

# Financial Services for Agriculture



## Advice for a growing and evolving industry

Agriculture today is a complex, multifaceted, cutting-edge industry, an essential contributor to Canada's high standard of living, playing a vital role in strengthening our economy.

And whether you are producing food, fibres, fuels or raw materials for any of a hundred other purposes, there is one need that is constant throughout — the need for financial expertise. That's where we can help.

### Anticipating and benefiting from change

No matter how large or small your agricultural business is, to be successful you have to take a proactive approach to industry trends. In the case of agriculture, those trends can include:

#### Technology

From drought- and herbicide-tolerant crop varieties to precision ag tools, new production technologies are becoming more prevalent. Biotechnology, in particular, is reshaping the industry, with one stream creating non-traditional uses for agriculture products, while another seeks to produce the same yields with fewer inputs.

*“Our RBC® account manager works hard to provide the financing we need. When we wanted to expand our business recently, he put together an excellent finance package, and he did it quickly. We appreciate that kind of service.”*

Larry Murphy, Treasurer, Armstrong Milling Co. Ltd., ON

#### Volatility and unpredictability

Global economic uncertainty and unpredictable weather patterns are among the factors that contribute to volatility in agricultural markets. In this environment, it's vital that you be able to identify risks and develop strategies to mitigate them.



*“RBC understood our business and provided us with the financial tools we needed to continue to expand and at the same time provide our customers with the level of service they have come to expect. RBC's customer service is second to none, and they always make us feel like our business is appreciated.”*

Jon Bagley, President, Westman Aerial Spraying Ltd., Brandon, MB

#### Traceability

More and more, consumers are insisting on traceability from field to plate. The upside is that new-generation production data may lead to new management insights and opportunities.



#### Sustainability

Environmental sustainability challenges continue to intensify alongside a burgeoning global population and growing demand for diminishing natural resources. Canadian farmers have a long-standing commitment to the land and the environment, but there is still work to be done.

#### Globalization

Whether it's the impact on interest rates due to the strength of the global economy, or increasing demand for food in developing countries, Canadian agriculture is increasingly affected by globalization. Our agriculture specialists can help you manage the financial implications of supply-and-demand dynamics and access to markets in Canada and around the world.

Above all, the need to effectively manage your finances — in good times and bad — has never been more critical. And using the resources RBC Royal Bank® has to offer, our agriculture account managers can offer you specialized financial and business advice to help your farm business succeed.

## Expertise you can profit from

At RBC, our team of industry-specialised account managers has established a strong track record of working with farmers, ranchers and agribusinesses across the country. They know the challenges you face and how you can take advantage of the opportunities represented by new technologies and market trends.

Through price cycles, weather upheavals and the other factors that can affect your business, we can help you leverage the strengths of RBC — from borrowing and credit to cash management, trade and commodity futures services. Drawing on our unique and extensive experience, we can offer you:

- Proactive advice to save time, manage risk and reduce costs
- Specialized financial solutions customized to your specific needs
- Access to RBC experts — including dedicated agriculture account managers and our specialised risk management team — plus industry contacts and other key players

*“We have been an RBC client for 50 years. At a time when agricultural financing was difficult to come by, RBC understood our needs and offered financial solutions that were customized to our reality. They supported our business vision for the future and fostered its optimal growth. RBC is our partner of choice.”*

François Jodoin, Vice-President, Ferme Normand Jodoin Inc., Québec

### Helping you manage for success

RBC Royal Bank agriculture specialists can help you take your business to the next level with valuable financial advice and a wide range of products and services tailored to your needs:

#### Access to capital

- Benefit from appropriately structured credit products.
- Grow your farm or agribusiness through equipment financing with the RBC Equipment PurchaseLine™.
- Expand your business operations, improve cash flow and finance land or additional assets with the RBC Farm Management Line® or RoyFarm Mortgage®.

#### Control your cash flow

- Manage your day-to-day financing needs with Royal Business OperatingLine®.
- Improve your cash management with RBC Express®, a powerful and flexible online banking platform.



- Track and manage your farm or agribusiness expenses with RBC Royal Bank business credit cards.

### Minimize your business risks

- Manage your exposure to interest rate fluctuations by having access to both fixed and floating rates and locking in interest rates for different terms.
- Effectively manage your commodity price risk with futures and options available through RBC Dominion Securities®.
- Protect your business from currency fluctuations with tailored foreign exchange strategies.

### Maximize your investments

- Double your investments with the RBC AgriInvest account.
- Earn interest on excess funds through a broad range of savings and investment solutions.
- Start your business succession planning with RBC Private Banking or RBC Wealth Management® specialists.

Whether it's day-to-day banking, personal and business financing, investment planning or business succession, RBC experts have the advice and solutions you need.

*“Agriculture is big business today, with constant change and moving targets. RBC has the right account manager and financial products to build and sustain our business. RBC is a cornerstone of my farming operation.”*

Rob Beattie, President, Beattie Acres & Trucking, Kyle, SK

## Committed to your community

At RBC Royal Bank, we're proud to be part of the agricultural industry and your community. From 4-H and the Canadian Young Speakers for Agriculture competition to educational scholarships like the Douglas McRorie Memorial Scholarship, we are committed to supporting local, regional and national organizations that make a real difference.

To learn more about our financial services for agriculture or to locate an agriculture specialist near you, visit us at [rbcroyalbank.com/agriculture](http://rbcrooyalbank.com/agriculture).

For a comprehensive collection of articles, white papers, guides and videos, visit the RBC Commercial Advice Centre at [rbc.com/business-advice](http://rbc.com/business-advice).

To find an RBC Royal Bank Business Banking Centre near you, call 1-800 ROYAL® 2-0 (1-800-769-2520).



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