



MANITOBA ASSOCIATION OF
AGRICULTURAL SOCIETIES INC

MAAS STRATEGIC PRIORITIES

2023-2025



Healthy Hive VIRTUAL
consulting for organizational & community development
Healthy Hive Consulting is ONLINE

STRATEGIC PRIORITIES

MAAS 2023 – 2025 STRATEGIC PRIORITIES

The following Strategic Priorities have been shaped directly by the MAAS Members Engagement Survey and the MAAS Board Survey in 2022 (highlights included in document).

STRATEGIC PRIORITY #1

Foster collaboration between and amongst Ag Societies, develop a stronger network.

- Host online training / webinars and networking events
- Upgrade / revitalize MAAS website
- Utilize social media
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STRATEGIC PRIORITY #2

Increase financial support for Ag Societies.

- Multi-year core funding for infrastructure and programs, and special projects
- Assist AS to leverage local funding
- Diversify, identify new funding sources (special projects)
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STRATEGIC PRIORITY #3

Increase recognition of the value of Agriculture and role of Ag Societies in economic and community development, tourism, and healthy rural and northern communities.

- Facilitate up to date information sharing between government and Ag Societies
- Convene gathering and on-going communication for collaboration between economic development, tourism, and Ag Societies
- Promote the value of Ag Societies and their activities, locally throughout the province and across Canada and the US (tourism)
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STRATEGIC PRIORITY #4

Build organizational capacity both within MAAS and the Ag Societies.

- Strategic planning for individual Ag Societies
- Succession planning for AS and MAAS
- Board development and governance (how to run effective mtgs, drafting policies and procedures, by-laws)
- Continue to provide information about resources, guidance, and crisis management
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STRATEGIC PRIORITY #5

Encourage and assist Ag Societies in outreach and collaboration with their communities, with an emphasis on building relationships with Indigenous and Metis communities and participating actively in the province and country's reconciliation.

- Survey Ag Societies in 2023 about their current activities and needs / potentials towards this goal
- Share this information with all MAAS members, replicate good models, best practice
- Incorporate special project into core funding and seek special project funding
-

STRATEGIC PRIORITY #6

Encourage and facilitate Ag Societies to be an active participant in Climate Action (going greener).

- Survey Ag Societies in 2023 about their current activities and needs / potentials towards this goal
- Share this information with all MAAS members, replicate good models, best practice
- Incorporate special project into core funding and seek special project funding
-

APPENDICES

LISTED IN ORDER OF PRIORITY MAAS MEMBER ENGAGEMENT SURVEY DEC 2021 – JAN 2022

1. *funding, financial (operational and infrastructure support, program support, expand / diversify sources, require municipal support) - 70*
2. *guidance, support, and stability (keeping up to date, being made aware of resources) - 37*
3. *information, coordination and fostering collaboration amongst AS (more / new collaboration within and between regions, program development, replicate success model) - 34*
4. *advocate for AS and Ag sector with government - 33*
5. *training opportunities (technical, by-laws, drafting policies and procedures, governance, leading meetings) - 33*
6. *organizational developments, technical, infrastructure, how to run, strategic planning - 29*
7. *promotion and marketing, tourism connection - 17*
8. *crisis management – 9*

MAAS MEMBERS' SURVEY FACT SHEET - WINTER 2022

- **47 Ag Societies completed the survey** in the 4-week period in Dec./Jan. 2022
- **94% of Ag Societies said they have benefitted from / received support from MAAS**
- **83% of Ag Societies affirmed MAAS as the unified voice for Ag Societies** throughout the province
- **83 % Ag Societies are planning on having a Fair and / or other events in 2022**
- 17% are still considering what events, activities, or programs they will offer
- **Ag Societies estimate over 500,000 people** attend Manitoba Fairs annually / **Ag Societies estimate over half a million people** attend Manitoba Fairs annually
- **41% of Ag Societies administer campgrounds** in conjunction to their grounds and are looking at forming enhanced communication strategies with each other
- **34 Ag Societies have youth (13-30 years old) involved** as Directors, volunteers or in collaborative / joint programs and **ALL Ag Societies are looking for new and innovative ways to attract and further involve their youth**
- **54 examples of partnering or collaborating with other groups and organizations** in their communities
- **After two years dealing with the pandemic**
 - 6% said their Ag Society is thriving
 - 50% said their Ag Society is managing / maintaining
 - 40% Ag Societies said experiencing challenges and still committed
 - 4% said their Ag Society is struggling

TOTAL NUMBER OF TIMES MENTIONED IN ALL COMMENTS QUESTIONS IN 1ST SURVEY DEC. 2021- JAN.2022 (DURING PANDEMIC / PRE-FAIRS POST PANDEMIC)

- 1. 70 funding, financial (operational and infrastructure support, program support, expand / diversify sources, require municipal support)**
- 2. 37 guidance, support and stability (keeping up to date, being made aware of resources)**
- 3. 34 information, coordination and fostering collaboration amongst AS (more / new collaboration within and between regions, program development, replicate success model)**
- 4. 33 advocate for AS and Ag sector with government**
- 5. 33 training opportunities (technical, by-laws, drafting policies and procedures, governance, leading meetings)**
- 6. 29 organizational developments, technical, infrastructure, how to run, strategic planning**
- 7. 17 promotion and marketing, tourism connection**
- 8. 9 crisis management**

