

New Foundations in Agricultural Management Program
University of Guelph, RBC and FCC collaborate to bring free online course to farmers

FOR IMMEDIATE RELEASE

GUELPH, ON (Jan. 11, 2022) - The University of Guelph, in collaboration with RBC and FCC, is pleased to announce *Foundations in Agricultural Management*, a free self-paced online course to empower farmers with the knowledge and confidence to take their agri-business to the next level. The course will guide farmers in implementing effective business planning processes, leveraging financial tools, motivating teams, managing farm transition and more.

“Within the agricultural industry, producers are actively seeking resources to support them as their farm operations become larger and more complex. Meeting that demand by getting Ontario Agricultural College’s institutional knowledge into the hands of producers across Canada has always been a goal of ours, and one that is now being achieved through University of Guelph Foundations in Agricultural Management,” says Rene Van Acker, Dean, Ontario Agricultural College, University of Guelph. “I am confident that this course will equip producers with the knowledge and resources they need to run successful farming operations for generations to come.”

The course is comprised of eight modules taught by world-class researchers and teachers who bring their passion, expertise and experience to the course.

- Module 1: Business Planning & Strategy – Professor Mike von Massow
- Module 2: Financial Literacy I – Professor Richard Vyn
- Module 3: Financial Literacy II – Professor Ken McEwan
- Module 4: Managing Your Most Valuable Asset – Your People – Professor Sara Mann
- Module 5: Risk Management – Professor Getu Hailu
- Module 6: Family Farm Transition Planning I – Professor Alfons Weersink
- Module 7: Family Farm Transition Planning II – Professor Julia Christensen Hughes
- Module 8: Managing Mental Health & Building Resilience – Professor Andria Jones-Bitton

“In today’s agriculture industry, having sound farm business management is more important than ever,” explains FCC President and CEO Michael Hoffort. “The new Foundations in Agricultural Management program through the University of Guelph is a truly exciting offering. I believe the course material is beneficial for today’s Canadian producers, and given that it’s free, online and self-directed, this will undoubtedly lead to better efficiency and innovation, ensuring a bright future for agriculture in Canada.”

Ensuring farm operators understand the fundamentals of business operations will develop a skilled workforce within this growing sector while giving farmers the knowledge and confidence to help achieve their desired growth.

“The Canadian agriculture sector is an important contributor to our nation’s economic resilience and competitiveness on the global stage, and it has the potential to add another \$11 billion to Canada’s GDP by 2030,” says Neil McLaughlin, Group Head, Personal & Commercial Banking,

RBC. “Fostering talent in this sector is critical in order to realize our full economic potential, and that’s why we’ve partnered with the University of Guelph and FCC on this comprehensive educational program. Through our collaboration, we look forward to providing valuable resources that will help Canadian farmers expand their capabilities and grow their operations, while contributing to the long-term sustainability of the industry.”

The program will be offered four times per year over the next 2 years in the winter, spring, summer and fall. Registration for the first program opens January 17. Visit GuelphAgriculturalManagement.com to enroll.

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About the University of Guelph

The University of Guelph is one of Canada’s top comprehensive and research-intensive universities, with close to 30,000 diploma, undergraduate and graduate students. Established in 1964, the University has a reputation for innovation and excellence dating back more than 150 years to its founding colleges: Ontario Veterinary College, Ontario Agricultural College and Macdonald Institute. Today the University of Guelph’s seven colleges, on its three campuses, conduct leading-edge teaching and research in the physical and life sciences, business, arts, social sciences, and agricultural and veterinary sciences.

The University of Guelph, and everyone who studies here, explores here, teaches here and works here, is committed to a simple, shared purpose: to Improve Life. Learn more at uoguelph.ca

About FCC

FCC is Canada’s leading agriculture and food lender, with a healthy loan portfolio of more than \$41 billion. Our employees are dedicated to the future of Canadian agriculture and food. We provide flexible, competitively priced financing, management software, information and knowledge specifically designed for the agriculture and food industry. As a self-sustaining Crown corporation, we provide an appropriate return to our shareholder, and reinvest our profits back into the industry and communities we serve. For more information, visit fcc.ca

About RBC

Royal Bank of Canada is a global financial institution with a purpose-driven, principles-led approach to delivering leading performance. Our success comes from the 87,000+ employees who leverage their imaginations and insights to bring our vision, values and strategy to life so we can help our clients thrive and communities prosper. As Canada’s biggest bank, and one of the largest in the world based on market capitalization, we have a diversified business model with a focus on innovation and providing exceptional experiences to our 17 million clients in Canada, the U.S. and 27 other countries. Learn more at rbc.com.

We are proud to support a broad range of community initiatives through donations, community investments and employee volunteer activities. See how at rbc.com/community-social-impact.

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