

ONTRACEABILITY 2011

Canada's Agri-Food Destination

Presentation to OnTrace Conference
OnTraceability 2011 Meeting,
Cambridge

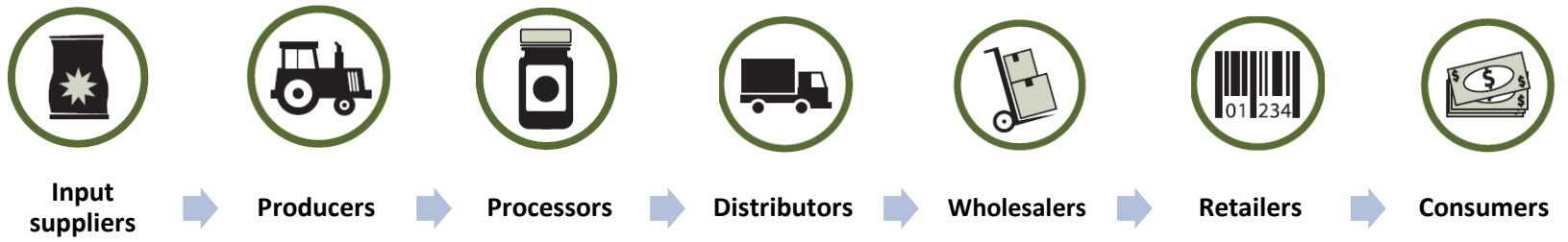
April 7, 2011



CAPI

THE CANADIAN AGRI-FOOD
POLICY INSTITUTE

A familiar view...

