



CAPI

*The Canadian Agri-Food
Policy Institute*



ICPA

*L'Institut canadien des
politiques agro-alimentaires*

Creating a 21st Century Agriculture: Changing Mindsets

Murray McLaughlin, PhD
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Reality

Agriculture is key to sustainable Global Development

Harness the full potential by applying advances in R & D

Deliver more nutritional foods economically

Industrial products from renewable feedstocks

The Future

Agriculture in 2015 – a healthy people

Agriculture in 2020 – an industrial economy - Bioproducts

China – Opportunity or Challenge



The Future

“To get a sense of the massive changes driven by a knowledge economy.....

Don't just look at computers and telecom....

Take a look at the most basic industry on the planet.....

AGRICULTURE.....AGRIBUSINESS.”

Juan Enriquez – As the Future Catches You

PAY ATTENTION TO OTHERS

US Potato Board

Resolution:

- Growth will come from innovation and consumer based offerings developed from research. Without innovation there will be few growth opportunities.

Opportunities from Wherever

Toyota -

Sweet Potatoes –

Plastics

Indonesia R & D Project

Bioplastics

Is this an opportunity?

- Toyota's new plant in Woodstock is close to where Ontario grows sweet potatoes.
- Can we transfer their technology from Indonesia?
- Learn from the best rather than reinvent.

Linking to Science

Who is linked to Innovation ?

- Europe, New Zealand, United States, Asia Are linking

Are We Linked to Innovation & Science Opportunities?

What is Needed to ensure we get linked?

- Mindset Change
- Regulatory Change
- Cooperation

FARMERS

- **Instead of just growing grain for flour....
or oilseeds for oil....**
- **Farmers are starting to grow...**

**PLASTICS
FUEL
FIBERS
MEDICINES**

Summary

- Canada is a country of Natural resources with Agriculture as a major industry component for the 21st century – Capture It
- Partnership with Canadian Science is a definite need for us to maintain our global leadership – Innovation is key
- We need to bring about environmental and agricultural sustainability, including biomaterials, bioenergy, water management, and renewable resources – New opportunities
- We need to produce better quality, healthy, affordable, diverse food offering consumers real options to improve their quality of life – The market opportunity