



TRANSITION PLANNING  
READING LIST

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MUST READ BOOKS AND RESOURCES

**FOR YOUR FARM  
TRANSITION  
PLANNING JOURNEY**

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RECOMMENDED BOOKS

*"A farm is more than land  
and crops. It is a family's  
heritage and future."*

# THIS TRANSITION PLANNING READING LIST HAS BEEN PUT TOGETHER BY THE TEAM AT THE IMPACT FARMING SHOW

## ABOUT THE SHOW



Welcome to Impact Farming, a podcast and video show dedicated to helping Canadian farmers excel in the business of farming.

Our goal with this show is to introduce our audience, Canadian Farmers, to the people and ideas that are going to make an impact on their farm business.

Host Tracy Brunet chats with today's most successful farm advisors and industry leaders to bring our audience the best and most important ideas. This show is designed to bring Canadian farmers impactful farm business information that can be consumed on the go.

## OUR MISSION

It is our mission to bring Canadian farmers the knowledge that they need to excel in the business of farming so that they can manage, grow and one day pass on a thriving family farm to the next generation.

## MEET THE HOST



Impact Farming is hosted by Tracy Brunet CEO of Farm Marketer. Farm Marketer is a Canadian digital media company that publishes agriculture content. We are the leading marketplace for rural and agriculture properties for sale in Canada and we are also home to the information that matters most to Canadian farmers; news, commodities, agriculture events and impactful farm business information.

Tracy and her husband are cattle ranchers in South East, Manitoba. As host of the show, primary producer and advocate, Tracy is passionate about helping farmers succeed in the business of farming.

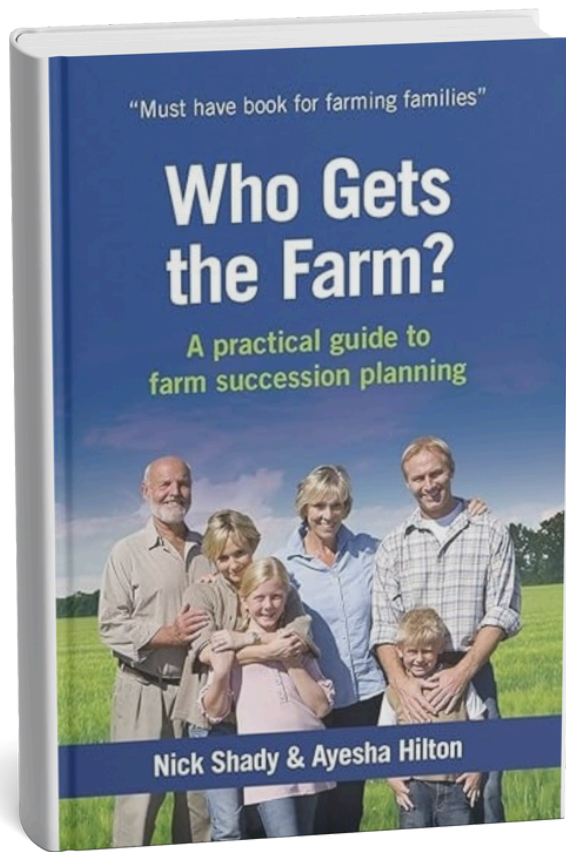
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# WHO GETS THE FARM

**Author:** Nick Shady & Ayesha Hilton



Want to avoid the heartache, financial loss and family breakdown caused by poor succession planning? If you're a member of a farming family, you already know what a big deal succession planning is and how most people shudder at the mere mention of it.

No doubt, you've heard countless horror stories of succession planning gone bad. But there are also plenty of success stories where succession planning has helped everyone get what they want. In this book, author Ayesha Hilton and lifelong farmer Nick Shady will help you and your family create your succession plan with as little stress and confrontation as possible.