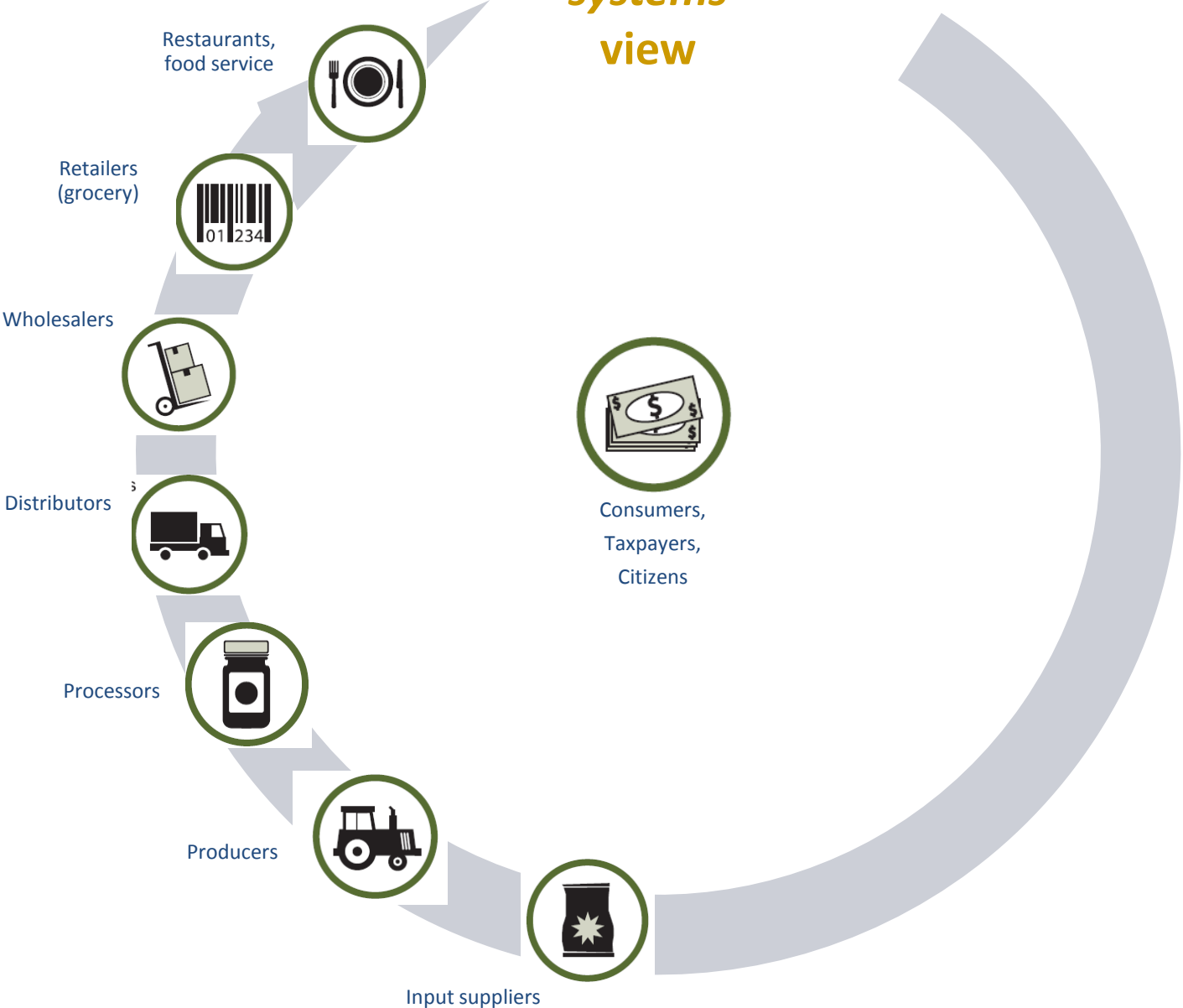


**Food
systems
view**

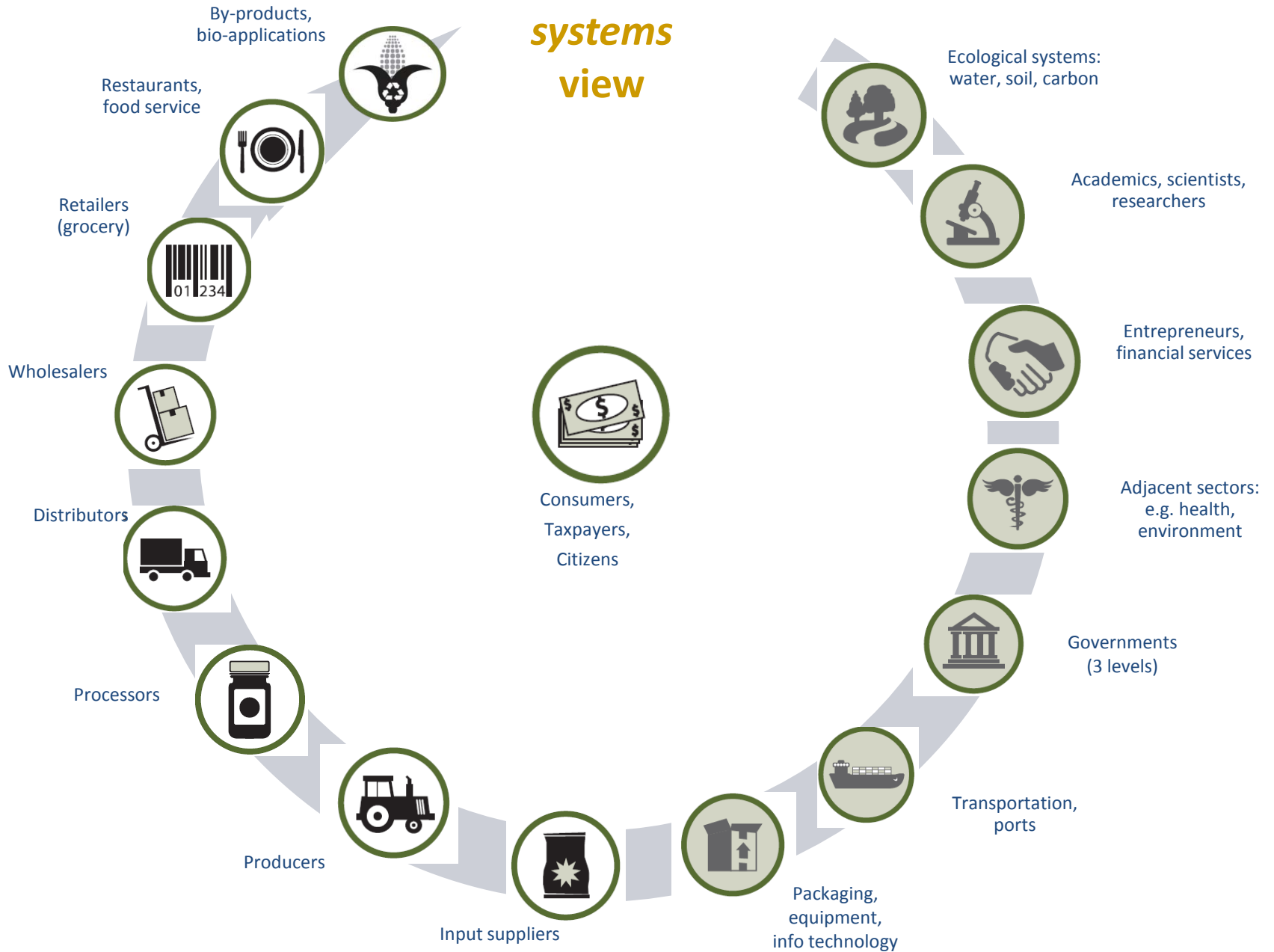


Consumers,
Taxpayers,
Citizens

Food systems view



Food systems view



The status quo is unacceptable

Agri-food performance

Diet and our health

Our world

Our capacity to respond

The status quo is unacceptable

Agri-food performance

- Chronic unprofitability
- Rising food imports / falling export position

Diet and our health

- Unsustainable healthcare costs
- Rise of diet-related disease and an obesity-epidemic

Our world

- Increasing population resource demands
- Intensity of environmental impacts

Our capacity to respond

- Falling research and development investment
- Unresponsive regulations impede innovation and productivity
- Deficits

A mindset shift...

Current state

A short term plan (5 year)



Broad objectives; no targets



Policy focused on segments



Policy 'silos' (ag./health/environment)



Fragmented value chains; few collaborate



Low awareness of the sector's contribution



