



# Who are the Future Students? Discovery Talk

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Attract and Retain the Future Workers of  
the Ag and Agri-Food Industry



# Attract and retain the future workers of the ag and agri-food industry

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Senior District Director  
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# Our mandate:

Supporting **growth** and  
**prosperity** in Canadian  
agriculture



All ag, all the time, all across Canada

Our book is strong:

**\$33**

**billion portfolio**

**100,000+**  
**customers**

**1,800**  
**employees**



1 in 8



Canadian jobs



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



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





# Get in the Food Conversation

# Why did we create **Ag More Than Ever**?

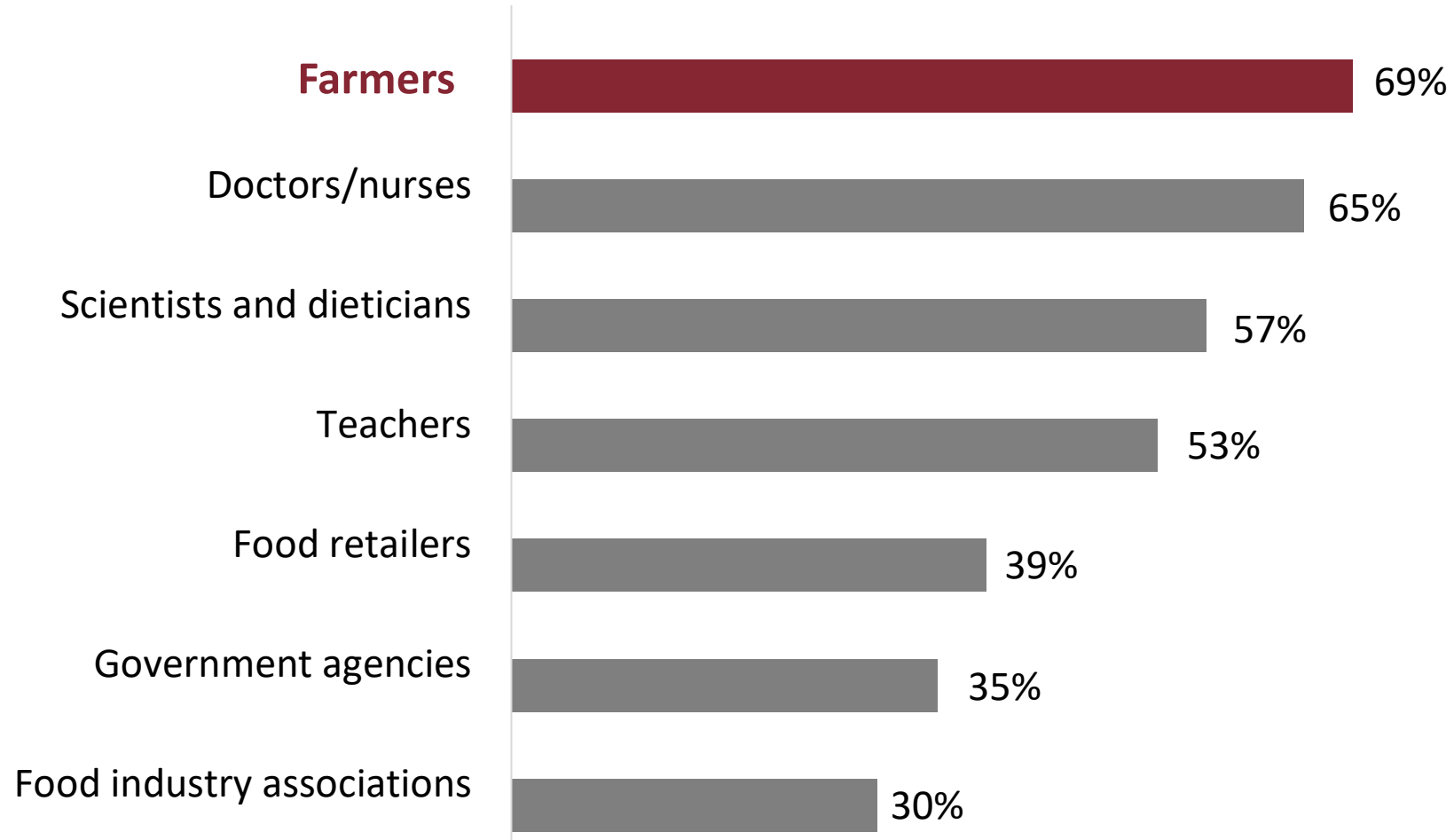


**80% of producers** were optimistic about the industry



**12% of the general public** were optimistic about the industry

# Farmers are **highly** trusted



Source: The Canadian Centre for Food Integrity, 2016





**Be part of the  
conversation**

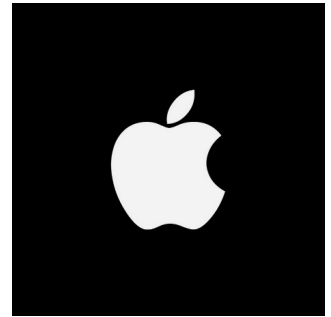
I used to wonder why  
**somebody** didn't do **something**.

