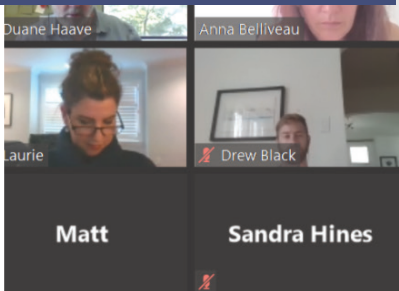




CFA CORPORATE LEADERS 2021 BENEFITS/SPONSORSHIP PACKAGE





WHO WE ARE

The Canadian Federation of Agriculture (CFA) was formed in 1935 as a unified voice to speak on behalf of Canadian farmers. Our work continues today as a farmer-funded, national umbrella organization comprising of provincial general farm organizations and national and interprovincial commodity groups. We represent producers of all commodities, who operate farms of all sizes. Through our members we represent approximately 200,000 Canadian farm families from coast to coast.

Our Board of Directors consists of representatives from provincial farming organizations and agricultural commodity organizations, ensuring input is received from every region and major commodity in Canada.

OUR MEMBERS AND PARTNERS

A full listing of our members and partners can be found at the end of this document.

Our membership roster includes a wide range of producer organizations. Our principal members are:

- **Provincial general farm organizations:** representing the interests of that province's agriculture sector whose membership is open to all farmers in that province, either directly or through other organizations. An example of this type of member would be the Ontario Federation of Agriculture, who have 38,000 farm members. Another example would be the Unions des Producteurs Agricoles, which represents 42,000 farmers in Quebec.



APAS - 16,000 Farm Members



UPA – 42,000 Farm Members

- **National or interprovincial commodity organizations:** representing a major proportion of that commodity in a region or across Canada. Examples of these would be the Dairy Farmers of Canada or the Canadian Aquaculture Industry Alliance. The dairy sector in Canada contributes \$19.9 billion per year to Canada's GDP, while Aquaculture contributed \$2.2 billion to Canada's GDP in 2017.



DFC - \$19.9 billion to Canada's GDP



**CANADIAN
AQUACULTURE
INDUSTRY ALLIANCE**

**ALLIANCE DE L'INDUSTRIE
CANADIENNE DE
L'AQUACULTURE**

CAIA - \$2.2 billion to Canada's GDP

In addition, CFA partners with a vast number of other industry associations, think tanks, academic groups, and private companies on projects that touch many different aspects of the agricultural sector. Companies that connect with CFA on a regular basis are also invited to join our Corporate Leadership Program. Organizations currently a part of the Corporate Leadership Program include CN Rail, Nutrien, John Deere, Farm Credit Canada, Fertilizer Canada and many more.

WHAT WE DO

Our mission is to promote the interests of Canadian agriculture producers, through leadership at the national level, and to ensure the continued development of a trusted, sustainable, and vibrant agriculture sector in Canada.

Our vision is to be the national voice of Canadian producers — committed to enabling their success, which will benefit Canada and the world.

CFA has close and productive relationships with key government departments and officials in the Federal Government such as the Minister of Agriculture and Agri-Food, Minister of Labour, Environment and Climate Change Canada, Immigration Canada as well as many other departments that agriculture is involved with.

HOW WE'RE WORKING FOR FARMERS

CFA aims to achieve a thriving and sustainable agriculture sector in Canada, which delivers real social and economic benefits across the country. We develop policies and programs through a grassroots, democratic process that engages farmers in comprehensive discussions, considering policy issues from various points of view. Earning and maintaining public trust in the agriculture sector, through our words and actions, is vital to the CFA and its members.

OUR OBJECTIVES ARE TO:

- Coordinate the efforts of agricultural producer organizations throughout Canada for the purpose of promoting their common interest.
- Assist members and where necessary, government, in forming and promoting national agricultural policies to meet changing domestic and international economic conditions.
- Promote and advance acceptance of positive social, economic and environmental conditions for those engaged in agricultural pursuits.
- Collaborate and cooperate with organized groups of producers outside Canada to further our objectives.

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Annual Cost: \$10K

THE OPPORTUNITY AND BENEFITS:

Given COVID-19, we recognize that all of our professional and personal lives have all drastically changed. At the CFA, we are evolving all of our processes and communications to ensure the health and safety of our members, Corporate Leaders and staff are paramount. The CFA has updated our Corporate Leader's package to reflect the new times we are living in, but still have a main objective to ensure that our Corporate Leaders are still receiving high quality engagements, collaboration and optimal strategic partnership benefits.

