

Build your international network!

Are you interested in building knowledge about farm management? And build an international network with young farmers and expertise? Come then to Scandinavia and join the Next Gen program for young ambitious farm managers in a pre-conference to the International Farm Management Conference event during the weekend in the end of June 2022. When you join the Next Gen event you will also join the IFMA23 conference in Copenhagen.

The theme of the Next Gen event is knowledge and skills to handle the challenges of the future farmer. You will be introduced by participating in group exercises to handle real farm cases based on farm visits. Through group discussions, you will learn about perspectives on farm management themes as choose right strategy and develop knowledge to have a successful strategy. You can build lasting friendships with ambitious farm managers from other parts of the world through the event and conference.

Get a sponsor and have part of the journey paid for! IFMA 23 organisation committee have made sponsor material to help you get a sponsor for the event.

Content of the Next Gen event

This Next Gen workshop is concerned with external and internal analysis of farm business including assessment of future market preferences. Participants discuss the opportunities and threats of marketing and producing agricultural products in Scandinavia. To choose the right marketing strategy, the right production strategy, choice of strategic direction, and highlight development plan for a farm are at the core of the workshop. The workshop has a strong farm business perspective.

The Next Gen workshop is held in the southern part of Sweden from Saturday June 26th to Sunday June 27th where we end in Copenhagen ready for the IFMA-congress. Participants are potential young farmers, advisors or young people working in other farm related jobs.

What's in it for me?

- Building Connections. This group of young people will be spending the entire time in the conference together and this Next Gen Program is an excellent opportunity to get to know each other and build strong networks.
- Building Knowledge. The program's design and farm cases (under secrecy) make it an open, clear and honest discussion, which otherwise might not happen in the conference. Expertise in the field guides the program.
- Build experience. The results are presented for farm cases, as an input to their decisions and an interesting discussion about sharp choices.
- Building Enjoyment. It goes without saying that the events is great fun for all!

Get a sponsor

See the Sponsor material [here](#). Be ready to prepare a report in return for the sponsorship e.g. with focus on how to attract young ambitious farm managers. Sponsors cover: Travel, accommodation, fee for congress

- Sponsors are displayed at the congress
- Price of full sponsor: €3.000
- Price of partial sponsor €1.000 / €500 / €300

Program

Saturday 25th of June, 2022

Time	Session
9.30 – 10:30	Participant presentation + Activity X! An exciting activity to warm up to the challenges of the program
10:30 – 12:00	Introduction to Next gen workshop Which strategy is best for me? Presentation and reflections from Interactive Strategic Management Farm cases: background materials, facts, preparations for the farm
12.00 – 13:00	visit
13:00 – 14:00	Lunch Introduction to Next gen workshop
14:00-17.00	1) Farm study visit. Discussion farm business case 2) Farm study visit. Discussion farm business case Coffee included in the visits
17:00-19:00	Analysis External analysis: (What you can't influence) Internal Analysis (What you can influence)
19:30	Dinner

Sunday 26th of June, 2022

Time	Session
8:00-11:00	DEVELOP A STRATEGIC PLAN What is the strategy for the next 5-15 years for the Farm business? Development plan for organisation / leader / staff <i>A template for the strategic plan is provided.</i>
11:00-12:00	Presentation strategic plan for farmer 1
12:00-13:00	Lunch
13:00-14:00	Presentation strategic plan for farmer 2
14:00-15:00	How to proceed?
15:00	Additional time for mentoring meeting and prepare for opening of full Congress program later in the evening.

Friday 1st of July, 2022

Participants present reflections on strategies in a plenary session at the IFMA conference