## **In this practical guide, you will learn how to:**

- Get started with the succession planning process
- Communicate with your family to minimise conflict
- Deal with fairness and equity issues
- Get the right experts to help you with the process - Avoid becoming one of the disaster stories shared in the case studies

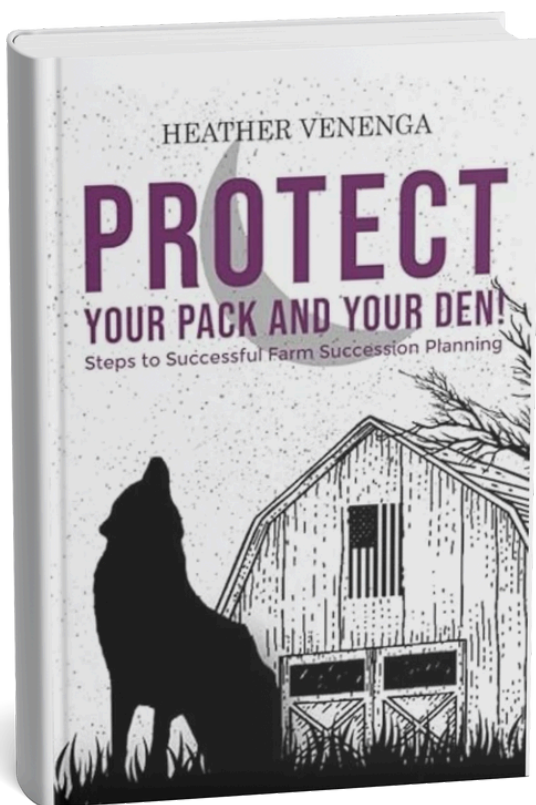
By following their practical guidance, you and your family can create and implement a sound succession plan that meets everyone's needs. This book is essential reading for all farming families.

# PROTECT YOUR PACK AND YOUR DEN!: PERSEVERE THROUGH GENERATIONAL FARM PLANNING

**Author:** Heather Venenga

Protect Your Pack and Your Den! is an entertaining parable that will utilize wolves to showcase the challenges and solutions of passing the farm on to the next generation. Families are often challenged with passing the farm on without sabotaging family relationships while maintaining the financial strength of the operation.

**Heather Venenga helps readers answer the following questions:**



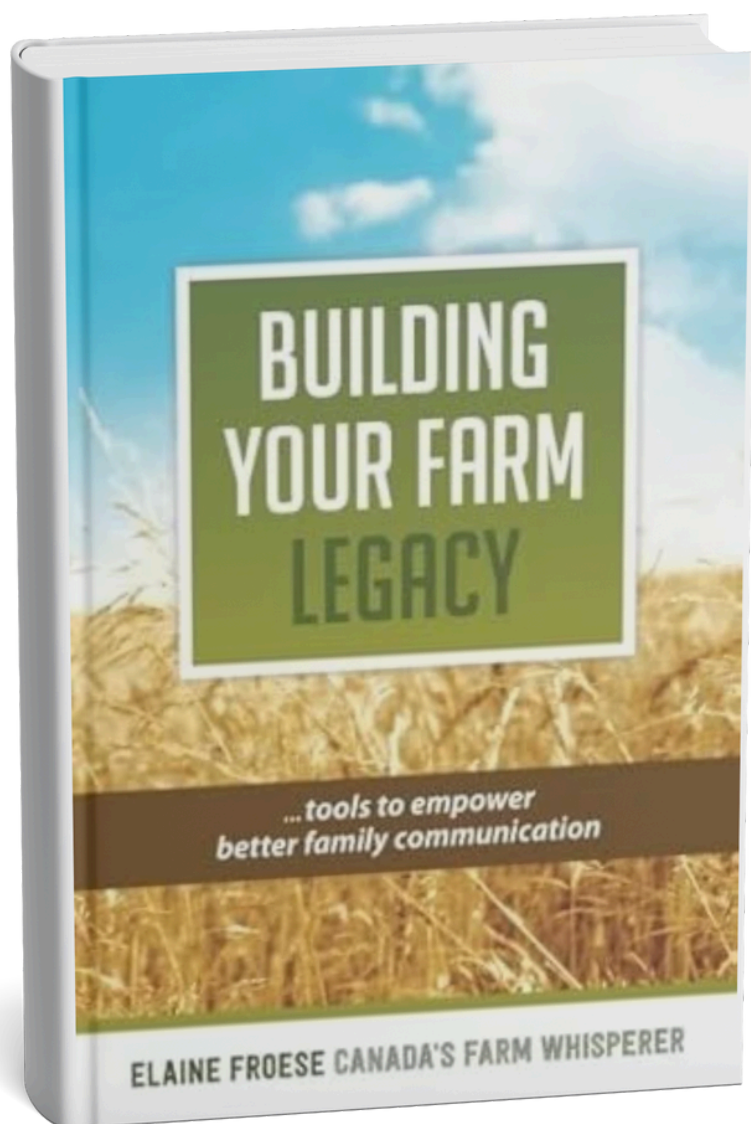
- Who do I need on my team to get a solid generational farm plan in place?
- What are some best practices for getting my husband/wife/parents/in-laws involved and how do I get them to move forward?
- What are possible solutions to resolve the fair/ equal dilemma that many families face?
- How do I avoid the pitfalls I see so many farm families face such as losing farmland to the nursing home or divorce, being forced to sell the farm through the transaction process, or having to get a loan for land that the previous generation had paid off, or inheritance causing complete destruction of the farm and the family
- What is the first step of the process to get started?

