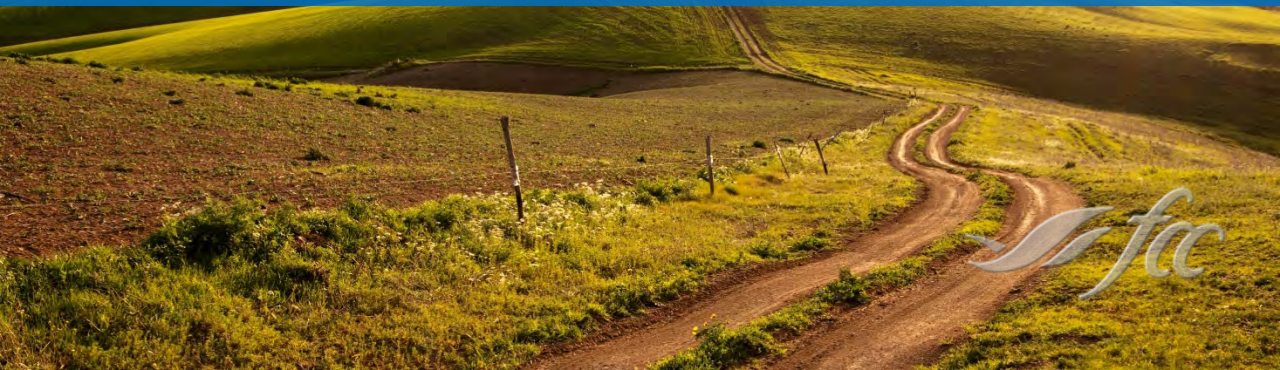


# Canadian agriculture: Past, present, future

Michael Hoffort

President and CEO  
Farm Credit Canada







# Agenda

- 150 years of Canadian ag
- Industry health check
- The opportunity has never been greater!



# 150 years of Canadian agriculture







# Congratulations on 80+ years



# Health Check



1 HEALTH CHECK STEP 1

Health Check.

