



Agricultural Manufacturers of Canada

AMC's 2016 Accomplishments

1. Strategic Plan Priorities - Advocacy:

- Attended 2016 federal budget briefing and that of SK government – summary provided to AMC members within 24 hours of the budgets being delivered
- Organized & enabled AMC members to meet with more than 30 key federal decision makers and influencers (lobby days – April 20 & 21) – aligned industry key messages and secured targeted media coverage (Hill Times & Western Producer)
- Appeared before the Industry, Science and Technology committee - at invitation from federal government - to provide overview of Canadian agriculture equipment manufacturers
- Met and are in regular contact with federal rural all-party caucus chair to discuss key industry issues
- Hosted a tour of Buhler Industries for the federal all-party rural caucus chair (T.J. Harvey) and Parliamentary Secretary to Minister of Innovation (Greg Fergus)
- Hosted a meet and greet for Ontario members with Lloyd Longfield (MP for Guelph, Ontario) at the Canada Outdoor Farm Show
- Member of federal Grains Roundtable
- Regularly consulted and part of industry discussions led by Ag Canada on the national policy framework being developed for 2018
- Briefed several senior officials in Ontario, Manitoba, Saskatchewan and Alberta regarding state of our industry - committed to ongoing discussions about competitiveness, innovation and exports
- Led meeting between AMC BoD and SK Minister of Agriculture to discuss priorities of shortline industry
- Consulted by Innovation Saskatchewan re: government's patent box – engagement remains high with provincial government

2. National Facilitator:

- Began working with other associations including the Canada-Ukraine Business Forum and Canada Eurasia Russia Business Association (CERBA) regarding international opportunities and trade
- Obtained and promoted industry data – Canadian agriculture implement manufacturers exported \$1.8 billion in 2015 to over 150 countries
- Established AMC lead (Ibrahim Saleh of Macdon) for development of standards with CSA and ASABE

3. Focusing Value for Members:

- Refined member benefits and aligned them to needs of agriculture equipment manufacturers and key suppliers. This work in ongoing based on continued member feedback
- Relunched website providing more ease in terms of registration for events and staying informed of industry events and developments. Launched member portal where members access industry data and information
- Increased frequency of newsletter – now emailed the first Friday of each month to members
- Introduced electronic payments for events, sponsorship and membership (to take effect in 2018)

4. Membership National In Scope:

- Membership increasing overall – 50 more members in 2016 than June 2015
 - Increasing engagement in Ontario and Manitoba which leads the country by manufacturing capabilities.
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