

Questions & Answers about the Traction Program

1. Does this program qualify for funding under the Canadian Agricultural Skills Service program?

Yes, Traction qualifies as skills training that can be included in your Individual Learning Plan through the Canadian Agricultural Skills Service (CASS) program.

2. I am an options participant. Will taking part in the Traction workshop meet my requirements to receive my second Options payment?

Yes, completion and submission of your Individual Learning Plan by October 31, 2007 meets your Options program requirement.

3. I am already doing a Farm Business Assessment through the CFBAS program. Should I still take part in Traction?

Yes, Traction would still benefit those participating in the CFBAS program. It will assist you to generate new ideas, enhance negotiation skills & provide insight into strengths.

4. What will I get from the Traction Workshop?

- New business and alternative marketing ideas
- Different approaches to your current market
- A solid assessment of your skills and strengths
- A simple, systematic goal-setting process
- Time-proven negotiation skills
- A Traction Toolkit that shows you where to go to get what you need

5. What is the "CASS" program?

The Canadian Agricultural Skills Service (CASS) Program provides farmers and their spouses with opportunities to access skills assessment services. These services are designed to enable participants to set personal and farming goals that can lead to improved farm profitability and net family income.

As a qualified CASS participant, you will receive professional assistance to develop your Individual Learning Plan (ILP). Depending on your net family income, you may also receive financial assistance to complete the activities in your Plan.

6. How do I qualify for CASS funding?

CASS eligibility is based on two levels of requirements.

- You can qualify as an active agricultural producer if you have an annual gross farm income of at least \$10,000. Even if you are a beginning farmer, you can qualify by showing you have a solid plan to farm and can show that you will have at least \$10,000 in annual gross farm sales within six years of start-up.
- If you are an established farmer, your eligibility for CASS is determined on the basis of your average net family income during the previous three years. If you are a beginning farmer, your eligibility for CASS is determined on the basis of your net family income for the previous year only.

Using the above guidelines, if your total net family income was no more than \$45,000, you may qualify for the full range of CASS benefits.

Beginning farmers are given the opportunity to work with a Skills Assessment Advisor to develop an ILP at any income level, even if your net family income may be too high to receive financial benefits.

CONTACT INFORMATION

For more information about your eligibility, visit the CASS website at www.ontario.ca/cass or call toll free: 1-877-830-0200

7. What's covered if I do qualify for funding?

The training fee and expenses including mileage and accommodations may be covered by the CASS program.

8. The brochure says the program is for farmers and their spouses. Can I attend on my own?

Yes, you can attend this program on your own. You will still reap significant benefit.

9. If one of my children works with me on the farm, can they come to the Traction Program with me?

Yes, if you work with one of your children on your farm, we recommend you both attend the program so your future plans are aligned.

10. Will my spouse or children qualify for funding under the CASS Program?

To qualify for funding under the CASS program, your spouse needs to be registered as a CASS participant. To qualify for funding under the CASS program, your child needs to be registered as a CASS participant. Contact the CASS office at 1-877-820-0200 for more information, or visit their website at www.ontario.ca/cass

11. How much does this program cost?

The Traction Programs costs \$895. The cost may be covered if you are a CASS participant.

12. What does it include?

This fee includes two days of training, hot breakfast, lunch and refreshments for each day, and all program materials.



13. Do I need to come to both days of the training?

Yes, you need to commit to both days. We have scheduled the program from 9 - 3:45 each day so you have an opportunity to do some work on your farm before or after the training program.

14. When do I need to register?

Registration will be limited at each session. Please register at least two weeks before the scheduled training day.

15. Who designed the Traction Program?

Traction was designed and developed by Juice Inc., a privately held company that works with people and organizations to reduce the interference that gets in the way of success. Juice strives to create meaningful results by helping people identify their goals and then uncover the options that allow them to move forward. The primary developers of this program bring personal farming experience: one is a cattle producer and the other was raised in a small, rural community where he worked on different farms.

16. Where can I get more information?

1. Contact your CASS Advisor
2. Visit www.tractionskills.ca
3. Contact JUICE toll free at 1-888-822-5479

JUICE INC.
5420 Hwy 6 N, Guelph, ON N1H 6J2
Toll Free - (888) 822-5479
Fax - (519) 822-4656
E-mail - info@juiceinc.com

www.tractionskills.ca