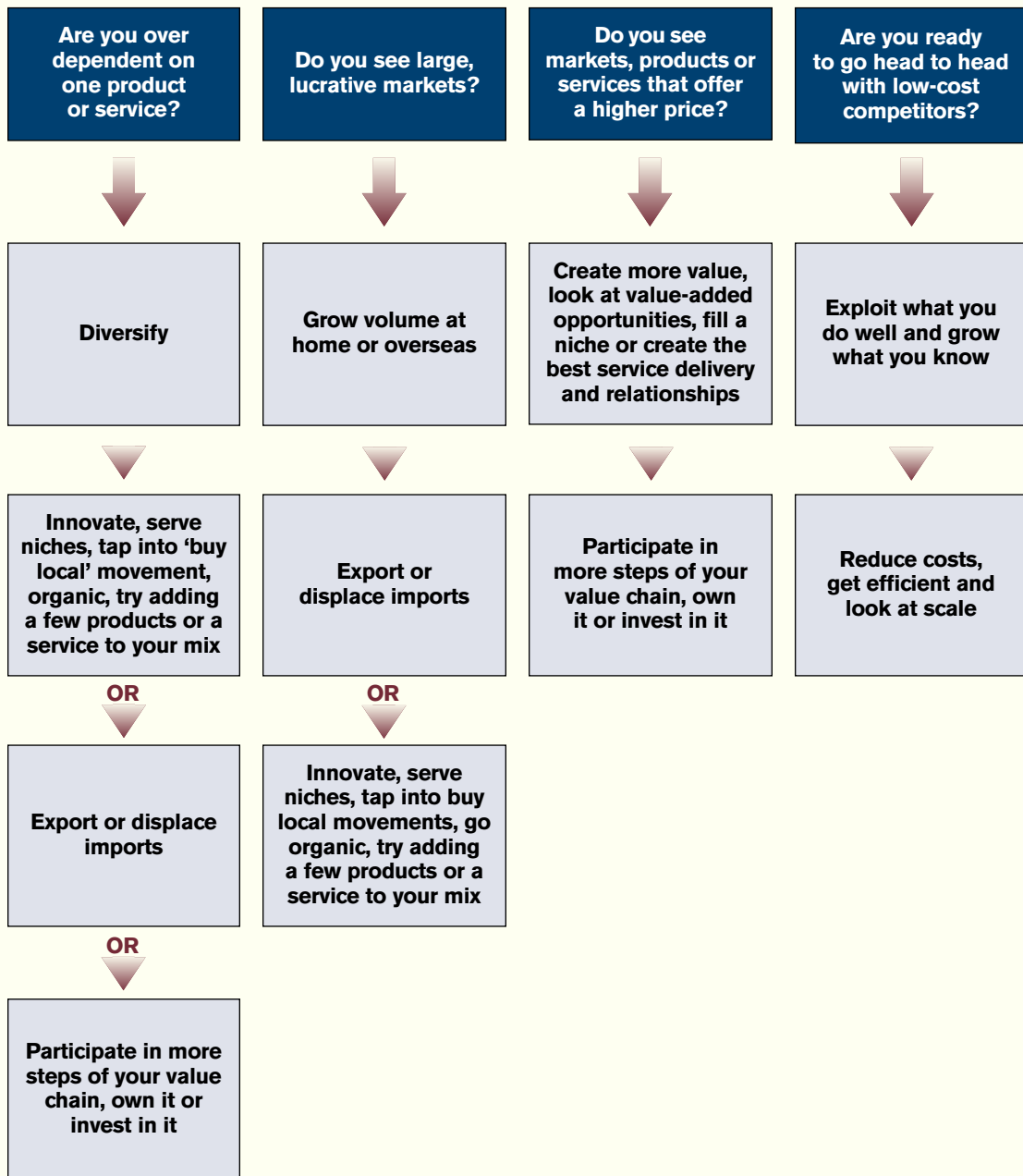


A man in a brown shirt is shown in profile, looking out over a vast rural landscape at sunset. The sky is a mix of deep blue and orange, with the sun low on the horizon. The landscape below is green and rolling, with a few buildings and a road visible in the distance.

Knowledge Insider

Tips, tools and strategies | **Globalization edition**

What does globalization mean to you?



