



# Canadian agriculture

---

See the possibilities, share the pride



# See the possibilities

Agriculture encompasses so much more than it did in the past. Thanks to generations of Canadian farmers who persevered, innovated and advanced the business of farming, its future is bright. There is a vibrancy and sense of anticipation surrounding the industry, perhaps because agriculture today has infinite possibilities spanning food, health, energy and the environment.

---

## **Canadian cattle stampede to Hollywood**

(not in herds, as you might expect – as an ingredient in film used to shoot major motion pictures<sup>1</sup>)



<sup>1</sup> All About Foods, Agri-Food Facts, 3rd Edition, Ontario Agri-Food Education, Inc.

# Feel the pride

Farmers, agribusiness operators, suppliers, manufacturers, retailers, researchers, investors – those close to the industry know the potential and feel the pride. We're spreading the word so everyone recognizes the possibilities and shares the pride – and we're encouraging others in the industry to tell their stories.

---

**This little piggy went to market**  
(and became, not bacon, but a miracle of modern medicine)  
Pigs are a source of nearly 40 drugs<sup>2</sup>



<sup>2</sup> Knowledge Management Fast Facts: Pork, updated June 2007





# Innovation in action

Farmers and agribusiness operators are focusing on reaching previously untapped markets, defining and delivering what the end consumer wants and needs, marketing agricultural and agri-food products better, turning waste into energy – the list goes on.

The industry is also breaking new ground with bio-products, functional foods and nutraceuticals that provide opportunities to diversify and thrive in the competitive global marketplace.

---

**Put the “farm” in pharmaceuticals**  
(an enzyme culled from corn is used to make insulin<sup>3</sup>)



# Legacy, lifestyle – livelihood

Some folks choose to nurture and grow the family farm. Others become agribusiness owners, manufacturers and suppliers. What is common to all is that agriculture is their livelihood. It is both a business and a passion for these people.

---

## **Paint the town – with soybeans**

(in recent years, soybean oil paint has become popular as it is non-toxic and environmentally friendly<sup>4</sup>)



<sup>4</sup> All About Foods, Agri-Food Facts, 3rd Edition, Ontario Agri-Food Education, Inc.





# Value-add

Canadian agribusiness offers everything from Christmas trees to ginseng, birdseed to beeswax, sod to ciders, protein powder to exotic oils, leather products to lilies and anything in between. Visit [www.CanadianFarmersMarket.com](http://www.CanadianFarmersMarket.com) to purchase Canadian-made products or to list your own items for free.

---

## **Pour it on**

(Canada produces 85 per cent of the world's maple syrup<sup>5</sup>)



<sup>5</sup> The State of Canada's Forests 2003-2004, published by Natural Resources Canada

# Agriculture – it's bigger than you think

The agriculture and agri-food industry plays an important role in the Canadian economy, providing one in eight jobs. That makes agriculture our country's third-largest employer!

It also accounts for 8.1 per cent of our total Gross Domestic Product.

---

## From flax to dough

(not the bread-making kind, we're talking moooola)

Flax is used in the creation of Canadian currency\*



\* The Flax Council of Canada, Growing Flax





# Agriculture – it's broader than you think

Agriculture today encompasses traditional farmers, ranchers and growers who produce raw commodities such as crops, beef, hogs, poultry and dairy as well as fruits, vegetables and alternative livestock. Combine that group with equipment manufacturers and dealers, input providers, truckers and processors along the agriculture value chain and you have a vibrant and valuable industry.

---

**High fashion icon Chanel® has discovered the wonders of canola oil**  
(one of the fashion and cosmetics giant's anti-aging products features canola oil as one of its three primary ingredients')





# FCC – advancing the business of agriculture

Wherever you find agriculture, you'll find FCC – offering flexible, competitively priced financing, equity, insurance, management software, information and learning. In this business, no organization can match our depth of knowledge and experience. And when it comes to agriculture, no country can match ours.

---

[www.fcc.ca](http://www.fcc.ca)



Farm Credit Canada

Canada