

Turtleford Credit Union – Agricultural Excellence Conference

Date: January 28, 2022:

The Turtleford Credit Union is pleased to announce the 2022 Annual Agricultural Excellence Online Conference. The e-conference will provide the first glimpse at supply and demand factoring affecting field crop and cattle prices in your area.

Western Canadian producers are certain to face challenges as we plan for 2022 but there are reasons to be optimistic - field crop prices are up, and beef demand is encouraging. Among the challenges will be weather, access to fertilizer & chemicals and the never-ending balance of optimizing productivity and profitability.

To assist you in this journey we have enlisted Brad Magnusson of Magnusson Consulting Group to remove the wheat from the chaff and provide clear insights into the following topics:

- 1.) Global Economic Impacts on Western Canadian Agriculture
 - a. Interest Rates/Inflation/Food Demand
 - b. US/China Trade Negotiations – 2022 is the last year of the current agreement
 - c. Impact of Drought on Field Crop Prices
 - d. La Nina Weather Pattern for 2022?
 - e. Land Values – UP?
- 2.) Grain, Oilseeds & Special Crop & Cost of Production Outlook
- 3.) Cattle Market & Cost of Production Outlook
- 4.) Fertilizer/Chemical Supply & Demand – Price
- 5.) Farm Financial Benchmarks

Join others from across your region to hear forecasts, discuss industry trends and access information that is critical to your Farm's Excellence.

Brad has spent the last 35 plus years working with producers and businesses to create strategic business strategies that enhance profitability.

Brad has held senior positions with multi-national financial institutions, government lending institutions, Credit Union central of Manitoba.

Brad has spent all his working career providing global agricultural analysis and market intelligence. He is responsible for the analysis and forecasting of macroeconomic and financial market developments, grain and livestock market analysis in Canada, the United States, and key overseas economies.

Brad has traveled extensively working with 1,000 producers' groups, businesses & credit unions to present seminars, workshops, and courses in every corner of the Canada and the U.S.

He has been a keynote speaker at the American Bankers Conference, Credit Union National Banking Conference, and a past board member of the Manitoba & National Agrologist Association and board member of Manitoba Rural Adaptation Council.