Potential solutions

Knowledge Insider tools

What you'll find	Web address
Exporting and trade statistics	
Comprehensive information and practical tools for new or experienced exporters	www.exportsource.ca/gol/exportsource/site.nsf/en/es01878.html
Find export markets through the Canadian Trade Commissioner	www.infoexport.gc.ca/ie-en/MarketReportsAndServices.jsp
Are you and your partners ready to export? Check it out and get thorough feedback.	www.exportdiagnostic.ca/
Regional export information by province	www.exportsource.ca/gol/exportsource/site.nsf/en/es01956.html
Country profiles, trade leads, advice and free tools at Export Development Corporation	www.edc.ca and www.edc.ca/freetools
Agrifood Trade Service offers statistics, country profiles and all the right trade shows	www.atn-riae.agr.ca
Canadian Business guide to government services for importing and exporting	www.canadabusiness.ca/gol/cbec/site.nsf/en/index.html
Need specific data? Try: <ul style="list-style-type: none"> • Food and Agriculture Organization (FAO) of the United Nations (UN) • World Trade Organization (WTO) • Statistics Canada 	www.fao.org/es/ess/toptrade/trade.asp?dir=exp&country=21&year=2004 www.wto.org/english/res_e/statis_e/statis_e.htm www.statcan.ca/english/tradedata/tradedata.htm
Check out the FAO publication World Agriculture: towards 2015/2030	http://www.fao.org/docrep/004/y3557e/y3557e00.htm
Assessing your value chain	
Value chain resources from The Farm Centre	www.farmcentre.com/Resources/Default.aspx?sectionkey=Value%20Chain
Discover why value doesn't mean lowest price in FCC's AgriSuccess Journal	www.fcc-fac.ca/en/LearningCentre/journal/stories/200609-3_e.asp
Alberta Agriculture presents value chain exercises, success stories, tools and links	www.agfoodcouncil.com/initiatives/value-chains.aspx
What perspective does a beef producer bring to choosing a value chain and how can they integrate a unique bio-refinery?	www.highlandbeef.com/file.php?file=0af8d736d46ecdeaf1861572fba013df ; www.highlandbeef.com
Read about Sapporo Breweries value chain	www.farmcentre.com/News/TodaysStory/Article.aspx?id=33b8606e-ce6e-47b4-90a4-50ac3bfd44f7
Getting into value-added	
You can access funding to develop a value-added plan through Planning and Assessment for Value-Added Enterprises (PAVE), ends March 31, 2008	www.agr.gc.ca/ren/index_e.cfm?s1=cfbas-sceac&s2=pave-pepva&page=intro
Agricultural Marketing Resource Centre, consider the steps involved in value-added	www.agmrc.org/agmrc/business/startingbusiness/
Checklist from the Missouri Department of Agriculture, to help start a value-added business	www.mda.mo.gov/AgBusiness/resources/index.html
Is value-added the right business is for you?	www.agrnewsinteractive.com/archives/article-6597.htm

Innovation	
If you plant new varieties, have test plots or graft new stock, you may be eligible for tax credits through Scientific Research and Experimental Development (SRED)	www.cra-arc.gc.ca/taxcredit/sred/menu-e.html
Are you a dry land crop producer? Read great stories about innovation.	scarab.msu.montana.edu/ipm/Training/CPMS/2006/Innovation%20in%20Agriculture%20Iverson.pdf
Insights from the multinationals	
Check out presentations, annual reports, sector analysis and trends at large agri-food companies for the inside scoop. Pick the companies that are big in your industry.	
Grocery retail giant Carrefour constantly studies food trends	www.carrefour.com
Nestlé focuses on dairy in their presentation India, the land of opportunities	www.nestle.com/Resource.axd?Id=73B4B2C8-1794-4007-9E74-E3934E3201F3
What is Maple Leaf saying about packaged foods and their protein operations?	http://investor.mapleleaf.ca/phoenix.zhtml?c=88490&p=iro-l-audioarchives
Where does all the fertilizer go? PotashCorp maps show where and why.	www.potashcorp.com/investor_relations/markets_information/world_markets_map/?link_type=leftNav
Tyson, the world's largest protein company, touches millions every day	http://ir.tyson.com/phoenix.zhtml?c=65476&p=iro-l-eventDetails&pp=IROL-EnhancedWebcast&EventId=1682331&WebCastId=699913&StreamId=1004086&id=267078&mp=iro-l-presentations&PlayerPlatform=1&TIK={857fb0e8-4d0b-468a-93a8-faa45ae73de7}&RGS=3
Maps and trends from Bunge	www.bunge.com/industry-information/macro-trends.html
Social networking	
Check out the online potential of social networking.	http://en.wikipedia.org/wiki/Social_networking
Get good at using search engines to find the right networks for you. Super searchers turn to Copernic, a top-notch, homegrown tool to download for free.	www.copernic.com
Farm business planning and continuous education	
Stay on top with Farm Credit Canada's AgriSuccess publications, training, forums and tours	www.fcc-fac.ca/en/LearningCentre/management_news_e.asp
The Farm Centre offers resources for planning and access to experts via webinars and podcasts.	www.farmcentre.com
Check out the George Morris Centre Executive Development Program	www.georgemorris.org/GMC/ExecutiveDevelopmentProgram.aspx
Purdue University offers strategic planning tools and templates for commercial farm businesses	www.agecon.purdue.edu/extension/sbpcp/strat_setting.asp
Harvard Business School offers a future oriented week on agribusiness	www.exed.hbs.edu/programs/agb/

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