



For immediate release

New partnership between Lethbridge College and Alberta Cattle Feeders Association will create business risk management curriculum

Jan. 21, 2015 – Agricultural students at Lethbridge College will benefit from a new partnership with the Alberta Cattle Feeders' Association (ACFA) that will jointly develop a business-risk management curriculum, the two organizations announced today.

The college and ACFA are developing programming that will be offered in a variety of delivery modes – face-to-face, online or blended. The highly accessible learning experiences, for both current students and industry participants, will be delivered beginning in fall 2015 as part of the Southern Alberta Cor Van Raay Agribusiness Program.

"We're thrilled to work collaboratively with industry leaders to further enhance the region's agricultural programming," says Lethbridge College Vice President Academic and Chief Operating Officer Stuart Cullum. "Developing this important curriculum with ACFA and other producer groups will ensure that we are developing what is needed, not only for current students, but for producers and other industry members who, as they grow and succeed, will need to also manage risk within their businesses."

In the past year Lethbridge College conducted an extensive review of its agriculture programming opportunities, which has led to some exciting new programs and partnerships. As they recognized a need for business risk management programming, ACFA also identified the need for students and industry members to increase their knowledge and skills in this area. As operations transition from family farms into larger business entities, producers are faced with increased management and skill requirements. This new partnership will help address these requirements.

"As cattle prices have increased, industry needs to manage their increased exposure to market volatility. The Business Risk Management programming will provide skills for industry participants currently trying to manage their equity as well as prepare students with a skill set that is in demand in the cattle industry as well as other livestock and grain industries," explained ACFA Board of Directors member John Lawton.

The partnership will create learning experiences that focus on areas such as financial literacy, communications, currency, market tools, cycles, risk and opportunity policies, self-management and awareness, government policy and marketing, equity in the market, and will include an individual case study. In addition to the flexible delivery modes, students will be able to customize the way they access the learning experiences. Some will access all of them, some will bundle them into courses and some will access one or two to acquire a specific skill set. Instruction will be provided by both college and university faculty as well as from industry.

In June 2014, the [college announced](#) the Cor Van Raay Southern Alberta Agribusiness Program in partnership with the University of Lethbridge. This program will create learning opportunities for students in advanced agribusiness practices that will enable them to transform, create and operate a diverse range of businesses in the agricultural industry. Business risk management is one of the first initiatives to be developed and launched under the new Agribusiness program.

More information on Lethbridge College's current [agricultural programming](#) can be found [online](#).

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