

Growing Canada's Rural Economies:

Toward an economic renaissance in agri-food and other sectors



A one-day symposium hosted by the
Canadian Agri-Food Policy Institute (CAPI)

Hilton Suites Winnipeg Airport
Winnipeg, Manitoba | February 28, 2008

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Growing Canada's Rural Economies

Canada's rural economies face many challenges. The Canadian Agri-Food Policy Institute (CAPI), which is mandated to assist in policy development for the agri-food sector, wishes to undertake a project to identify policies that could enhance economic activity in rural Canada. CAPI's interest in this project flows from our belief that a vibrant rural economy is considered necessary to maintain a viable agricultural economy.

We are pleased to invite you to an **expense free** symposium in Winnipeg on Canada's rural economies (see Housekeeping Guidelines). The symposium will be Phase I of this project. The purpose of the symposium is to identify what is currently known on this issue, and highlight questions and topics that participants feel should be addressed. We wish to seek your assistance in devising a potential policy framework that could guide a rural renaissance in many rural regions of Canada. The outcome of Phase I will shape the issues to be explored in more detail in Phase II.

Agenda

Opening | 10 am Setting the Scene

Gaëtan Lussier, Chair, Canadian Agri-Food Policy Institute (CAPI)

Welcoming Message

Hon. Rosann Wowchuk, Deputy Premier of Manitoba and Minister of Agriculture, Food and Rural Initiatives.

Session 1 | 10:30 am | Moderator: Gaëtan Lussier Context Building: Rural, Agriculture and Agri-business

This session will focus on putting rural economies in context. What is rural? How is a rural economy defined and measured? What are economic clusters? How do economic clusters form in rural areas? The session will look at agriculture output (and GDP) in terms of total rural economic activity and GDP, and examine the importance of other sectors.

Speakers will include **Ray Bollman**, Chief of Research and Rural Data in the Agriculture Division of Statistics Canada, **Robert Greenwood**, President of the Canadian Rural Revitalization Foundation (CRRF), and **James Milway**, Director of the Institute for Competitiveness and Prosperity.

Luncheon | 12 noon Lunch and Speaker

Luncheon speaker, **Bernd Christmas**, Senior Vice President, National Practice Leader, Aboriginal Affairs, Hill & Knowlton Canada (Vancouver)

Session 2 | 1:00 pm | Moderator: Garth Coffin Some External Experiences

This session will focus on efforts in the U.S. to stimulate increased rural economic activity.

Speakers will include **Jack Geller**, former president of the Minnesota Center for Rural Policy and Development, **Mark Partridge**, Ohio State University, and **José Antonio Ardavín**, Administrator of the Regional Competitiveness and Governance Division of the Organisation for Economic Co-operation and Development (OECD), Paris.

Break | 2:30 pm - 2:45 pm

Session 3 | 2:45 pm | Moderator: Bob Church Rural Economic Activity and Agri-Food

This session will focus on direct experiences within Canada on the contribution of the agri-food sector to enhance rural economic activity.

Speakers will include **C.M. (Red) Williams**, President of Saskatchewan Agrivision Corporation, **Brad Wildeman**, President of Pound-Maker Investments Ltd., and **Donald Johnson**, Chair of the Rural Forum with the Federation of Canadian Municipalities.

Session 4 | 4:30 pm | Moderator: John Groenewegen Where to next

The final session will be devoted to a facilitated dialogue with participants to identify the issues that require further insight and analysis.

Facilitated by **John Groenewegen**, President of the JRG Consulting Group.

Cocktail Reception | 6 pm | Wine and Cheese



Key Speakers

Session 1

Ray Bollman

Mr. Bollman is Chief of Research and Rural Data in the Agriculture Division of Statistics Canada, Government of Canada. He was a visiting professor of agricultural economics at the University of Manitoba (1985 to 1986) and the Stanley Knowles Visiting Professor at Brandon University (1996). He is also the immediate past-chair of the OECD Working Party on Territorial Indicators. His research interests have evolved from the structure of agriculture and the pluriactivity of farm family members to all socio-economic aspects of rural populations. Mr. Bollman holds a BSc and MSc in Agricultural Economics from the University of Manitoba and a PhD in Economics from the University of Toronto.

Robert Greenwood

Mr. Greenwood is the director of The Leslie Harris Centre of Regional Policy and Development at Memorial University in Newfoundland. He was a founding director of the Sustainable Communities Initiative in Saskatchewan and Assistant Deputy Minister of Policy in the Economic Development departments in Saskatchewan and Newfoundland and Labrador. Mr. Greenwood holds a PhD in Industrial and Business Studies from the University of Warwick.

James Milway

Mr. Milway is the Executive Director of the Institute for Competitiveness and Prosperity, an independent not-for-profit organization. The school's mandate is to deepen public understanding of macro and microeconomic factors behind Ontario's economic progress. Mr. Milway began his career in marketing management with General Foods (now Kraft) and Unilever. He also provided consulting services in business strategies as a partner in The Canada Consulting Group, The Boston Consulting Group, and his own firm. He holds a BA in Political Economy from the University of Toronto and an MBA from the University of Western Ontario.

Luncheon

Bernd Christmas

Mr. Christmas is Senior Vice President, National Practice Leader, Aboriginal Affairs, Hill & Knowlton Canada (Vancouver). He previously worked in corporate and commercial law with Lang Michener LLP, and is the former Chief Executive

Officer of the Membertou Band of Nova Scotia and the Membertou Corporate Division. He has sat on a number of corporate boards and committees. Mr. Christmas holds a Law degree from Osgoode Hall at York University, and is a member of the Nova Scotia Barristers' Society and the Law Society of Upper Canada (Ontario).

