



Join the Canadian Agri-Food Policy Institute (CAPI) for a fulsome dialogue on some of the critical factors affecting investment in value-added and a sustainable agri-food system in Canada. We hope to identify strategies that will help the sector improve its future growth prospects while meeting sustainability and ESG criteria. Simultaneous interpretation will be available.

In 2016 the Advisory Council on Economic Growth (ACEG) established Canada's agri-food export target at \$75B by 2027, later increased to \$85B. Reaching these export targets requires doubling the world market share of Canada's agri-food exports to 5% by 2027, which would require food & beverage (FB) processing exports to grow by 14% per year. This was a major challenge even before the trade disruptions and the decline in rules-based trade that have emerged more recently. Add to this the economic fall-out from COVID, which has set the global economy back so it will not reach pre-pandemic levels until at least 2022. To achieve these targets will require some serious investment and new strategies.

In addition, the Climate Plan recently announced by the Canadian government will see carbon taxes increase over the next ten years and includes other measures that will discourage fossil-based fuels and reward clean technologies. This includes biofuels and environmental, social and governance (ESG) performance, which is becoming an important factor in investment attractiveness. All will have significant impacts on the future competitiveness of the agriculture and agri-food system.

Therefore, serious investment will be required in value-added in the agri-food sector to both achieve the export targets and to set the sector on a more sustainable production path. Hence, it will be critical to understand the factors affecting investment in value-added in the Canadian agri-food system and the strategies and solutions by government and industry that will help improve its performance and competitiveness.

To help in this understanding, CAPI will be holding a webinar on **February 5, 2021 from 11:00am-12:30pm (ET)** entitled ***The New Frontier – Investing, Sustainability and Value-Added*** that will hear from industry experts on Canada's efforts to boost value-added and sustainability in the agri-food system and the availability and quality of natural and human capital, regulatory barriers and other factors for investment attractiveness.

Speakers and Moderator

Rory McAlpine, Board Member, *Canadian Agri-Food Policy Institute (moderator)*

Michael Hoffort, CEO, *Farm Credit Canada*

Patrick Lemelin, Vice President, Agriculture and Agri-Food, *National Bank of Canada*

Dominique Baumann, CEO, *Roquette in Canada*

John Kelly, Deputy Minister, *Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)*

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