As part of this newly updated Corporate Leader's package, your core benefits and opportunities still exist but in many components, as noted below, will now be done virtually until it is safe to host in-person meetings.

- As a CFA Corporate Leader, you gain the unique opportunity to update the industry on your new developments, products and initiatives. CFA believes that working in concert with key leaders in a collaborative and strategic manner will only assist in achieving our goals to promote economic growth, environmental stewardship and food security that will ultimately benefits all Canadians.
- You will also be invited to share your policy and government relations efforts with representatives from Canada's regional and commodity organizations. Your partnership agreement with CFA also gives you access to top level meetings and exclusive marketing channels.
- Sponsors are offered opportunities through a combination of formal and informal activities, events and services that collectively provide them with year-round prominence within Canada's farming community in a productive and cost-effective manner.
- We aspire to ensure that any of your needs are met and tailored through the CFA's Communications and Stakeholder Relations team. If there is an issue(s) or a contact/organization that is important to your business, and we have the platform and knowledge to assist your organization through this partnership, then we believe this relationship will be a long term successful one.

POLICY BENEFITS

ACTIVITY	BENEFIT	BENEFIT (CURRENT BENEFITS DURING COVID I.E. MTG RESTRICTIONS, AND VIRTUAL)
FEDERAL/PROVINCIAL/ TERRITORIAL (FPT) Agriculture's Roundtable & Meeting. <i>CFA hosts Board mtg in conjunction with this timeline – typically held in July each year.</i>	*Two representatives from your company are invited to participate at the roundtable meeting with Ministers, Officials and CFA Representatives	*Two representatives from your company are invited to participate at the roundtable meeting with Ministers, Officials and CFA Representatives
CFA Board Meetings – February, April, July and October	*Two representatives from your company are invited to attend all CFA Board meetings *Each Corporate Leader has the opportunity to address the CFA Board of Directors once annually. *For new Corporate Leaders (in the year they sign on), they will be asked to present to the CFA Board of Directors.	At this time, CFA Board meetings are held virtually and all benefits still exist, however, via virtual participation
Special Issues Committees	*CFA secures representation from all Corporate Leaders on special issues committees as appropriate	Benefits remain the same. CFA has special issues committees on a variety of current issues i.e. environmental, business risk management, etc.
Policy Priorities Review Report – Every April	CFA Policy Team will provide you with Policy Priorities Review Report on key and up to date policies and notable activities i.e. trade, environment, BRM, labour, etc.	Benefits remain the same. As a Corporate Leader, if there is a specific AG issue that is of interest, our Policy and Communications team will work towards full communication and discussion
CFA Member Introductions & Communications	*CFA's Executive Director & Director of Communications/Stakeholder Relations are available to make formal introductions between members and our Corporate Leaders where appropriate. *CFA copies our Corporate Leaders on all significant updates & communications alongside our membership	Benefits remain the same. The CFA network is very robust ranging from our core membership and valued government and industry partners.
Policy/Issue updates provided upon request	*CFA's Executive Director will provide issues updates unique to individual Corporate Leaders' requirements and will make relevant policy staff available for updates as required	Benefits remain the same
NEW: CFA National Campaign – Government Relations & PR Focus	In 2020, CFA developed with Edelman Canada National Campaign – Food for Thought with GR & PR focus. Partnership opportunities are presented to Corporate Leaders first. CFA Hosts virtual Town Hall meetings with Edelman Canada to provide our members and Corporate Leaders on all key milestones of campaign (metrics, objectives and outcomes)	Benefits remain the same, and Phase 1 of campaign is complete, Phase 2 and Phase 3 are under review – potentially campaign will run until late Spring 2021.

