

# KEEPING UP WITH CONSUMERS: UNDERSTANDING THE POLICY IMPLICATIONS OF A CHANGING LANDSCAPE

*Fifth Annual Canadian Agri-Food Policy Conference*

JANUARY 28-30, 2015 • CHÂTEAU LAURIER • OTTAWA

Wednesday, January 28

6:00-8:00 PM **Meet & Greet Reception**  
Registration Packet Pick-up

Thursday, January 29

7:45-8:45 **Registration and Breakfast**

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

9:00-10:15 **KEYNOTE ADDRESS: Behavioural Economics: What are the Lessons for Designing Policies?**

Behavioral economics takes greater considerations of the «*human*» factor than traditional economics. Therefore, this emerging branch of economics can be used to design more successful policies. Learn more on the subject through examples of recent applications.

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

**Speaker:** *Tanjim Hossain, University of Toronto*

30 MINUTE NETWORKING BREAK

10:45-12:00 **SESSION I: SUPPLYING CANADIAN AND EMERGING MARKET CONSUMERS – WHAT DO WE NEED TO KNOW?**

Economic growth in emerging markets is driving the demand for food, shifting policy needs and business strategies. North American markets are also evolving due to ageing populations and many other influences related to health, environment, animal welfare, etc. What is the influence of consumer trends abroad and in our own domestic market on policy shifts/needs?

**Chair:** *Colette Kaminsky, Agriculture & Agri-Food Canada*

**Speakers:**

**Supply, Demand and Trade in China: Will China be Canada's Largest Export Market for Agricultural Commodities in the Coming Decades?**

*Scott Rozelle, Stanford University*

**Nudging in Equilibrium: How Much Can Behavioural Economics Improve Diets?**

*Tim Beatty, University of California Davis*

12:15-1:15 – LUNCH

1:15-3:15

**SESSION 2: LEVERAGING ACCESS TO THE EUROPEAN MARKET THROUGH INNOVATIVE COLLABORATION**

Organized by CAPI in collaboration with the Netherlands.



Kingdom of the Netherlands



With CETA being formalized, and with many tariff reductions and related issues addressed and widely-known, one relevant question is how can companies and food suppliers now get ready to take advantage of the Canada-EU trade pact. In doing so, a key next step is having an understanding of both the non-tariff barriers to trade and the opportunities for creating new collaborations. This session addresses these matters in the context primarily of the Canada-Netherlands relationship with implications for export strategies, innovative collaborations and for policy.

**Speakers:**

**Emerging Opportunities for Partnerships in the Greenhouse Sector: Best Practices and Clear Examples**

*Jim Brandle, CAPI*

**Preparing for a New Export Market Opportunity: CETA and Canadian Pork**

*Martin Rice, Canadian Pork Council*

**The Dutch Agri & Food Research & Innovation Landscape**

*Kees de Gooijer, Food & Nutrition Delta*

30 MINUTE NETWORKING BREAK

3:45-5:15

### **SESSION 3: PANEL ON INTERPROVINCIAL TRADE**

The business environment of food suppliers and agricultural producers is increasingly global. But research shows that competitiveness is developed in the domestic market, before thinking about marketing on a global scale. Moreover, agricultural marketing systems are based on provincial pricing mechanisms and rely on regulations. What are the relevant reforms to interprovincial trade that will preserve the strengths of the agricultural marketing systems while allowing small businesses to ramp up scale in the Canadian market?

**Chair:** Alan Ker, University of Guelph

**Panelists:**

**Agriculture and Internal Trade Agreements in Canada: Progress, Complexity and Challenges**

*Christopher Kukucha, University of Lethbridge*

**Maintaining and Promoting Efficient and Competitive Agricultural Industries**

*Laurent Pellerin, Farm Products Council of Canada*

**Focus on the Canadian Market**

*Bruno Giuliani, Brome Lake Ducks*

## EVENING RECEPTION

5:30-7:30

### **Research Poster Contest with Wine & Cheese Reception**

**End of Day I**

Friday, January 30

7:30-8:30

### **Registration and Breakfast**

8:30-10:00

### **SESSION 4: PANEL ON GRAIN TRANSPORTATION ISSUES – LOOKING AT LONGTERM SOLUTIONS**

Growing an industry can only be achieved if lucrative markets are accessible. The record 2013 crop in Western Canada and the resulting transportation hurdles raised questions about the potential of Canadian agriculture to meet rising food demand abroad, especially in the context of projected strong demand for Canadian

commodities and energy. This session looks at future opportunities to improve the transportation system in Western Canada.

**Chair:** *Derek Brewin, CAES President-Elect; University of Manitoba*

**Panelists:**

**Regulatory Responses to Problems in the Grain Handling and Transportation System**

*Murray Fulton, University of Saskatchewan*

**Grain Handling and Transportation – Elements of a Solution in a Post Wheat Board Environment**

*Ian McCreary, Producer*

**Grain by Rail: Issues and Discussions**

*Michael Bourque, Railway Association of Canada*

10:00-10:30      **PRESENTATIONS FROM TOP 3 POSTER COMPETITION FINALISTS**

30 MINUTE NETWORKING BREAK

11:00-12:15      **KEYNOTE ADDRESS: A SUPPLY CHAIN PERSPECTIVE ON MEETING CONSUMERS FOOD PREFERENCES**

Food consumption trends are ultimately driven by consumers. They have specific tastes, value variety, and desire convenience. These all attributes that are supplied at different stages of the supply chain. Coordination across the supply chain is thus critical for the industry to meet consumer preferences. What are the tools, strategies and policies that lead to market penetration and growth?

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

**Speaker:**      *Andrew Fearn, University of Kent*

12:15-12:30      **FINAL REMARKS**

*Maurice Doyon, CAES President, Laval University*

**POSTER COMPETITION AWARDS**