2 HEALTH CHECK STEP 2

3 HEALTH CHECK STEP 3



Very Good



Good



Normal



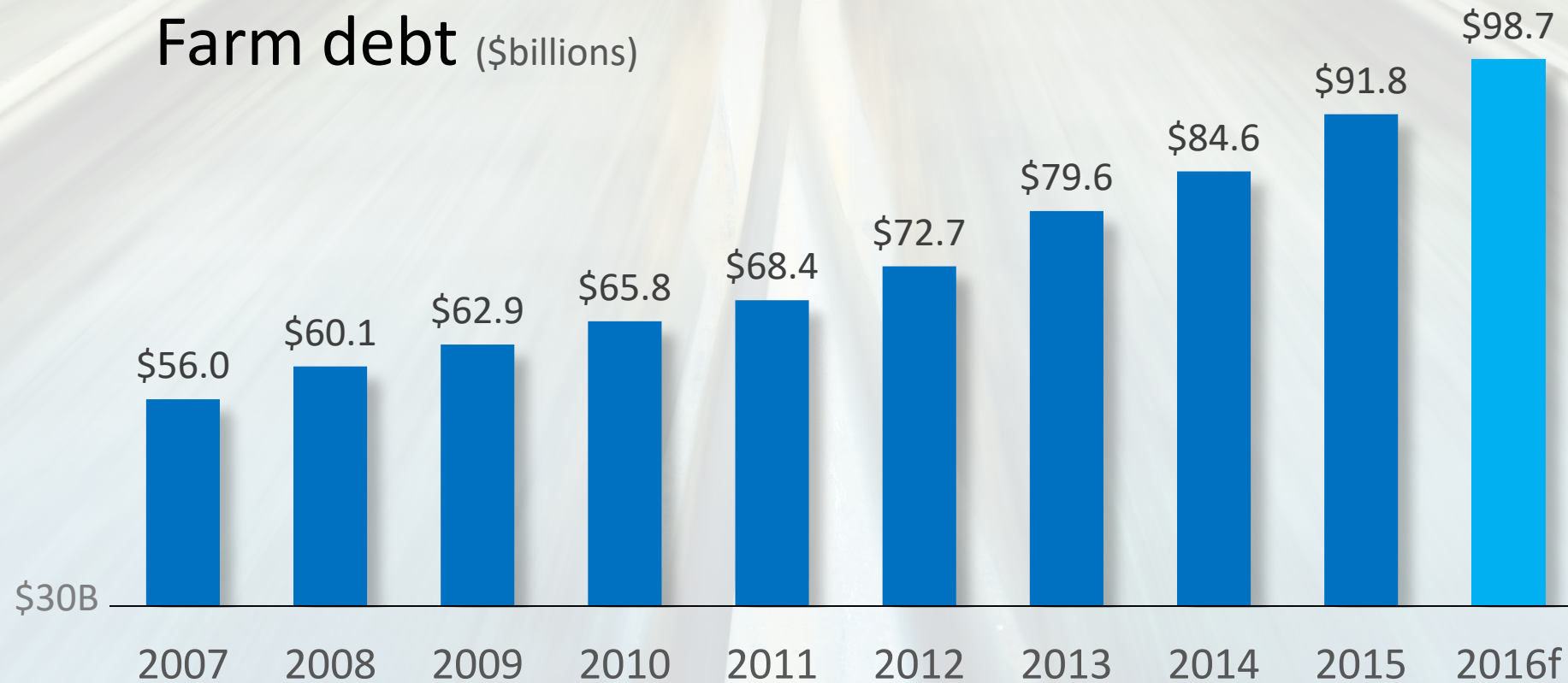
Bad

HealthCheck/personal information,2=





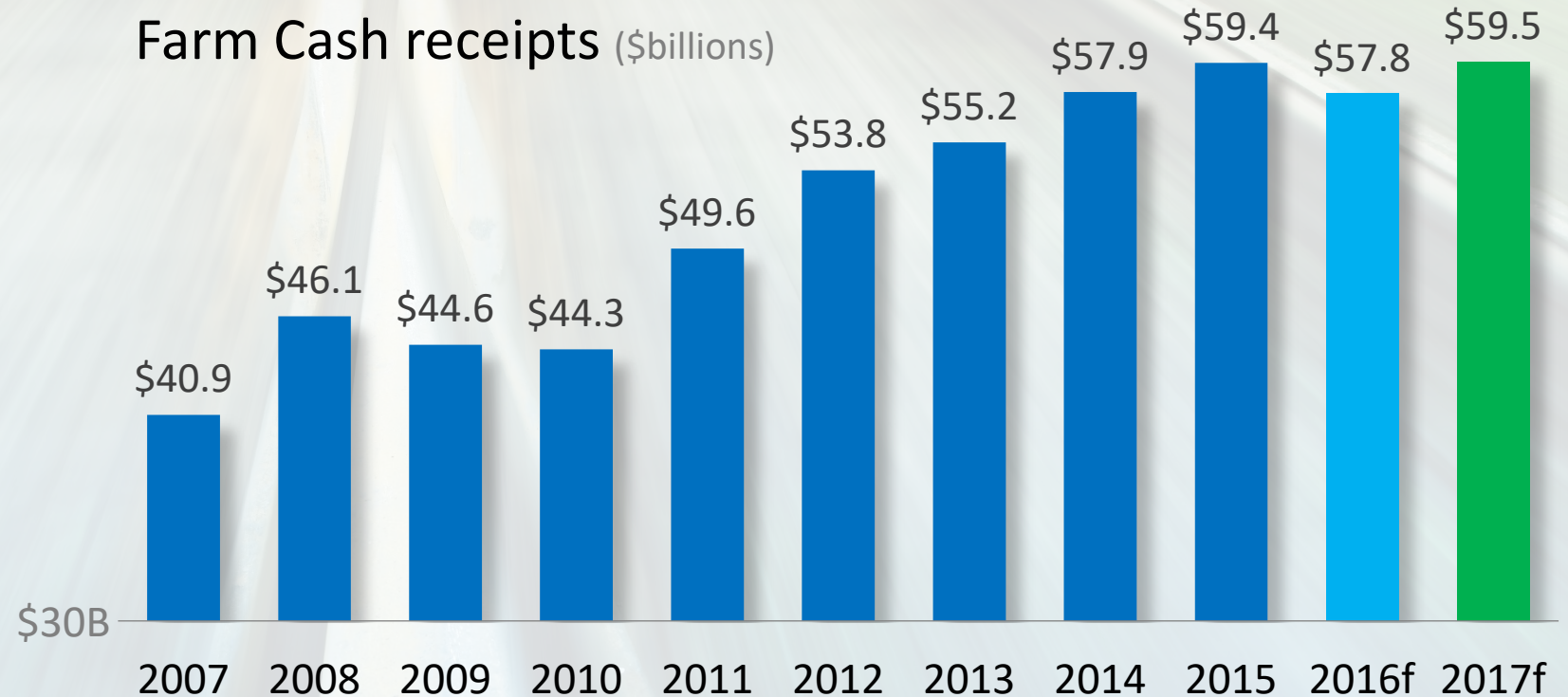
# Farm debt nearing \$100B





# Canadian agriculture is growing

Farm cash receipts  
have **grown**  
