Canada’s Agri-Food Destination

April 20, 2011
A familiar view...
Food systems view

Consumers,
(incl. export customers)
Taxpayers,
Citizens
Food systems view

- Restaurants, food service
- Retailers (grocery)
- Wholesalers
- Distributors
- Processors
- Producers
- Input suppliers
- Consumers, (incl. export Customer)
- Taxpayers, Citizens
Food systems view

Producers

Input suppliers

Processors

Distributors

Wholesalers

Retailers (grocery)

By-products; bio-applications

Restaurants; food services

Consumers, (incl. export customers)
Taxpayers, Citizens

Governments (3 levels)

Transportation; ports

Packaging, equipment, info technology

Academics, scientists, researchers

Entrepreneurs; financial services

Adjacent sectors: e.g. health, environment

Ecological systems: water, soil, carbon

By-products; bio-applications

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...

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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

- Good food
- Reliable supply
- Responsibly-produced food
• Safe
• Nutritious
• Quality

• Managing full breadth of risks

• Good food
• Reliable supply
• Responsibly-produced food

• 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**

- Good food
- Reliable supply
- Responsibly-produced food
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

- Good food
- Reliable supply
- Responsibly-produced food

- Collaboration
- Innovation
- Managing Risks
- Sustainability
- Regulation
Collaboration

“Centre for Good Food Citizenship”

Promote collaboration / best practices sharing

Catalyze “good food plans”, research

Better food labels

Targets to reduce unhealthy ingredients

Promote good food choices, habits
Innovation

“Food system Smart Innovation Centres”

Pre-competitive cooperation

Mitigate innovation risk

Embed regulatory expertise

Coordinate with public R&D

Accelerate commercialization
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 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

Collaboration

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Annual progress scorecard on priorities
How can we be more **systematic** and **optimize** what we do in order to achieve Canada’s potential?