



Canadian
Roundtable for
Sustainable Crops

Seeking Synergies
Workshop Results

October 19th, 2016
Toronto, Canada

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Common Drivers & Development Principles

- Alignment of industry activities better prepares the ag. sector to:
 - More effectively respond to sustainable sourcing requirements
 - Minimize the impact on producers
- CRSC should continue to address issues of public trust, market demand, market risk and market access with support from their members and these initiatives.



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Common Drivers and Development Principles

- CRSC will coordinate a collective response to markets and companies sourcing Canadian crop ingredients.
- 4R, CFPI and NEFP will work collaboratively with one another while aiding the CRSC to fulfill its mandate.
- All initiatives recognize the value in increased producer engagement and will work collectively to achieve that.



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Communication & Information Sharing

- The CRSC will take a leadership role in reporting performance in crop sustainability in Canada, sharing advancements with domestic and global stakeholders. **The CRSC will also coordinate the creation of a value proposition to producers.**
- Wherever relevant, work of other initiatives will be incorporated into the CRSC deliverables.
- The CRSC will leverage data from the 4R, CFPI and NEFP initiatives – and will seek the most relevant Canadian data sets or programs that can address data gaps in environmental, social and economic components of sustainability.
- All of the initiatives have also agreed to serve as a resource to one another - looking for opportunities to exchange and supplement each other's data.



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Sustainability Indicator Development

- The CRSC should take the lead role in identifying and addressing indicator gaps and seeking out relevant indicator data sets, experts or other programs that can fill these gaps.
- The CRSC will make available to the other initiatives, their current information on all Canadian-relevant indicators, including environmental, and the supporting macro data used to measure those.



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Brand Identity & Recognition / Engaging Other Initiatives

- Each of the initiatives has a degree of brand equity and support from the founding agencies and/or membership. The CRSC will leverage the brands of these and other initiatives that support the mandate of the CRSC and recognize them for the value they bring to the industry.
- Credibility for CRSC will be supported with mutual recognition of 4R, CFPI and NEFP initiatives to build trust and value in the CRSC.
- The CRSC will play a leadership role, engaging stakeholders and authorities on crop sustainability. In addition to the four initiatives here today, the CRSC will develop criteria for other initiatives that have an interest in helping the CRSC meet its objectives.



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Our Panelists

- **Clyde Graham**, Senior Vice-President, Fertilizer Canada
- **Denis Tremorin**, Director of Sustainability, Pulse Canada
- **Paul Watson**, Director, AB Environmental Farm Plan, Agriculture Research and Extension Council of AB
- **Fran Burr**, Executive Director, Canadian Roundtable for Sustainable Crops