This book will take these heavy topics and show that there are solutions that are proven to work as long as you take action.



# BUILDING YOUR FARM LEGACY: TOOLS TO EMPOWER FAMILY

**Author: Elaine Froese**

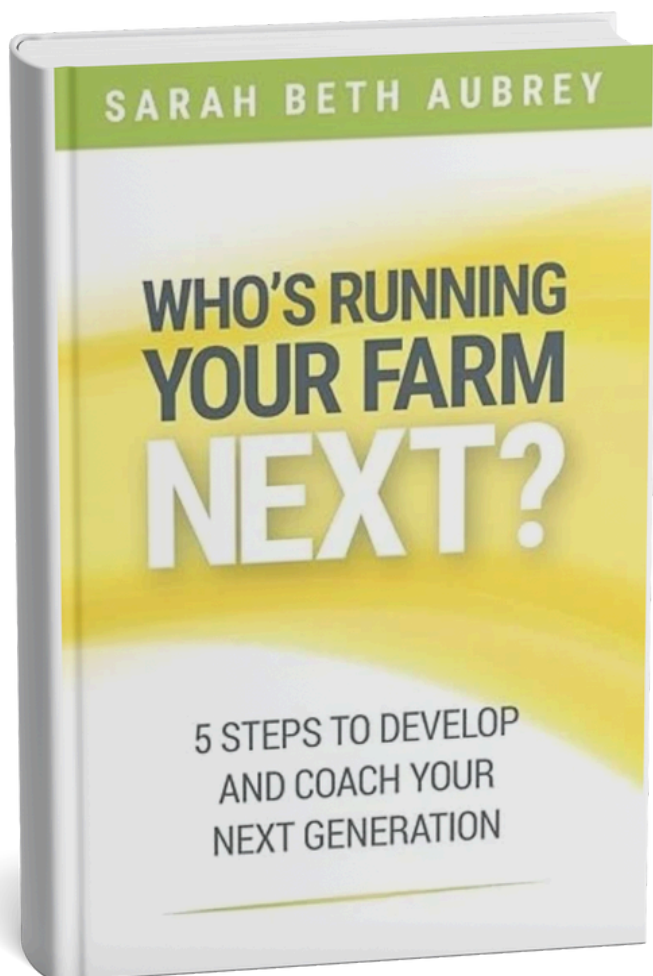


Many farm folks work hard at producing great crops and caring for livestock, but when it comes to communicating their deepest desires for the future of the farm, they get stuck.

**Building Your Farm Legacy: Tools to Empower Family** is a useful toolbox created by a farm woman, partner, and mother to a successor. Elaine Froese is a certified farm family coach, mediator and farm advisor who empowers families to increase profit by having regular constructive communication to secure the legacy of their farms. This book is a compilation of her best advice and insights from over the past five years to help farm families deal with the many aspects of running a family farm and building a lasting legacy.

