

Positioning the agri-food sector for success

OTTAWA, July 18, 2011 – Improving human health and enhancing environmental sustainability are catalysts for creating new and profitable opportunities, and can open new markets for farmers and position the agri-food sector for future success, according to the Canadian Agri-Food Policy Institute (CAPI).

David McInnes, CAPI President & CEO, spoke about making strategic changes in the agri-food sector at a meeting of federal-provincial-territorial ministers of agriculture, agricultural representatives and other stakeholders which took place at the Canadian Federation of Agriculture's "Toward a National Food Strategy" Roundtable held July 6th in St. Andrews By-The-Sea, NB.

"Canada's agri-food sector can achieve even greater success by embracing an intense collaborative spirit among agri-food players and by working closely with others who are so essential to their success, such as those in health, biotechnology, academia, and many other areas," stated McInnes. "This requires changes in policy and practice so that we can systematically support these players and help them to realize the country's full potential. These changes can help Canada become a more reliable supplier of nutritious, safe and sustainably-produced food for a changing food world."

CAPI believes that creating a more collaborative operating environment among agri-food players, in conjunction with a diverse array of other partners, will allow the agri-food sector to create market opportunities and have a beneficial impact on society. To support such "food systems," governments need to better integrate policies throughout their departments and agencies. As well, government and agri-food players need to adopt performance targets and metrics to support progressive change. These ideas are among the many concepts espoused in CAPI's Destination Report, which was published in February 2011. The Report provided ideas on how Canada could strive for a more profitable and competitive agri-food sector, a healthier population, and more sustainable ecosystems.

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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