



CAPI

THE CANADIAN AGRI-FOOD
POLICY INSTITUTE

Canada's Agri-Food Destination

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April 20, 2011



A familiar view...

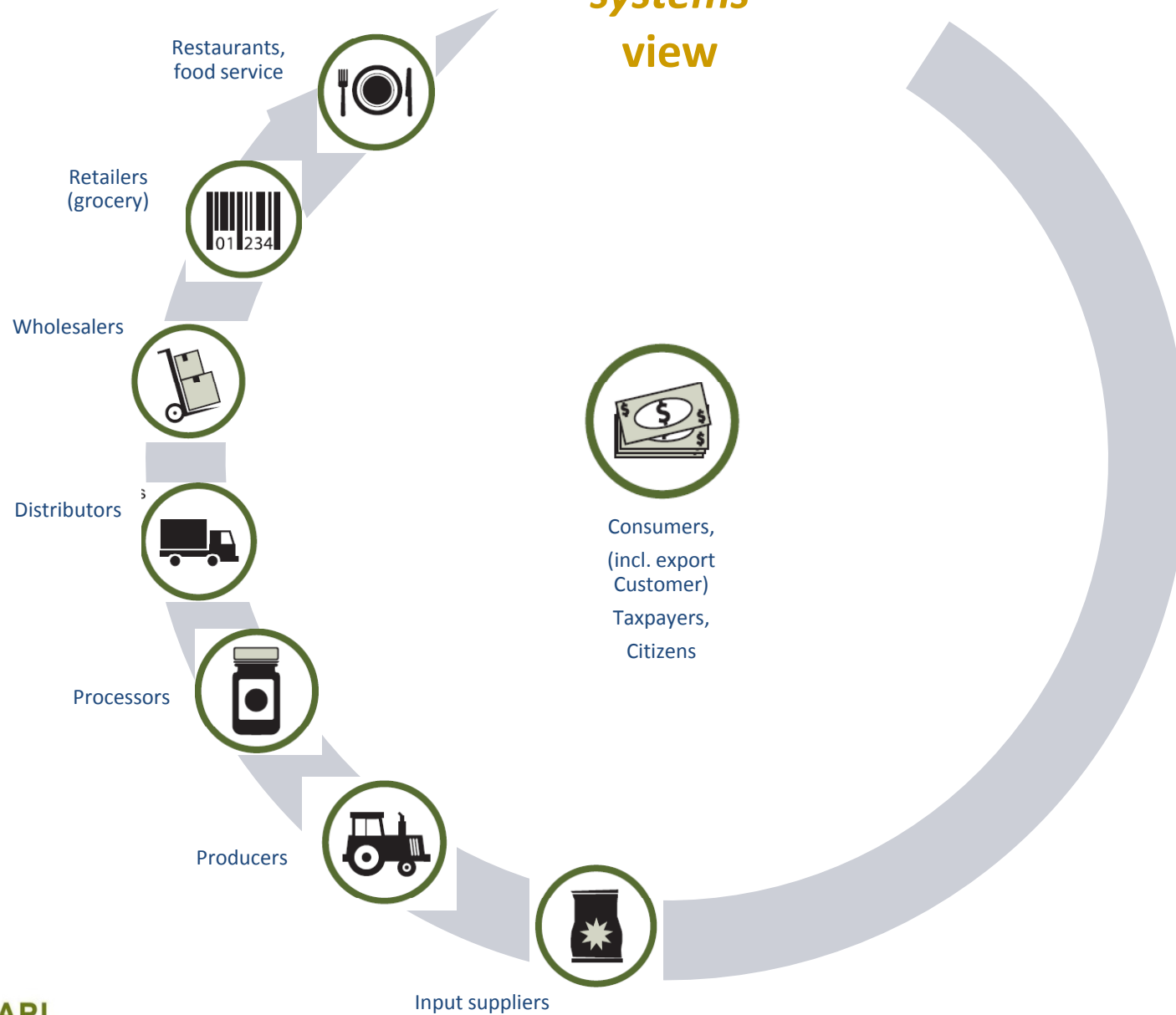


Food systems view

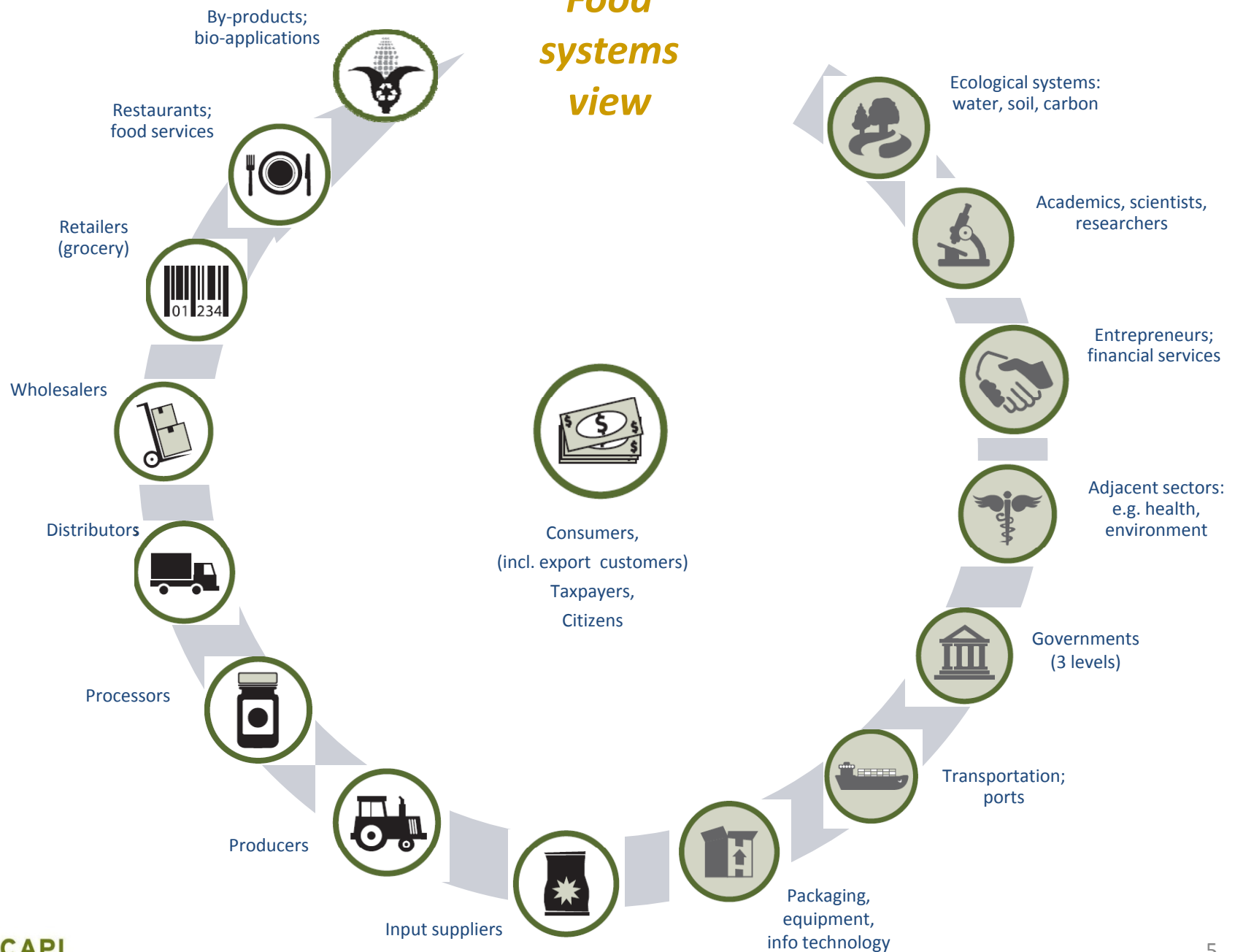


Consumers,
(incl. export
customers)
Taxpayers,
Citizens

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)