# WHO'S RUNNING YOUR FARM NEXT?: 5 STEPS TO DEVELOP AND COACH YOUR NEXT GENERATION

Author: Sarah Beth Aubrey



In less than five years, your business will be very different than it is today. You probably won't be the one in charge...Leadership in agriculture is undergoing a tremendous transition; during the next handful of years, the industry will experience a mass exodus of key players from farming and agribusiness – some operations will successfully transition to new leaders, and others will fold.

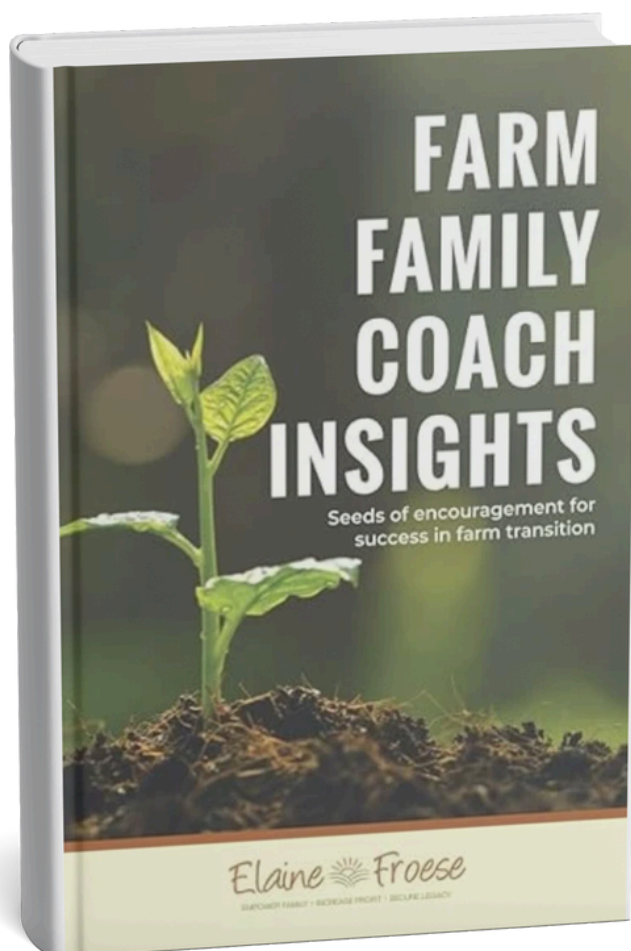
So what is it that ensures a farm's sustainability? Certified Executive Coach, Sarah Beth Aubrey, believes people are the answer. Knowing that most operations are already working with an attorney and accountant to create a succession plan,

Aubrey believes the third piece- developing and coaching the people – is the difference between those that sustain for another generation and those that don't.

# FARM FAMILY COACH INSIGHTS: SEEDS OF ENCOURAGEMENT FOR SUCCESS IN FARM TRANSITION

**Author: Elaine Froese**

Elaine Froese is a lifetime farmer, professional speaker, writer and coach who helps farm families work through issues surrounding succession, business and communication.



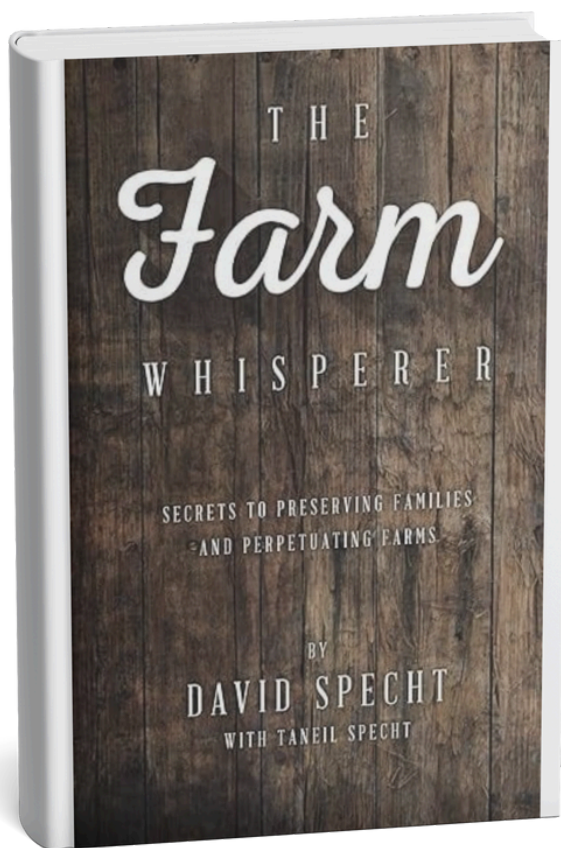
In Farm Family Coach Insights, she gathers wisdom from her decades-long career with real farm families to help yours. The book covers relationships, communication, teams and operations, planning, transition and success, and healthy habits in a collection of short essays geared specifically to farmers as they face real-life challenges on the farm.

