

# Core Themes & Goals



## Connect to Farming

Agriculture careers are respected, actively sought after and eagerly promoted throughout communities in Nova Scotia. Working in agriculture is a career of choice for new professionals, experienced employees, and those new to Nova Scotia alike.

- Goal 1** Strengthen community connection to farming and farming careers through information-sharing and celebration
- Goal 2** Create and deliver youth programming to increase interest in agriculture career opportunities
- Goal 3** Summarize & share pathways to a career in farming



## Prepare Strong Farmers

We are an agriculture industry that values and supports skills training and education that is relevant, practical, and accessible. We have a strong talent pipeline filled with people who are trained and ready to work in a safe, professional, and expert way.

- Goal 1** Expand apprenticeship & applied learning in Nova Scotia agriculture
- Goal 2** Understand the recurring and potential future workforce & capacity gaps in the industry
- Goal 3** Coordinate development & delivery of agriculture skills training and education



## Manage Farms & People

We are an agriculture industry that values our people. We lead our farms and our people with solid business practices that are focused on attraction, and retention. In Nova Scotia, our world-class HR approach guarantees that we always have the people we need.

- Goal 1** Provide necessary resources for successful farm business management
- Goal 2** Create innovative and intentional agriculture recruitment & retention practices



## Automate & Innovate

We are an agriculture industry focused on continuous improvement, where we embrace innovation and automation. We are committed to taking bold steps and trying innovative approaches to future-proof our industry.

- Goal 1** Create innovative solutions to strengthen the agriculture workforce in Nova Scotia
- Goal 2** Create a culture of continuous improvement in the industry



## Grow in Diversity

We are an agriculture industry enriched by the diversity of our cultural communities. We actively create pathways for equity-seeking individuals and communities to participate in all aspects of agriculture in Nova Scotia.

- Goal** Foster a culture of inclusion across the Nova Scotia agriculture industry

## Living our values

At Nova Scotia Federation of Agriculture, our values are at the centre of everything we do. They were our guideposts in developing this document and each of the respective goals and initiatives within each strategic direction.

### Collaboration

We bring people together to better the agriculture industry

### Integrity

We are rooted in transparency, honesty, and our members' best interests

### Equity + inclusion

We create a place for everyone at the table, which makes us all stronger, together

### Innovation

We encourage new approaches that help us grow and thrive

### Our members

We are dedicated to helping our members grow Nova Scotia agriculture