significantly over  
the past 10 years

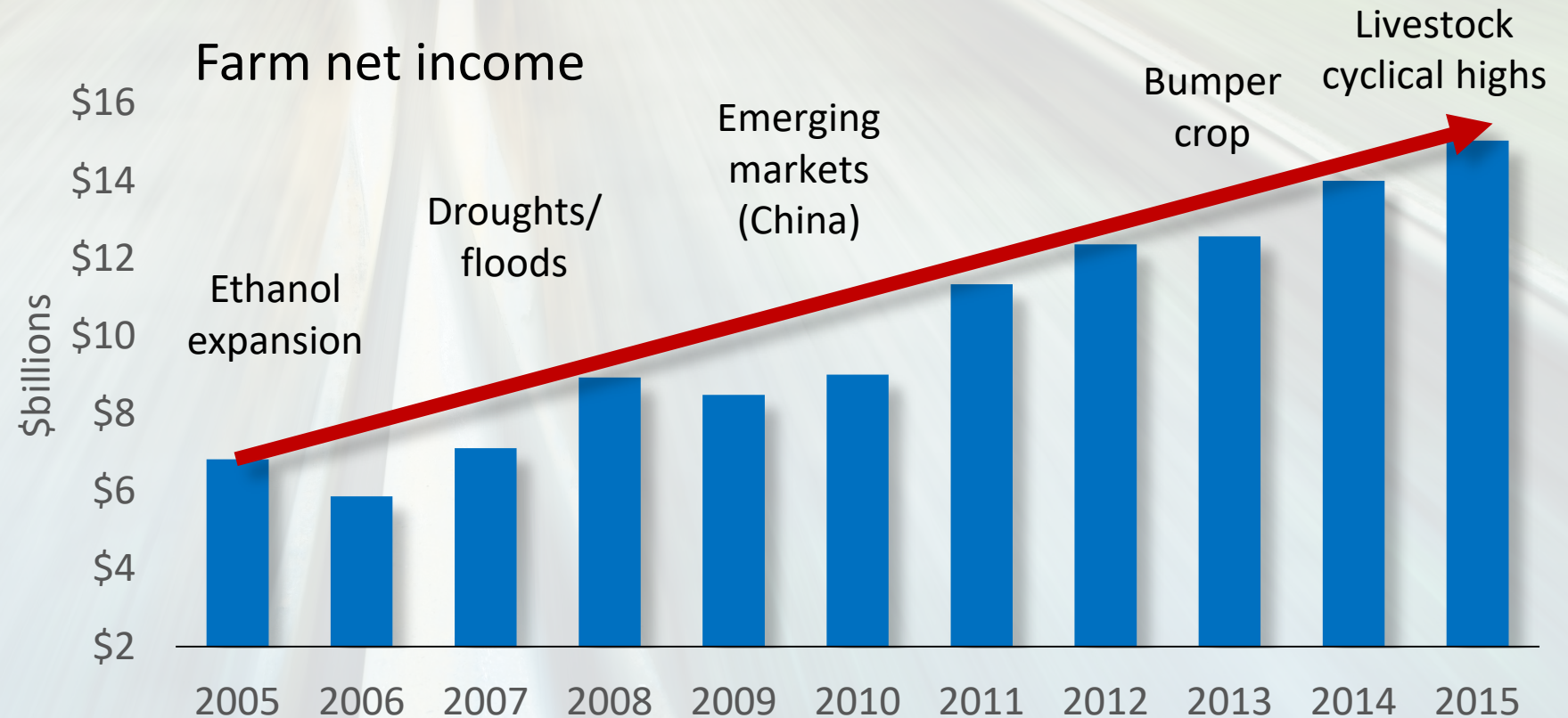


Source: Statistics Canada and FCC projections



# Canadian agriculture is growing

Farm net income  
continues to set  
record-highs





# Canadian agriculture is growing

Farm asset  
values have  
also **climbed**

Farm asset value (\$billions)

