



*Canadian Roundtable for
Sustainable Crops (CRSC)*

Fall Roundtable Meeting Update

October 19th, 2016

Our Vision:

The Canadian grains sector is recognized globally to be economically viable, socially responsible and a leader in the adoption of environmentally sustainable production practices.

Why we are here?

- **To ensure the Canadian agriculture industry develops a unified, proactive approach to grains sustainability in Canada**
- **To explore and create a credible, national, cross commodity sustainability protocol that is accepted by producers**
- **To research and develop farm-level sustainability indicators that are relevant to Canadian production practices (environmental, social, and economic)**
- **To inform and engage Canadian grain producers about sustainability**
- **To represent Canada and improve its reputation in crops sustainability and communicate the sector's "good news" story**

April Roundtable Meeting Outcomes

- Support for the direction of our deliverable, the *Assurance Protocol*
- Good progress on the *Sustainability Metrics Platform Project*
- Fundraising appeal was in full swing
- Sense of urgency for a solution for some markets

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The Highlights and the Lowlights

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- Membership is increasing
- Good progress on the Sustainability Metrics Platform Project
- Financial situation is not stable
- *Assurance Protocol* has been paused

The Highlights and the Lowlights (cont'd.)

- Collaboration through the Seeking Synergies Workshop
- AgroEcosystem Project developed a ground-breaking vision
- Industry approach to building Public Trust resonates with the CRSC's mandate

What has not changed?

- The CRSC has the same mandate and vision for grains sustainability in Canada
- We will continue to expand membership across the whole grains value chain
- The CRSC is relevant for members and government partners
- CRSC will seek to collaborate with other initiatives

- The CRSC will focus our financial and our human resources on the successful, on-time completion of the Sustainability Metrics Platform
- The CRSC will strive for more engagement from producers as we create the *Assurance Protocol*
- The CRSC will gather data on the importance of grains sustainability and use it for a more targeted communications effort

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TODAY'S AGENDA

“sustainability-ready”

The background consists of several overlapping rectangular blocks in various shades of green and red. The colors range from light lime green to dark forest green, and from light salmon to dark terracotta. The blocks are arranged in a non-uniform, layered pattern, creating a modern, geometric aesthetic.

Questions