



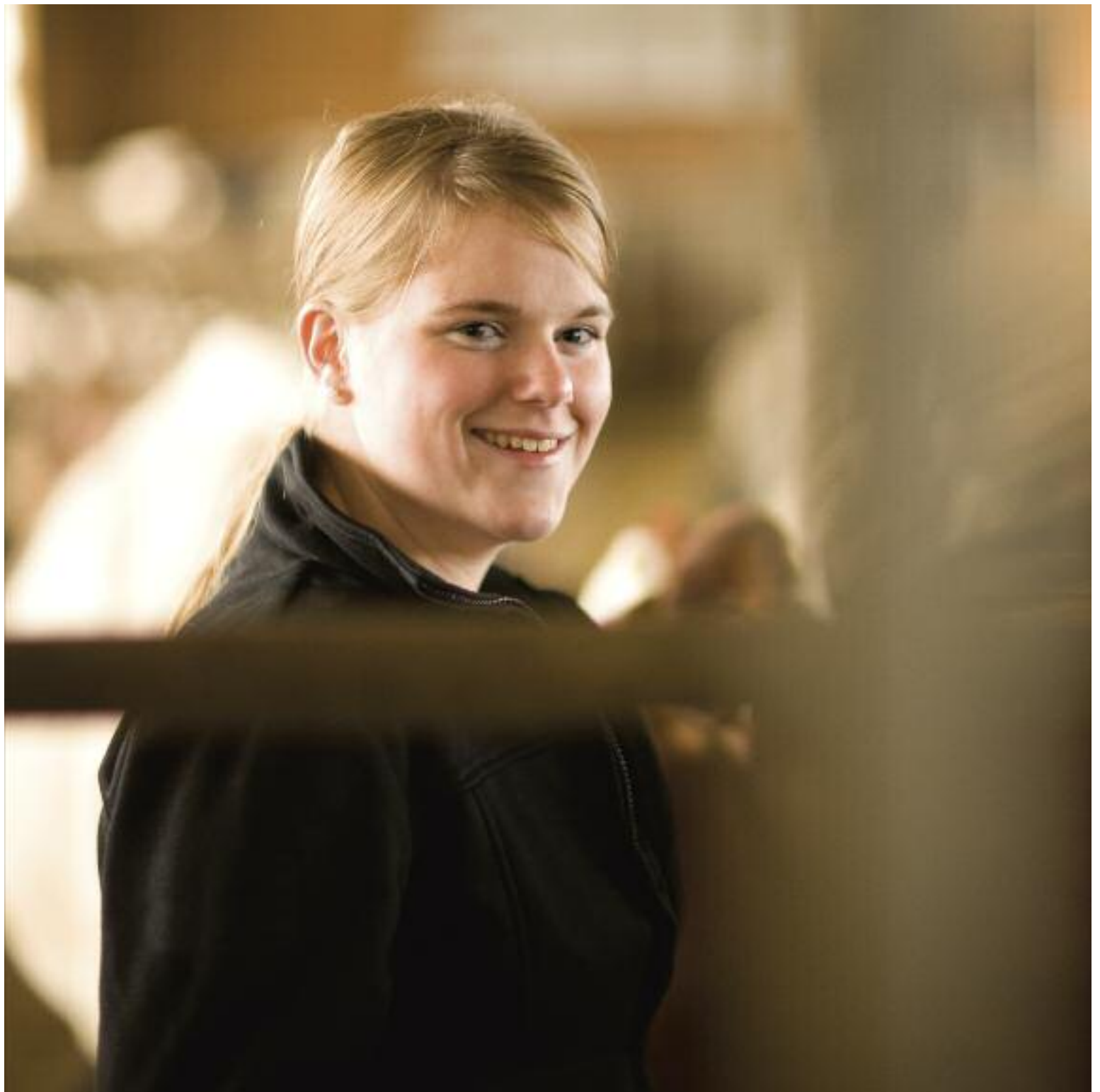
Generation Ag



Farm Credit Canada
Advancing the business of agriculture

Canada





DO YOU love agriculture?

A lot of people do. That's why FCC offers so much for young farmers. Whether you're entering your first 4-H show or building your operation, we're ready to help.

We're supporting future farmers at every stage of their careers with financing, learning opportunities and more.

Generation Ag is here.



Rural
youth



START YOUNG and start strong

Our relationship with 4-H spans more than two decades, as a national sponsor and provider of local funding. In Quebec, FCC partners with the Association des jeunes ruraux du Québec and the Fédération de la relève agricole du Québec for rural youth and young adults.

FCC helps Agriculture in the Classroom build awareness and understanding of sustainable agriculture and food systems by providing education resources to teachers and students across Canada.

- Sponsoring 4-H nationally
- Local funding for 4-H clubs
- AJRQ, FRAQ
- Agriculture in the Classroom

College and
university
studies



STUDENTS of agriculture

Education is important to the future of our industry. We support the Canadian Association of Diploma in Agriculture Programs, which encourages students pursuing an education in agriculture.

We reward big thinkers in universities and ag colleges across Canada. By providing funding and awards for ag students who develop outstanding business plans or new ideas that improve our industry, we're strengthening the future of agriculture.

FCC on Campus provides free FCC Management Software for ag students who use the software in their curriculum.

- CADAP sponsorship
- FCC Business Planning Award
- FCC on Campus (FCC Management Software)

Startup
and in
operation



FROM FIRST STEPS to up and running

Many of our customized loans like Transition and First Step have flexible options for young farmers to get up and running. FCC Learning offers free farm management training programs that teach important skills and cover topics like succession planning, marketing and financial management.

Successful farmers are innovative, technologically advanced and willing to try new things. Many get inspiration from FCC publications like Knowledge Insider and AgriSuccess, and their news from FCC Express.

FCC offers Canada's leading farm accounting and field management software and helps producers make more informed decisions.

We're also a national sponsor of the Canadian Young Farmers' Forum and a regional sponsor of Canada's Outstanding Young Farmers' Program.

- Over \$5 billion in standard and customized loans have been disbursed to young farmers over the last four years
- FCC Learning includes tours, workshops and forums
- AgriSuccess, FCC Express, Knowledge Insider
- FCC Management Software
- National sponsor of Canadian Young Farmers' Forum
- Regional sponsor of Canada's Outstanding Young Farmers' Program
- Loan life insurance



Generation Ag IS HERE

Modern agriculture is exciting, sophisticated and always changing. Today's producers are savvy entrepreneurs with advanced business management skills who are constantly learning and building their knowledge. We can't wait to see what happens next.

Learn about more opportunities for young farmers
www.fcc.ca/generationag

FCC is a healthy and vibrant company

We're the leading provider of financial and business services for Canada's agriculture, agribusiness and agri-food industry. We have 100,000 customers, 100 offices across 10 provinces, and a portfolio that continues to grow.



Farm Credit Canada
Advancing the business of agriculture

Canada