With encouragement, recommendations and sometimes some tough love, this book will guide farmers toward a path of more harmony and less conflict on the farm.

# THE FARM WHISPERER: SECRETS TO PRESERVING FAMILIES AND PERPETUATING FARMS

**Authors: David Specht & Taneil Specht**

How likely is it that your farm will stay in the family for another generation? Have you confronted the difficult and sometimes uncomfortable questions of management and ownership succession? If you answered no to any of these questions, you are not alone.



It is for this purpose that, "The Farm Whisperer" was written. In this book you will discover the key pitfalls that families face with generational farm transitions, and you will come away with strategies to help you in your own succession process. The Farm Whisperer is an actionable guide to help begin discussions and get your family started on this important journey.

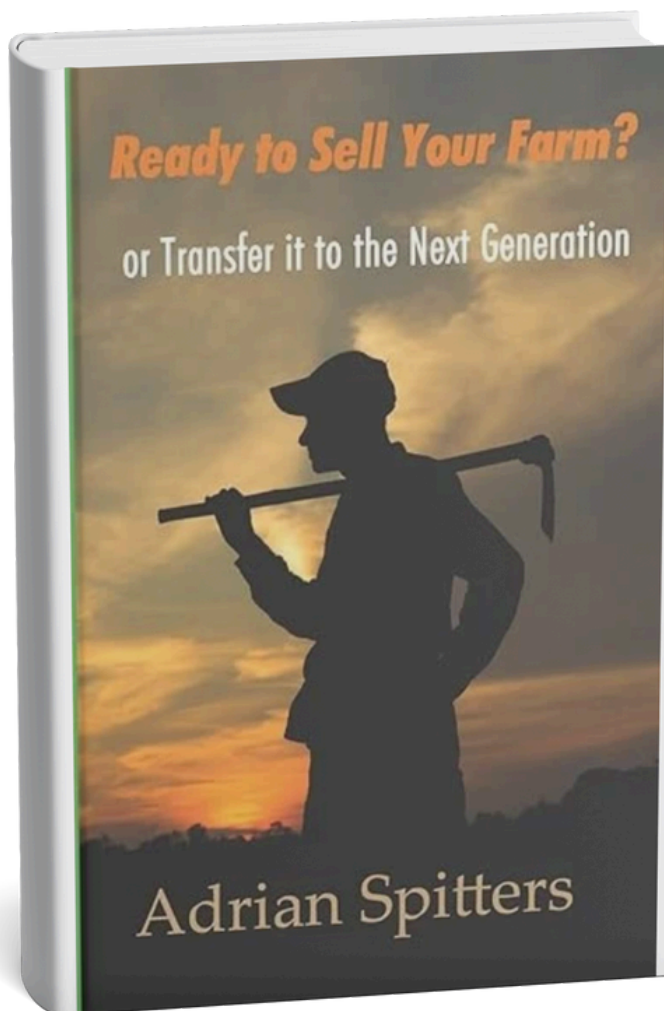
While The Farm Whisperer offers no silver bullet guarantees, it does provide questions, processes and a framework to get started on being intentional about, "Preserving Your Family and Perpetuating Your Farm."

Your family, your farm and your community are counting on you. You can do it and "The Farm Whisperer" can help!



# READY TO SELL YOUR FARM?: OR TRANSFER IT TO THE NEXT GENERATION

Author: Adrian Spitters



Most farmers don't have time to think too far ahead into the future. That's because they're busy attending to the needs of today: producing high-quality products, overseeing employees, and managing the mind-boggling number of details that go into owning a farm.

