agri Skills is an innovations company providing “Technology and Human Resource Development” services for the agricultural industry. Technological innovations in agriculture present tremendous opportunities and challenges. Agri Skills provides training, concept development and consulting services to create the greatest success for our clients in a technologically evolving marketplace.

### **Target Client Base**

Agri Skills services will be of value to any company or agency in the area of crop production that is affected by technological advances. The initial target client base includes independent crop supply dealers, line companies, manufacturers and wholesalers of crop products, equipment manufacturers, producer groups and government agencies.

### **The Range of Services**

- Custom Application Training Programs
- Agri Business Consulting
- Technology/Computer Training
- Special Event Programming
- Field Scale Precision Trials and Research
- Sales and Agronomy Training
- Precision Agriculture Consulting
- Market Development Strategies
- Human Resource Development
- Training Strategies and Assessments

### **The Management**

Brent VanKoughnet M.Sc. P.Ag., Owner/ Manager of Agri Skills Inc., Brent has been General Manager of Agri Skills since January 1995 and became owner in May of 1997. Brent has provided the leadership for many successful programs with creativity, innovation, energy and an unwavering focus on serving the customer. Brent’s skill base and understanding of the industry comes from a broad range of agri industry experience including: agricultural education and training (Assiniboine Community College), ag. retail agronomy and sales (Redfern Farm Services) as well as agri marketing, market management and market development (Norwest Labs). Through Agri Skills Brent now intensively manages a 700 acre grain farm as a technology and agronomy test farm in Carman Manitoba.

### **What Makes Agri Skills Unique**

- Agri Skills is focused exclusively on the agri business technology and training area.
- Agri Skills remains very flexible and objective driven to adapt and create programs that complement current in-house activities and meet client objectives.
- Agri Skills has the ability to convey abstract concepts in practical terms relevant to the participant and to build skills, not just provide information.
- Agri Skills provides all services on a completely product neutral basis and will treat any proprietary information gained in the development of a project in the strictest of confidence.
- Professionalism, industry leadership, creativity, and the highest of ethical standards are cornerstones on which all activities are based.

### **Selected Historical Projects:**

Client references/contacts available on request



## **Workshop on Collaboration for CAFA (2006)**

- Created a video based case study around a specific farm family.
- Facilitated workshop breakout groups to build collaborative client based proposals
- Used a customer peer panel to evaluate the group proposals
- Debriefed the event to emphasize the lessons learned in the collaborative process.

## **Sales and Management Workshops (2004-2006)**

- Created half and full day workshops directed at the specific issues of the day for the sales and/or management team.
- Built case study examples and exercises to immerse the team in the areas requiring attention, resolution or innovation.
- Lead the team in creating action plans for success which were of their own design.

## **Custom Application Training (1995-2006)**

- The first projects for Agri Skills Inc. in 1995
- Canada's first custom application training program and North America's first new operator training
- Concept development, curriculum development, marketing and delivery of three levels of training (First time operators, Experienced Operators and Owners and Managers)
- Over 1000 person days of training marketed and delivered independently, through CAAR, direct to corporate clients and through equipment manufacturers.
- Case studies, experienced operators as instructors and hands on equipment were all used to support the learning experience.

## **Certified Crop Advisor Training Program - WESTCO (1996-1998)**

- Designed, developed and delivered first comprehensive CCA training program in Canada.
- Curriculum included three 2-3 day training models and one review module with complete technical manuals, assignments and pretests.
- Coordination of external and internal instructors to follow curriculum and meet overall CCA learning objectives for 300 participants in three provinces over two years.
- Turned the entire project over for internal delivery as designed.

## **Professionalism and Ethics Seminar - Manitoba Institute of Agrologists (2002-2006)**

- Designed, developed and delivered a three hour seminar in professionalism and ethics that can be used as a tool for future presentations/seminars to audiences of a variety of sizes and experience levels.
- Used digital video clips (embedded in PowerPoint files) of ethical dilemmas, professional responses and customer comments to generate workshop discussion groups and full exploration of ethical issues and consequences.
- Balance between the issues and responsibilities to the individual on behalf of the profession and of the profession on behalf of the individual.

## **Value Added Workshops (2003-2006)**

- A one and one half hour workshop was designed and delivered to demonstrate the issues and considerations in building added value relationships.
- Teams were established to develop proposals for the right to grow a crop to meet some specific and some vague requirements. One team was established to set the criteria for how the other teams would be evaluated.

## **On-Farm Food Safety Implementation and Delivery Models for Grains, Oilseeds, Pulses and Special Crops (2004)**

- Exploration of models for implementation, delivery and verification of an On-Farm Food Safety Program including strengths, weaknesses and other considerations for each of the key alternatives.
- Presentation of alternatives to industry review panel for feedback and selection.
- Refinement of a preferred approach with the development of a six point plan for proceeding.



## **Customer Service Training (1998- 2000)**

- Designed, developed and delivered a level two customer service seminar to compliment an internally delivered level one program.
- One and one half day program delivered in all prairie market regions.
- Incorporation of concepts like market strategy, targeting and measurements of success.
- Used case studies and real (live) customers in a low risk test environment to practice with the newly acquired skills.

## **Keynote Presentations (2001- 2006)**

- Farm CEO Skills in an Emerging Marketplace
  - What we don't know about business is hurting us.
- New Tools and New Rules for Success
  - Value, Branding, Information Management and Liability make the world go around.
- Preparing for the Possibilities
  - What will farms and farm management look like in the future?
- Precision Agriculture in Perspective
  - Using the tools for real management decisions. The farm CEO view.
- On-Farm Field Testing
  - Tools and techniques to capture valuable information without upsetting the operations of your commercial farm.
- Diseases and Fungicide Performance
  - One farm's evolution in understanding and revised management strategies.
- Other

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