

# **Agricultural Equipment Manufacturers in Canada A Look at 2017**

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# Overview

1. Who Is AMC
2. What We Do
3. 2017 Priorities



# AMC Mission...

To foster and promote the growth and development of the agricultural equipment manufacturing industry in Canada...



# Corporate Partners



GLACIER **farm**media

**AON**

**SUPREME  
BASICS**  
A Division of Supreme Office Products Limited

# Shortline Industry

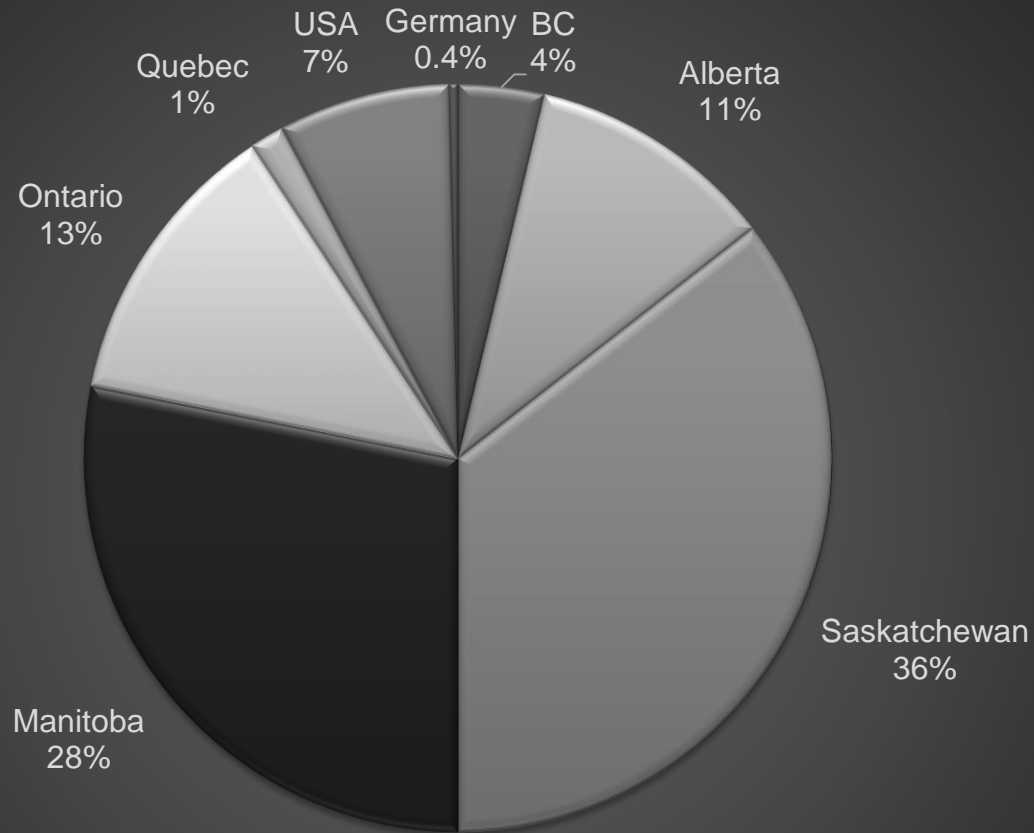
- Produce specialized farm equipment – focus on core products
- Tend to be very nimble and adept
- Referred to mainliners as the ‘innovators’
- Entrepreneurs with close relationship to farmers and local communities

# Who We Are

- Established 1970 as PIMA
- Today - national association for short line industry in Canada
- Members include agriculture equipment manufacturers and key suppliers