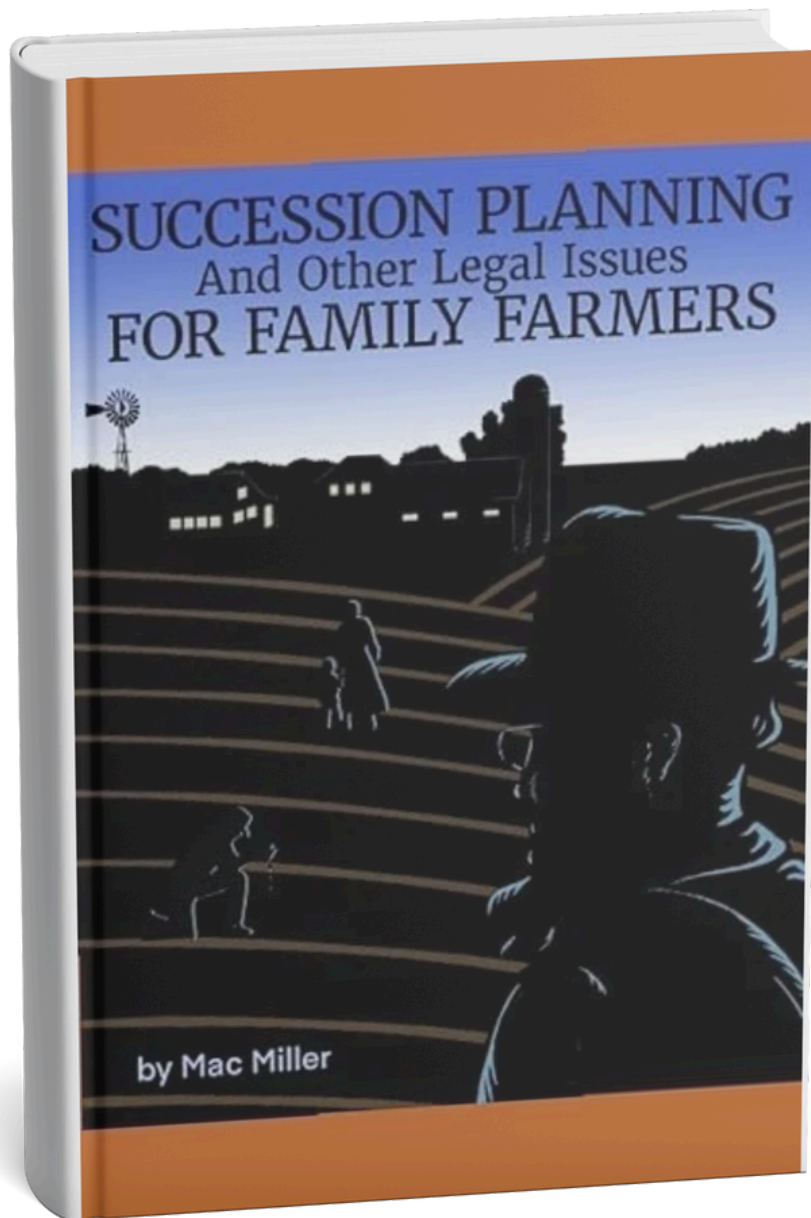
If they do think about the future, it's usually in terms of new government regulations, availability and price of land or quota for future expansion, or even what the weather will be like.

The truly long-term decisions, like when to sell or transition your farm (not to mention how to do it), are mentally filed away under the heading, "Bridges to Cross when I've come to it." But that bridge may be a lot closer than you think.

Understandably, most farmers have great difficulty in setting aside the time to plan for the future of their farm business in addition to working on their farm. It is the planning for the future of your farm while the sun is shining that will help protect your farm, and ultimately your family, from the rainstorms that loom ahead.



# WHAT IS THE FUTURE OF AMERICAN FAMILY AGRICULTURE?



Are you a family farmer or rancher? Spouse? Child/grandchild? Where do you fit in the whole family/generational mix? Are you and your family the second, third, fourth, even seventh and/or eighth generation on the land? Or are you a complete newcomer to agriculture -- the first productive agricultural pioneer in your family? Are your spouse and/or children completely onboard? Do you have an effective business plan? What about an estate plan? More importantly, do you have a succession plan -- a Perpetuation Plan? Who's going to be running the outfit 20 years from now?

