

**PROGRAM OVERVIEW**

**Develop leadership capability and advance your future in ag retail**

The CAAR Ag Retail Management Certificate is a nine-month professional development program designed to prepare experienced ag retail professionals for greater leadership responsibility within their organizations.

Delivered by industry and subject matter experts, the program strengthens leadership capability, communication effectiveness, business decision-making, and operational confidence in a practical and applied learning environment.

Participants develop the skills needed to lead teams, manage resources effectively, strengthen customer relationships, and represent their organizations with professionalism across the ag retail sector.

This program is intended for professionals with five or more years of experience who are preparing for supervisory, management, or team leadership roles.

**PROGRAM SCHEDULE**

The instructional portion of the program runs from June to November 2026, followed by completion of four required CAAR Connect Sessions between October 2026 and April 2027.

Participants must complete all program components to receive the CAAR Ag Retail Management Professional Certificate.

June 9	Virtual - 10:00 - 12:00 CDT	<ul style="list-style-type: none"> <li>• Program Launch &amp; Communication Skills that Strengthen Leadership Impact</li> </ul>
June	Self Directed	<ul style="list-style-type: none"> <li>• Grow Your Brand: Personal and Professional Brand Development</li> <li>• DiSC Workplace Behavioral Assessment test</li> </ul>
July 6 & 7	In Person - Saskatoon, SK	<ul style="list-style-type: none"> <li>• Networking: How to Connect and Build Professional Relationships</li> <li>• Seeds Canada Reception</li> <li>• Panel discussion with CAAR members</li> <li>• DiSC Workplace Practical Application Workshop</li> </ul>
August 11	Virtual - 10:00 - 12:00 CDT	<ul style="list-style-type: none"> <li>• Financial Awareness for Operational Decision-Making</li> </ul>
September 8	Virtual - 10:00 - 12:00 CDT	<ul style="list-style-type: none"> <li>• Developing and Managing Customer Relations</li> </ul>
October 13	Virtual - 10:00 - 12:00 CDT	<ul style="list-style-type: none"> <li>• HR Management in Agriculture</li> </ul>
October	Self Directed	<ul style="list-style-type: none"> <li>• Mental Health Reflection Exercise</li> </ul>
November 17	In person - Regina SK	<ul style="list-style-type: none"> <li>• Strategic Business Decision-Making</li> </ul>
December 1	Virtual - 12:00 - 1:00 CT	<ul style="list-style-type: none"> <li>• Leadership for Mental Health in the Workplace</li> </ul>
October 2026-April 2027	Virtual - 12:00 - 1:00 CT	<ul style="list-style-type: none"> <li>• 4 CAAR Connect Sessions of your choice</li> </ul>

## PROGRAM COURSES & DESCRIPTIONS

### CAAR Connect Sessions (Participant Selection – Four Required)

Sessions provide exposure to emerging trends, regulatory developments, applied insights, and practical innovations in the ag retail sector while strengthening industry awareness, supporting decision-making, and expanding professional connections.

**Facilitator: Various**  
Virtual: October 2026 - April 2027

### Communication Skills that Strengthen Leadership Impact

Develops skills for delivering clear direction, managing difficult conversations, improving listening effectiveness, and strengthening influence across teams and organizations.

**Facilitator: Myrna Grahn, CAAR**  
Virtual: June 9, 2026

### Developing and Managing Customer Relations

Strengthens participants' ability to support sales conversations, understand customer priorities, and contribute to long-term relationship strategies.

**Facilitator: Justin Funk, Agri Studies Inc**  
Virtual: September 8, 2026

### DiSC Workplace: Insights for Leadership Success

Participants complete the DiSC Workplace behavioural assessment and learn how communication styles and workplace priorities influence collaboration, while developing strategies to work more effectively with others.

**Facilitator: TBD**  
Self Directed: June 2026, In Person: July 7, 2026

### Financial Awareness for Operational Decision-Making

Introduces practical financial concepts that support stronger business decision-making. Participants learn how to interpret financial indicators, understand cost drivers, and contribute to operational planning and profitability discussions.

**Facilitator: Justin Funk, Agri Studies Inc.**  
Virtual: August 11, 2026

### Grow Your Brand: Personal and Professional Brand Development

Participants explore how professional reputation shapes leadership opportunity and organizational credibility while developing a consistent leadership presence that reflects confidence and professionalism.

**Facilitator: Crystal Mackay, Loft32**  
Self Directed: June 2026

### HR Management in Agri-Business

Explores recruitment, onboarding, performance conversations, workplace expectations, and strategies for building inclusive and productive workplace cultures.

**Facilitator: Viktoria Schuler, CAHRC**  
Virtual: October 13, 2026

### Leadership for Mental Health in the Workplace

This session explores the role of leaders in supporting mental health in the workplace. It builds on self-reflection to create practical strategies for strengthening workplace culture, recognizing challenges, and supporting team wellbeing.

**Facilitator: Merle Massie, The Do More Agriculture Foundation**  
Self Directed: October 2026, In Person: November 17, 2026

### Networking: How to Connect and Build Professional Relationships

Develop practical networking strategies tailored to the ag retail environment. Participants learn how to build meaningful industry relationships, strengthen supplier and customer connections, and expand professional influence.

**Facilitator: Crystal Mackay, Loft32**  
In Person: July 6, 2026

### Strategic Business Decision-Making

In groups, participants will apply leadership, operational, HR, communication, and financial and marketing concepts to an industry-relevant challenge, synthesizing their learning into practical strategic direction and contributing to a collective strategy dialogue at the conclusion of the instructional portion of the program.

**Facilitator: Justin Funk, Agri Studies Inc**  
In Person: November 17, 2026

## Program Overview

### ✓ Ideal Participants

Designed for:

- Ag retail professionals preparing for management roles
- New or emerging supervisors and team leads
- Mid-career professionals seeking greater responsibility
- Individuals with five or more years of industry experience

### ✓ Learning Outcomes

By the end of the program, participants will:

- Strengthen leadership confidence and professional presence
- Improve decision-making using financial and operational insight
- Communicate more effectively across teams and organizations
- Manage employees using practical HR strategies tailored to ag retail
- Build stronger customer and stakeholder relationships
- Apply behavioural awareness tools to enhance workplace effectiveness
- Lead teams with clarity, accountability, and purpose
- Expand their professional network within the ag retail industry

### ✓ Delivery Format

The program includes live virtual instructor-led sessions, two mandatory in-person workshops, four selected CAAR Connect Sessions, self-directed learning modules, course assignments, and a final group capstone project.

Participants are expected to attend 100% of sessions. Session recordings are not provided.

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## PROGRAM INVESTMENT

Program fee: **\$3,500** CAD (plus applicable tax)

Includes:

- All program courses and material
- Seeds Canada Reception ticket (July 6, Saskatoon, SK)
- CAAR Convention full registration pass (*November 17-19, Regina, SK*)
- Capstone project participation
- Free access til end of program to CAHRC Agri-Toolkit

Not included:

- Travel and accommodation for in-person sessions. Saskatoon - July 6 & 7; Regina - November 17-19

**To register, please visit: [www.caar.org/AgCertificate](http://www.caar.org/AgCertificate)**

*Registration deadline: Friday, May 22, 2026*

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