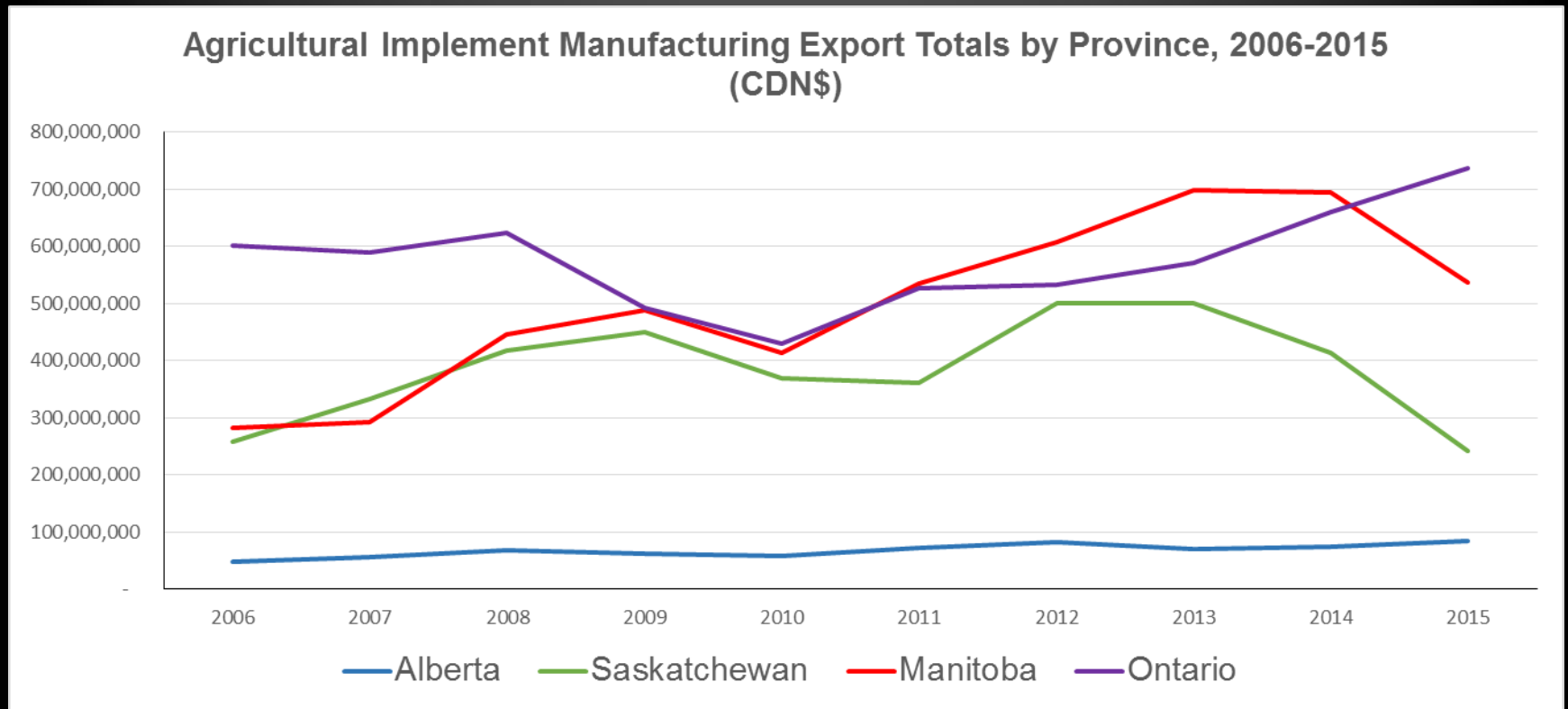


# AMC 2016 Membership



■ BC ■ Alberta ■ Saskatchewan ■ Manitoba ■ Ontario ■ Quebec ■ USA ■ Germany

# Ag Implement Exports by Province





# Key Markets – 2015 Data

<b>Top 10 Export Markets</b>	
<b>Value in Thousands Cndn \$</b>	
	<b>2015</b>
<b>United States</b>	1,521,078
<b>Australia</b>	96,444
<b>Russia</b>	23,498
<b>Kazakhstan</b>	20,858
<b>Germany</b>	15,749
<b>Brazil</b>	14,257
<b>New Zealand</b>	12,030
<b>China</b>	11,134
<b>Mexico</b>	9,316
<b>Chile</b>	7,728
<b>Sub-total (94%)</b>	<b>1,732,092</b>
<b>Others (6%)</b>	116,525
<b>Total All Countries</b>	<b>1,848,618</b>

# Industry Positions/Priorities

- Discussions with agriculture equipment manufacturers
- Provincial AMC advisory committees:
  - Ontario Chair: Geof Gray
  - Manitoba Chair: Gary Anderson
  - Saskatchewan Chair: Gavin Semple
  - Alberta Chair: Mel Svendsen
- Want to get involved?
  - Email Ty Hamil [admin@a-m-c.ca](mailto:admin@a-m-c.ca)

# Key Issues

- Innovation – Motivate and Reward
- Marketing – Domestic and International
- Infrastructure – Enabler of Growth
- Provincial Agricultural Implement Acts

## Key Activities by Month

<b>January</b>	Crop Production Seminar (9-12); MB Ag Days (17-19); CEEDA Dealer Forum (25)
<b>February</b>	National Farm Machinery Show (15-17) in Louisville, KY
<b>March</b>	London Farm Show (8-10)
<b>April</b>	Conference Board of Canada – SK Economic Summit in Regina, SK (3-4); Inaugural AMC Ag Equipment Manufacturers Expo at Delta Hotel in Guelph, ON (21)
<b>May</b>	Advocacy and member events
<b>June</b>	Canada Farm Progress Show (21-23)
<b>July</b>	Ag in Motion (18-20)
<b>August</b>	☺
<b>September</b>	Canada Outdoor Farm Show (12-14)
<b>October</b>	FEMA Fall convention
<b>November</b>	Agri-Trade (TBC); AMC Convention (29-December 1)
<b>December</b>	AMC Convention & Trade Show - Sheraton Hotel Saskatoon, SK

# Request

- Stay informed – follow @AMCshortlinecda
- Get involved:
  - Provincial advisory committees
  - Lobbying - provincial and federal
  - Standards councils (CSA and ASABE)
  - Tell us your great ideas

# Conclusion

AMC mission remains:

To foster and promote the growth and development of the agriculture equipment manufacturing industry in Canada...

