



# Elaine Froese

## Canada's farm whisperer

I'm your go-to expert for **farm families** who want **better communication** and **conflict resolution** to secure a **successful farm transition**.

## Helping farm families find understanding

**Hi! I'm Elaine Froese and I LOVE working with farm families.**

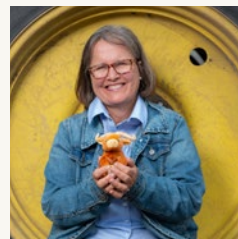
For over 25 years I've been a sounding board for farm families as they seek to find ways to work together in harmony and prepare the farm for the next generation. As a farmer myself, and mother to the successor of our farm, I understand the culture of agriculture like the back of my hand.

As a professional speaker, it's my passion to share simple, practical and actionable tools with farm families so they can talk about tough issues and get traction in their farm transition.

I'm on a mission to guide farm families to get unstuck and communicate better so they can be rich in relationships.

**If you're organizing an event and looking for a speaker who's real, relevant, and transformational, let's talk!**

- ★ Certified Speaking Professional (CSP)
- ★ Award-winning Author & Coach 2018, recipient of the Wilson Loree Award for Excellence in Farm Management
- ★ 2020 Manitoba 150 Women Trailblazers award recipient
- ★ 2021 Certificate of Merit from the Faculty of Agriculture, University of Manitoba



25+

years of experience

19,000+

readers & followers

9 million

people influenced



# Elaine's speaking topics

## Finding Fairness in Farm Transition

**How to manage your farm family's expectations about inheritance**

A farm is not a piece of pie. In today's agricultural reality, farm families cannot make all of their children economically equal. Equality is no longer part of the transition language. Elaine's presentation will give you a new language to manage expectations and navigate finding fairness in farm transition so that everyone will be successful.

## Discuss the Undiscussabull™

**Tools for talking about tough issues in life... and farm transfer!**

Most farmers are concerned about death and taxes. But what they should really be paying attention to are the family dynamics and how emotional factors are affecting planning and the future success of the farm. In many farm kitchens there's a bull in the middle of the room - what Elaine has termed as the "Undiscussabull" - the thing no one is willing to talk about it. That stops now!

## Living an Intentional Life

**How to embrace change on your farm with the cycle of renewal**

This talk is specifically crafted for farmers who are stuck and need to make some life changes as well as women in agriculture who are feeling stressed, overwhelmed, and need to let go of what's not working.

## Farming's In-Law Factor

**How to have more harmony and less conflict on family farms**

It takes courage to admit that everything behind the front door of your farm is not as beautiful as you would like it to be. This session is eye-opening and comforting when you discover that you are not alone. Your 'good' farm team can become 'great' with better conflict resolution skills and more role clarity.

## Rave reviews

"Elaine is a joy to work with. When the farmers laughed or asked a great question, I knew they were listening and really wanted to learn from her. In the glowing review from farmers after her presentation, I knew they had heard her loud and clear."

**Maddy Berner**, Event Planner & Communications Coordinator, National Milk Producers Federation

"Elaine helped me allocate \$1 Million of assets the night I listened to her. Her presentation brought value to the use of my services in my office."

**Don Forbes**, Forbes Wealth Management

"Elaine Froese truly is the Farm Whisperer. With her big heart and stern resolve, she guides families through uncharted waters and helps them arrive safely at their desired destination."

**Tracy Brunet**, Host of The Impact Farming Show & CEO of Farm Marketer

"You speak like you've been sitting at our kitchen table! You know our family issues well. Elaine Froese is real!"

**Audience Member**

**Elaine Froese**  
FARM FAMILY TRANSITION EXPERT

*Find harmony through understanding™*

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