NETWORKING BENEFITS

ACTIVITY	BENEFIT	BENEFIT (CURRENT BENEFITS DURING COVID I.E. MTG RESTRICTIONS, AND VIRTUAL)
CFA Annual General Meeting – Held in Ottawa in February. For 2021, AGM is being held Feb. 24th & 25th (virtually)	<p>Receive two complimentary AGM registrations</p> <p>*Invitation to speak at AGM to entire membership during Corporate Leader luncheon presentations</p> <p>*Receive two complimentary AGM President's Reception invitation</p> <p>*Invitation for two representatives from your organization to the Corporate Leader VIP Breakfast with CFA Executive – Roundtable issues/opportunities discussion presentation from CFA on key issues</p>	<p>Benefits will remain the same, however, attendance will be done virtually.</p> <p>*No President's Reception for 2021</p> <p>*Virtual Corporate Leaders Breakfast meeting/presentations with CFA Executive</p> <p>*Presentation by Corporate Leaders will be done virtually and scheduled into AGM agenda. Pre-taping presentation is an option</p>
FPT Reception Held each July	*Two representatives from your company are invited to attend the FPT reception with Ministers, Officials and CFA representatives	No reception to be held in 2021
Lobby Day/Lobby Evening Reception (this is usually held in Ottawa in October or in March)	<p>*Two tickets to attend the Lobby Day Reception on Parliament Hill with Ministers, Officials, all CFA Members, Industry Stakeholders and CFA representatives/staff</p> <p>*Corporate Leaders will receive opportunity of first right of refusal to potentially co-partner lobby reception event (cost separate – even costs split amongst CFA and Partner with additional benefits)</p>	*CFA will determine in early 2021 if Lobby Day will continue via a virtual format. If mtg restrictions continue in early 2021, there will not be a live reception - TBD
Various AG Events	*Corporate Leaders receive two complimentary tickets to any additional events hosted by CFA throughout the year	Benefits on hold until mtg restrictions are lifted
CFA Political Leaders Debate – Televised or via YouTube	*Historically, the CFA has held a live or virtual Political Debate with the Minister of AG, and all party AG Critics (debate, moderator, etc.). Corporate Leaders are offered first right of refusal to be exclusive sponsor of this event – separate cost and benefits i.e. exclusive sponsor has (1) specific question allotted from their organization to the leaders	If there is a Federal Election in 2021, this benefit will be available. To view our last YouTube debate, pls. refer to the CFA on YouTube to see last debate in full which shows sponsor recognition.

BRANDING BENEFITS

ACTIVITY	BENEFIT	BENEFIT (CURRENT BENEFITS DURING COVID I.E. MTG RESTRICTIONS, AND VIRTUAL)
Lobby Evening Reception	*Corporate Logo of all Corporate Leaders displayed on-site in prominent location at event	TBD – CFA to assess mtg restrictions for 2021
CFA Board Meetings February, April, July and October	*Corporate Leader Logos on all Board meeting agendas	Benefit remains the same
Social Media Recognition	*Via CFA's Twitter, Instagram, Facebook & LinkedIn accounts, the CFA promotes our Corporate Leaders messages (based on discretion). For new Corporate Leaders, a full social media introduction on CFA social media i.e. welcome message)	Benefits remains the same
CFA in ACTION – CFA's member only e-newsletter – weekly updates on CFA activities, meetings and policy developments	*Opportunity to submit feature articles (content and timing to be approved by Editor) – up to 3 times a year. For new Corporate Leaders – an introductory article i.e. who you are, etc.	Benefit remains the same
CFA Annual General Meeting Held in February each year	*One promotional item in delegate kit *One free full-page ad in the Delegate Workbook *8x10 exhibit in registration area (optional) *Logo on promotional material and on-site signage *Acknowledged by CFA President during Opening Remarks of convention	*Logos & branding for Corporate Leaders for 2021, whereby mtg is being held virtually is still being determined. Our goal is to ensure maximum exposure for our Corporate Leaders. *Acknowledgment by our CFA President during Opening remarks remains the same
CFA Website Presence	*Logo on CFA homepage *Logo, Corporate bio and Link on Leadership page on main CFA public website *Logo, corporate bio and link on Partnership site of CFA website *Videos of official presentations at CFA events where appropriate	Benefits remain the same



FOR MORE INFORMATION ON CFA'S SPONSORSHIP, EVENT AND PARTNERSHIP OPPORTUNITIES PLEASE CONTACT:

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CORPORATE PARTNER/LEADERS 2021



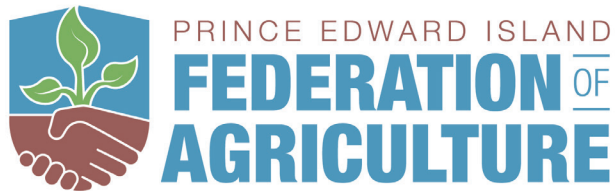
FERTILIZER CANADA
FERTILISANTS CANADA



JOHN DEERE



CFA PROVINCIAL MEMBERS 2021



CFA COMMODITY MEMBERS 2021



National Sheep Network

