

**Barton Forward: Optimizing Growth While Enhancing Natural Capital
A Regional Workshop and Conversation**
Hosted by the Canadian Agri-Food Policy Institute (CAPI) and the Arrell Food Institute (AFI)
University of Guelph, University Centre room UC 442
Guelph, Ontario
Wednesday, March 21, 2018

PROGRAMME

- 8:00-8:25** **Coffee and registration**
- 8:25-8:30** **Welcome and opening remarks**
Don Buckingham, President and CEO, CAPI; and
Evan Fraser, Director, AFI & Canada Research Chair
- 8:30-9:30** **Setting the stage**
Chair: Rene Van Acker, Dean of Ontario Agricultural College, University of Guelph
- 8:30-8:55 Barton Forward-Optimizing Growth: Risks and Opportunities
(Ted Bilyea and Tulay Yildirim, CAPI)
- 8:55-9:10 Ontario's agri-food growth prospects
(Stephen Duff, Chief Economist OMAFRA)
- 9:10-9:30 Open Discussion
- 9:30 –10:40** **Sectoral Perspectives on growth, innovation and sustainability**
Chair: Phil Malcolmson, Assistant Deputy Minister, Strategic Policy, OMAFRA
- 9:30-9:40 Food processing Lynda Kuhn, Vice President,
Maple Leaf Foods
- 9:40-9:50 Dairy sector Peter Gould, Advisor,
Dairy Farmers of Ontario
- 9:50-10:00 Primary production: Organics Tia Loftsgard, Executive Director,
Canada Organic Trade Association
- 10:00-10:10 Primary production: Horticulture Jan VanderHout, Chairman,
Ontario Fruit & Vegetable Growers' Association
- 10:10-10:20 Primary production: Soybeans Jim Millington, Director, Market Development,
Soy Canada
- 10:20-10:40 Open Discussion

10:40-11:00 Health break and networking with sectoral speakers

11:00-12:00 Disruptors: presentations on whole food system issues

Chair: Deb Stark, Director, Board of Directors, CAPI

11:00-11:15	The microbiome and one health	David Ma, Professor, University of Guelph
11:15-11:30	Food security	Diana Bronson, Executive Director, Food Secure Canada
11:30-11:45	Smart plant nutrients	Garth Whyte, President and CEO, Fertilizer Canada
11:45-12:00	Open Discussion	

12:00-13:30 Networking Lunch

13:30-14:45 Breakout groups

Chair: Don Buckingham, President and CEO, CAPI

13:30-14:15 Group discussions as per topics below:

- Group #1: Green Light** Full speed ahead! So where will growth come from? Where will the markets be?
- Group #2: Red Light** Obstacles to realizing the targets! Infrastructure? Natural Capital constraints? Trade restrictions? Plant-animal-human health? Overbearing regulations?
- Group #3: Amber Light** Potential solutions! Do the innovations that are available or in the pipeline really hold the key to sustainable growth?

14:15-14:45 Breakout groups report back

14:45-15:00 Health break

15:00-16:15 The way forward

Chair: Evan Fraser, Director, AFI & Canada Research Chair

15:00-15:45 Panel of experts discuss the way forward in optimizing agri-food sector growth while enhancing natural capital.

Geneviève Parent Professor, Université Laval

Peter Phillips Professor, University of Saskatchewan

David Burton Professor, Department of Plant, Food, and Environmental Sciences, Dalhousie University

15:45-16:15 Open Discussion

16:15-16:30 Evaluation and closing remarks

Chairs: Don Buckingham, President and CEO, CAPI; and
Malcolm Campbell, Vice President of Research, University of Guelph

16:30-18:30 Reception (UC Faculty Club)

Opening remarks: Evan Fraser, Director, AFI & Canada Research Chair

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Scope:

CAPI and the Arrell Food Institute have partnered to organize a regional workshop, which is one of 3 workshops that CAPI will hold in various regions, to initiate critical conversations with participation of producers, industry representatives, academics, governments, and other interested groups. The focus of workshops will be on the implications of the growth targets set for the agri-food sector on Canada's natural capital and other domestic policy objectives, and on the role of innovation in securing growth that is compatible with sustainability objective and in building public trust. The goal is to develop a better understanding of growth potential across various agri-food value chains and opportunities in achieving this potential, as well as a dialogue on obstacles on future growth.

Preamble:

The Advisory Council on Economic Growth identified agri-food as one of the six strategic sectors for growth and set an ambitious goal of increasing Canada's annual agri-food exports to \$75 billion by 2025 and becoming one of the top 3 agri-food exporters, next to the US and the Netherlands. The key drivers of the strategy are investment in infrastructure, innovation, human capital and broadening trade agreements in Asia.

The vision of the strategy is stated as "Canada will become the trusted global leader in safe, nutritious, and sustainable food for the 21st century". This vision defined the kind of growth that would be most inclusive and particularly pointed to the importance of sustainability and profitability. However, the questions remain regarding the compatibility of export led growth strategy with sustainable use of natural capital and other domestic policy objectives.

The presentations and discussions at the workshop will aim the following:

- To understand global market growth projections and their implications potential trade obstacles and opportunities and ultimately on Canadian agri-food export prospects;
- To explore the industry strategies to achieve the strategic growth targets that were set by the Advisory Council on Economic Growth;
- To examine the implications of such growth on our natural capital;
- To investigate how innovation/technology could enable the sector to achieve the growth targets while maintaining our natural capital.

Program:

Program will start at 8:00 am and conclude at 4:30 pm which will be followed by a networking reception between 4:30-6:30 pm. Program details will follow.