



# CAPI

THE CANADIAN AGRI-FOOD  
POLICY INSTITUTE

---

## *Canada's Agri-Food Destination*

.....

April 20, 2011



## A familiar view...

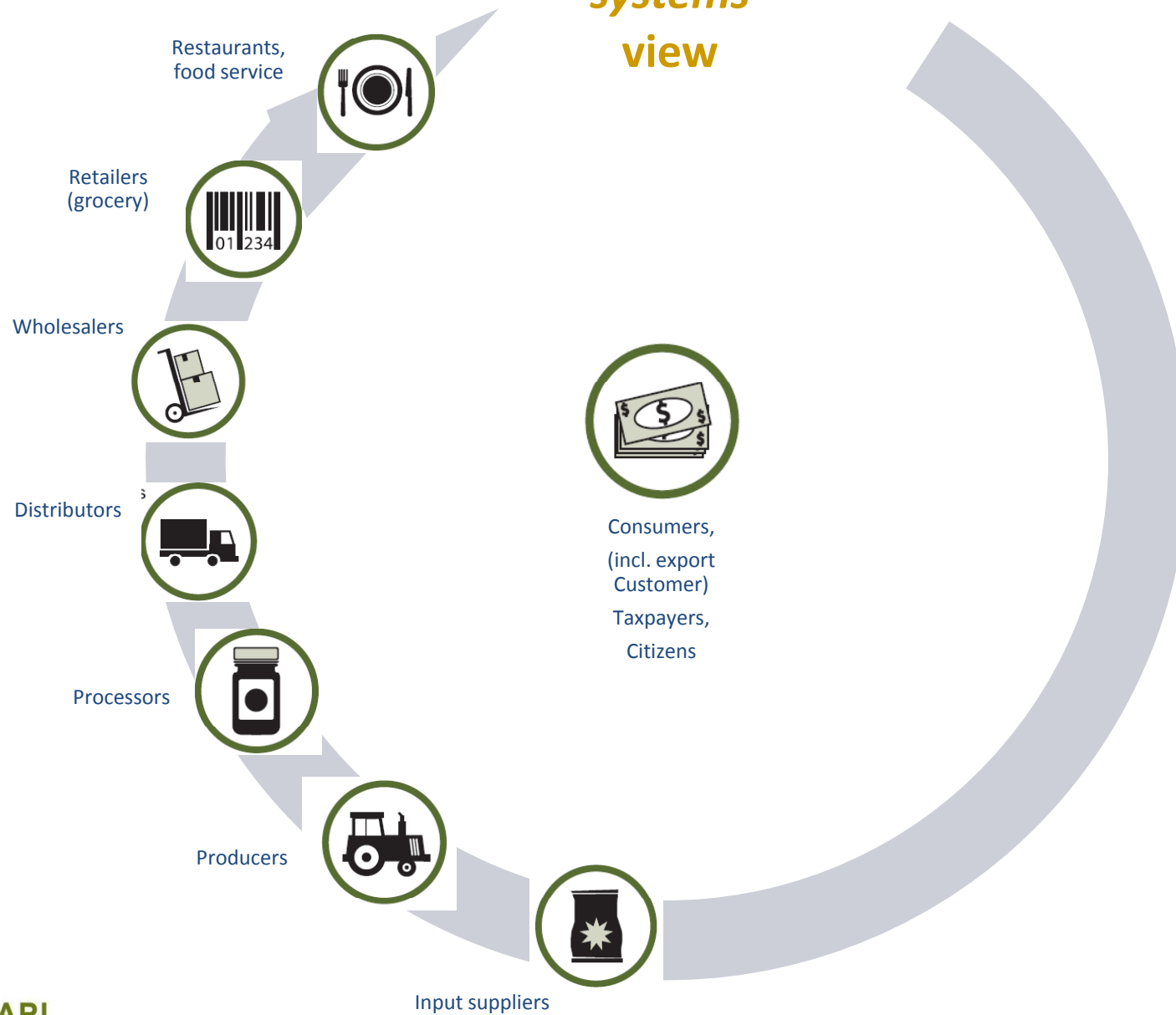


# *Food systems view*

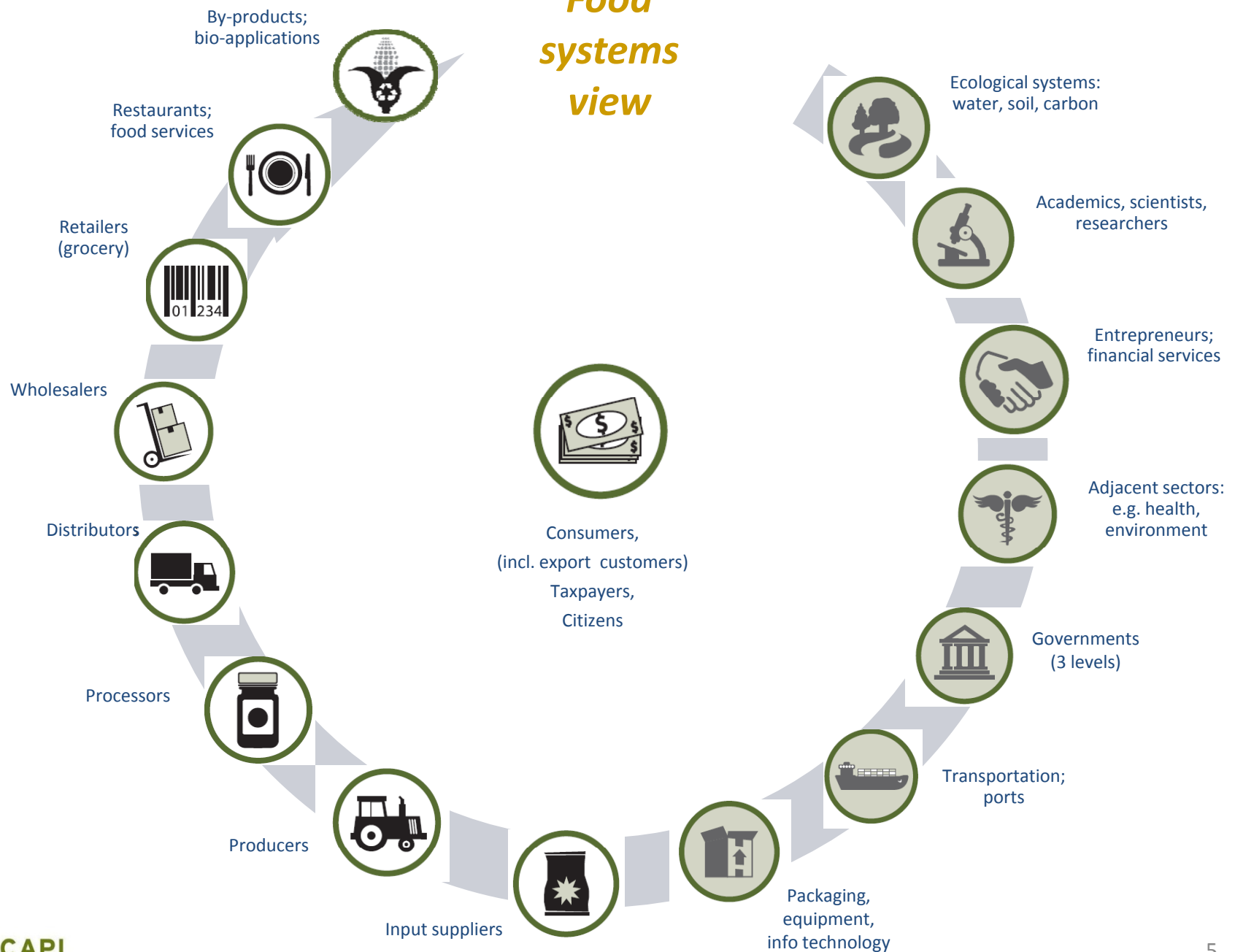


Consumers,  
(incl. export  
customers)  
Taxpayers,  
Citizens

# 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)

Fragmented value chains; few collaborate

Low awareness of the sector's contribution

### A new approach

➔ Longer-term plan (15 years)

