



Find Fairness in Transition

Canada's Farm Whisperer & Trailblazer,
Elaine Froese

Elaine  **Froese**
FARM FAMILY TRANSITION EXPERT



A weathered wooden heart shape is mounted on a wall made of horizontal red wooden planks. The heart is made of light-colored wood with visible grain and knots. The text "What legacy are you leaving ?" is overlaid in white on a semi-transparent dark band across the middle of the image.

What legacy are you leaving ?

A dirt road stretches from the foreground into the distance, flanked by tall, golden-brown grass. The sky is dramatic, with dark, heavy clouds on the left and a bright, hazy glow on the right, suggesting a sunset or sunrise. The phone number "204-534-7466" is overlaid in large white digits on a dark blue horizontal band across the top of the image.

204-534-7466

INCOME STREAM

Elaine  Froese
FARM FAMILY TRANSITION EXPERT

HOUSING

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FARM FAMILY TRANSITION EXPERT



housing

who is moving ? when? cash flow?

FAIRNESS



fairness

INCOME
STREAM

HOUSING

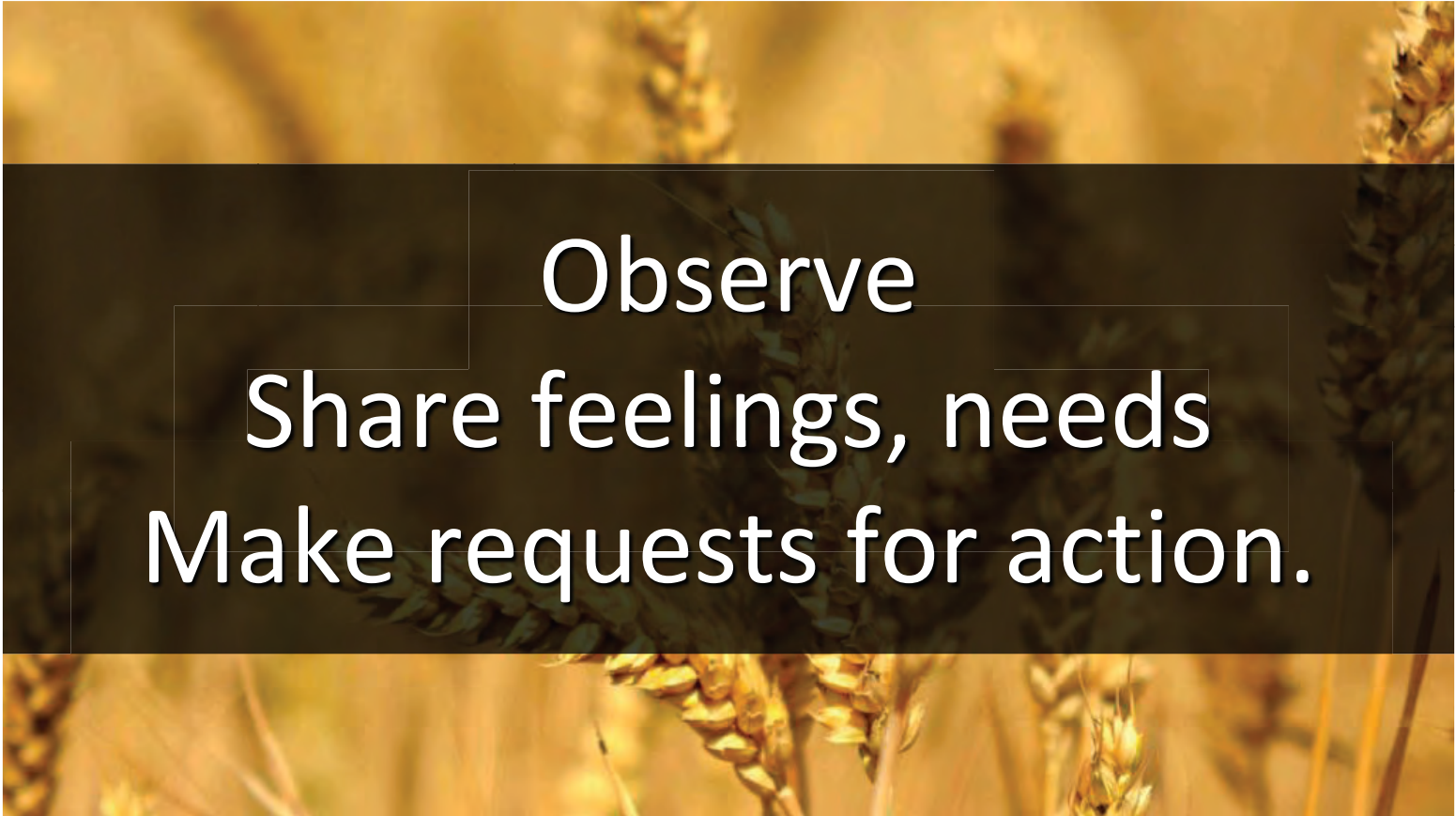
FAIRNESS

Farmers want

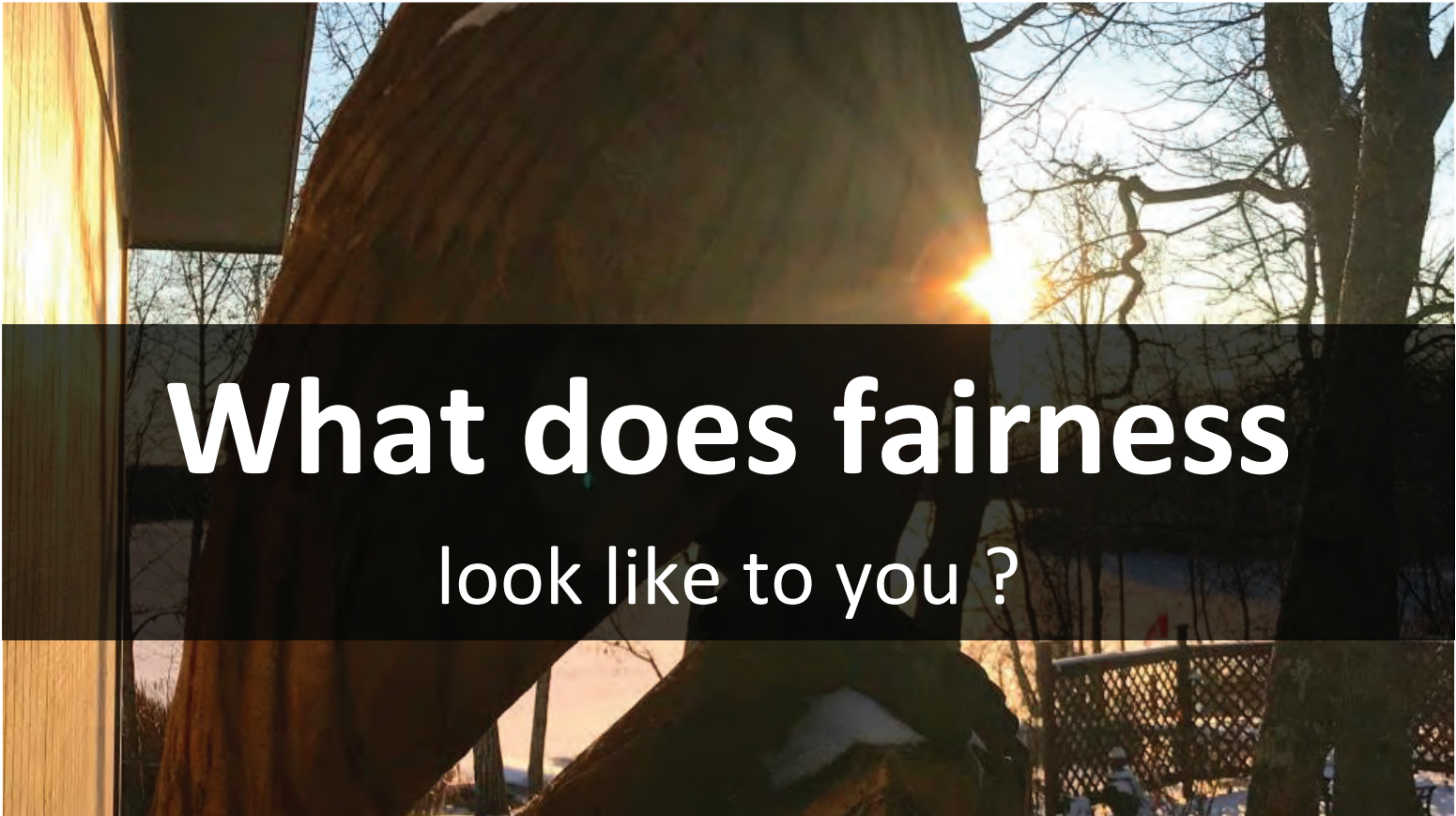
- to have hard work appreciated
- to be respected & heard
- to keep land base intact
- profitable business
- harmony with siblings



