

CORPORATE PARTNER BENEFITS PACKAGE

2025-2026



CAHRC

Canadian Agricultural
Human Resource Council



CCRHA

Conseil canadien pour
les ressources humaines
en agriculture

CAHRC CORPORATE PARTNERS BENEFITS PACKAGE

WHO WE ARE

The Canadian Agricultural Human Resource Council (CAHRC) is Canada's trusted resource for tackling workforce challenges across the diverse landscape of agriculture. From the fisheries of British Columbia to Saskatchewan's grain fields and Newfoundland's dairies, CAHRC represents all of Canada's agricultural sector. Despite this diversity, agriculture faces chronic labour and skill shortages. In 2022 alone, the sector saw a vacancy rate of 7.4%, leaving over 28,200 jobs unfilled and costing the industry a staggering \$3.5 billion in lost sales. With the labour gap expected to grow 15% by 2030, addressing these challenges is critical.



OPPORTUNITIES AND BENEFITS

Partnering with CAHRC means you are actively contributing to solving agriculture's most urgent workforce challenges. Together, we are building a stable, skilled workforce that will sustain and advance Canadian agriculture.

Key Benefits for Corporate Partners:

- **Showcase your organization** to Canada's top farm leaders, industry influencers, and CAHRC's growing audience.
- Share **your latest innovations and insights** through CAHRC's bimonthly e-magazine and newsletters.
- **Exclusive agriculture-focused HR training and e-learning**, providing industry-specific skills that set our workforce apart.





WHAT WE DO

CAHRC is a national, non-profit organization focused on addressing human resource issues facing agricultural businesses across Canada.

With **over fifteen years of collaboration with industry associations, educators, and all levels of government**, CAHRC examines agriculture human resource issues and builds meaningful solutions.

Mission

Develop industry-led solutions to support workforce development and HR management needs of agriculture.

Vision

A qualified, accessible, and motivated workforce that is sufficient to sustain a viable agriculture sector in Canada.

Mandate

The primary centre for reliable agriculture research such as labour market information & the access point for customizable solutions related to workforce development and HR management carried to the grass-roots level.

"Our Board is committed to making decisions that serve the best interests of the agriculture sector, ensuring that our policies and initiatives are guided solely by our mission and values. We value the contributions and insights of our corporate partners, they do not influence the direction or governance set by our Board."



HOW WE ARE WORKING FOR AGRICULTURAL EMPLOYERS

CAHRC equips the agriculture sector with **tools, programs, and data** to foster an inclusive, skilled workforce. We develop training to upskill or reskill employers and employees across the industry. Through practical programs like AgriTalent, which supports work-integrated learning, and AgriLMI, providing labour market insights, we aim to prepare a job-ready workforce that meets today's and tomorrow's needs.

JOIN US IN STRENGTHENING CANADA'S AGRICULTURE WORKFORCE

By partnering with CAHRC, you're joining a committed movement to secure a skilled and sustainable workforce in Canadian agriculture. Let's work together to ensure a resilient, prosperous future for Canadian agriculture.



STRATEGIC WORKFORCE DEVELOPMENT AND INCLUSIVE LEADERSHIP IN AGRICULTURE

CAHRC is addressing **key challenges in agriculture** through two major initiatives: the National Workforce Strategic Plan and the National Women in Agriculture and Agri-Food Network.

National Workforce Strategic Plan: Launched in 2021 with support from the Future Skills Centre, this plan addresses labour and skills shortages in agriculture and food and beverage manufacturing. It offers a roadmap to workforce stability by 2030, with clear goals, timelines, and actions.



Focus Areas:

- Immigration & Foreign Workers
- Skill Development
- Industry Perception & Career Awareness
- People & Workplace Culture
- Automation & Technology

National Women in Agriculture and Agri-Food Network: This project supports women's advancement in Canadian agriculture by building a national network focused on engagement and leadership.

Key Goals & Activities:

- 30% **leadership representation** by 2030 (guided by a national Action Plan)
- **Collaboration** with regional and provincial organizations
- Updated SAWA survey to **compare data** from 2015 and 2025
- Regional **events, networking, and resources** for local groups

Through these initiatives, CAHRC is committed to fostering a diverse, skilled, and stable workforce, ensuring the continued growth and sustainability of Canada's agriculture and agri-food industries.



BRANDING BENEFITS



1 Magazine Spotlight

Stand out in the industry with a dedicated spotlight! Each corporate partner receives a featured article in one of our bimonthly e-magazine issues. This exclusive feature emphasizes your commitment to strengthening Canada's agriculture sector.

2 Agri HR Toolkit

Your brand at the heart of agriculture's essential HR resource. As a corporate partner, your logo can be prominently featured within a section of our AgriHR Toolkit, a vital resource accessed by agricultural businesses for workforce management solutions.

3 Showcase Your Leadership in Agriculture

From web to social, we highlight your commitment to building a strong, sustainable workforce for the future of Canadian agriculture.

4 Webinars & Training

Training delivery that showcases your brand. Corporate partners can customize webinars and training sessions from their customers by adding their logo or branding.

5 Visibility at CAHRC Events

Corporate partners are recognized at CAHRC-hosted events through branded materials, digital signage, and acknowledgements.





PROFESSIONAL DEVELOPMENT



Access to AgriHR Toolkit

Provide customers with crucial HR tools. Corporate partners can offer customer/dealer discount of \$100.00 off to the AgriHR Toolkit, a comprehensive guide for workforce management specifically designed for agriculture.



Access to Webinars on Key Industry Topics

Provide knowledge on emerging issues. Your customers/dealers attend 4 exclusive quarterly webinars addressing workforce challenges, legislative changes, and market trends, helping them stay informed and adaptive.



Discounted eLearning Programs

Empower customers/dealers with agricultural-specific training. Offer exclusive 10% discount on CAHRC's eLearning programs, designed to build essential skills for agricultural operations.



Reduced Rates on Micro-Credential Programs

Support customers' specialized learning needs. Agricultural Employers can access skill-specific credentials at a 10% discount, enhancing their teams' proficiency in vital areas like HR and Leadership essentials



ENHANCED CLIENT BENEFIT

For Ag Employers, By Ag Experts

Our work is designed with agricultural employers in mind, offering tailored support that can't be found anywhere else. We understand the challenges they face and we're committed to creating solutions that directly address their needs.

Exclusive Content & Insights

Offer your customers valuable industry knowledge. Corporate partners receive access to exclusive CAHRC reports, studies, and labour market insights that they can share with their clients for strategic advantage.

Priority Access to CAHRC Research Findings

Stay ahead with the latest industry data. Corporate partners and their clients gain early access to the latest research, labour market trends, and strategic findings, helping them make data-driven decisions

Recognition as a Contributor to Workforce Solutions

Highlight your role in shaping the future. Corporate partners are recognized as contributors to workforce initiatives, allowing clients to associate with an organization driving meaningful change in agriculture.

Access to Up-to-Date Industry Information

Keep informed with the latest insights. Through CAHRC's network of industry partners and stakeholders, corporate partners receive timely updates on workforce trends, policy developments, and emerging challenges.



CAHRC ASSOCIATION PARTNERS



FOR MORE INFORMATION ON CAHRC'S CORPORATE PARTNERSHIP OPPORTUNITIES



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