

# **Agri-Food Economic Strategy Table:**

Positioning Canada's agri-food sector for long-term  
growth

CanolaWeek  
Saskatoon, Saskatchewan

Tuesday, December 5, 2017



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

Canada

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# Purpose

- ❖ To provide background on the Economic Strategy Table process and highlight the specific role of the Agri-Food Economic Strategy Table
- ❖ To share key outcomes from the first meeting and encourage your participation in this process

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# Background

- ❖ Budget 2017 announced six Economic Strategy Tables to support innovation in potential high growth sectors: advanced manufacturing, agri-food, clean technology, digital industries, health/bio-sciences and clean resources.
- ❖ The Economic Strategy Tables will set ambitious growth targets; identify sector-specific challenges and “bottlenecks”; bring forward bold ideas; and, develop an action plan to achieve these goals.
  - Business-led solutions, government policy recommendations and public-private partnerships based on short, medium and long-term actionable areas;
  - Greater inclusion of traditionally underrepresented in the workforce, such as Indigenous Peoples, women and youth; and
  - An ongoing mechanism to champion and monitor sector growth strategies and results.
- ❖ Final report is due June 2018

# Agri-Food Economic Strategy Table

- ❖ The Agri-Food Economic Strategy Table is comprised of 15 members representing the diverse perspectives of the agri-food sector, from primary agriculture production to food processing to fish/seafood and aquaculture.

Agri-Food Economic Strategy Table		
Industry Chair	Murad Al-Katib (AGT Foods)	
Senior Federal Representative	John Knubley (ISED)	Chris Forbes (AAFC)

- ❖ Given the size and diversity of the agriculture and agri-food sector, soliciting the viewpoint of stakeholders across the sector is critical.
  - ❖ A Producer Advisory Committee has been struck to ensure the varied viewpoints and ideas of the primary sector are brought forward
- ❖ Overarching themes will likely be around creating added value, recognizing that there are many facets, like investment, innovation and regulation that need to be addressed.

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# Key Outcomes and Status Update

- ❖ The first meeting of the Agri-Food Economic Strategy Table was held on October 24 in Toronto, ON.
- ❖ The table has a vision of adding more value domestically to Canadian agricultural products. In doing so, the table was interested in advancing work in four areas:
  - i. benchmarking Canada's innovation output and rate of technology adoption against other global leaders
  - ii. analyzing infrastructure requirements to support capacity growth,
  - iii. exploring strategies to increase scale-up of firms and support industry leaders in competing globally, and
  - iv. finding opportunities for a regulatory approach that supports growth.
- ❖ Next meeting of the Strategy Table will be held December 12, 2017 in Toronto, ON.

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# Your viewpoints matter!

Submissions to the table from stakeholders via a dedicated form for the [Economic Strategy Tables](#) on ISED's website are helpful to informing the table's discussions.

- 1) What is your aspirational vision for your sector? What would success look like in 2025?
- 2) It is often suggested that countries need to target their growth efforts towards areas of competitive advantage. In your sector, where does Canada have strength or emerging strength?
- 3) What are the obstacles to innovation in your sector? (You may wish to think about investment, talent and skills, access to markets, rules or regulations, demand.) How could these be overcome?
- 4) What is, or will be, the most significant innovation globally in your sector for the next 10 years? What is needed to capitalize on this innovation and establish Canada as a world leader?
- 5) To ensure that all Canadians benefit from accelerated economic growth, what actions and partnerships could businesses, educational institutions, governments, and Canadians undertake?

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# ANNEX: Table Membership

**Murad Al-Katib**, AGT Food & Ingredients  
(Chair)

**Robert Coallier**, Agropur Dairy Cooperative

**Sarah Davis**, Loblaws

**Marie-Pier Drouin**, Joly Drouin et Filles

**Bryana Ganong**, Ganong Bros., Limited

**Richard Harry**, Aboriginal Aquaculture  
Association

**John Heimbecker**, Parrish & Heimbecker

**Robert Irving**, Cavendish Farms

**Shelley Martin**, Nestlé Canada

**Michael McCain**, Maple Leaf Foods Inc.

**Lee Moats**, LLAMM Ltd.

**Susan Niczowski**, Summer Fresh Salads  
Inc.

**Ian D. Smith**, Clearwater Seafoods Inc.

**Ratana Stephens**, Nature's Path Foods Inc.

**Alison Sunstrum**, GrowSafe Systems Ltd.

## **Federal Representatives**

**Chris Forbes**, Agriculture & Agri-Food  
Canada

**John Knuble**, Innovation, Science and  
Economic Development Canada

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# ANNEX: Producer Advisory Council

The producer advisory council, co-chaired by Lee Moats and Marie-Pier Drouin, will help inform the work of the Agri-Food Table.

**Gary Baars**

**Mark Brock**

**Jack Froese**

**Kristjan Hebert**

**Stephanie Levasseur**

**Cedric Macleod**

**Jeanette Mongeon**

**Rene Roy**

**Nick Sekulic**

**Teresa Van Raay**