



Canadian Field Print Initiative

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- Funding from Agriculture and Agri-Food Canada, industry funding from six partners
- Funding for project runs until April 2018
- Pulse Canada: Project Manager
- Three Activities
 - Canadian Field Print Calculator - Serecon
 - Sustainability Indicator Development - Serecon
 - Fertilizer Management Survey – Stratus Research

Canadian Field Print Initiative (CFPI) Project



- Development of sustainability metrics to support entire agri-food supply chain
- Regional and farm/field level metrics
- Leverage best-available science
- Outcomes-focused
- Not burdensome

Goals, Target audiences, Principles



Pulse Canada 



MANITOBA
Pulse Soybean
GROWERS

Alberta Wheat
COMMISSION

Warburton's



FERTILIZER CANADA
FERTILISANTS CANADA



Participating Organizations



- Key objective:
- Develop a sustainable model which will support the work of the Canadian Field Print Initiative
 - Define needs of Initiative stakeholders
 - Define structure to support these needs

Post 2018?



- Metric development
 - New metrics in development: biodiversity and water quality
- Data for metrics platform
- Means to measure on-farm environmental impacts
 - Linked to market demands, regulatory pressures for measurement and improvement
- Collaborative effort will drive more support for CRSC

How can the CFPI support the CRSC?



- Be the leading institution in Canada concerning sustainability in the crops sector
 - Provide a means for stakeholders to learn about sustainability performance of Canadian crops
 - Provide information on what tools/programs can support which sustainability requirements
 - Potentially: provide a “home” for CFPI post 2018

How can the CRSC support the CFPI?