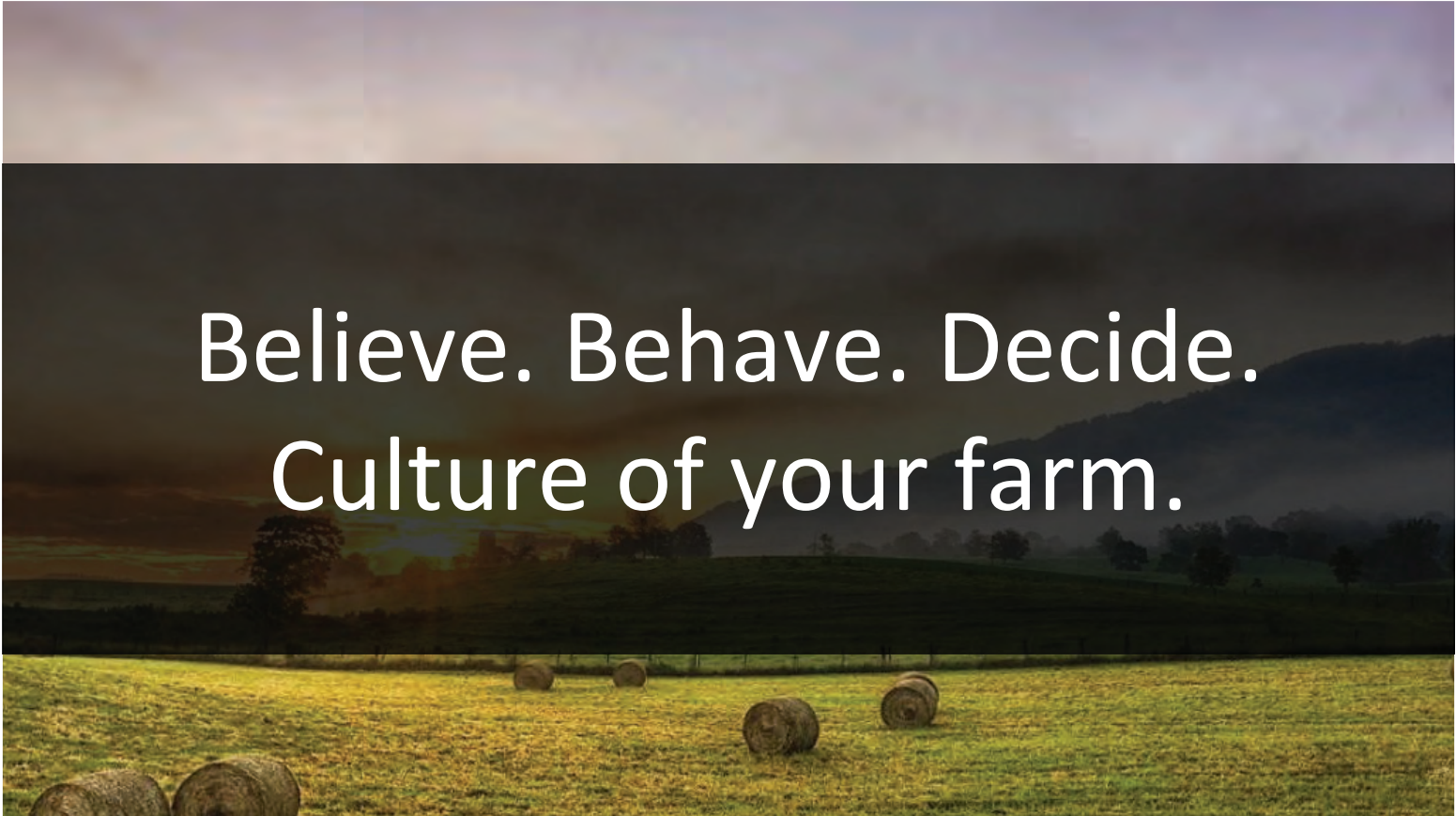
Emotional factors...it starts
with people.

