



# Agricultural Manufacturers of Canada

## 2017 AMC Member Benefits

Building on our 46 year history as the voice of the short line industry in Canada, membership benefits in 2017 include:

### ***New Benefits of AMC Membership:***

- ***Government Insights*** - Access to advocacy documents and support for your lobbying efforts federally. This includes one on one preparation time with the AMC president and/or our registered lobbyist in Ottawa. Advocacy is an important part of our strategic plan and to execute it, AMC is leading many advocacy endeavours but our industry voice is stronger if you get involved. As such, AMC will support your efforts to become a stronger advocate and speak confidently to government decision makers about our industry and your business;
- ***Industry Engagement*** - AMC will host provincial advisory committees in Ontario, Manitoba, Saskatchewan and Alberta beginning in January 2017. The committees will monitor regulations and legislation in each province that significantly impact the future prosperity of our industry;
- ***Industry Networking*** - Networking opportunities including but not limited to the following:
  - FCC-AMC breakfast on March 8 at the London Farm Show;
  - Agricultural Equipment Manufacturers' Expo on April 21 in Guelph, Ontario;
  - HSBC-AMC Speaker Session in June during the Canada Farm Progress Show
  - Plant tours and member meetings in Ontario, Manitoba, Saskatchewan and Alberta with federal and provincial government representatives. Locations and dates will be communicated via email and on the member portal of [www.a-m-c.ca](http://www.a-m-c.ca); and,
  - AMC Annual Convention and Trade Show Nov. 29 - Dec. 1 in Saskatoon, SK.
- ***5% discount on print and digital advertising*** in Western Producer, Canadian Cattlemen, Country Guide, Grainews, Manitoba Co-Operator, Alberta Farmer Express, Le Bulletin des agriculteurs, Prairie Ag Directory, Ag Dealer, and Commodity News Service Canada;
- ***10% discount on Ag in Motion and Canada's Outdoor Farm Show*** e-newsletter products;
- ***10% discount on Farm Boy Productions*** video production.
- **Regular members will have the opportunity to participate in the random lottery to secure space in AMC's space at the 2018 National Farm Machinery Show in Louisville.** The lottery will be open March 1-31 to all regular members. The organization's 2017 membership fees must be paid on or before March 1, 2017. More details are included in the attached Louisville policy document.

### ***Continued Benefits of AMC Membership:***

- Extended discount program for product testing and development with ***WESTEST, ranging from 10% to 75%*** applied to WESTEST's equipment utilization fees;
- ***Aon Reed Stenhouse Inc.*** provides insurance and risk management services;
- ***Sentry Insurance*** provides product liability in the USA;
- ***5% discount*** for AMC members exhibiting at the ***Canada's Farm Progress Show***;
- ***10% discount*** for AMC members exhibiting at the ***Ag In Motion Show***; and,
  - Discounts on office supplies and furniture with ***Supreme Office Products.***

Engage with us on twitter [@AMCshortlinecda](https://twitter.com/AMCshortlinecda) or apply for membership at [www.a-m-c.ca](http://www.a-m-c.ca)

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# **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 agricultural 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 agricultural 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 agricultural 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 – it is 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 lead the country by manufacturing capabilities.
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