

THE CAPI CONNECTION

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Elise Bigley | Editor

What's New at CAPI

[CAPI Big Solutions Forum](#)
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[Individual Reports: Lisa Ashton, Hannah Lieberman, Callum Morrison, Marie-Élise Samson](#)

CAPI in the News

[Food is the new oil, even if most of the world - including Canada - hasn't realized it yet](#)
Kevin Carmichael, Financial Post

[Agriculture's big challenges won't end when the pandemic does](#)
Jennifer Blair, Alberta Farm Express

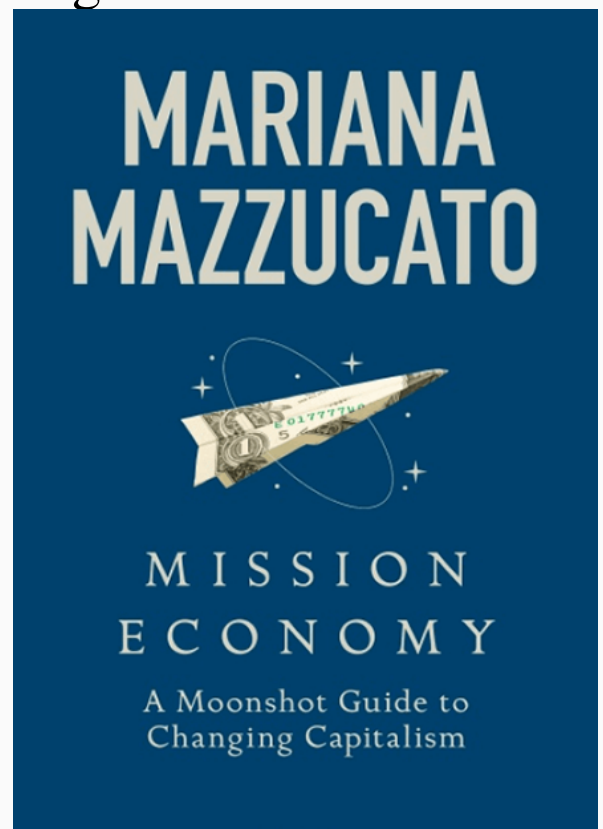
[Big solutions recommended for Canada's food system](#)
Katelyn Duncan, Western Producer

[CAPI Big Solutions Forum: Creating Prosperity from Chaos](#)
Livestock Gentec, The 'Consumer' Newsletter

What We're Reading

In her book *Mission Economy: A Moonshot Guide to Changing Capitalism*, Mariana Mazzucato applies the story of NASA's Apollo program to tackle the wicked problems facing our world today. Mazzucato calls for breaking down silos, encouraging transdisciplinary thinking and symbiotic public-private partnerships, where government is actively engaged with industry on grand challenges and critical mission. Instead of viewing government as a vehicle to fix market failures, they must, alongside the public, define the grand challenges and set critical missions to solve, in partnership with industry.

Mission Economy mirrors many of the conclusions that CAPI put forward at the Big Solutions Forum (BSF) last month. Namely, the importance of strategic thinking, having a vision, strong leadership, and cross disciplinary and public-private partnerships for ensuring the future sustainability and prosperity of the Canadian agriculture and agri-food system. You can watch Mariana Mazzucato's book launch talk for Mission Economy hosted by the London School of Economics [here](#).



Funding Opportunities at CAPI

Your commitment is vital. It is urgent to intensify our efforts as agriculture and agri-food can be essential solution providers for the economy, environment, health and global food security. But creative policy changes are critical.

CAPI is pleased to announce it will be hosting its first-ever Agri-Food Policy Competition in the fall of 2021!

CAPI is committed to seeking out bold, innovative policy ideas that will address the Canadian agri-food system's critical need: to build a more resilient agri-food system that produces more and better, sustainably, and profitably to meet the growing needs of consumers in Canada and around the globe.

The competition will call for creative ideas on how public and private actors can help meet this need. Grants will be awarded to turn those ideas into concrete policy proposals.

Investing in the Environment

New technologies and tools are changing the way today's farmers operate. However, there can be a cost to adopting new technologies or changing the way food is produced that can prevent farmers from increasing their contributions to the fight against climate change and protecting biodiversity.