➔ A "destination"; specific targets

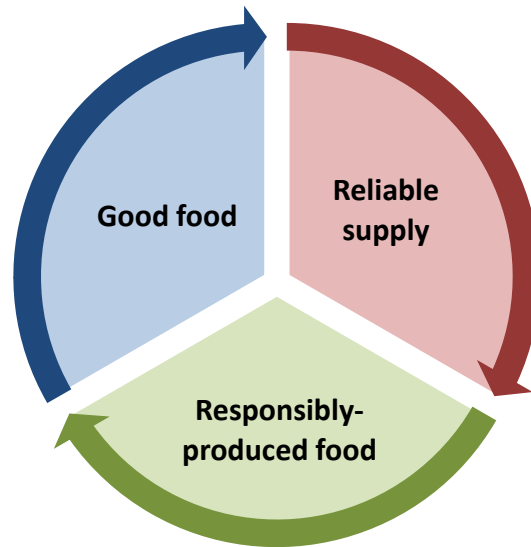
➔ Policy focused on agri-food systems

➔ Integrated policy & oversight: one food plan

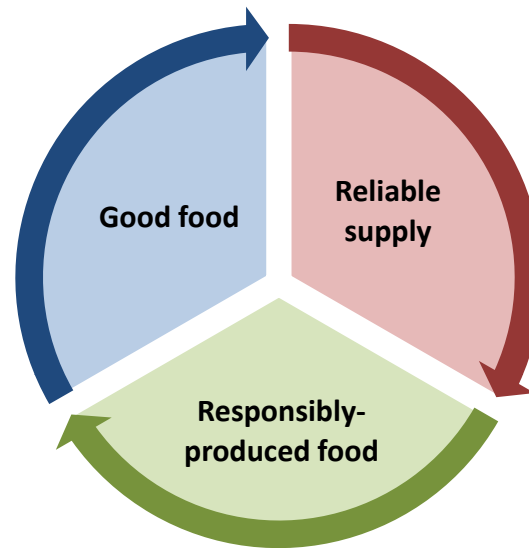
➔ Collaborative food systems that accelerate innovation