A close-up photograph of golden wheat stalks, slightly out of focus, creating a warm, textured background.


Observe
Share feelings, needs
Make requests for action.

A photograph of a sunset or sunrise, with the sun low on the horizon, casting a warm glow through the silhouettes of bare trees and a fence in the foreground.

What does fairness
look like to you ?

A photograph of a farm landscape. In the foreground, several large, round hay bales are scattered across a green field. In the background, there are rolling hills and a line of trees under a dramatic, cloudy sky with a mix of purple, blue, and orange hues, suggesting a sunset or sunrise.

Believe. Behave. Decide.
Culture of your farm.

A close-up, black and white photograph of a white, curved object, possibly a piece of fabric or a container, against a dark background. The object is slightly out of focus, creating a soft, ethereal effect.

Culture is the invisible stuff
that glues the farm together



Mindset shift

helping all be successful



Fairness is

helping everyone be successfull.



conflict avoidance

creating solutions is the goal



FAIR

- financial transparency
- attitudes
- intent
- role expectations

Finances

- personal wealth bubble
- debt servicing
- gifts to heirs
- viability of farm
- income stream expectation

Income stream

personal wealth bubble ?

Farm assets/ personal wealth



Debt service

How much ? Buying & gifting.





Viability

This biz supports how many folks?