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A new approach

➔ Longer-term plan (15 years)

➔ A "destination"; specific targets

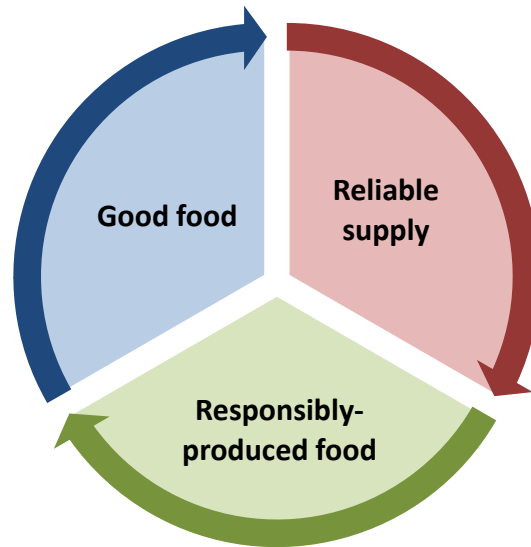
➔ Policy focused on agri-food systems

➔ Integrated policy & oversight: one food plan

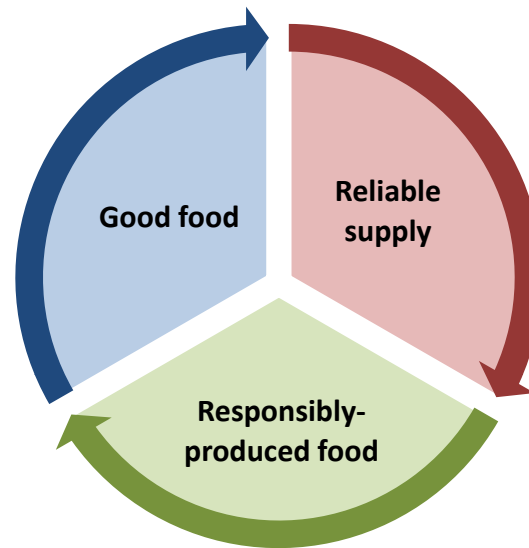
➔ Collaborative food systems that accelerate innovation

