

PEIFA REPORTING DOCUMENT FOR THE 2014 FISCAL YEAR

<u>LOBBYING</u>
PEIFA WORKS CLOSELY WITH PEI GOVERNMENT ON DEVELOPMENT OF LAND PURCHASE PROGRAM
PEIFA WORKS CLOSELY WITH PEI GOVERNMENT ON BEEF FEEDER PROGRAM
MEETING HELD WITH FEDERAL AG MINISTER GERRY RITZ
MEETINGS WITH MINISTER SHEA AND MEMBERS OF CONSERVATIVE CABINET & CAUCUS
BRIEF MEETING WITH PM HARPER ON AG BILL C-18
MEETINGS WITH PREMIER GHIZ & CABINET ON VARIETY OF ITEMS
PRESENTATION TO PROVINCIAL AG STANDING COMMITTEE ON HIGH CAPACITY WELL ISSUE
HEARING SCHEDULED WITH FEDERAL AG STANDING COMMITTEE
PEIFA LAUNCHES ACTIONS TO HELP DEAL WITH FARM LABOUR PROBLEMS
PEIFA PARTICIPATES IN GROWING FORWARD 2 REVIEW COMMITTEE
CHANGES MADE TO LANDS PROTECTION ACT THAT HAVE BEEN RECOMMENDED BY PEIFA
PARTICIPATION IN CFA STANDING COMMITTEES WITH PEIFA EXEC DIR CHAIRING TWO CFA COMMITTEES
PEIFA PART OF DALHOUSIE AG CAMPUS ADVISORY COMMITTEE
PEIFA WORKS CLOSELY WITH FARM AND FOOD CARE FOUNDATION ON AG COMMUNICATIONS
RESEARCH MEETINGS HELD WITH AG CANADA
ANIMAL WELFARE COMMITTEE ASSISTS IN DEVELOPMENT OF NEW ANIMAL CARE LEGISLATION FOR PEI
PEIFA MEETS WITH TRANSPORTATION ON ATVS, HIGHWAY ISSUES AND FARM TRUCK REGISTRATION

<u>ENVIRONMENT</u>
SPRAYER CALIBRATION PROGRAM SAW OVER 100 SPRAYERS CALIBRATED ON PEI
PARTICIPATION ON ACTION COMMITTEES ON SUSTAINABLE LAND MANAGEMENT CONTINUED WITH MAJOR CHANGES IN BARCLAY BOOK WATERSHED
MOU ON NUTRIENT MANAGEMENT WITH CANADIAN FERTILIZER INSTITUTE EXTENDED FOR 3 MORE YEARS
MEETINGS HELD WITH PROVINCE ON PESTICIDE TRAINING AND LICENSING
OVER 100 EFPS COMPLETED IN 2014
NITRATE PROJECTS WITH KENSINGTON NORTH WATERSHEDS ASSOCIATION
PEIFA SIGNS NEW 4 YEAR EFP AGREEMENT
PEIFA MEETS WITH DELTA WATERFOWL ON A NATIONAL ALUS PROGRAM
2014 GILBERT CLEMENTS AWARD FOR ENVIRONMENTAL FARM PLANNING AWARDED TO TRIPLE S FARMS
4R MOU TOUR OFFERED TO FARMERS, INDUSTRY AND MEDIA
PEIFA MEETS WITH UNB RESEARCHERS REVIEWING PEI ALUS PROGRAM PAY RATES
PEIFA PARTNERS IN CLEAN FARMS PEI PROGRAM FOR 2014. LIVESTOCK MEDICATIONS ADDED TO PROGRAM
MEETINGS WITH QUEBEC'S UPA ON PEIFA'S ENVIRONMENT PROGRAMS AND REGS

<u>COMMUNICATIONS</u>
PEIFA TODAY CONTINUED WITH 100 NEW SUBSCRIBERS
FACEBOOK PAGE REACHED <u>40,000</u> PEOPLE IN 2014
PEIFA TWITTER ACCOUNT NOW HAS <u>800</u> FOLLOWERS
EXCELLENT RELATIONS WITH LOCAL MEDIA
2015 PEI FACES OF FARMING ISSUED
PEIFA MAIN SPONSOR FOR AGRICULTURE LITERACY WEEK ON PEI
PEIFA PRIZE FOR PEI PROVINCIAL HERITAGE FAIR FOR AGRICULTURE PROJECTS
SPONSORSHIP OF VARIOUS EVENTS DESIGNED TO INCREASE AWARENESS OF AGRICULTURE
WEBSITE CONTINUALLY UPDATED AND INCREASED TRAFFIC
PEIFA, POTATO BOARD AND DEPARTMENT OF AGRICULTURE HOST MEDIA TOUR
MEDIA TOUR LAUNCHES NUMEROUS POSITIVE STORIES ON AG IN PEI
LETTERS TO THE EDITOR ON RELEVANT AGRICULTURE POSITIONS
PEIFA BRINGS IN DR. JOE SCHWARCZ TO DISPELL AG & FOOD MYTHS
PEIFA DISTRIBUTED 20,000 COPIES OF REAL DIRT ON FARMING 3 IN THE GUARDIAN
MEMBER PROFILES UPDATED ON WEBSITE EACH MONTH
PEIFA SPONSORS HERITAGE FARM EVENT IN SEPTEMBER

