



Advancing the business of  
**agriculture**

**2010-11**  
ANNUAL REPORT

# Corporate social responsibility

At FCC, we take corporate social responsibility seriously. It's part of our corporate vision and guides how we operate.

We give back to the communities where our customers and employees live and work, strive to reduce our impact on the environment and contribute to the success of the Canadian agriculture industry.

## Agriculture and food

We support the development of a sustainable, competitive and innovative Canadian agriculture industry by providing knowledge and education, and by supporting initiatives and forming partnerships that advance the business of agriculture.

Priorities	Actions
<p><b>Young farmers and producers</b> Help young farmers and producers develop in the industry.</p>	<ul style="list-style-type: none"> <li>• supporting young farmers to be successful through our Generation Ag programs</li> </ul>
<p><b>Industry knowledge and skills</b> Increase industry knowledge and skills for a successful and profitable industry.</p>	<ul style="list-style-type: none"> <li>• hosting FCC Learning events</li> <li>• offering FCC Management Software</li> <li>• publishing and distributing the latest industry news</li> </ul>
<p><b>Agriculture and agri-food networks</b> Strengthen and support agriculture and agri-food networks.</p>	<ul style="list-style-type: none"> <li>• supporting and partnering with industry associations</li> </ul>
<p><b>Agricultural safety</b> Contribute to the safety of the industry.</p>	<ul style="list-style-type: none"> <li>• partnering to deliver Canadian Agricultural Safety Week</li> <li>• offering the FCC Ag Safety Fund</li> </ul>
<p><b>Pride in agriculture</b> Promote agriculture as a vibrant, forward-looking industry, fostering excitement and building a positive image of Canadian agriculture.</p>	<ul style="list-style-type: none"> <li>• measuring optimism in the agriculture industry</li> <li>• honouring women in agriculture through the FCC Rosemary Davis Award</li> <li>• partnering with Agriculture in the Classroom</li> </ul>



Canada is the sixth largest beef-exporting country in the world.



## Community

We foster strong and vibrant communities where our customers and employees live and work, with a focus on rural Canada.

Priorities	Actions
<p><b>Hunger</b> Raise food by organizing an annual food drive that focuses on reducing hunger in Canada.</p>	<ul style="list-style-type: none"> <li>organizing the FCC Drive Away Hunger program to raise food and funds for Canadian food banks</li> </ul>
<p><b>Community enhancement</b> Support the communities where our customers and employees live and work, with a focus on rural Canada.</p>	<ul style="list-style-type: none"> <li>supporting rural Canadian capital projects through the FCC AgriSpirit Fund</li> <li>celebrating minority official language communities through the FCC Expression Fund</li> <li>supporting Regina-based charities and not-for-profit organizations with the FCC Regina Spirit Fund</li> </ul>
<p><b>Volunteerism</b> Support employee volunteerism.</p>	<ul style="list-style-type: none"> <li>encouraging volunteerism by supporting the organizations our employees serve through our employee donation match program, team volunteer program and our monthly volunteer draw</li> </ul>

## Customers

We focus on primary producers as well as suppliers and processors along the agricultural value chain. We provide our customers with flexible, competitively priced financing, equity, insurance, management software, information and learning.

Priorities	Actions
<p><b>Customer experience</b> Consistently provide an extraordinary customer experience.</p>	<ul style="list-style-type: none"> <li>asking our customers to provide feedback at key touch points throughout the year</li> <li>enhancing the electronic channels our customers use to do business with us</li> </ul>
<p><b>Customer support</b> Demonstrate unwavering support and commitment to customers.</p>	<ul style="list-style-type: none"> <li>providing support to customers that are affected by short-term crisis through the FCC AgCrisis Fund</li> </ul>
<p><b>Products</b> Deliver products in response to customer needs and wants.</p>	<ul style="list-style-type: none"> <li>working with customers to ensure our products meet the unique needs of their business</li> </ul>

## Employees

We foster a culture of accountability, partnership and diversity – and deliver a stellar employee experience.

Priorities	Actions
<p><b>Corporate culture</b> Sustain and grow our culture.</p>	<ul style="list-style-type: none"> <li>• measuring employee engagement</li> <li>• providing ongoing learning to deepen the organizational culture</li> </ul>
<p><b>Leadership</b> Enhance leadership capabilities throughout the organization.</p>	<ul style="list-style-type: none"> <li>• developing leaders through specialized learning programs</li> </ul>
<p><b>Diversity and official languages</b> Build a workforce that reflects the diversity and linguistic duality of our customers and the Canadian workforce as a whole.</p>	<ul style="list-style-type: none"> <li>• offering opportunities to learn about different cultures</li> <li>• providing an aboriginal summer student program</li> <li>• creating an aboriginal student fund</li> <li>• offering second language training for employees</li> </ul>
<p><b>Employee health and wellness</b> Promote good health among employees through education and awareness.</p>	<ul style="list-style-type: none"> <li>• offering all employees a benefits program to support overall health and well-being</li> </ul>
<p><b>Learning and career development</b> Provide learning opportunities for employees to develop their careers.</p>	<ul style="list-style-type: none"> <li>• creating individual development plans and reviewing progress annually</li> <li>• providing learning and growth opportunities for employees</li> </ul>

## Environment

We improve our environmental performance and support the industry with tools and knowledge to do the same.

Priorities	Actions
<p><b>Environmental footprint</b> Reduce the impact of our internal operations on the environment.</p>	<ul style="list-style-type: none"> <li>• measuring our greenhouse gas emissions, conducting waste audits and educating employees on environmental sustainability</li> </ul>
<p><b>Tools, knowledge and environmental products</b> Develop and share tools, knowledge and environmental products.</p>	<ul style="list-style-type: none"> <li>• offering the Energy Loan and FCC Enviro-Loan to empower our customers to increase the sustainability of their operations</li> </ul>
<p><b>Environmental risk</b> Identify and evaluate environmental risks.</p>	<ul style="list-style-type: none"> <li>• following the Canadian Environmental Assessment Act and conducting the necessary environmental assessments with our customers and prospective customers</li> </ul>