

Seeking Synergies Meeting: Statement of Alignment
DRAFT October 11th, 2016

The following describes the outcome of a day-long workshop involving the representatives from four major Crops Sustainability initiatives in Canada – the Canadian Field Print Initiative (CFPI), the 4Rs Nutrient Stewardship Program (4R), the National Environmental Farm Plan (NEFP), and the Canadian Roundtable for Sustainable Crops (CRSC). All these initiatives play an active and recognized role in advancing sustainable crop production practices. The purpose of the workshop was to initiate discussions to determine and get alignment on what the relationship should be between and among them.

Below are the items agreed upon by the four initiatives:

Common Drivers & Development Principles: Representatives recognized the need to align industry sustainability activities in such a way as to effectively respond to impending sustainable sourcing requirements and minimize the impact on Canadian producers. The issues of public trust, market demand, market risk and market access for Canadian crop producers striving to meet sustainable sourcing requirements will be assessed by the CRSC with support from their members and these initiatives.

Representatives expressed a keen interest in seeing the initiatives work more collaboratively with one another while supporting the CRSC in fulfilling its mandate. In turn, the CRSC will provide a leadership role in coordinating a collective response to markets and companies sourcing Canadian crop ingredients.

With respect to producer engagement, all of the initiatives recognized the need to expand producer uptake of their tools and will support one another's efforts in doing so.

Communication of Crop Sustainability: The CRSC will take a leadership role in reporting performance in overall crop sustainability in Canada, sharing advancements with domestic and global stakeholders. The CRSC will also coordinate the creation of a value proposition to producers.

Information Sharing: Wherever relevant, the work of the other initiatives will be incorporated into the CRSC deliverables. The CRSC will leverage existing sustainability 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.

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.

Brand Identity and Recognition: 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 those 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.

Engaging Other Initiatives: The CRSC will play a leadership role, engaging and bringing together stakeholders and authorities on crop sustainability. As the above relationships are forged, the CRSC will take the lead in identifying criteria for *other* qualifying organizations and initiatives with an interest in helping the CRSC meet its sustainability objectives.