

# Farm Credit Canada Annual Public Meeting August 20, 2007

Presentation by John Ryan,  
FCC President & CEO



# Fulfilling our public policy role

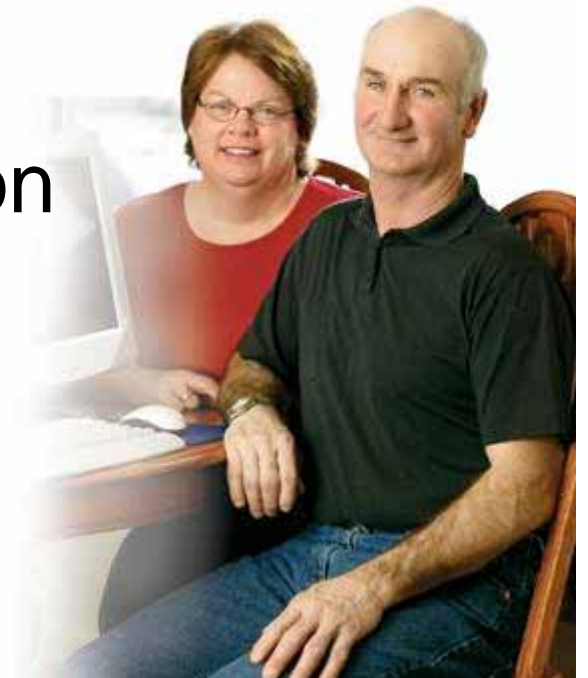
- Enhancing rural Canada
- Creating new products and services for farm families and agribusiness
- Listening to producers and the industry

*We work with our customers through good times and challenges in agriculture*

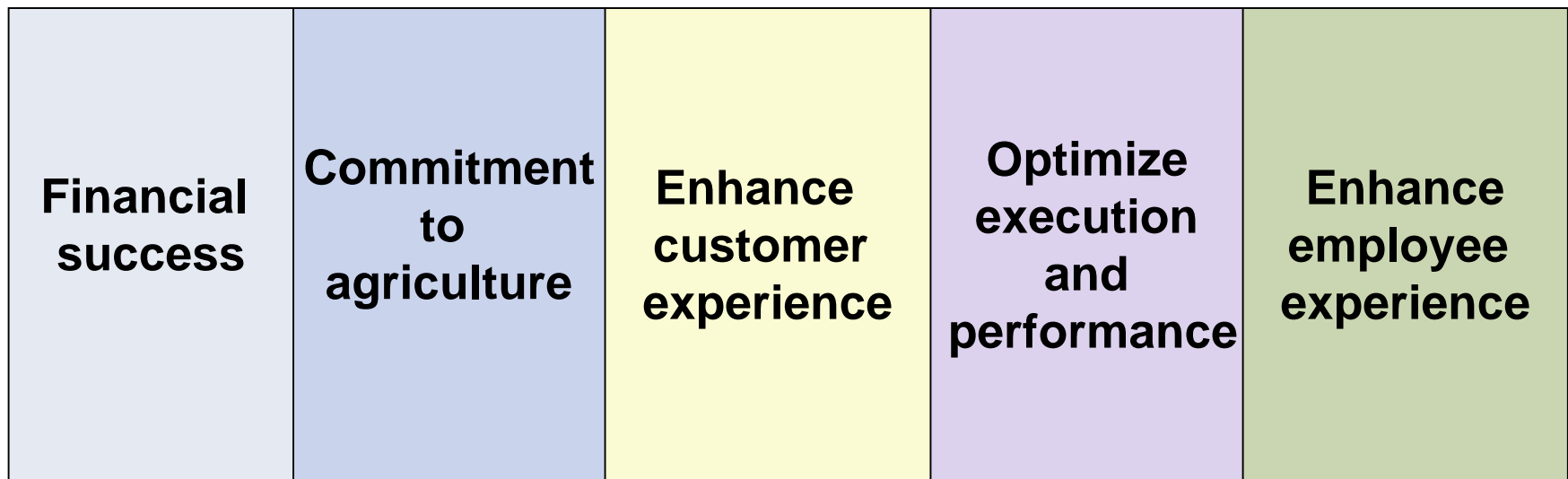


# Agriculture trends

- Increasing industry complexity
- Farm consolidation
  - larger operations
  - intergenerational transfer/new entrants
- Alternative energy impacts
- Diversification and globalization