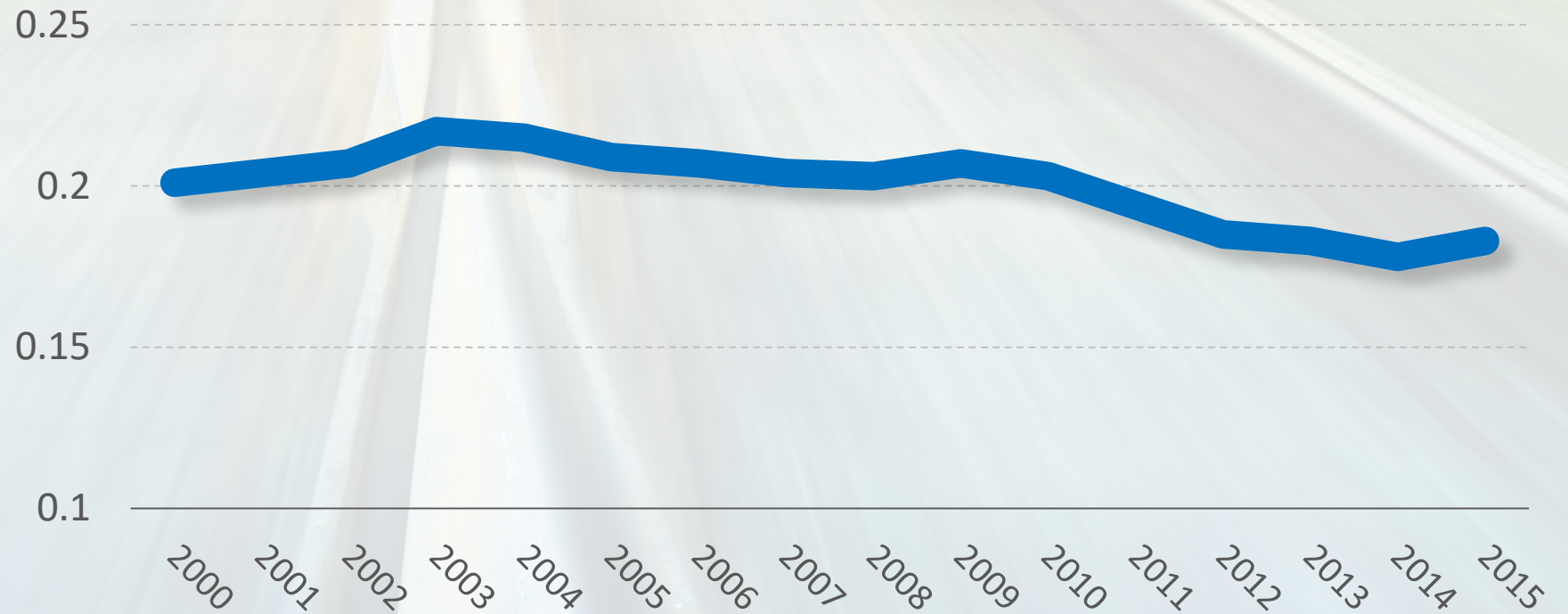


Source: Statistics Canada



# Canadian agriculture is growing

Debt-to-asset  
numbers show  
the industry is  
**healthy**

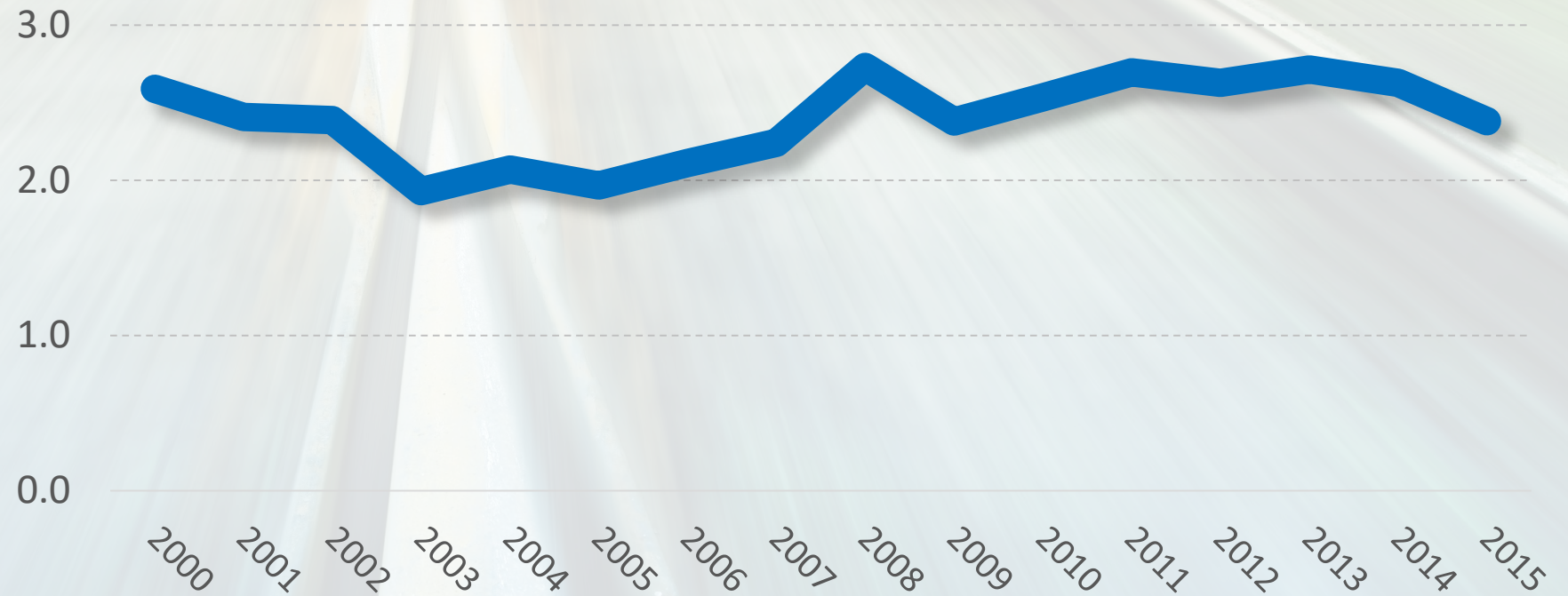


Source: Statistics Canada



# Canadian agriculture is growing

Liquidity  
remains **strong**



Source: Statistics Canada



- 
- Canadian ag is **strong** and **stable**
  - Continued **diligence** required





The broader **agriculture** and **agri-food** story









**1 in 8**



**Canadian jobs**



are in **ag** and  
**agri-food**

  
**Agriculture**  
*more than ever*

Source: An Overview of the Canadian Agriculture and Agri-Food System 2014 (AAFC)

**AGRICULTURE  
EMPLOYS**

**OVER 2.1  
MILLION**

**CANADIANS**

on farms and in processing plants,  
boardrooms, laboratories and beyond

  
**Agriculture**  
*more than ever*

Source: An Overview of the Canadian Agriculture and Agri-Food System 2014 (AAFC)





12,000+  
students studying  
agriculture







# CANADA RANKS #1 IN GLOBAL FOOD SAFETY PERFORMANCE

Source: Conference Board of Canada, Nov. 2014







# CANADA

## #2 in agriculture

### SUSTAINABILITY

The  
Economist

Intelligence  
Unit

*fcc*





# CANADA

## #3 in food

### SUSTAINABILITY

The  
Economist

Intelligence  
Unit


*fcc*



# And what about the future?





A man with short brown hair, wearing a light-colored button-down shirt and jeans, stands with his back to the camera in a vast field of golden wheat. He has his hands on his hips, looking out over the horizon under a clear, bright blue sky. The text is overlaid on the right side of the image.

In the next 40 years, humans will need  
to produce more food than they did in the  
previous 10,000 put together.

-The Economist, Jan 3rd 2015



We have an amazing opportunity  
to make Canada  
an agriculture superpower





# The **opportunity** has never been **greater**



- ✓ Production
- ✓ Processing
- ✓ Sustainability



One industry. One world.







The journey continues...





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WE SERVE THE INDUSTRY THAT  
**FEEDS THE WORLD**  
— INSPIRING —  
**POSSIBILITY** AND **PASSION**

---

OUR HIGHER PURPOSE