That's the real question. In the meantime American family agriculture is facing a perpetuation crisis.

# THE SUCCESSOR'S GUIDE TO FAMILY BUSINESS LEADERSHIP



Follow a candid dialogue between Jordan, a new successor, and Kelly, a family friend who has years of firsthand experience in the trials of succession. When Jordan seeks advice, Kelly commits to mentoring and sharing hard-earned wisdom in the development of leadership skills. Through their conversation, readers will gain a fresh perspective on the role of a successor and discover actionable insights they can apply within their own family businesses.

# TRANSITION PLANNING RESOURCES

## The Impact Farming Show

**Website:** [https://www.farmmarketer.com/impact\\_farming\\_show/season-one-episodes](https://www.farmmarketer.com/impact_farming_show/season-one-episodes)

**YouTube Channel:** <https://www.youtube.com/@farmmarketer3270>  
<https://podcasts.apple.com/ca/podcast/impact-farming/id1409740089>

## Farm Credit Canada

**Website:** <https://www.fcc-fac.ca/en/knowledge/transition#g5vgnHO=0>

**Podcast & YouTube Channel:** <https://www.fcc-fac.ca/en/knowledge/podcasts>

*\*Note – Season 3 is a 10-part series on transition planning*

## Farm Management Canada

**Website:** <https://fmc-gac.com/programs-services/>

FMC's Interactive Farm Transition Guide <https://farmtransitionguide.ca/en/>  
Farm Management Canada hosts various transition planning trainings.

## Elaine Froese: Farm Family Transition Expert

Company: Elaine Froese: Farm Family Transition Expert

**Website:** <https://elainefroese.com>

**Podcast & YouTube Channel:** <https://elainefroese.com/farm-family-harmony-podcast/>

**Elaine's Blog:** <https://elainefroese.com/insights/blogs/>

**Elaine's Books & Programs:** <https://elainefroese.com/shop/>

## Jolene Brown: Speaker, Author and Farmer

Company: Jolene Brown: Speaker, Author and Farmer

**Website:** <https://jolenebrown.com>

**Jolene's Books & Programs:** <https://jolenebrown.com/shop/>

## Patti Durand

Company: Brightrack Consulting

**LinkedIn:** <https://www.linkedin.com/in/pattidurand/?originalSubdomain=ca>

**Patti's Book:** <https://www.thefutureleader.ca>

## **Maggie Van Camp**

Company: Farmer's Bridge - Farmers' Bridge connects, trains and inspires to help you build a bridge to your farms' future. Learn more.

**Website:** <https://farmersbridge.ca>

## **Articles & White Paper Recommendations**

**Lauchie and Jolene MacEachern's Story** - <https://www.country-guide.ca/guide-business/management/lessons-from-a-non-family-farm-succession/>

### **“Farm Succession: A Communications-first Approach”**

**Written by Maggie Van Camp:**

<https://farmersbridge.ca/wp-content/uploads/2024/06/whitepaper-succession-communications-final.pdf>