# Strategic priorities



# Strategic priority

## Financial success

- Financially self-sustaining
- We reinvest our profits in agriculture to meet the needs of our customers



# Strategic priority

## Commitment to agriculture

- Advancing business management skills of producers and young farmers
- Listening to stakeholders
- Serving as industry catalyst



# Strategic priority

## Enhance customer experience

- Building the relationships we have with our customers and potential customers
- Committed to continuous improvement
- Service is a top priority





# Strategic priority

## Optimize execution and performance

- Processes
- Technology
- Policies and governance





# Strategic priority

## Enhance employee experience

Making it easier for employees to:

- Support customers
- Build on opportunities
- Resolve issues

*FCC is one of  
Canada's top employers*



# FCC solutions

- Ag Production
- Ag Value
- Alliances
- Agri-Assurances
- AgriSuccess
- FCC Ventures
- AgExpert



# FCC Ventures

- Equity financing for agriculture
- \$63 million in venture funding
- \$102 million leveraged from others
- Leading limited partner in Avrio Ventures



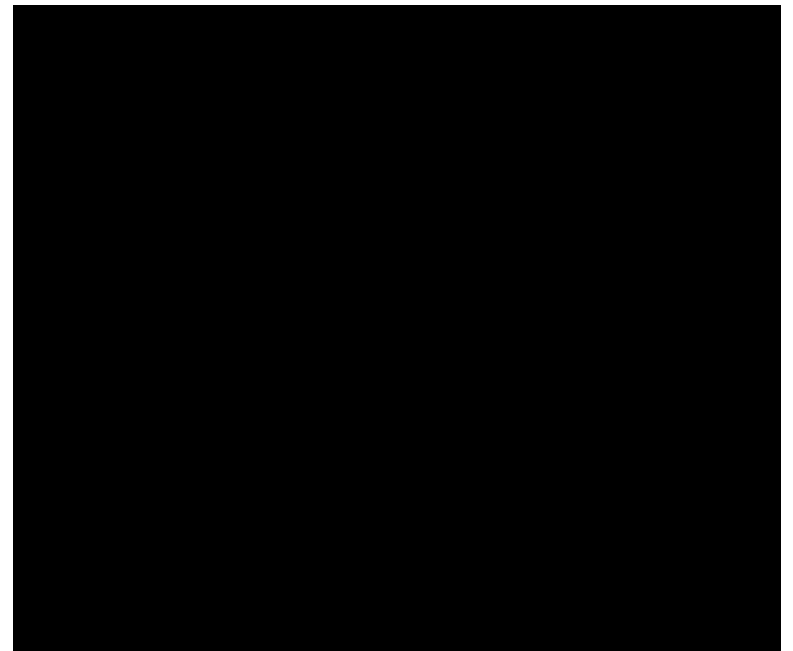
# AgExpert

- Management software for agriculture
  - AgExpert Analyst
  - AgExpert Field Manager PRO
  - visit [www.AgExpert.ca](http://www.AgExpert.ca)



# The Future - transition

- Exciting times for agriculture
- Change in leadership
- New President and CEO



# Greg Stewart

- FCC Executive Vice-President and COO
- 20 years at FCC
- Senior manager since 1998



# Looking to the future - Opportunities -

- Responding to the needs of our customers and agriculture
- Creating innovative products and services
- Helping producers adopt technology, knowledge and business skills
- Helping with the transfer of assets to the next generation
- Making a difference in communities





# Looking to the future - Building reputation -

- Increase awareness of FCC offerings
- Product/operational planning
- Retirement/succession planning
- Share our expertise
- Promote importance of agriculture



**It's all about agriculture!**

