



Environmental Farm Plan 2024-2025 ANNUAL REPORT

For time period April 1, 2024 - March 31, 2025



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About EFP

Sustainable progress happens step by step—and no one has to tackle it alone. Delivered by the Agricultural Research & Extension Council of Alberta (ARECA) The Alberta EFP program empowers producers with a free, confidential whole-farm self-assessment tool designed to help them identify and manage environmental risks effectively. Completing an EFP not only enhances awareness and education but also opens doors to valuable market opportunities across the province.

With a validity period of 10 years, the EFP serves as a long-term guide, allowing producers to implement improvements gradually as time and resources permit. By adopting sustainable practices today, farmers are not only strengthening their operations but also paving the way for future generations to inherit a resilient and thriving agricultural industry.

The EFP program is funded, in part, by the Government of Canada and the Government of Alberta under the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative.

“Some feel it opens a can of worms, but I think that’s a good thing. How can we improve without planning and reflection?”

- Christ Ouellette
Mixed Farmer
Mountain View County

WHAT MAKES ALBERTA EFP AN OBVIOUS CHOICE FOR PRODUCERS?

It's purpose-built specifically for our province's diverse agricultural landscape. While there are other certifications and environmental tools available, none are designed with Alberta's specific growing conditions, soil types, watersheds, and climate challenges in mind.



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Innovation, Growth, and Sustainability: Our Year in Review

As we reflect on the past year, it's inspiring to see the continued growth and success of our initiatives. The Environmental Farm Plan (EFP) program has reached new heights, with the highest uptake we've seen yet. This reflects the ongoing commitment of producers to sustainable agricultural practices, and we are proud to support their efforts.

To further strengthen our super star EFP team, we welcomed Kate Lovsin as our EFP Program Coordinator. Kate brings valuable expertise and dedication to the team, and her role will be instrumental in expanding the program's reach and impact.

Another milestone this year was the advancement of the Habitat and Biodiversity Assessment Tool project. This enhancement empowers landowners with better data and

insights, helping them make informed decisions that benefit both their operations and local ecosystems.

We were happy to celebrate alongside Rahr Malting Co. & Alberta Sugar Beet Growers as they reached their sustainability goals through using our EFP+ program. The EFP+ is supporting market access on a global scale for Alberta grown products. Looking ahead, we are excited to build on this momentum and continue driving positive change for sustainable agriculture and environmental stewardship.

Thank you for being part of this journey.



Lisa Nadeau, EFP Director

Left to right: Sonja Shank (Program Coordinator, P. Ag.), Lisa Nadeau (EFP Director, P. Ag.), Tanya Moskal-Hébert (EFP Special Projects, P. Ag.), Kate Lovsin (EFP Program Coordinator, P. Ag.)



Stakeholder Advisory

In the past year, the Stakeholder Advisory Committee (SAC) has continued to fulfill its essential role in guiding the Alberta Environmental Farm Plan (EFP) Program toward becoming a stronger, non-commodity-specific sustainability designation for Alberta's agricultural community. A particularly exciting development this year was when an individual reached out to request inclusion on the committee. This speaks to the growing importance of the EFP program and recognition of the SAC's influence. The SAC remains committed to providing valuable insights, ensuring that the program continues to evolve in ways that support sustainable agricultural practices while meeting the needs of producers across the province. The diverse and rotating membership, which includes representatives from various sectors and governmental bodies, ensures that the committee remains responsive to the ever-changing landscape of Alberta's agricultural industry.



We extend our appreciation to the people involved for their time and dedication.

- **Amie Boudreau Ivany**, Agriculture and Agri-Food Canada
- **Barry Redel** and **Alan Hall**, Agricultural Research and Extension Council of Alberta
- **Bret Kennedy**, Alberta Agriculture and Irrigation
- **Corrina Williams** (Rep), **Sebastien Dutrisac** (Alternate), Agricultural Service Board Provincial Committee
- **Kaley Segboer-Edge**, Alberta Beef
- **Kevin Wrista**, Rural Municipalities of Alberta
- **Lynn Jacobsen**, Alberta Federation of Agriculture
- **Maria Alkayed**, Canadian Federation of Agriculture
- **Morgan Hobin**, Alberta Milk
- **Rebecca Wieler**, Potato Growers of Alberta
- **Tasha Alexander**, Alberta Grains



EFP REACH

Alberta EFP has been busier than ever, with 823 workbooks completed, beating the annual target of 550 completions per year! With more programs looking to make sustainability claims, many producers flocked to the Alberta EFP to meet the need. As always, support completing the EFP is always free and includes online and in person workshops.

