

THE CANADIAN AGRI-FOOD POLICY INSTITUTE ANNOUNCES DISTINGUISHED FELLOWSHIP

Sept 23, 2021 – Ottawa, ON - Today, the Canadian Agri-Food Policy Institute (CAPI) named four renowned agri-food experts as Distinguished Fellows. Dr. Susan Wood-Bohm, Dr. Ellen Goddard, Ted Bilyea, and Nicolas Mesly will contribute to a thriving and sustainable agri-food system through policy research in the critical areas of environmental sustainability, innovation and animal health, trade, and water.

“CAPI is pleased to bring together such a rich and diverse group of leaders,” said Tyler McCann, Managing Director. “As part of CAPI’s mandate to develop policy solutions, collaborate more and enhance dialogue, these Distinguished Fellows will use their expertise to develop solutions that turn the challenges the agri-food system faces today and tomorrow into opportunities.”

CAPI’s Distinguished Fellows will use their extensive experience to lead projects over the next year. They will build on CAPI’s interdisciplinary approach, leveraging data and insights from across the agri-food system, and translate it into actionable next steps. The Fellows will also act as ambassadors encouraging deeper, bolder policy thinking about critical issues affecting Canada’s agri-food system.

“Policy research is essential to a better agri-food system, but it will drive our agri-food system forward if it sits on a shelf,” says McCann. “Our Distinguished Fellows will play a pivotal role in sharing their results across the agri-food system and beyond. It is only when we share our knowledge of the challenges of today and tomorrow, and our research-based solutions, that can we hope to achieve our shared vision of a thriving and sustainable agri-food system.”

The Distinguished Fellows will participate in their first live webinar together - “*After E-Day: The challenges and opportunities of Canada’s next government*” – on September 29 at 11:30am ET. CAPI’s new Distinguished Fellows will share their views on the critical actions and decisions needed in the first 100 days by the next federal government if Canada is to have a thriving and sustainable agri-food system. Register for the webinar [here](#).

In May 2021, CAPI convened leaders from across the country in government, industry, academia and NGOs for its *Big Solutions Forum* (BSF). Experts focused on how to [Create Prosperity from Chaos](#) in light of the pandemic, climate change, trade disruptions, food security concerns and the future sustainability and prosperity of the Canadian agriculture and agri-food system.

CAPI’s Distinguished Fellows will build on the outcomes of the BSF, which concluded that the Canadian agri-food system has great potential, but the sector needs aspirational leadership, strategic thinking, a systems approach, and greater public-private partnerships if it is to advance sustainable intensification, adopt a One Health approach, promote rules-based trade, and increase value-added agriculture.

Background

Dr. Susan Wood-Bohm, PhD



Susan Wood-Bohm is President and CEO of Wood-Bohm and Associates, offering strategic consulting services to industry and government in the areas of science-based innovation, research and development investment and integrated solutions deployment.

Dr. Wood-Bohm's particular expertise in the role that biological systems can play in climate change mitigation and adaptation has influenced policy and investment decisions at the provincial and national levels through Alberta Innovates Bio Solutions, the Climate Change and Emissions Management Corporation, Emissions Reduction Alberta, the BIOCAP Canada Foundation and BioIndustrial Innovation Canada and within global organizations such as the United Nations Sustainable Development Solutions Network.

Dr. Wood-Bohm holds a Bachelor of Science in Agriculture from the University of Guelph, a Master's degree in Biology from Queen's University and an industrial PhD in Molecular Genetics from Queen's University in collaboration with Performance Plants Inc. She and her husband farm at Hawthorne Ridge Heritage Farm, near Peterborough Ontario.

Area of Focus: On Farm Action and Environmental Sustainability

The intersection of agricultural practice and environmental sustainability is both a challenge and opportunity for the Canadian agri-food industry. The research will explore how to use public and private tools to spur substantial, durable on farm action to optimize long-term positive environmental impacts while maintaining strong international competitiveness. The project will include a review of how agriculture is and can contribute to meeting international obligations.

Dr. Ellen Goddard, PhD, MSc, BSc



Dr. Ellen Goddard has been Professor and Cooperative Chair in Agricultural Marketing and Business at the University of Alberta since December 2000. She was previously National Australia Bank Professor of Agribusiness and Associate Dean, Coursework, at the Institute of Land and Food Resources, the University of Melbourne. Before that, Dr. Goddard worked in the Department of Agricultural Economics at the University of Guelph.

Over the past 30 years, Dr. Goddard's research has been focused on economic modeling of domestic and international markets for food products (particularly meat) for policy analysis purposes. Current research includes various aspects of food behaviour including consumer response to food safety incidents, consumer interest in labels, demand for credence attributes, traceability and certification. She has also been (and remains) a core social science researcher (GE3LS lead) in five large livestock genomics projects (Genome Canada) – on identifying genes related to animal disease resilience, on identifying genes related to feed efficiency and on identifying and undertaking surveillance for animal disease.

