

CAPI launches new strategy to shape a national dialogue on agriculture issues

CAPI appoints New Board Members

TRURO, N.S., July 20, 2009 — The Canadian Agri-food Policy Institute (CAPI) announced a new strategy at its Annual General Meeting, held on July 15 in Truro, Nova Scotia.

The Board of Directors has endorsed CAPI's objective to shape a national dialogue among stakeholders on the policy model or models that will enable Canada to thrive in the emerging agri-food world. The CAPI plan includes undertaking research projects guided by three Leadership Panels under the themes of food and wellness, sustainability and viability of the agriculture/agri-food sector.

"CAPI is aiming to make a distinctive contribution to the policy process in Canada," said David McInnes, President and Chief Executive Officer. "With the assistance of our Leadership Panels, we will examine pertinent issues relevant to the development of the next agricultural policy framework in Canada by 2013."

The current five-year policy framework, endorsed by ministers of agriculture representing federal-provincial-territorial governments, was implemented in April, 2009. "By focusing on key drivers that will enhance the future competitiveness and profitability of the agricultural and agri-food sector, CAPI is fulfilling its mandate which is to create a dialogue on longer-term policy issues facing the sector", added Mr. McInnes.

CAPI will now begin setting up its Leadership Panels. Each Panel will have several members and be represented by qualified and respected individuals from the research community, business/the agricultural value chain, government and/or from non-government organizations. The Panels will validate research work and help to synthesize key findings from projects. CAPI will issue a report based on these findings in the Spring of 2010.

The first panel to commence its work will be the Leadership Panel on Food and Wellness Connection, which will focus on the development of an integrated agri-food and health strategy for Canada. An overview of CAPI's strategy, the make-up of the Leadership Panels and their work plans will be ultimately made available on its website. Final reports from project work will also be posted on its website.

CAPI has also appointed four new Directors to its Board of Directors. CAPI's Board of Directors was increased from seven to nine in order to broaden its representation. As well, two Directors have retired from the Board, Messrs. Kenneth Knox and Garth Coffin. Mr. Knox, one of the founding Directors, and Mr. Coffin have served on the Board since 2004. The four new directors and their province of residence are: Mr. Mario Dumais (Quebec), Mr. Art Froehlich (Alberta),

Ms. Margaret Rempel (Manitoba), and Mr. Wayne Stark (Ontario). A biographical summary of the new Directors is attached.

"We appreciate the sound guidance provided by Ken Knox and Garth Coffin and their unwavering dedication to CAPI," said Gaëtan Lussier, Chair of the Board. "We also want to welcome our four new Directors to CAPI. Their experience and perspective will be invaluable going forward", he added.

The Canadian Agri-Food Policy Institute (CAPI) is an independent, unbiased policy forum that is dedicated to the success of Canada's agriculture and agri-food sector. CAPI is a catalyst. It identifies emerging issues, promotes dialogue and advances alternative solutions to issues with stakeholders across the diverse agriculture and agri-food value chain, and among academia, research institutes, governments and other sectors in Canada. Based in Ottawa, CAPI was established as a non-profit corporation in 2004 by the federal government and is guided by a diverse Board of Directors and an Advisory Committee.

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Biographies of New Directors

Mr. Mario Dumais has been an economist at the Union des producteurs agricoles and Director of the weekly La Terre de chez-nous, and of the magazine Le Producteur de lait québécois. After that, he was General Secretary of La Coopérative fédérée de Québec. He was a member and Co-president of the Sectoral Advisory Group on International Trade for the Federal Government, Vice president of the Agricultural Cooperative Committee of the International Federation of Agricultural Producers and President of the Agricultural Cooperative Organization of the International Cooperative Alliance. In Costa Rica, he was a Director of the Inter-American Institute for Agricultural Cooperation. He was also a member of the Commission for Sustainable Development of Hog Production, and of the Commission on the Future of Agriculture and Agri-food Industry of Quebec.

Mr. Art Froehlich is currently a partner in AdFarm, one of North America's largest Agriculture and Food marketing and communications companies. In addition to his involvement with AdFarm, he is still active in his farming operations in Saskatchewan, raising registered Angus cattle and growing grains and oilseeds. Over the last 30 years, Mr. Froehlich has held senior executive positions with Hoechst Canada Inc., Alberta Pool and Westcan Malting. He continues to work with Canadian food and agricultural companies in developing international markets for their products. Mr. Froehlich currently is Chair of the Board of Directors of AVAC, Genome Alberta, Alberta Agricultural Research Institute, and the Science Alberta Foundation. In

addition, he sits on many corporate boards including ATB Financial, Prince Rupert Grain, and Canterra Seeds. In 2005, Mr. Froehlich was awarded the Distinguished Agrologist Award by the Institute of Agrologists, and the Alberta Centennial Gold Medal by the Province of Alberta.

Ms. Margaret Rempel operates a mixed farm near Ste. Anne, Manitoba, consisting of a 500 sow farrow-to-finish hog enterprise as well as having 1600 acres of cropland, growing cereals and oilseeds. Together with her late husband, she lived in north-eastern Brazil for three years, working in the areas of agriculture and community development. Ms. Rempel has served on the 4-H District and Regional Councils for six years; she has been a director with Keystone Agricultural Producers, 1987-1995, including four years on the provincial Executive Committee; and she has been a founding board member of the Manitoba Rural Adaptation Council, 1996-2003, including being the chair of the Projects Evaluation Committee and vice-chair of the Executive Committee. For six years, she was part of the Provencher constituency Agricultural Advisory Committee and she was a representative on the Sectoral Advisory Group on International Trade (Agriculture and Food), 2002-2003. Ms. Rempel's interest in international food security issues led her to serve on the Canadian Foodgrains Bank Board of Directors, 1997-2004, chairing the Board for the last four of those years, and travelling to India and Bangladesh in that capacity. She is a founding member (2006) and current chair of the Manitoba Biodiesel Council. Ms. Rempel is a director on the Board of the Bethesda Hospital Foundation. She also currently serves as a delegate to Manitoba Pork Council.

Mr. Wayne Stark is CEO of Pursuit Development Labs Inc., a Toronto based corporate strategy and development agency. Wayne is a strategy advisor to CEOs and their executive teams. He supports them in uncovering, engaging, living, and sustaining their authentic essential strategy to drive market relevance and enhanced value creation, resulting in sustainable performance and clear global thought leadership. Wayne has worked with Fortune 500 companies, NGOs, and governments both in agri-food and other industries. He brings extensive experience as both an operator and developer of branded packaged goods and food processing businesses. Outside Pursuit, Wayne shares his passion and insights in 'Relational Strategy Transformation,' 'Effective Authentic Value Creation,' and 'Collaboration' with his students at the University of Toronto.