

# Stakeholders seize upon the need for a new approach, and intensive collaboration, to achieve Canada's agri-food potential

OTTAWA, June 16, 2011 — Canada's agri-food sector — a major strategic asset — needs to initiate a broad, highly inclusive collaboration in order to realize its full potential, according to diverse feedback received from private and public sector stakeholders by the Canadian Agri-Food Policy Institute (CAPI).

CAPI has been conducting a national dialogue on its pivotal February report, *Canada's Agri-Food Destination: A New Strategic Approach*. Over the past four months, CAPI has reached out to over 800 stakeholders across the agri-food sector from coast to coast and to governments, academia, and NGOs. CAPI also sought feedback from partners in health, environment, transportation, financial services and economic development. A broad sampling of this feedback is found in the *Update* released today.



The Destination report concluded that a profitable and competitive agri-food sector, a healthier population, and more sustainable ecosystems are possible. More collaborative and inclusive food systems are essential to a new, longer-term strategic plan for the sector. The Update reflects the reaction to the report, and identifies where more work is required.

“Much of the feedback affirms the need for a new approach,” said David McInnes, CAPI President and Chief Executive Officer. “Many stakeholders are intrigued by the possibility that more intensive collaboration among the agri-food and other key partners can help to accelerate innovation, expand market opportunities, and address rising societal expectations around food.”

“Just look at two of the possible results we can achieve,” added McInnes. “First, in an era of increasing global demand, we can expand Canada’s role as a trusted, sustainable, and profitable food supplier to the world. Second, we can offset the high cost of health care by acting to reinforce the role that diet plays in preventing disease and obesity.”

CAPI’s reports are available at [www.capi-icpa.ca](http://www.capi-icpa.ca). Feedback is welcome.

## About CAPI

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 not-for-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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