Session 2

Jack Geller

Mr. Geller is the founder and past-President (1998-2007) of the Minnesota Center for Rural Policy and Development. The Center is dedicated to the study of economic, social and political forces that impact rural communities in Minnesota. Previously, he was the Director of Health Services Research at the Marshfield Medical Research Foundation in Marshfield, Wisconsin (1987-1996). Mr. Geller has conducted extensive research in the area of rural economic development, rural health services delivery, and the role that rural colleges and universities can play in supporting local and regional rural development. Mr. Geller holds a PhD in rural sociology from Iowa State University.

Mark Partridge

Mr. Partridge is the C. William Swank Chair of Rural-Urban Policy at the Department of Agricultural, Environmental, and Development Economics at Ohio State University. Prior to assuming this position in 2006, he was the Canada Research Chair in the New Rural Economy at the University of Saskatchewan, where he is currently an Adjunct Professor. He has published over 60 academic and scholarly papers that have appeared in journals such as the American Economic Review, Journal of Public Economics, Journal of Urban Economics, and Review of Economics and Statistics. Mr. Partridge holds an MS in Economics from Wyoming and a PhD in Economics from Illinois.

José Antonio Ardavín

Mr. Ardavín is the Administrator of the Regional Competitiveness and Governance Division of the Organisation for Economic Co-operation and Development (OECD) (since 2006). He has been responsible for coordinating and drafting the Rural Policy Reviews of Mexico (2007) and Finland (2008) and contributed to the Rural Policy Reviews of Germany (2007), Scotland (2008) and The Netherlands (2008). He is responsible for the Rural Policy Review of Spain and is participating in the elaboration of the Reviews of Italy, China and Canada (forthcoming

in 2009). Prior to joining the OECD, Mr. Ardavín worked as a private consultant and as an official at the Ministry of Finance and Public Credit of Mexico. He holds an MA in Public Policy from Harvard University's Kennedy School of Government and a BS in Economics from the Instituto Tecnológico Autónomo de México (ITAM).

Session 3

C.M. (Red) Williams

C.M. (Red) Williams is the president of the Saskatchewan Agrivision Corporation, which he founded in 1999. Previously, Mr. Williams was a professor at the Colleges of Agriculture and Veterinary Medicine at the University of Saskatchewan (1954-1992). He has served on many academic and provincial committees and boards, and is a renowned public speaker, columnist and author. Mr. Williams is a member of the Order of Canada (1989). He holds undergraduate and Master degrees in Agriculture from UBC, and a PhD from Oregon State College.

Brad Wildeman

Mr. Wildeman is President of Pound-Maker Investments Ltd., a privately traded agricultural company. Mr. Wildeman has worked in all aspects of the company, including feed milling, feeding, yard maintenance, pen riding, and health crew. He became the Feedyard Foreman in 1984, and the General Manager in 1985. Brad is involved in several industry associations, and has travelled extensively in his capacity as Foreign Trade Chair for the Canadian Cattlemen's Association. He has been awarded several commendations for his contribution to agriculture both provincially and federally.

Donald Johnson

Mr. Johnson is president of the Alberta Association of Municipal Districts and Counties (AAMDC), Chair of the Rural Forum with the Federation of Canadian Municipalities, and a councillor with the Municipal District of Taber. He is a past-Director of Development for Mount Royal College in Calgary, and has served as president or chair of numerous organizations. He has accumulated extensive private sector experience in real estate, financial planning and management. Mr. Johnson holds a degree in Geography, Resource Development and Planning from the University of Lethbridge.

CAPI Symposium

Housekeeping Guidelines

February 28, 2008 | Winnipeg

1. Travel - Vision 2000*

Option I

You can communicate directly with our Travel Agency, **Vision 2000**, to arrange your flight and obtain a prepaid ticket which can be sent to you at home or at work.

If you choose this option, **Vision 2000** needs the following information (you may have already provided this information to Vision 2000):

- > Your preferred airline **
- > Your departure and return airport
- > Your expected departure time and return time
- > Your business and home full coordinates (address, phone, fax, e-mail)
- > Your ticket delivery location
- > Your airline memberships/frequent flyer programs
- > Seating preference
- > Special dietary requirements

Our Vision 2000 booking agent is **Antoinette Cortina**. You can reach Antoinette as follows: tel: 1-800-263-1163 or (514) 855-4270, fax: (514) 748-7433, or by e-mail at acortina@vision2000.ca. Please let Antoinette know you are attending **CAPI's Meeting in Winnipeg** in order for her to charge CAPI's account.

Option II

Make your own flight arrangements and CAPI will reimburse you for your airfare upon submission of an original receipt (Economy Class airfare required with the exception of flights over 4 hours in duration).

2. Accommodations*

Participants must contact the hotel to make their accommodations arrangements.

Hilton Suites Winnipeg Airport

1800 Wellington Ave
Winnipeg, MB.

P: 204-783-1700 or 1-800-HILTONS.

Victoria Inn Winnipeg

1808 Wellington Ave
Winnipeg, MB.

P: 204-786-4801 or 1-877-842-4667.

Guests must specify the **Canadian Agri-Food Policy Institute (CAPI)** when reserving. Please provide an original receipt for reimbursement.

NOTE:

Car Mileage will be paid at 50 cents/km

* Federal/provincial officials are not eligible for travel and lodging reimbursement.

** If the price is close to the lowest airfare.

Response Form

NAME _____

ADDRESS _____

ORGANIZATION _____

CITY _____

PROVINCE _____

POSTAL CODE _____

E-MAIL _____

ATTENDING SYMPOSIUM YES NO

ATTENDING RECEPTION YES NO

Please fax the response form to CAPI at: (613) 232-3838.