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

## A common focus



- Safe
- Nutritious
- Quality



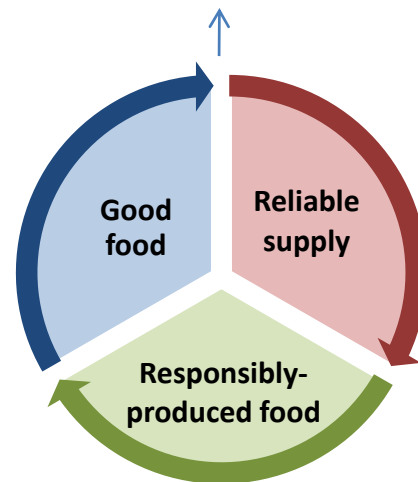
- Managing full breadth of risks

- Ecological footprint
- Efficiencies

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

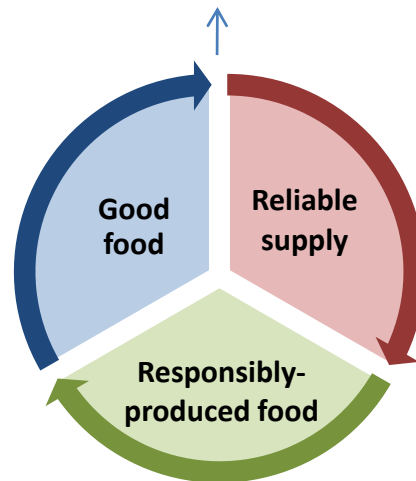


**Destination:** The most successful good food systems on the planet



**Destination:** The most successful good food systems on the planet

**Targets**



## By 2025...



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

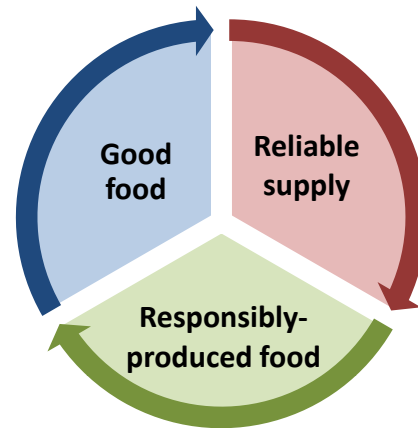


***Produce  
And supply  
75% of  
our own food***



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

## Five enablers



*Collaboration*



*Innovation*



*Managing Risks*

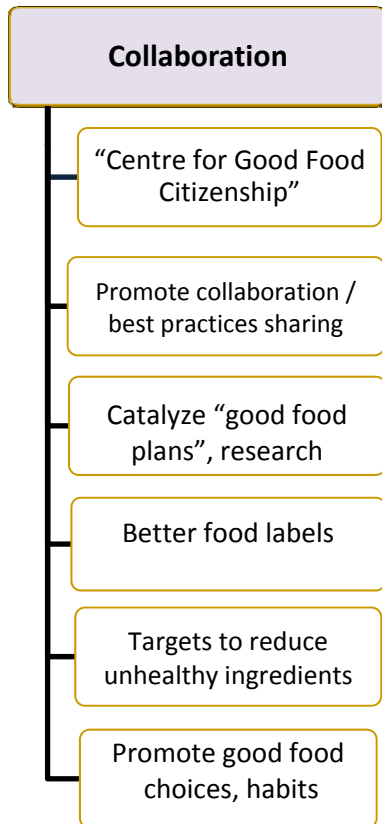


*Sustainability*



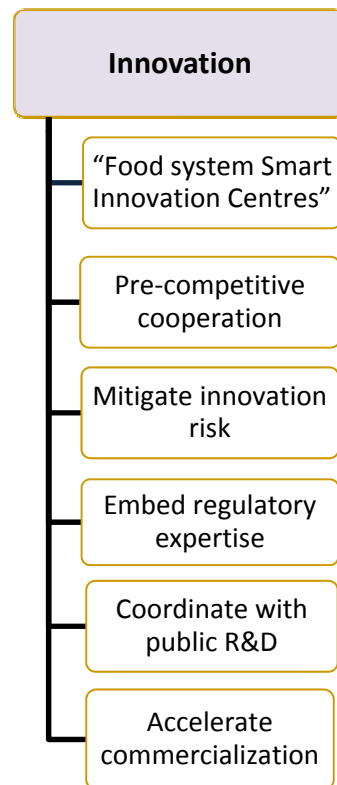
*Regulation*

# 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

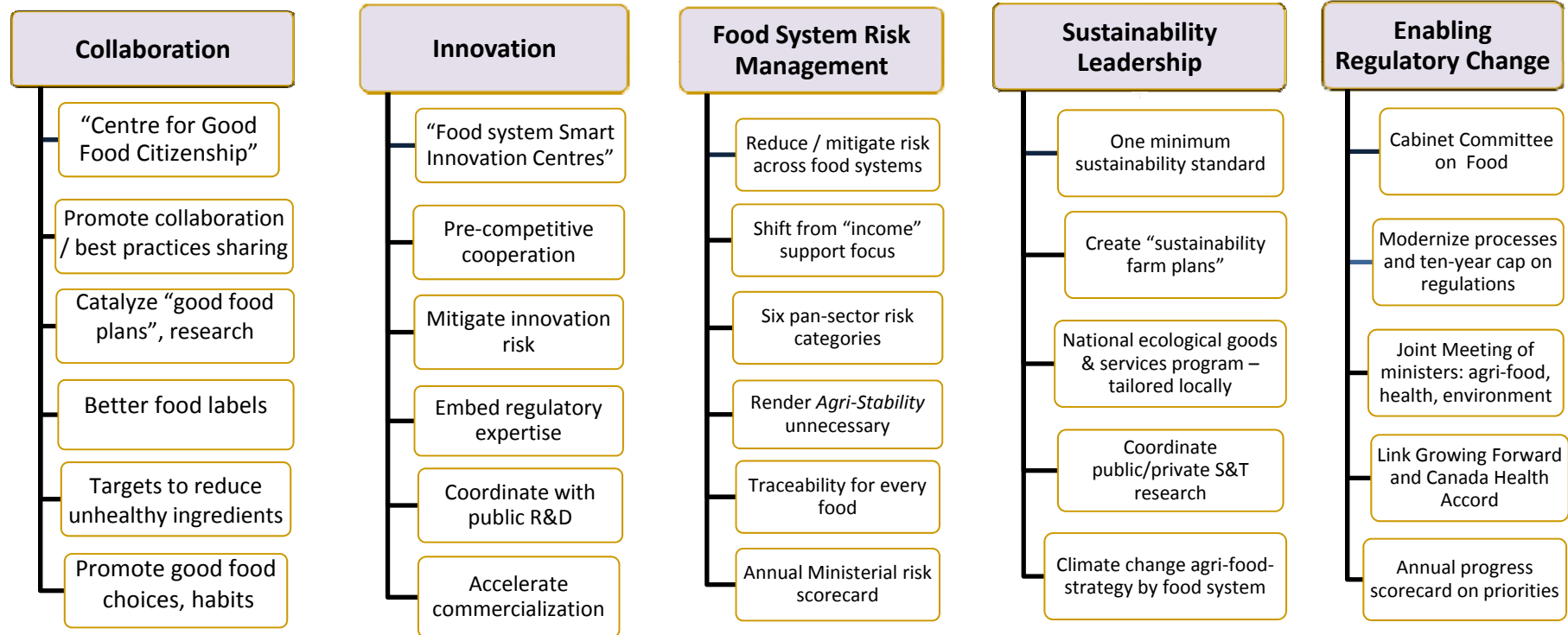
Modernize processes and ten-year cap on regulations

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?