WHAT AG SOCIETIES WANT THEIR ASSOCIATION MAAS TO SPECIFICALLY ADVOCATE / LOBBY FOR IN THEIR MEETINGS WITH GOVERNMENT

- 30 funding for ALL THREE programming and infrastructure and operations (insurance, land taxes, hydro, maintenance, and upkeep, (grants, sponsorship, incentives for the Ag industry), require all municipalities to support their local AS, reduce paperwork and red tape
- 12 promote agriculture and horticulture and AG as being cornerstone / backbone / essential to rural communities and provider for urban centres rely on it as well. Showcase our communities. Integrated social media presence, tourism campaign promotes fairs and rodeos, help AS and producers to reach other markets
- 6 advocate
- 5 infrastructure
- 4 educational opportunities
- 4 general support

94% OF AG SOCIETIES SAID THEY HAVE BENEFITED FROM/RECEIVED SUPPORT FROM MAAS

- *funding, financial - 22*
- *guidance, support and stability (keeping up to date) – 16*
- *organizational developments, technical, infrastructure, how to run, strategic planning - 11*
- *support related to navigating and maintaining stability during the covid pandemic - 9*
- *training opportunities (technical, by-laws, liability awareness, drafting policies and procedures) - 9*
- *information, coordination and fostering collaboration amongst AS, zoom account use - 7*
- *advocate for us and Ag sector with government - 5*
- *program development, new ideas, examples of success in other AS - 3*
- *promotion and marketing - 2*
- *MAAS conference – 1*

MAAS'S ROLE IS IN RELATION TO YOUR AG SOCIETY

- *17 guidance, support and stability (keeping up to date)*
- *17 advocates for us and Ag sector with government*
- *16 information, coordination and fostering collaboration amongst AS*
- *13 funding, financial*
- *8 organizational developments, technical, infrastructure, how to run, strategic planning*
- *6 training opportunities (technical, by-laws, drafting policies and procedures)*
- *5 promotion and marketing*
- *3 new ideas, examples of success in other AS*
- *MAAS conference*

WHAT AG SOCIETIES WANT THEIR ASSOCIATION MAAS TO SPECIFICALLY ADVOCATE / LOBBY FOR IN THEIR MEETINGS WITH GOVERNMENT

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- 6 advocates

- 5 infrastructures
- 4 educational opportunities
- 4 general supports

AG SOCIETY'S OFFER MORE THAN SUMMER FAIRS, HERE ARE SOME OF THE OTHER PROGRAMS OR ACTIVITIES THROUGHOUT THE YEAR:

- Facility Rental (sports, community events)
- Schools and 4-H
- Arts and Cultural Events Concerts
- Sales and Marketing Local Products and Commercial Shows
- Campgrounds
- Food Security
- Fundraising for community projects
- Christmas Events, Parades, Rodeos
- Cattle and Bull life
- Horse Life

HOW CAN MAAS IMPROVE AND INCREASE SUPPORT AG SOCIETIES

Continue to offer training and workshops; board training, things like the by-laws, how to draft policies and procedures.

- Seminars & workshops
- Seminars
- Perhaps workshops or resources for technology-based innovations in promoting fairs e.g. social media, website development and e-commerce tools such as e-payments.
- Webinars work great on a variety of training, How to Run a Meeting, Grant Applications.
- Some up-to-date summaries of what you need to do to hold a large public gathering. Like a summary of all form that need to be completed and returned to health inspector. Also, some co-ordination with MLCC on applying for liquor permits and what is involved.
- Workshops either in person or virtual on how to improve a community interest in ag societies, especially in light of the two-year hiatus of no events
- Keep sharing with AG Societies new ideas, etc.
- Perhaps have PowerPoints or podcasts or just information packets on different topics such as:
 - Applying for grants
 - Putting on events
 - Writing constitutions
 - How to get new members, get younger people involved as most of the members of the board need new ideas.

Facilitate more collaboration between Ag Societies within our district and between districts and regions.

- We would also like to potentially have meetings with our district rep that can be the liaison between our Ag Society and MAAS.
- While all areas have a dedicated rep, it would be beneficial to all Ag Societies to have more of a voice on the MAAS board. It would be beneficial if all MAAS board members came from Ag Society boards as this would give them a working knowledge of what we do. Not all MAAS board members have been or on currently serving other Ag Society boards.
- Host / organize / facilitate district meetings
- How can we work together to help support other Ag Societies and their events?
- What are areas where other Ag Societies need help, what are their successes. How can we get all Ag Societies working together to improve the image of Agriculture in Manitoba?

Continue to promote and lobby for funding and support for Ag Societies.

- Improve government funding and provide resources and information on potential grants
- Lobby for increase of grant monies available.
- More sponsorship to add more class and better prize payout
- Keep meeting with the government to promote rural agriculture-based fairs and activities
- More funding for larger infrastructure project's

Help us to get back to structured meetings and how to effectively run meetings in accordance with our by-laws.

- A database and annual calendar showing each Ag Society and what they offer with a full contact list. For example, which Ag Societies have campgrounds? What are the events put on by other Ag Societies?
- Update website and social media.

Continuous communication; send emails and reminders

- Host a meaningful conference with education opportunities for newer members. Similar to what our brother to the west does.
- Increased information sharing on regular basis. Zoom meetings have enabled us to participate in AGM's which has been helpful.
- Keep us current on any changes in government policy and programs.

I don't think MAAS can support our ag society better, I think they are doing a fabulous job and we appreciate everything they are doing for us!

- Just keep doing what you're doing.
- MAAS does a really great job informing us of any available grants or hosting informative sessions
- Continuing of what is already taking place. Using technology (zoom) is there a way to hold sharing sessions with Ag Societies in the province - an open forum for discussion, etc.
- We believe that MAAS as done a great job under the situation we have been under. MAAS has kept us connected to other society's which has help us to be stronger.
- I like what MAAS is doing and we just need to expand on those activities.