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

A common focus



- Safe
- Nutritious
- Quality



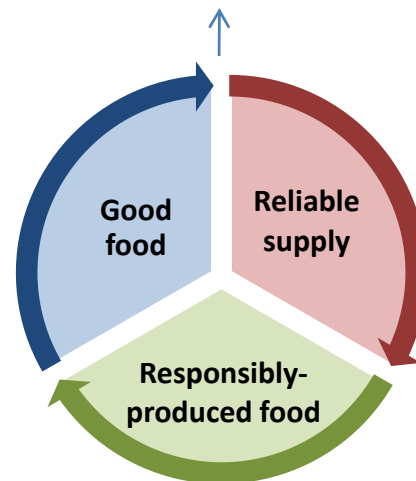
- Managing full breadth of risks

- Ecological footprint
- Efficiencies

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

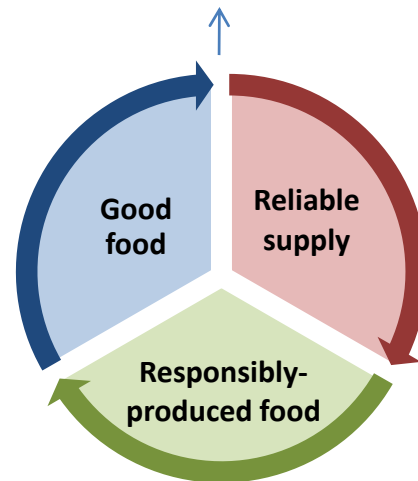


Destination: The most successful good food systems on the planet



Destination: The most successful good food systems on the planet

Targets



By 2025...