These new technologies and practices can positively impact the environment, but that only happens if farmers adopt them.

The project *Spearheading Solutions: Helping Farmers Operate Better, Smarter, and Environmentally Sustainably* aims to determine what public and private policies can be used to rapidly increase the adoption, implementation of new tools, and the practices to maximize environmental outcomes.

This project is funded in part by the RBC Foundation and we are actively seeking additional private and foundation partners to officially launch the project.

You can make a difference. Please reach out to connect on how best we can work together and how you can become part of the solution in creating a resilient, thriving, and sustainable agri-food system.

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Established as an independent organization to support the important work of CAPI.
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CAPI Webinars - Sponsor Spotlight



CAPI acknowledges the overall support of its many partners particularly Agriculture and Agri-Food Canada.



Partnerships: More Than A Buzzword

Partnerships are more than a buzzword at CAPI. Not only are public-private partnerships key to maximizing environmental, economic, and social outcomes of the agri-food system, they are essential to CAPI's future.

During the recent Big Solutions Forum (BSF), CAPI highlighted how public-private partnerships were one of four key actions to build a better food system. It has been interesting to hear reaction to that recommendation and to the commentary during the Deputy Minister's panel on May 20th (which can be found [here](#)).

A significant amount of post-BSF dialogue has highlighted that while governments and the agri-food system do work together, they tend to play it safe. The desire to play it safe leads to embracing the status quo and avoiding transformational partnerships that encourage bold changes that improve public and private outcomes.

Traditionally, public-private partnerships look like an arm's length transaction in Canada. This might include governments offering to fund private-sector projects, consulting with agri-food system stakeholders through advisory committees or having Trade Commissioners support companies trying to export.

Feedback CAPI has received over the last month highlights a wide range of opportunities that should be explored under a renewed commitment to public-private partnerships.

One example is the potential for partnerships in a public-private carbon market. The Government of Canada is currently developing federal offset protocols that will generate credits within the Federal Greenhouse Gas (GHG) Offset System. The Federal Government is developing its own public protocols, while protocols are already being used in private and public carbon markets around the world. A transformational approach to public-private partnerships could have involved a federal framework that leveraged private offset protocols to generate credits in the federal system.

There are public and private benefits to a public-private partnership approach. First and foremost, it could establish a federal market, encouraging farmers to adopt new practices to generate carbon credits much more quickly. It also could allow and encourage innovation in protocols. For example, protocols could be established that enable farmers to qualify for carbon offset credits while qualifying for bio-diversity incentives. Bundling protocols are one way to encourage more meaningful action by providing more substantial incentives to farmers.

A public-private carbon market is one of many examples of how a renewed focus on public-private partnerships can lead to transformational change in Canada's agri-food system.

CAPI is also making partnerships core to our future.

In April, CAPI held Trade and Climate Change Virtual Dialogues in partnership with the US-based Farm Foundation. The videos of the Dialogues, which hosted speakers from around the world including China, Australia and Mexico, can be found [here](#). The intersection of trade and climate change is already having a significant impact on Canada's agri-food system, an impact that is only going to grow in the future. However, you cannot truly understand the impact on our domestic agri-food system without understanding the international context within which it is happening.

That is why CAPI partners with the Farm Foundation to bring an international perspective to these vital discussions. Farmers, food businesses and governments are all connecting internationally in increasingly significant ways, and CAPI must do the same. The partnership between CAPI and the Farm Foundation started several years ago and is poised to continue for years to come.

In 2020 the Growing Stronger project emerged, as CAPI teamed up with the Arrell Food Institute (AFI), along with a large interdisciplinary network of advisors to gather evidence on what happened to the Canadian food system during the pandemic. We heard directly from producers, processors, food security experts and Indigenous communities on how the impact of the pandemic was felt along the whole agri-food system.

Partnerships: More Than A Buzzword

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This was a national, lessons-learned exercise that provided policy recommendations to ensure that the Canadian food system is robust against future threats. Engagement revealed some key strategies and recommendations found in the final report: addressing the root causes of insecurity must be core to any post-pandemic strategy, the agri-food sector must be positioned as a driver of green growth in order for Canada emerge stronger, and need for silos to be broken down and further collaboration encouraged between all stakeholders.