A new approach

A mindset shift...

Current state

A short term plan (5 year)

Broad objectives; no targets

Policy focused on segments

Policy 'silos' (eg, agri-food/health/environment)

Fragmented value chains; few collaborate

Low awareness of the sector's contribution

A new approach

➔ Longer-term plan (15 years)

➔ A “destination”; specific targets

➔ Policy focused on agri-food systems

➔ Integrated policy & oversight: one food plan

➔ Collaborative food systems that accelerate innovation

➔ A major strategic pillar as the country's largest employer

A common focus



- Safe
- Nutritious
- Quality



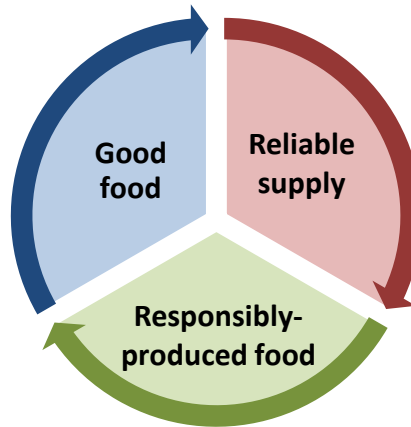
- Managing full breadth of risks

- Ecological footprint
- Efficiencies

Outcomes: A profitable & competitive agri-food sector; healthier population; healthier eco-systems



Destination: The most successful good food systems on the planet



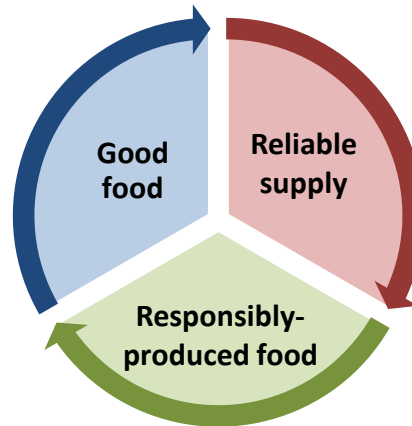
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Three targets: by 2025



By 2025...



