

Planning for Tomorrow

People are the most important asset in the agriculture and food sectors. That's why the Ontario Agricultural College's (OAC) Planning for Tomorrow initiative is evolving to prepare students with the skills needed to succeed and support the future of the agriculture and food sector.

Impact Statement:

The agriculture and agri-food system, from farm input suppliers to food retail and service providers, generates over \$116 billion of the country's gross domestic product. It accounts for one in eight jobs, employing approximately 2.3 million Canadians. Canada has set a goal to reach \$75 billion in agri-food exports by 2025. Its success depends on an educated pipeline of new talent.

Few institutions have the food and agriculture expertise that the University of Guelph does; help us invest in the future.

Learn more at
[alumni.uoguelph.ca/
 funding-priorities](https://alumni.uoguelph.ca/funding-priorities)
 or contact
alumni@uoguelph.ca



Goals:

Through this campaign we will increase enrollment by expanding the Student Liaison Program; strengthen our industry connections and skills development through career management and promote food and ag opportunities through a large-scale marketing campaign.

Investment in this initiative will go towards:

- Expand the Student Liaison Program team's size to create more events and increase engagement with guidance counselors and teachers. While also increasing our outreach in urban audiences and the variety of lesson plans and activities to align with high school curriculum.
- A new Career and Employment Manager will be dedicated to OAC students and their future career success. They will teach internship courses, provide career advice, connect students with experiential learning and partner with industries to supply the talent they need.
- A large-scale marketing campaign based on current market research to target the high school demographic and their influencers (parents, teachers, guidance counsellors) will attract the best people to food and agriculture.