CAPI, through the Canadian Agri-Food Foundation (CAFF), is also pleased to share that it has launched a new partnership with RBC Tech for Nature on our upcoming project Spearheading Solutions: Helping Farmers Operate Better, Smarter and Environmentally Sustainably funded in part by the RBC Foundation. [1] The partnership will identify the public and private policies that encourage greater adoption of the technologies and best management practices (BMPs) needed to deliver a more sustainable food system.

The list of technologies and BMPs that can positively impact agriculture's environmental (and economic) sustainability is growing and now ranges from precision agriculture, artificial intelligence, big data digitalization, genomic indicators of sustainability, 4R stewardship and alternative land use and environmental services.

But all the technology and BMPs in the world are for nothing if farmers do not adopt them. The proper government (public) and private policies can make all the difference, and this is what CAPI aims to determine.

RBC Tech for Nature is the first partner to support this project, and we are actively looking for other partnerships to finally support the remaining funds needed. Please contact us if you are interested in hearing more and partnering with us.

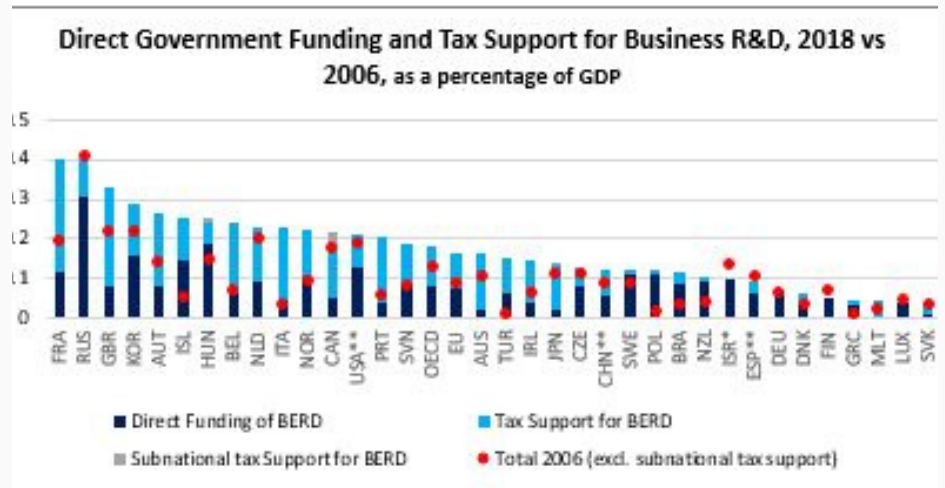
The above are just three examples of the partnerships core to CAPI's future. While we have our plans, we also want to hear from you. Please contact me or any member of the CAPI team if you have creative ideas on how CAPI can leverage partnerships to find creative solutions to the challenges and opportunities facing Canada's agri-food system.

Tyler McCann, Chief Engagement Officer

[1] Our parallel independent organization, the Canadian Agri-Food Foundation (CAFF) will receive a donation from the RBC Foundation to partially fund the project.

One Great Graphic

Direct Government Support for Business R&D has increased in Canada. Innovation is key for any countries' future economic growth and prosperity, and as we concluded from CAPI's Big Solutions Forum, it is also key for Canada's future sustainability and resilience. Business investments in R&D (BERD) are important since around 70% of R&D spending in OECD countries is done by private firms. Government support to private firms for investing in R&D is an important policy for



many countries, provided either through direct funding (i.e. grants) or tax incentives. According to the OECD, in 2018, the Canadian federal government provided tax support to private firms for R&D of \$2.6 billion or .12% of GDP (see Chart) while provincial governments (subnational) provided \$1.1 billion through tax incentives. Together this was larger than the direct funding for R&D provided to private firms of \$1.2 billion or .05% of GDP in 2018, up from \$415 million in 2006. Canada ranks in the middle relative to other countries' government support to businesses for R&D. But it is well known that Canada ranks low relative to other countries for BERD spending overall.

Source: OECD R&D Tax Incentives Database, March 2021 | Data and notes