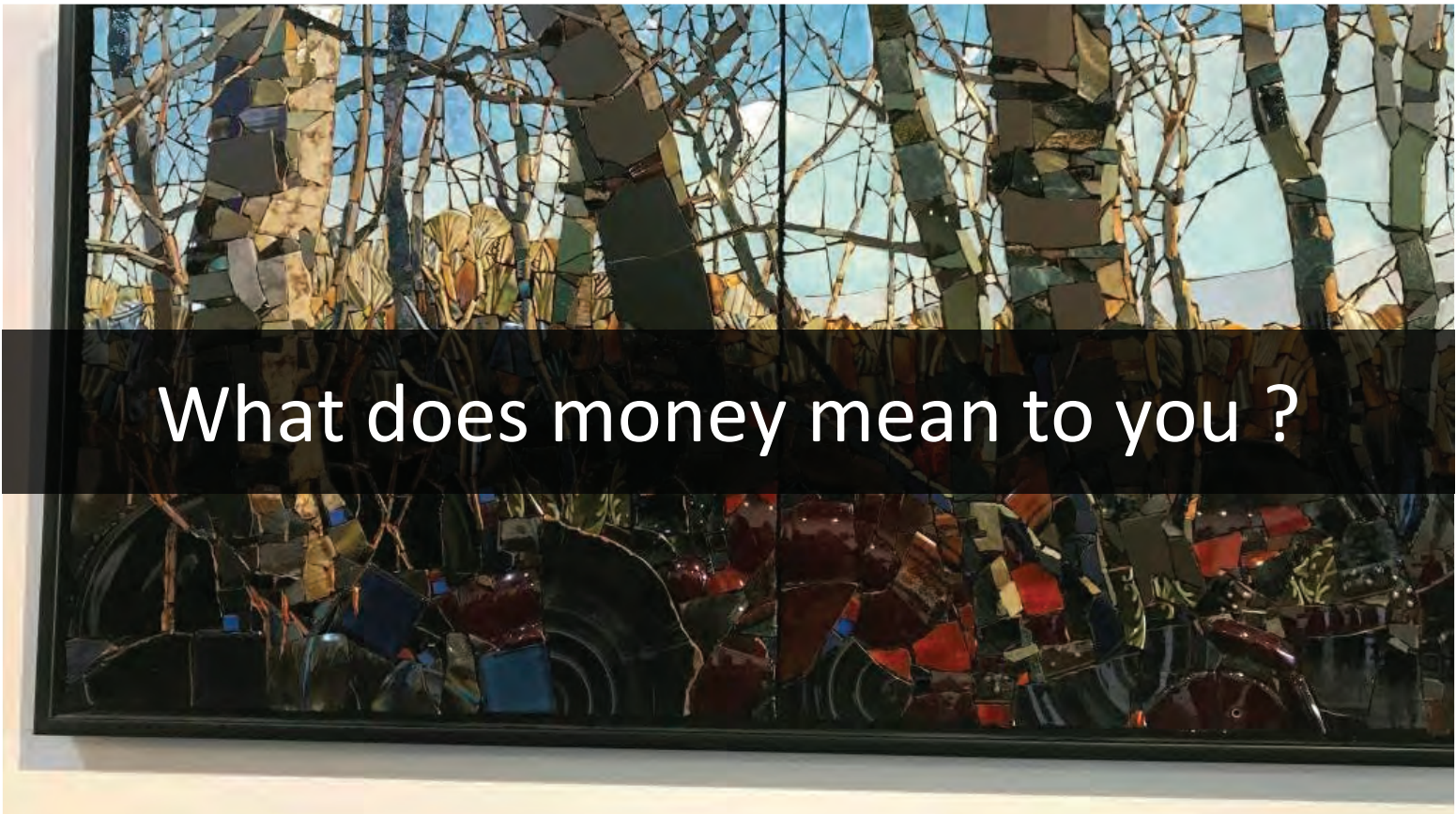


Viability

"financial awareness of the
big picture, risk mgt."
Operating agreements.

Attitude

- money scripts
- economically equal ?
- What does money mean to you ??



What does money mean to you ?



Money
does not equal love.



Believe
purpose, vision, values, trust

A close-up photograph of a hand holding a mound of bright red soil. The soil is crumbly and vibrant, contrasting with the skin tone of the hand. The lighting is soft, highlighting the texture of the soil and the skin.

Values

drive how you operate core beliefs

A photograph of a young child wearing a red t-shirt, a red baseball cap with a logo, and dark pants. The child is pushing a small wooden wheelbarrow filled with soil. The background is a rustic wooden barn with a large X-shaped door. The ground is wet and reflective.

great advisors

choose a team you trust

A photograph of two wooden chairs in a field at sunset. The chairs are in the foreground, and the background shows a field of tall grass under a warm, orange sky.

Listen well.

Respond carefully to concerns.

A dark background with a pattern of golden, curved lines, resembling a spider web or a network of paths.

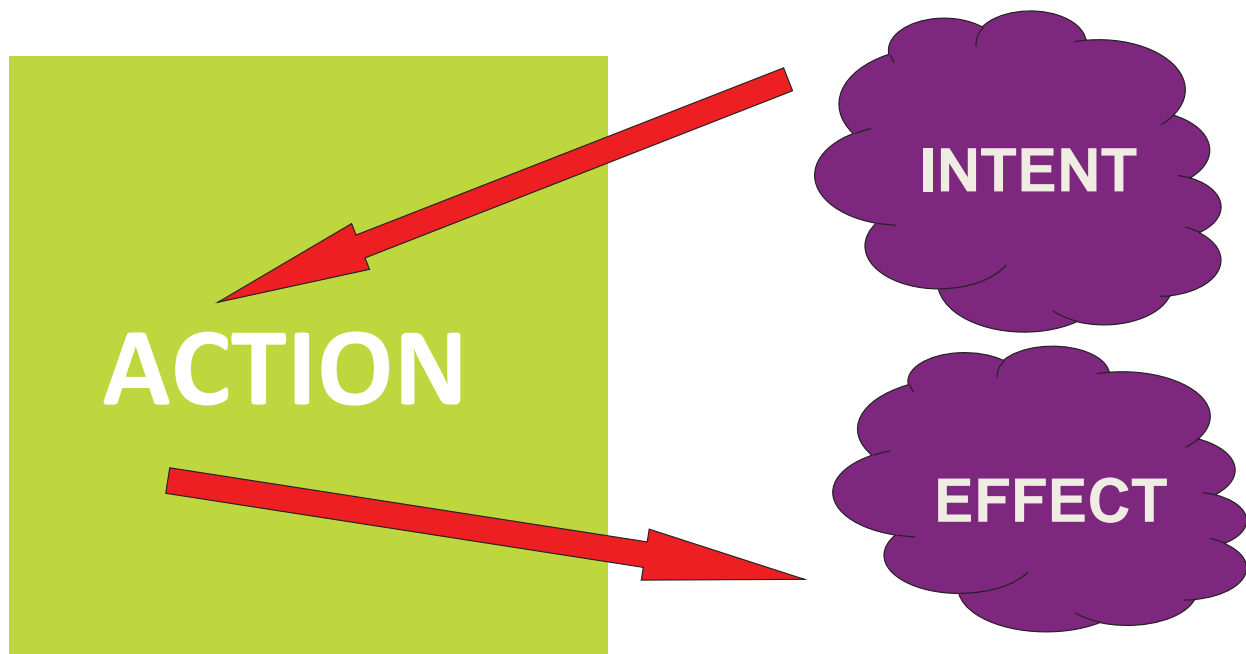
Intent

- Founders' needs
- Farm manager needs
- Family needs
- Farm vision

Why initiate?

