

## FNA – FCC Agree on Co-Marketing

News Release - For Immediate Release

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SASKATOON – Farmers of North America (FNA) has unveiled a co-marketing arrangement with Farm Credit Canada (FCC) that FNA says marks a milestone for its members and farmers generally.

The agreement is to provide awareness and education about the FCC loan, AdvancerPlus.

In addition to communicating information to its membership, FNA Service representatives will be trained in the details of the AdvancerPlus loan along with other financing options to ensure FNA members have an independent source of information.

FNA spokesman Glenn Caleval claims the new arrangement will benefit FNA members and enhance their agriculture financing options.

"This has no element of compulsory business or reduced choice," Caleval said. "Farmers do not have to promise to only shop at particular retailers, not even FNA. And they are not required to enter into exclusive arrangements with FCC or anyone else."

Caleval said that a key feature of the program is that once a farmer has an AdvancerPlus loan, he can use it with a chequing account to take advantage of savings immediately when they present themselves.

"AdvancerPlus is really a revolving line of credit. It just revolves very, very slowly," Caleval said. "Farmers are only required to revolve 50% of the credit once each year."

Caleval said this advanced flexibility – combined with greater convenience, broader financing options and a commitment to work for farmers' business – are the reasons FNA approached FCC.

FNA has and will receive no compensation from FCC for supporting the arrangement or any fee for members who use the AdvancerPlus loan.

It is not an affinity agreement. Farmers who want more information about FNA should contact 1-877-FNA-FARM (362-3276).

FNA Members: call your FNA Service Rep or [click here](#) for more information.