38
EFP Renewals

1216
New Accounts this Year



823

Approved EFP Workbooks



60

In-person workshops



20

Online workshops



440

In-person attendees

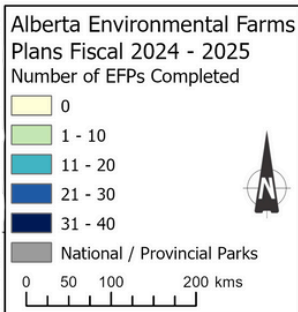
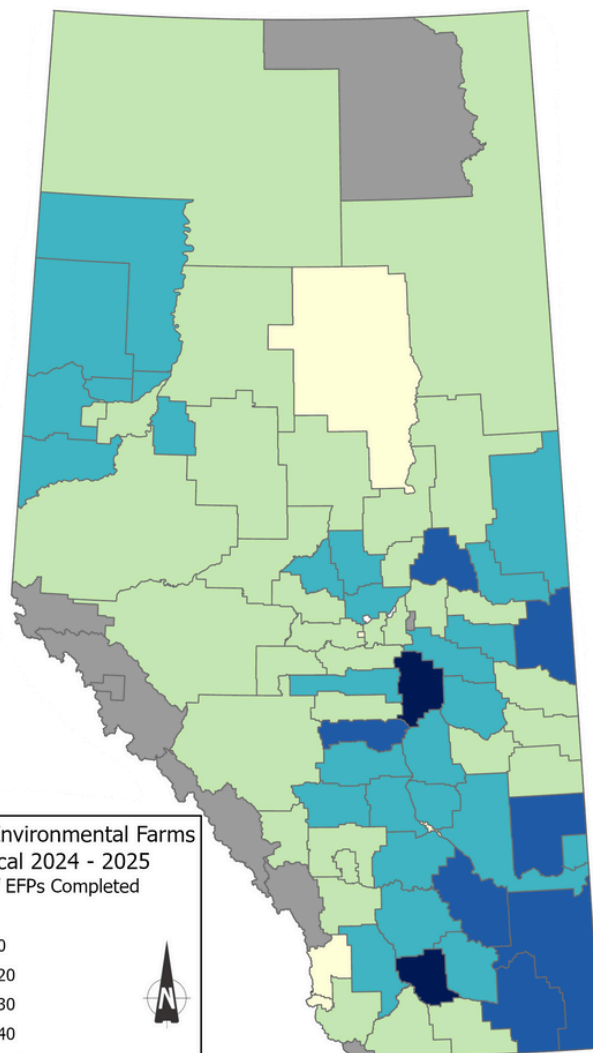


53

Online attendees

Crops	67%
Perennial forage	52%
Beef	40%
Other livestock*	29%
Irrigation	12%

*includes bees



Alberta
Government



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Alberta EFP recognizes that Alberta is the traditional territory of various peoples, including the Blackfoot Confederacy, Cree, Dene, Saulteaux, Nakota Sioux, Stoney Nakoda, Tsuu T'ina Nation, and the Métis. This acknowledgment honors the First Nations, Métis, and Inuit who have cared for these lands for generations. We express gratitude to Knowledge Keepers and Elders, emphasizing reconciliation and a shared commitment to protecting water and natural resources for future generations.

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TECHNICIANS NETWORK

The Alberta EFP program is grateful for the support from various organizations across the province that lend their time and resources to provide EFP support to their respective regions. EFP Staff support and train these representatives as EFP technicians to help provide one on one support to producers on a local level. Technicians tend to come from the municipal agriculture world or from the ag. research associations from across the province. The EFP program provides ongoing support to technicians and supports program delivery with resources and information to host workshops, extension booths, and anything else technicians might require to support producers.

The EFP Program also has "rover" technicians helping to fill in the gaps where there are no local technicians or when there is high demand in a region.



Photo: Amber Hamelin-Aardema

Producers attending an EFP Workshop in Grimshaw, AB, hosted by the North Peace Applied Research Association.



62

Total number of
Technicians Across the
Province



20

Total number of
Technicians in Training
Across the Province



5

EFP Rovers Filling Gaps
Across the Province



Photo: Dara Kudras

Our EFP Technicians help support agriculture extension across the province! Here is our EFP Rover, Dara Kudras, hosting a booth at the Ladies Calving Clinic in Rumsey, AB. in February 2025.



Annual Fall Technician Training

Every year, the Alberta EFP program provides its technicians and technicians in training with an opportunity for further training and a refresher in the EFP program, and relevant professional development in a 2-day training event (Fall Tech Training, FTT). It is a great way to engage technicians with the program, share program and industry updates, and networking opportunities. Our goal is to have our technicians attend at least every 2 years to help keep technician skills relevant and to ensure a standard approach for EFP delivery across Alberta.

