

# POLICIES & REGULATIONS FOR A THRIVING CANADIAN AGRI-FOOD SYSTEM

*Fourth Annual Canadian Agri-Food Policy Conference*

JANUARY 29-31, 2014 • CHÂTEAU LAURIER • OTTAWA, ON

## Conference Agenda

Wednesday, January 29

7:00-9:00 PM      Meet & Greet Reception  
                                 Registration Packet Pick-up

Thursday, January 30

7:45-8:45              Registration and Breakfast

8:45-9:00              **Welcome & Opening Remarks**  
*Jean-Philippe Gervais, CAES President, Farm Credit Canada*

9:00-10:15            **KEYNOTE ADDRESS: AGRI-FOOD MARKETING AND REGULATIONS**

Agricultural markets are often identified as textbook examples of perfectly competitive market structures. Agri-food industry stakeholders know very well that the reality is different. Agri-food commodities are increasingly differentiated, concentration occurs at various levels of the supply chain, and producer and consumer decisions spill over to other markets. In this context, regulations in agri-food markets are pervasive.

**Agriculture Is Evolving. Do We Still Have the Right Set of Regulations and Policies to Assure a Prosperous Future to the Agri-food Industry?**

*Richard Sexton, University of California–Davis*

30 MINUTE NETWORKING BREAK

10:45-12:15

## **SESSION 1: A PANEL ON CANADIAN FARMLAND ISSUES**

*Chair: Jean-Philippe Gervais, CAES President, Farm Credit Canada*

Canadian farmland values continue to rise, fueled by strong crop receipts and low interest rates. Some evidence point towards increased ownership of farmland by non-operators as well as increased foreign ownership which can change the functioning of land sales and rental markets and the structure of agricultural production. Given the large amount of farm assets to be transferred in the future and current debt levels in Canadian agriculture, do we need new regulations and policies to assure the competitiveness of Canadian agricultural producers?

### **Farmland Value, Farmland Ownership, Farm Policy: Facts, Implications, and Future Considerations**

*Brady Deaton, University of Guelph*

### **Encouraging Farm-Friendly Investment: Policy Considerations**

*Ron Bonnett, Canadian Federation of Agriculture*

### **Farm-Friendly Investment: An Investor's Perspective**

*Tom Eisenhauer, Bonnefield*

12:15-1:30 - LUNCH

1:30-3:00

## **SESSION 2: STRUCTURAL ADJUSTMENTS IN GLOBAL DAIRY POLICY**

*Chair: Jean-Philippe Gervais, CAES President, Farm Credit Canada*

The U.S. and European Union are currently defining their new farm policy environment and significant reforms are considered. The U.S. could impose some form of production limitation in return for supporting dairy producers' margins. The dairy quota system of the EU will be phased out by 2015, but questions remain about the reforms of the Common Agricultural Policy framework. What can we learn from other dairy farm policy environments?

### **Dairy Policy When the World Gets Small**

*Mark Stephenson, University of Wisconsin*

### **EU Dairy Policy in a Smaller World**

*James Rude, University of Alberta*

### **The Canadian Dairy Industry: a Small Player on the Sidelines of the Big League**

*Gilles Froment, Canadian Dairy Commission*

## 30 MINUTE NETWORKING BREAK

### 3:30-5:00 **SESSION 3: COMPETITIVENESS IN THE CANADIAN FOOD PROCESSING SECTOR**

*Chair: Maurice Doyon, Laval University, CAES President-Elect*

The processed food sector is vital to Canada's economic vibrancy. Yet, the country must confront a hard reality: at best, it is undergoing a rapid transition; at worst, it is facing a debilitating retrenchment. The evidence is brutally honest. In 2004, the trade balance was negative \$1 billion; in 2012, it nearly reached negative \$6.5 billion.

The Canadian Agri-Food Policy Institute (CAPI) is undertaking a major study investigating this situation. Do we truly understand what is occurring and the ramifications for the sector, other agri-food players and consumers? There are bright spots. Investments are being made but do we understand the nature of this activity and why? These are among the pertinent questions that must inform a dialogue about strategy, our choices and our future.

#### **Implications from CAPI's 'Traits of Success' Case Research for Canadian Food Processing Sector Competitiveness**

*Brynn Winegard, Schulich Executive Education Centre*

#### **Canada's Processed Food Industry: Financial Services for Growth**

*Marc Deschênes, Export Development Canada*

#### **Macro and Micro Drivers of Food Manufacturing Competitiveness-Complexity of Micro Decisions**

*Bob Seguin, George Morris Centre*

## EVENING RECEPTION

5:30-7:30 **Research Poster Contest with Wine & Cheese Reception**

**End of Day**

Friday, January 31

7:30-8:30 Registration and Breakfast

8:30-9:45 **SESSION 4: NEW FOOD SAFETY REGULATORY FRAMEWORKS IN NORTH AMERICA**

*Chair: Margaret Zafiriou, AAFC (retired), CAES Executive*

A few high profile food safety incidents in the U.S. and Canada, as well as heightened consumer awareness have an impact on the regulations that are devised to address food safety issues. The Safe Food for Canadians Act and U.S. Food Safety Modernization Act represent a shift to risk-based approaches to prevent food contamination. What are the key changes to regulations that will impact competitiveness in the supply chain? What are the implications for monitoring, enforcement and compliance? Who should communicate these changes to consumers and how might the evolving regulatory environment affect their risk perceptions and food choices?

**The Evolving Governance of Food Safety – Implications for Government, Business and Consumers**

*Spencer Henson, University of Guelph*

**Safe Food for Canadians Action Plan: A Public Policy Perspective**

*Paul Mayers, Canadian Food Inspection Agency*

9:45-10:15 **PRESENTATIONS FROM TOP 3 POSTER COMPETITION FINALISTS**

30 MINUTE NETWORKING BREAK

10:35-11:35      **SESSION 5: SUSTAINABILITY AND PRIVATE STANDARDS IN FOOD SUPPLY CHAINS**

*Chair: Jill Hobbs, University of Saskatchewan*

Consumer demands to know more about their food and limited resources are forcing businesses to adopt sustainable practices. The drive towards sustainable food has triggered a significant growth in standards. What is the appropriate mix of private and public standards to ensure food quality and deliver strong performance across the food supply chain?

**Sustainability Standards – The Retailer View**  
*Heather Mak, Retail Council of Canada*

**It's sustainable! Says who...?**  
*Sven Anders, University of Alberta*

11:35-12:30      **SESSION 6: THE ROLE OF LOCAL FOOD SYSTEMS IN ECONOMIC DEVELOPMENT**

*Chair: Arden Esqueda, AAFC, CAES Executive*

Local food markets account for a growing share of total food sales and recent policies and marketing regulations in Canada have generally been supportive of developing local supply chains. New marketing arrangements impact the performance of small and large farms. What are the factors that enhance or hinder competitiveness of local food systems?

**Local and Regional Food Systems in Economic Development: Modest Opportunities**  
*Stephen Vogel, Economic Research Service - USDA*

**Whither Local Food: How Context Matters in the Local Food Discussion**  
*John Cranfield, University of Guelph*

12:30-12:45      **FINAL REMARKS**

*Maurice Doyon, CAES President-Elect, Laval University*

**ANNOUNCEMENT OF POSTER COMPETITION WINNERS**