Dr. Goddard has recently served on the Alberta Local Food Council, on the Council of Canadian Academies Expert Panel on the Potential Socio-Economic Impact of Antimicrobial Resistance in Canada and on the National Steering Committee for Public Trust in Agriculture. She is also a Fellow of the Canadian Agricultural Economics Society and a Distinguished Fellow of the Australasian Agricultural and Resource Economics Society.

Area of Focus: One Health

The intersection of animal, plant, human and environmental health has never been more significant. One Health embodies the concept that these are all connected and require a holistic and integrated view of health across plants, animals, humans, and the environment they live in. The project aims to develop a One Health framework which will take a transdisciplinary perspective and integrated view to public and private analysis and decision making.

Ted Bilyea



Ted Bilyea is an agri-food consultant specializing in innovation with clients in both private and public sector. He most recently served as Chair and Chief Strategy Officer of the Canadian Agri-Food Policy Institute (CAPI). He is currently acts as a Special Advisor to CAPI.

Mr. Bilyea retired in 2005 as Executive Vice-President, Maple Leaf Foods Inc., having spent a very successful 35 years with the company. Prior to becoming Executive Vice President, Maple Leaf Foods Inc., he held the position of President of Maple Leaf Foods International from 1995 to 2004. Earlier in his career with the antecedent company Canada Packers Ltd., Mr. Bilyea led teams that pioneered the export of chilled beef from Canada and was the first in North America to export chilled pork to Asia.

Under his leadership Maple Leaf Foods entered the specialized bakery business in Europe and became the largest exporter of food in Canada.

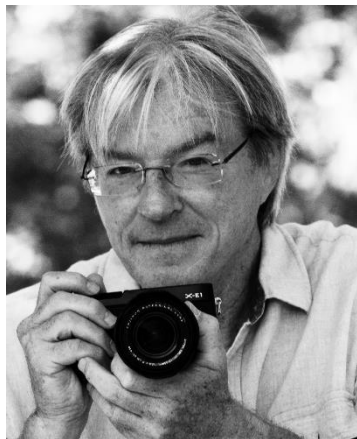
He is a member of the board of Paterson Global Foods Inc., and is past Chair and special advisor to the board of the Canadian Agri-food Policy Institute. Previously he has served on a number of other boards including B.H.G. International Trade Inc. (major supermarket in China), Alberta Livestock and Meat Agency, Afexa Life Sciences (Cold-fx), PrioNet Canada, the University of Guelph and chaired the Food Processors of Canada and Metals in the Human Environment NCE.

He holds a B.A. (Hons.) and an M.A. in International Relations from York University and is the past recipient of the H.R. MacMillan Laureate in Agriculture from the University of Guelph and was inducted into the Canadian Agriculture Hall of Fame in 2018.

Area of Focus: A Strategic Approach to Trade

As a massive surplus food exporter in a world where rules and institutions are breaking down Canada needs to consider strategies to stop erosion of its global market share while strengthening its share of domestic food consumption. This research will explore Canada's agri-food trade policy in a shifting geopolitical world. We will try to understand if there is a way to utilize certain competitive advantages to build leverage and soft power.

Nicolas Mesly



Nicolas Mesly is an agronomist (agricultural economist), reporter, and photographer specializing in agri-food and ecological issues. He started his career at *Le Bulletin des agriculteurs* magazine where he is now a freelance reporter and economic columnist. Earlier in his career, Mr. Mesly was Press Secretary to Canada's former Minister of Agriculture Eugene Whelan, Senior International Marketing Officer at Agriculture and Agri-Food Canada (China and Latin America offices), and Commercial Secretary at the Canadian Embassy in Caracas, Venezuela.

Mr. Mesly then worked as a freelance correspondent for the CBC's flagship public affairs program, *Le Point*, based in Santiago, Chile. Since then, he has collaborated with various magazines and newspapers, as well as in the production of documentaries. He has extensive international experience and has been covering U.S. agricultural policy for the past 15 years. The Canadian press associations have rewarded his journalistic and photographic work on more than twenty occasions. He is a speaker and host, as well as a columnist on the CBC radio program *Moteur de recherche*.

Area of Focus: Water

Water is a source of conflict between countries, but also within nations. Canada, although it has immense natural resources, including 7% of the world's freshwater reserves, is one of the countries most affected by climate change. The project will explore how Canada's agri-food system, including the public and private sectors and civil society can turn the challenges of water, such as scarcity, trade of water, and water's role in food processing, into an opportunity.