Fall Tech Training Sessions 2024

- AgriInvest New Program Requirements
- Watershed Stewardship with the Athabasca Watershed Council
- Carbon Credits and the Carbon Market
- Master's Research in Ag. Extension
- On-Farm Efficiency Program Updates
- EFP and ARECA Updates
- U of A Soils Inventory Demo
- Digitizing Agriculture with the Simpson Centre
- Diplomacy and Difficult Conversations
- Facilitated Discussion to Improve the EFP Program
- Tech-in-Training Group Review Session

Other Technician Training Opportunities

- Enhancing Communication with Agriculture Audiences
- Group EFP Review Sessions
- Regular EFP Tech In Training Activities



35

Workshops Hosted by EFP Technicians



10

Speakers at Fall Tech Training



36

Tech Attendees for Tech Training in 2024



17K+

Kilometers Travelled by Techs for FTT



69

Technicians with Municipalities



11

Technicians with Ag. Research Associations



“My technician was awesome to work with and help with the questions that I had. Also provided more information that I could research on my own to help with my plan.”



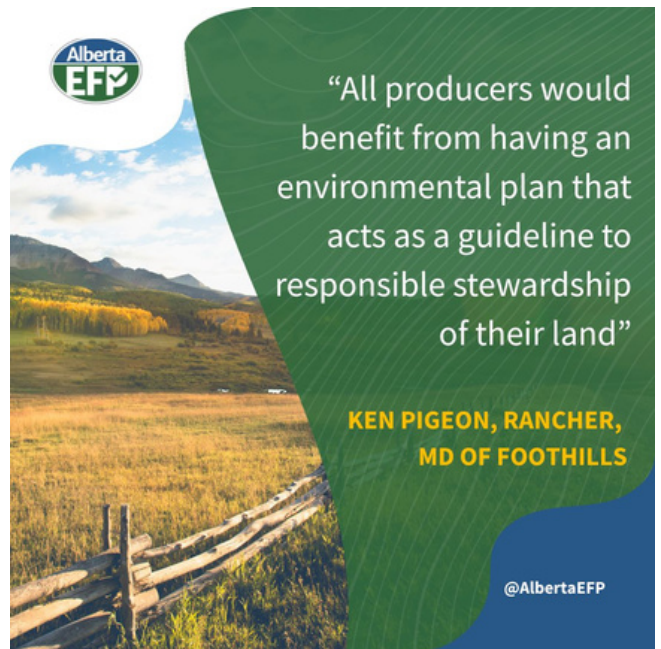
“Working through an EFP helps plan for the future by encouraging consideration of often-overlooked risks. Completing the EFP boosts confidence in managing risks, promoting the biodiversity and health of your land, and supporting operational prosperity.”

Ryan Dovell, EFP Technician
MD of Willow Creek



“The EFP is a great part of my job because it allows me to connect with all kinds of producers in our County, and it is a great opportunity to promote environmental beneficial management practices. There is always something new to learn, and EFP is full of great resources!”

Kate Winterford, EFP Technician
County of Grande Prairie



“All producers would benefit from having an environmental plan that acts as a guideline to responsible stewardship of their land”

KEN PIGEON, RANCHER,
MD OF FOOTHILLS

@AlbertaEFP

Environmental stewardship is vital for the enduring success of agriculture. It affects our profitability and productivity, reduces production and market risks, and ensures we leave our farms and ranches in a better state for the coming generations.

The broad acceptance and sustained support of the Environmental Farm Plan (EFP) by producers clearly highlight its importance in these endeavors. The combination of financial assistance from Alberta Agriculture & Irrigation, our EFP Stakeholder Advisory Committee, numerous volunteer EFP Technicians, partnerships with Commissions and other allies, along with our dedicated staff, has empowered ARECA to effectively promote EFP within our agricultural community.

At ARECA, we regard this initiative as both an honor and a joy. Wishing everyone an exceptional year ahead!



Alan Hall

ARECA Executive Director



EFP+

Demonstrating
Environmental
Sustainability
in Alberta for
International
Markets

RAHR MALTING CO. ACHIEVES FSA GOLD VERIFICATION THROUGH EFP+

“The EFP team’s hard work and dedication to our program has allowed us to let all of our customers and industry partners know that we have one of the best sustainability groups in the Industry.”

KERBY HEINTZ, RAHR MALTING CO.

EFP+ SUPPORTS ALBERTA SUGAR BEET GROWERS ACCOMPLISH FSA SILVER

“We truly appreciate the support of Alberta EFP. Their hard work and dedication have helped showcase the excellence of Alberta’s agricultural producers. Together, we are building a stronger more sustainable future for our industry.”