Share your intent

Intent, Action, Effect





Vision

Do the founder spouses agree?



Roles & Rebels

- Fair DNA pay
- Birth order , skills
- Capture farm wealth
- Unreal expectations



Fair is helping

everyone be successfull.

Role Success

1. Vision & Passion
2. Viability
3. Relating with listening
4. Collaborative decisions
5. Written agreements
6. Life beyond the farm

ACT

- financial planner
- talk and listen
- embrace conflict
- explore role expectations
- ask powerful questions

We want to hear from you!

Send us your feedback
from the event and stay
connected.





Behave

roles & responsibilities




Validation of farm women...

A person wearing an orange t-shirt is sitting in a field of straw. Their arms are crossed, and they are wearing plaid shorts. The background is a dense field of dry straw.


Successor skill set

passion to manage risk

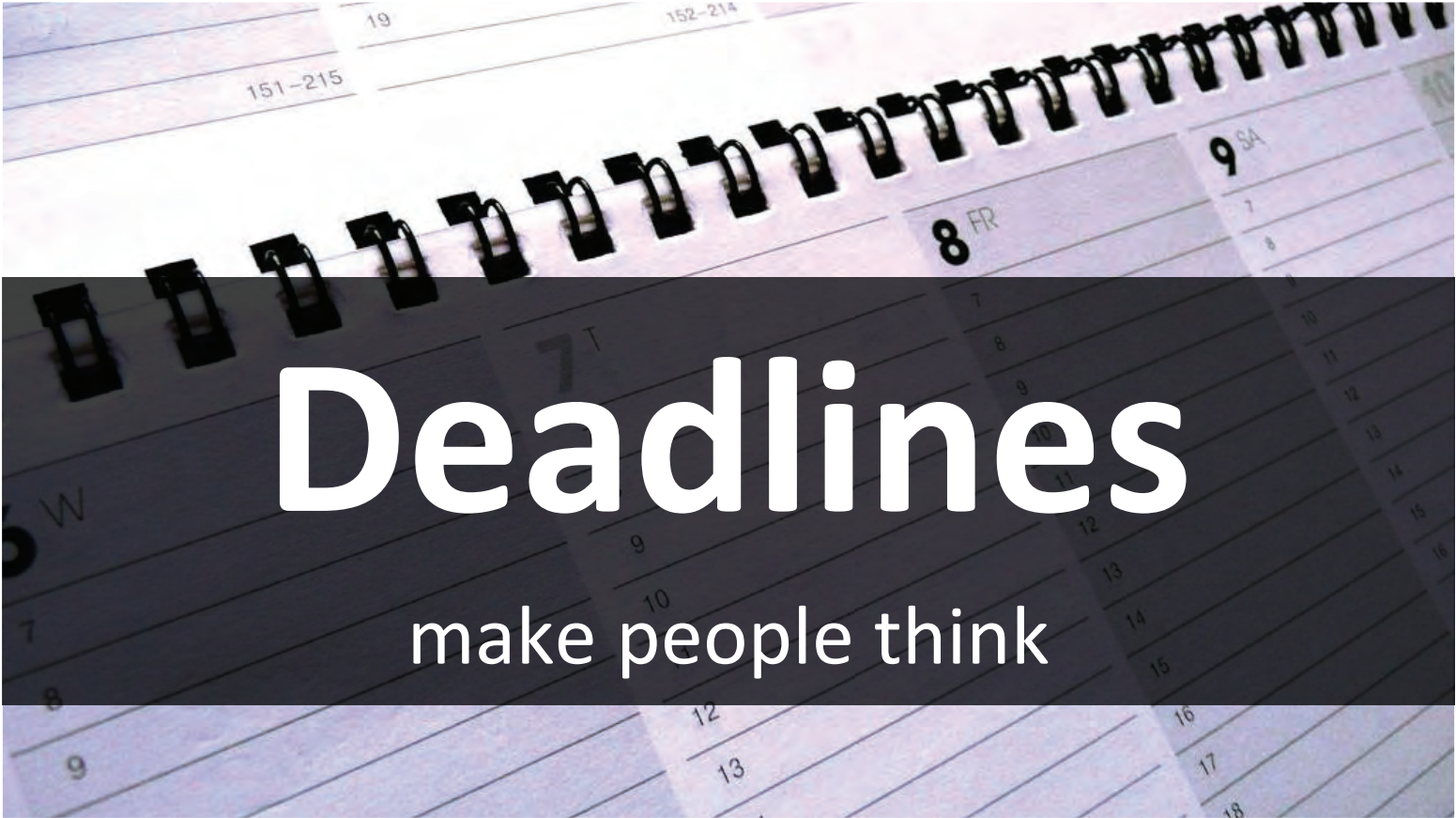
A red triangular warning sign with a white border and a white exclamation mark is in the foreground. The sign is slightly tilted and has some wear. In the background, there is a flat landscape under a blue sky with some clouds.