**Maggie Van Camp Country Guide Articles:** <https://www.country-guide.ca/contributor/maggie-van-camp/#post-91380>

## **Farm Succession Guidebook**

**Provided By: California FarmLink**

<https://www.californiafarmlink.org/toolshed/farm-succession-guidebook>

## **Canola Digest How to Start the Succession Planning Conversation**

**Written by: Elaine Froese** <https://canoladigest.ca/november-2020/how-to-start-the-succession-planning-conversation/>

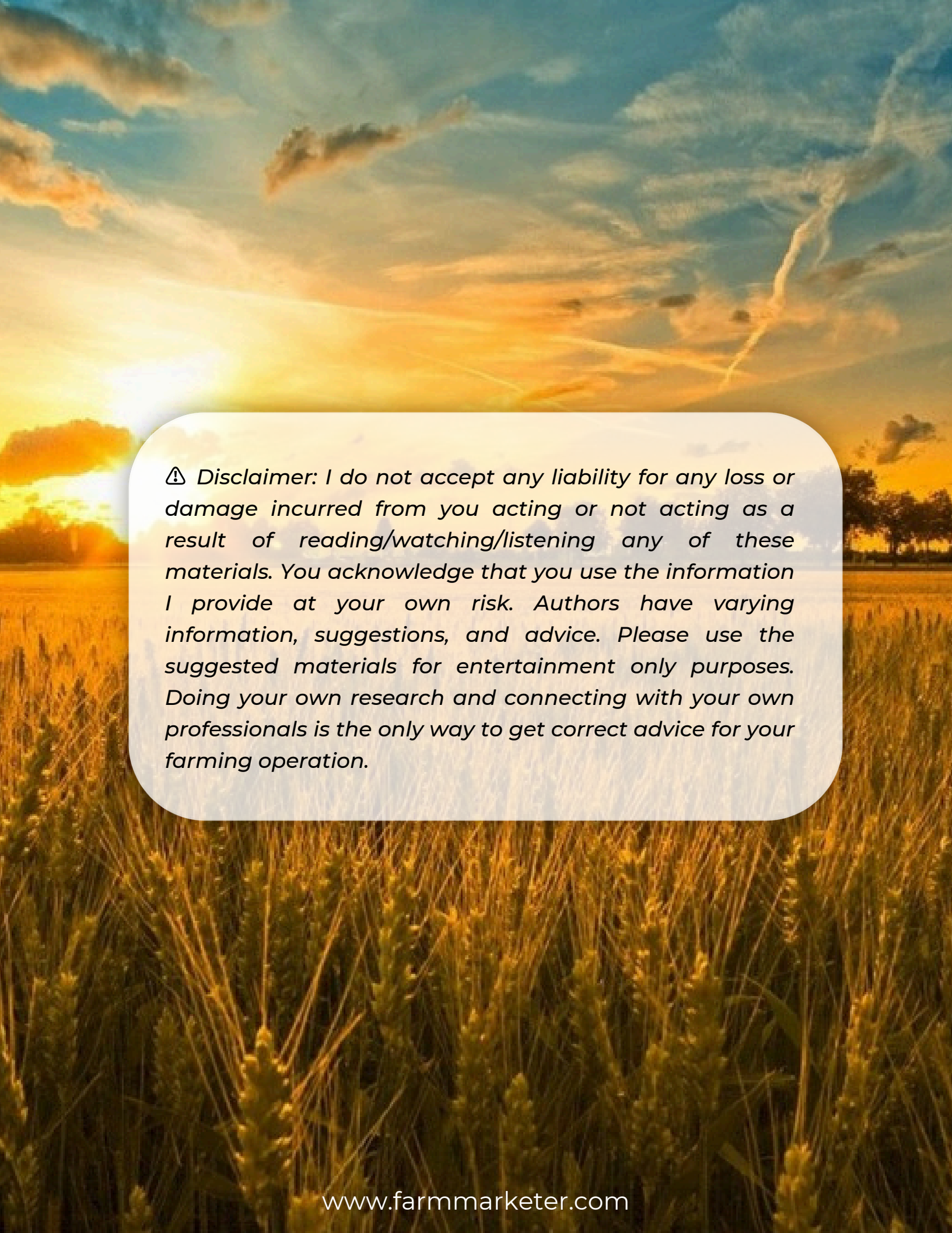
## **Your Complete Guide to Farm Succession Planning**

**Farm Bureau Financial Services** <https://www.fbfs.com/learning-center/what-you-need-to-know-about-farm-succession-planning>

## **Annessa Good-Hassard**

Peak Heritage Consulting Ltd.

**Website:** [www.PeakHeritageConsulting.com](http://www.PeakHeritageConsulting.com)

A dramatic sunset over a field of tall grain, with a lightning bolt striking in the distance. The sky is filled with orange and yellow clouds, and the sun is low on the horizon. The field is in the foreground, and the background shows a line of trees under a darkening sky.

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WHAT'S IMPACTING AGRICULTURE

# THE IMPACT FARMING SHOW



WITH TRACY BRUNET

*Bringing you the people and ideas  
that will IMPACT your farming  
operation.*

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