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

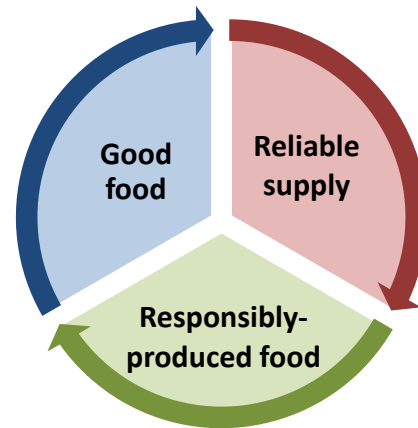


***Produce
And supply
75% of
our own food***



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

Five enablers



Collaboration



Innovation



Managing Risks

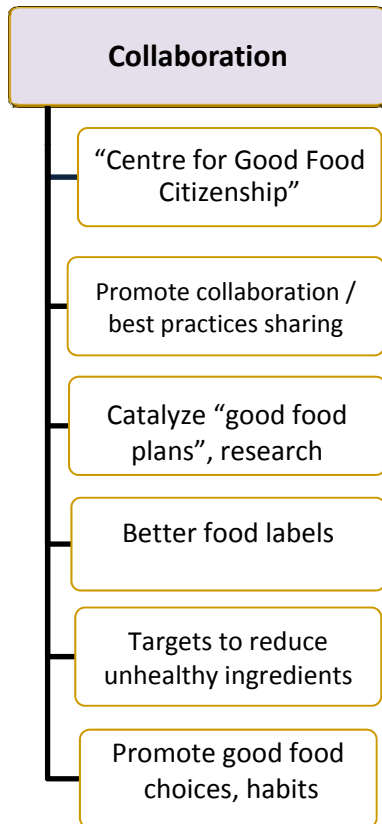


Sustainability

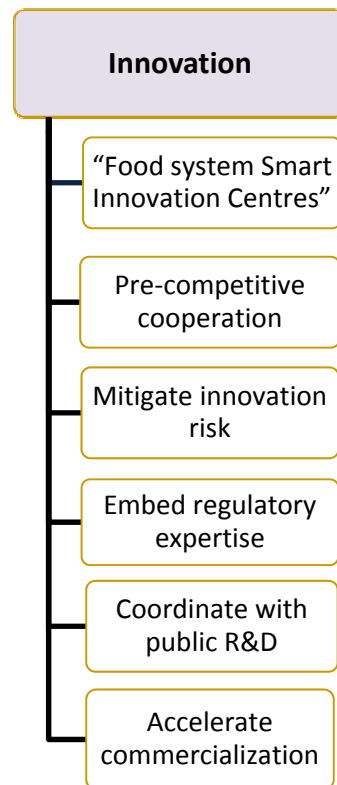


Regulation

Collaboration



Innovation



Managing risk



Food System Risk Management

Reduce / mitigate risk across food systems

Shift from "income" support focus

Six pan-sector risk categories

Render *Agri-Stability* less necessary

Traceability for every food

Annual Ministerial risk scorecard

Sustainability



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

Regulation



Enabling Regulatory Change

Cabinet Committee on Food

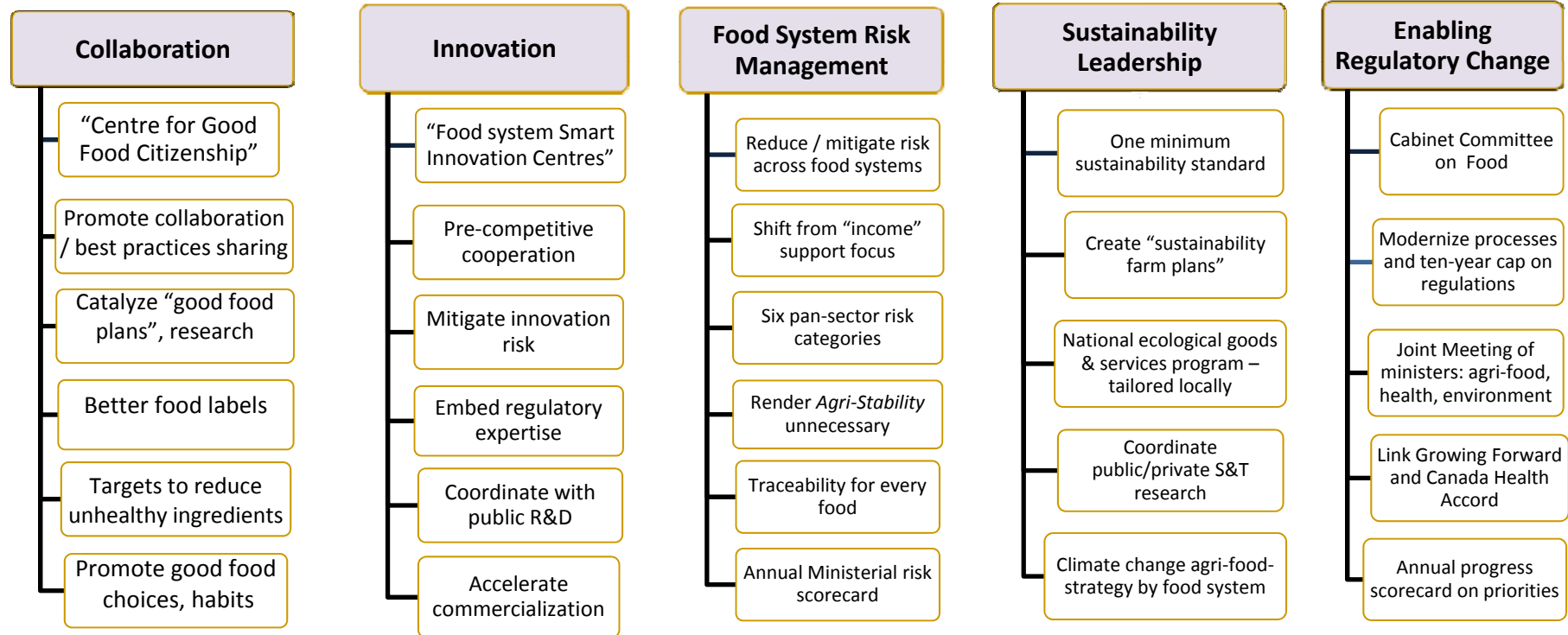
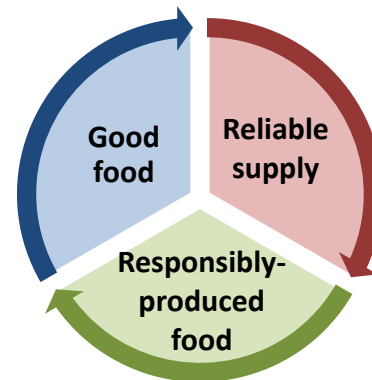
Modernize processes and ten-year cap on regulations

Joint Meeting of ministers: agri-food, health, environment

Link Growing Forward and Canada Health Accord

Annual progress scorecard on priorities

Successful good food systems



Successful good food systems



How can we be more systematic and optimize what we do
in order to achieve Canada's potential?