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Then I realized I am somebody.

- unknown

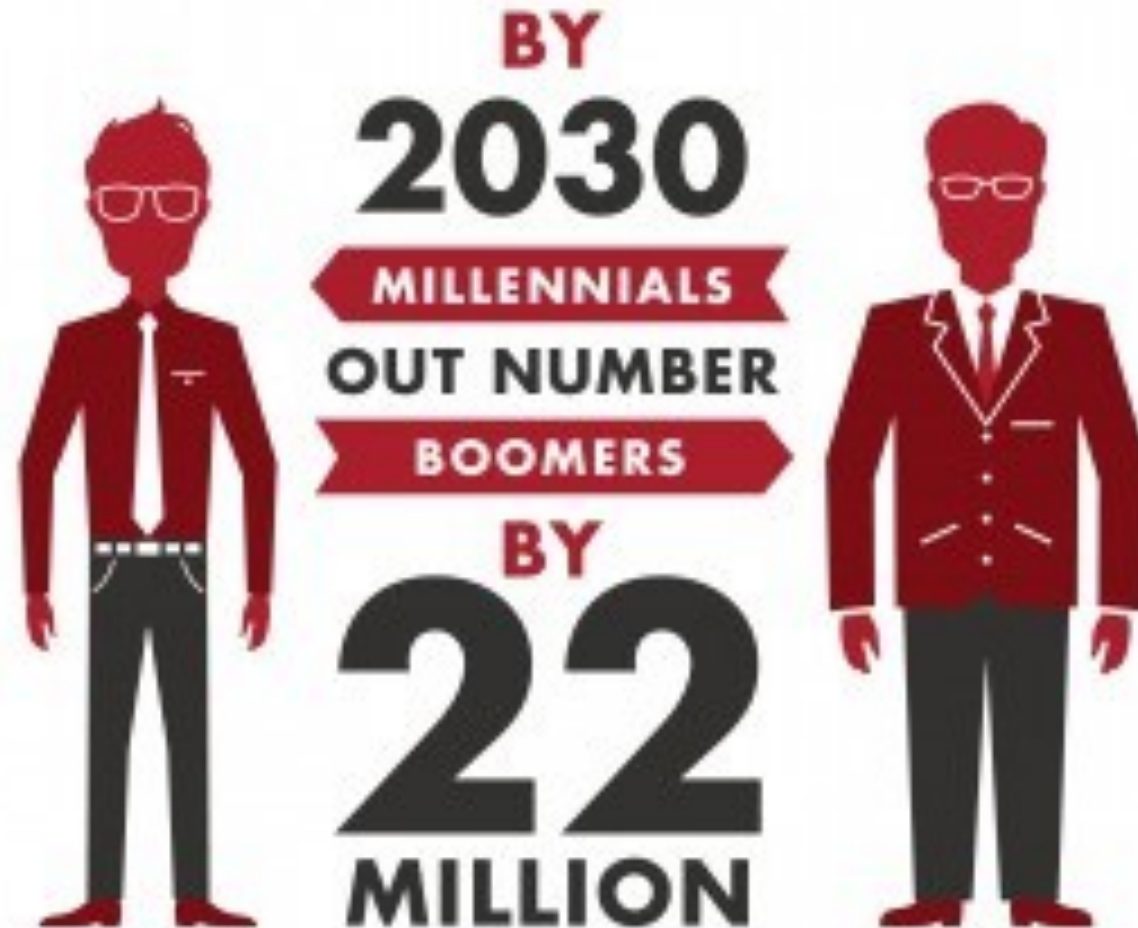
Millennials are **distinctly** different  
(born 1980-1994)





*ffc*

# Millennials **lack trust** in the food system





The iGen  
or  
Gen Z

(born 1995-2012)





Millennials and Gen Zs are buried  
by technology

# Changing the way we communicate – visual, texting







3 focus points



1. Encourage  
their  
entrepreneurial  
spirit



2. Focus on technology that improves efficiency



3. Appeal to their bite-sized, fast-paced media habits



# Conclusion



*fcc*

