

Elaine Froese

Keynote Presentations

When it comes to succession issues and “Who gets the farm?” – many families just don’t want to talk about it.

As a professional farm family business coach, Elaine specializes in helping farm families work through the tough issues to take action. She creates a safe place for families to meet, plan for change and be clear about expectations.

Studies show that farm families who talk regularly are 21% more profitable. Elaine not only assists families to meet and to talk – but to act! With her practical "Discuss the Undiscussabull™" tools, she acts as a catalyst to inspire courageous conversations, new scenarios and, yes, more profitable businesses.

An award-winning author of *Planting the Seed of Hope*, Elaine is also a regular columnist for *Grainews* and previously appeared weekly on Canada’s national AgVision TV.

She is a member of the Canadian Association of Farm Advisors and the Canadian Association of Professional Speakers. As a former home economist, now a succession expert and a farmer herself, Elaine understands the culture of agriculture.

Skilled at helping agricultural families in transition, her expertise is sought after across Canada and in the U.S.

And when she’s not “on tour,” she farms with her husband – and watches the prairie sky – in southwestern Manitoba.

Please give a warm welcome to Elaine Froese (*pronounced “phrase”*)!