***Double exports
to \$75 B***

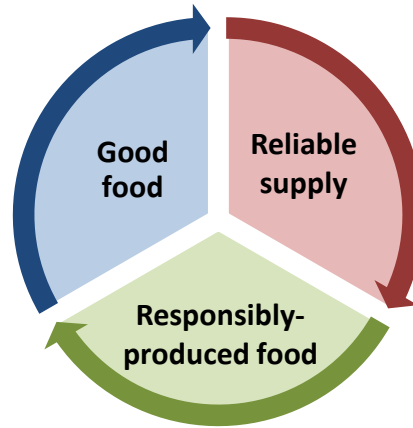


***75% of Canadians
consume
Canadian food***



***Over 75% of the
agri-food sector
uses a bio-solution***

Five enablers



Collaboration



Innovation



Managing Risks



Sustainability



Regulation

Collaboration



Centre for Good Food Citizenship

Promote collaboration /
best practices sharing

Catalyze “good food
plans”

Better food labels

Targets to reduce
unhealthy ingredients

Promote good food
choices, habits

Support research

Innovation



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Food System Smart Innovation Centres

One centre for each food system type

Pre-competitive cooperation

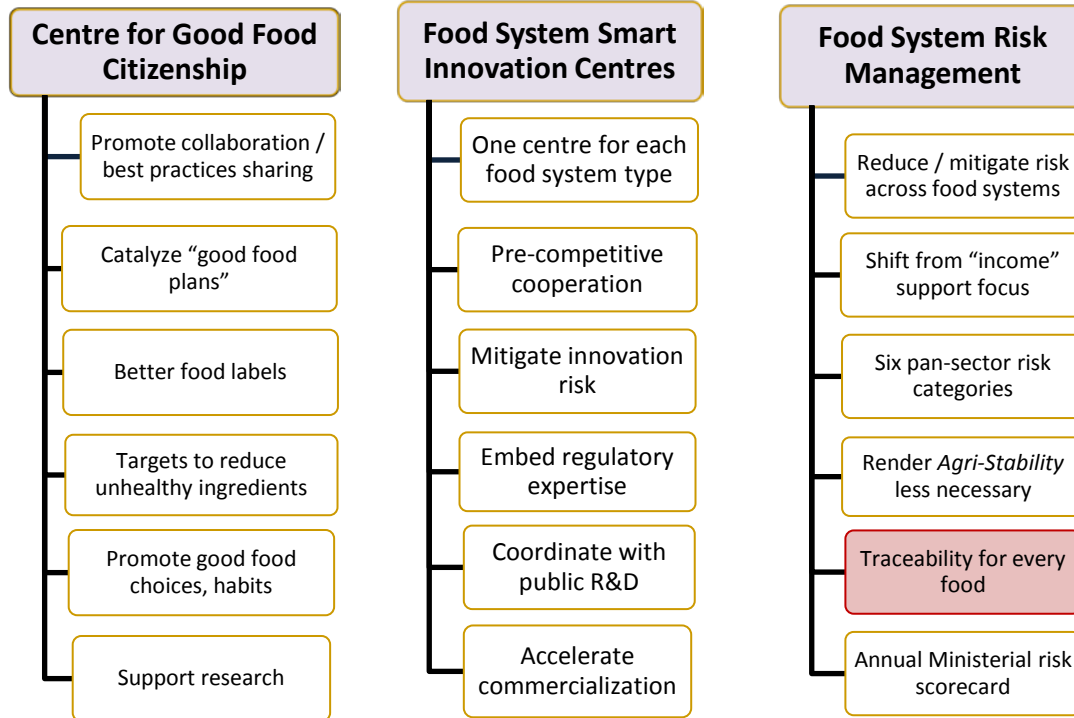
Mitigate innovation risk

Embed regulatory expertise

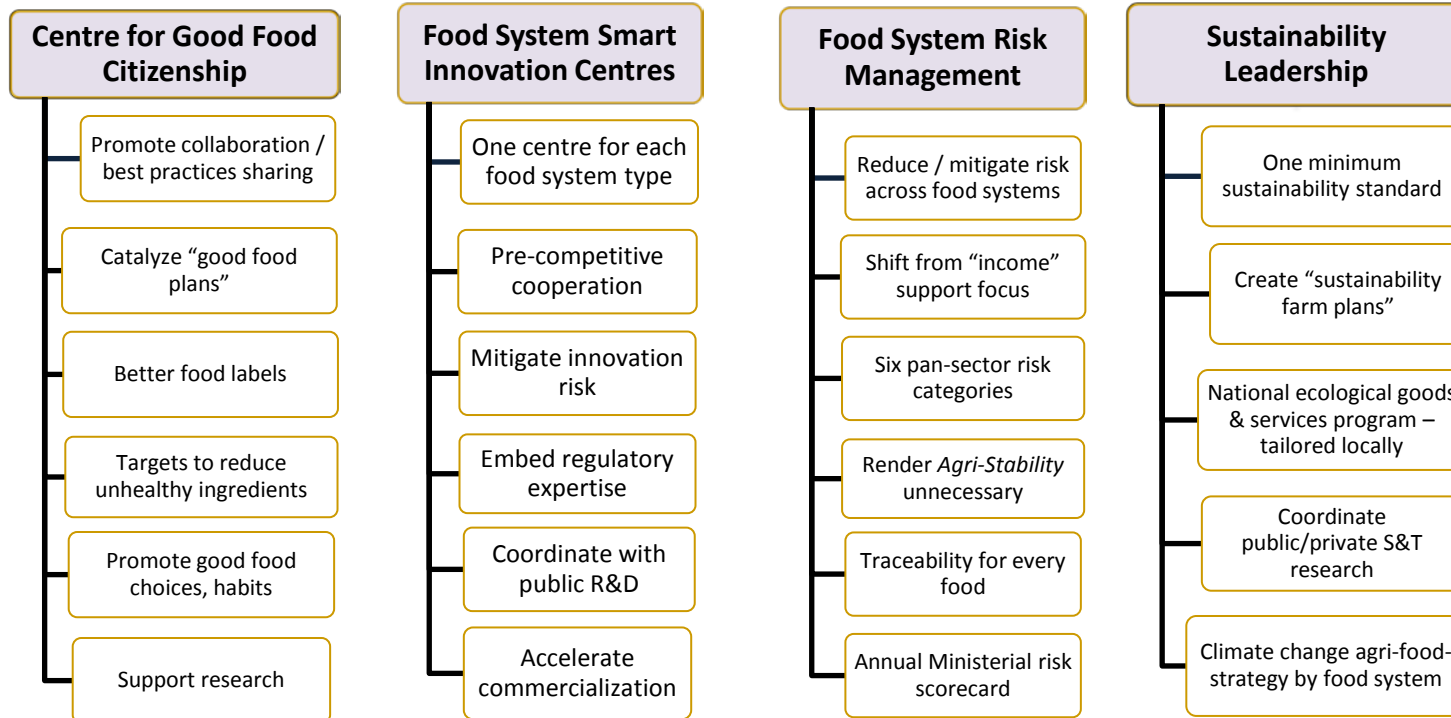
Coordinate with public R&D

Accelerate commercialization

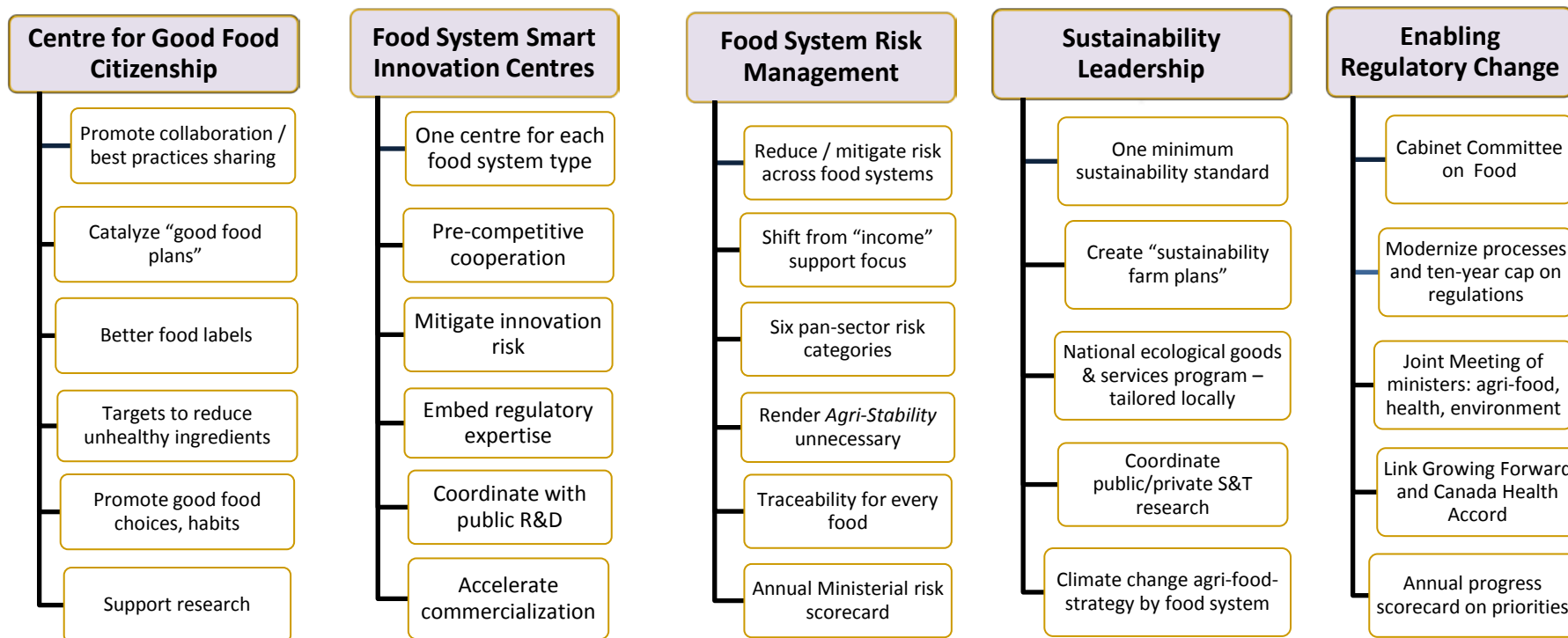
Managing risk



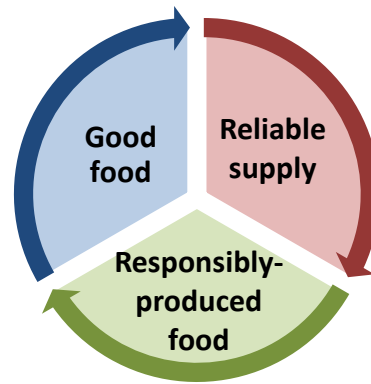
Sustainability



Regulation



Successful good food systems



Centre for Good Food Citizenship

- Promote collaboration / best practices sharing
- Catalyze “good food plans”
- Better food labels
- Targets to reduce unhealthy ingredients
- Promote good food choices, habits
- Support research

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Food System Risk Management

- Reduce / mitigate risk across food systems
- Shift from “income” support focus
- Six pan-sector risk categories
- Render *Agri-Stability* unnecessary
- Traceability for every food
- Annual Ministerial risk scorecard

Sustainability Leadership

- One minimum sustainability standard
- Create “sustainability farm plans”
- National ecological goods & services program – tailored locally
- Coordinate public/private S&T research
- Climate change agri-food-strategy by food system

Enabling Regulatory Change

- Cabinet Committee on Food
- Modernize processes and ten-year cap on regulations
- Joint Meeting of ministers: agri-food, health, environment
- Link Growing Forward and Canada Health Accord
- Annual progress scorecard on priorities