JENNIFER CROWSON, ASBG EXECUTIVE DIRECTOR



EFP + Global Equivalency in Sustainability for Alberta Producers

With large agri-food businesses and major restaurants evolving their sustainability standards and practices, there is a demand and need for Albertan producers and farm management groups to rise and meet these requirements. The EFP+ Program aligns directly with Alberta contexts to facilitate recognition and international equivalencies through the SAI Platform's Farm Sustainability Assessment (FSA) for the work producers are already doing on home soil.

Over the past year, significant progress was made in advancing the EFP+ program, with Rahr Malting Co. and Alberta Sugar Beet Growers (ASBG) reaching key sustainability milestones. Rahr Malting Co. earned the FSA Gold Level and ASBG achieved FSA Silver, demonstrating both groups' commitment to sustainable practices across their supply chains and aligning with international standards. These partnerships underscore the power of collaboration and the mutual benefits of prioritizing sustainability. Alberta EFP remains committed to supporting continuous improvement and inspiring others to follow suit.

The Alberta EFP+:

- Is built for Alberta Farmers
- Has the ability to make globally recognized sustainability claims
- Includes a workbook supported by local EFP technicians
- Provides support for verification process



“ It's important to focus on environmental sustainability and enhance the public appearance of agriculture. When the public is aware of our efforts, it benefits all of agriculture in the present and the future. ”

- Chad Folsom, Dairy Farmer
Cardston County

“ Was pleased to see what good stewards of the land that we already are, and how we can improve in the future. ”

- Jana Bartsch, Mixed Farmer
Vulcan County



HABITAT & BIODIVERSITY ASSESSMENT

In addition to funding by the governments of Canada and Alberta through the Sustainable Canadian Agricultural Partnership, the EFP Program secured funding support from Environment and Climate Change Canada through the Priority Places Initiative to enhance the Habitat & Biodiversity Assessment Tool (HBAT) within the Environmental Farm Plan workbook. This year Alberta EFP staff conducted a producer survey on the usefulness of the HBAT and the information it provided. The survey was designed to assess producers' awareness of the HBAT, species at risk (SAR), and stewardship opportunities available to them. The results indicated that there was agreement that the HBAT was easy to use, it helped them identify suitable practices, gain a better understanding of biodiversity on their farm, and that it was easy to access resources on opportunities and its recommendations. Respondents overall agreed that it was a valuable addition to the EFP process. Reach out to info@albertaeFP.com if you are interested in a copy of the survey results.

Oxytropis lagopus
Hare-footed Locoweed
Photo credit: Lorne Fitch

Evaluation Insights

- Highlight the on-farm benefits of SAR stewardship practices.
- Communicate the various benefits of biodiversity stewardship.
- Team up to promote training and workshops that focus on adopting these practices.
- Demonstrate how to blend practices into what you're already doing and common pitfalls to watch out for.



Phrynosoma hernandesi, Short-horned Lizard, Photo credit: Jason Headley

One participant commented “(We have) greater satisfaction in our operation knowing that we are pursuing a healthy, well-stewarded operation- not just chasing a dollar”

COMMUNICATION HIGHLIGHTS

Alberta EFP emphasizes education and awareness through diverse communication methods. The program expanded its digital outreach to keep producers informed and engaged, creating a reliable presence for unbiased information. The communications plan targets specific workbook chapters, offering tailored resources and information for producers.

Website



38,012

Visits

YouTube Engagement

Large uptake reflects strong interest in video-based educational content.



4764

Views



148.8

View Time (hours)

Newsletters

Highlights beneficial management practices, upcoming events, resources, and programs using the EFP.



6

Newsletters Published



1800+

Recipients

Social Media Engagement

Includes Facebook, X (formerly Twitter), and the addition of a new platform this year, BlueSky.



1,522

Followers



982

Posts added



16,890

Social Media Interactions



PLANNING FOR THE FUTURE, ONE EFP AT A TIME



As we reflect on the progress made throughout the year, it is clear that the Alberta Environmental Farm Plan continues to be a cornerstone of sustainable agriculture in our province. Through collaboration, innovation, and a steadfast commitment to stewardship, Alberta’s producers have demonstrated their dedication to protecting our natural resources while enhancing the resilience and profitability of their operations.



The evolution of the EFP program—through updated tools, expanded outreach, and alignment with international standards—has empowered more producers than ever to assess, plan, and implement meaningful environmental practices. These efforts not only safeguard the land, water, and biodiversity we all depend on, but also position Alberta’s agricultural sector as a leader in responsible farming on the global stage.

Looking ahead, we remain committed to supporting producers with the knowledge, resources, and partnerships needed to navigate emerging challenges and opportunities. Together, we will continue to build a future where environmental stewardship and agricultural success go hand in hand.



WANT MORE INFORMATION?

Find us at

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www.albertaefp.com

We offer one-on-one assistance!

Reach out for help with your EFP



Scan the code to
join our events