<u>MEMBER SERVICES</u>
325 APP LOANS TOTTALLING \$48 MILLION
AGREEMENT WITH CO-OP ENERGY SAVES MEMBERS THOUSANDS \$\$ ON FUEL
MEMBERSHIP PARTNERSHIP WITH CHRYSLER CANADA
FARMER ASSISTANCE PROGRAM CONTINUES WITH INCREASED BUDGET FOR 2014-15
OVER 50 FEDERATION FAMILIES USED FARMER ASSISTANCE PROGRAM IN 2014
HEALTH AND BENEFITS PLAN WITH MADAVIE BLUE CROSS & MORNEAU SHEPELL
PROGRESSIVE SAFETY DAY FOR FARM CHILDREN OFFERED
SAFE ANIMAL HANDLING & TRACTOR SAFETY DAYS FOR STUDENTS IN AG CERTIFICATE PROGRAM
SAFETY TRAINING PROGRAMS FOR FARMERS AND FARM EMPLOYEES
MIGRANT WORKER WORKSHOP OFFERED BY PEIFA
PEIFA/FCC \$ 2000 SCHOLARSHIP PRESENTED TO KAYLIN BUTTIMER
APP LOAN RATE OF PRIME-50 CONTINUES TO BE THE LOWEST IN CANADA AND SAVES PROGRAM USER THOUSANDS OF DOLLARS
PEIFA OFFERS PREFERRED ADMIN FEES TO MEMBERS UNDER APP PROGRAM TO MEMBERS
PEIFA LAUNCHES BULK LIME DISCOUNT IN PARTERSHIP WITH ISLAND LIME
PARTERS WITH MINK ASSOCIATION ON APP STAY OF DEFAULT

<u>FINANCIAL MANAGEMENT & GOVERNANCE</u>
FINANCIAL MANAGEMENT PROCESS IN PLACE AND FULL MONITORING OF FEDERATION FINANCES BY EXECUTIVE COMMITTEE AND BOARD
APP PROGRAM REPORTING SIMPLIFIED FOR 2014 WITH OVERALL FINANCIAL REPORTING TO AAFC, PEIFA EXECUTIVE AND BOARD
ALL RECOMMENDATIONS FROM AUDIT MANAGEMENT LETTERS IN PLACE
DEVELOPMENT OF A POLICY MANUAL FOR THE APP PROGRAM
FEDERATION FINANCES CONTINUE TO IMPROVE WITH OPERATING SURPLUS FOR 2014
POLICY AND PROCEEDURES MANUAL IN PLACE
HR POLICY IN PLACE AND REVIEWED REGULARLY
STANDING POLICY DOCUMENT UPDATED AND IN PLACE
PROECT FINANCIALS ACCOUNTED FOR SURPLUS IN OVERAL PROJECT ACTIVITIES
EFP AND FARM SAFETY FINANCIALS AUDITED SEPARATELY AND MANAGEMENT LETTERS ACTED UPON
PEIFA ORGANIZES GOVERNANCE TRAINING FOR MEMBER ORGANIZATIONS

<u>COOPERATION WITH MEMBER ORGANIZATIONS</u>
VERY CLOSE RELATIONSHIP WITH ALL MEMBER ORGANIZATIONS
ANIMAL WELFARE COMMITTEE HAS REPRESENTATION FROM LIVESTOCK & FUR BASED ORGANIZATIONS
OFFICE MANAGER ASSISTS MANY SMALL GROUPS INORGANIZATIONAL ACTIVITIES
CERTIFIED ORGANIC AND PEI HORT ASSOCIATION SHARE PEIFA OFFICE SPACE
SHARED HUMAN RESOURCES WITH PEI HOG MARKETING BOARD
EXECUTIVE POSITION FOR YOUNG FARMERS OF PEI
PARTNERSHIP WITH WILD BLUEBERRY GROWERS ASSOCIATION ON A NEW PEIFA EMPLOYEE
PEIFA SITS ON CFA BOARD AND EXECUTIVE DIRECTOR CHAIRS TWO CFA WORKING COMMITTEES
WORKED WITH PEI STRAWBERRY GROWERS IN THE ESTABLISHMENT OF THEIR COMMODITY GROUP AND ASSISTED IN THE WRITING OF THEIR CONSTITUTION AND BYLAWS
MILKHOUSE SAFETY PROJECT APPROVED IN PARTERSHIP WITH THE AG SECTOR COUNCIL, WCB AND THE DAIRY FARMERS OF PEI
PEIFA MEMBER OF THE ATLANTIC FEDERATIONS OF AGRICULTURE