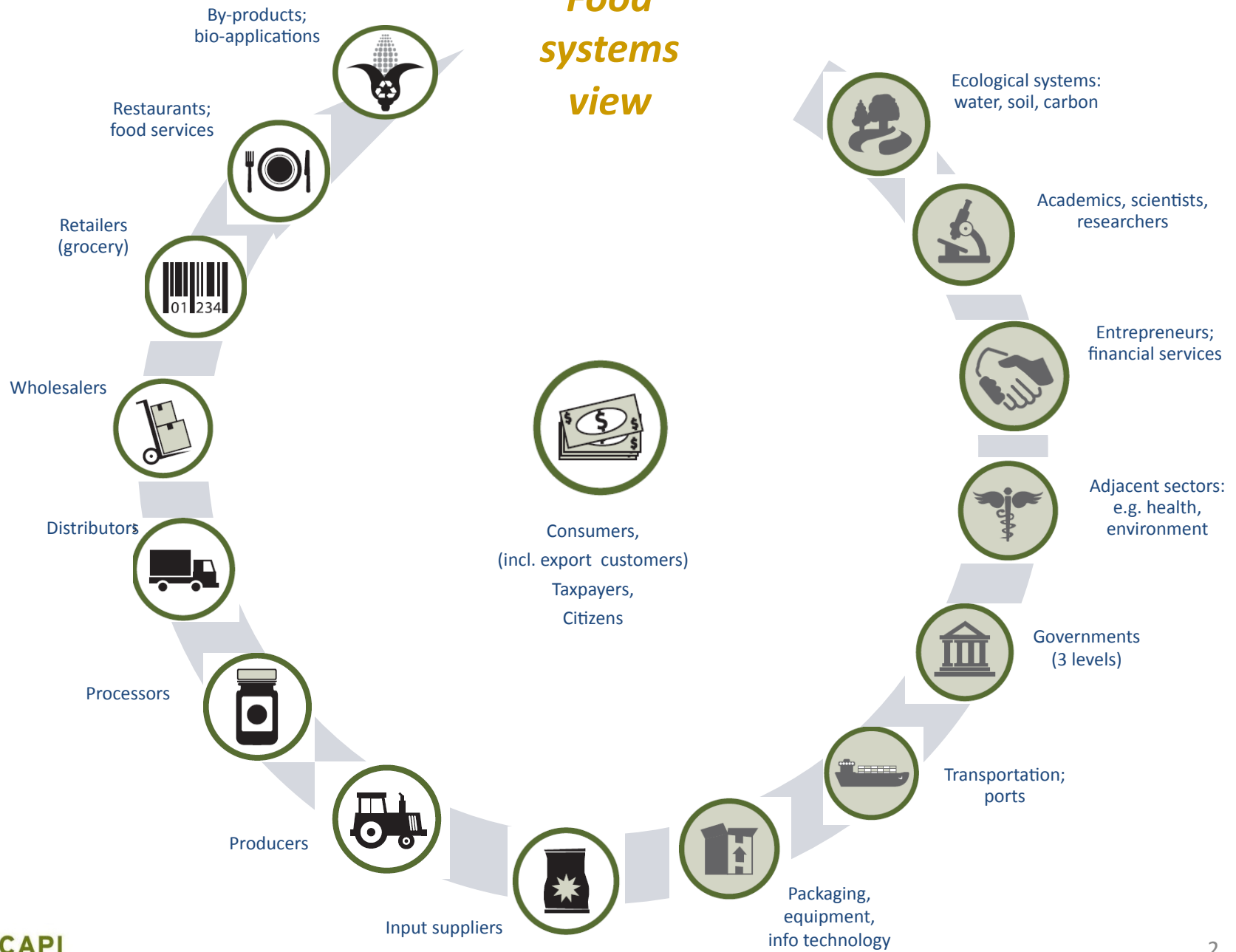


A familiar view...



Food systems view



A mindset shift...

Current state

A short-term plan (5-year)

Broad objectives; no targets

Policy focused on segments

Policy “silos”
(e.g., agri-food/health/environment)

Fragmented value chains; few collaborate

Low awareness of the sector’s contribution



A new approach

Longer-term plan (15 years)

A “destination”; specific targets

Policy focused on agri-food systems

Integrated policy & oversight: one food plan

Collaborative food systems that accelerate innovation

A major strategic pillar as the country’s largest employer

By 2025...



**Double Canada's
dollar value of
agri-food exports to
\$75 billion**

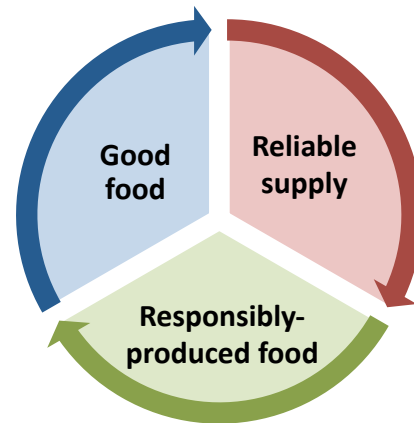


***Produce and supply
75% of
our own food***



**Generate revenue and
efficiency by relying on
biomaterials and biofuels
in 75% of the agri-food
sector.**

Five enablers



Collaboration



Innovation



Managing Risks



Sustainability



Regulation

Successful good food systems



Collaboration

- “Centre for Good Food Citizenship”
- Promote collaboration / best practices sharing
- Catalyze “good food plans”, research
- Better food labels
- Targets to reduce unhealthy ingredients
- Promote good food choices, habits

Innovation

- “Food system Smart Innovation Centres”
- Pre-competitive cooperation
- Mitigate innovation risk
- Embed regulatory expertise
- Coordinate with public R&D
- Accelerate commercialization

Food System Risk Management

- Reduce / mitigate risk across food systems
- Shift from “income” support focus
- Six pan-sector risk categories
- Render *Agri-Stability* unnecessary
- Traceability for every food
- Annual Ministerial risk scorecard

Sustainability Leadership

- One minimum sustainability standard
- Create “sustainability farm plans”
- National ecological goods & services program – tailored locally
- Coordinate public/ private S&T research
- Climate change agri-food-strategy by food system

Enabling Regulatory Change

- Cabinet Committee on Food
- Modernize processes and ten-year cap on regulations
- Joint Meeting of ministers: agri-food, health, environment
- Link Growing Forward and Canada Health Accord
- Annual progress scorecard on priorities