Explore expectations

no assumptions or secrets



Being fair is an intention of
your heart.
Elaine Froese



Deadlines
make people think



When things don't work

- Necessary Endings :
Dr. Henry Cloud
- Signs it is time to go
- Being logical, rational



Trust

How are you building trust ?



Copy success

Learn from others, share story



You are not alone

It's okay to ask for help



conflict avoidance
& procrastination have to stop !



FAIR

- Finances
- Attitude
- Intent
- Role

A photograph of two men standing outdoors against a clear blue sky. The man on the left is older, wearing a dark jacket, a baseball cap, and sunglasses. The man on the right is younger, wearing a dark t-shirt, overalls, and glasses. They are both smiling. A dark horizontal bar is overlaid across the middle of the image, containing the text.

What energizes you?

Manage money, energy ,empower
family

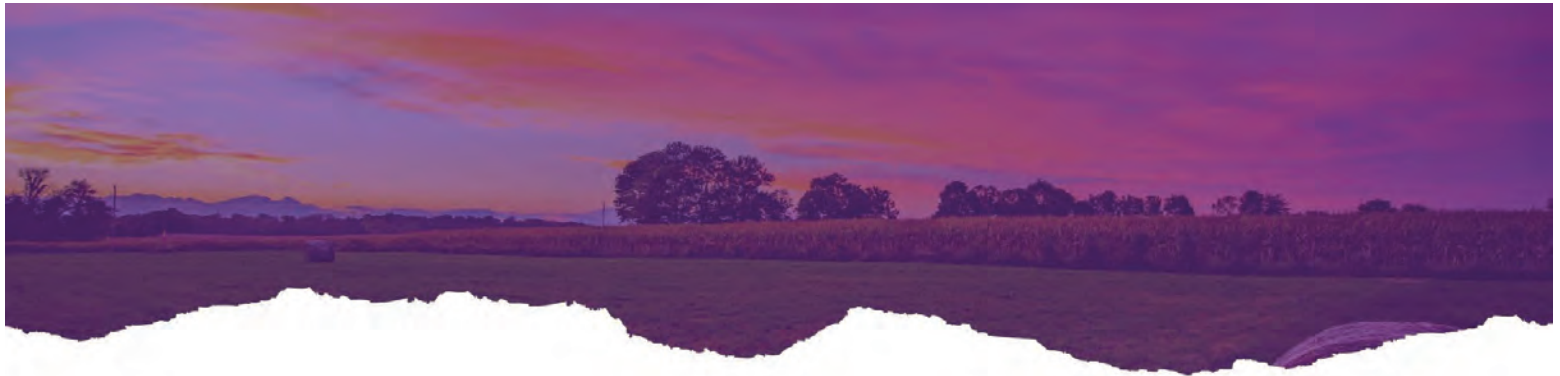
A close-up photograph of a hand holding a stalk of wheat. The wheat is golden-brown and has long, thin awns. The background is a soft, out-of-focus landscape.

Audiobook

The book cover features a photograph of a golden wheat field under a blue sky with white clouds. A green rectangular box is centered in the upper half, containing the title in white text. Below the box, a dark brown horizontal band contains the subtitle in white text.

BUILDING YOUR FARM LEGACY

*...tools to empower
better family communication*



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