Canadian Field Print Initiative

# Canadian Field Print Initiative

CRSC

November 23rd, 2017

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# Purpose For Today

1. Brief History
2. Summary of Accomplishments
3. Statement of Opportunities
4. Plans For the Future

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# 1: Brief History & Context

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# What is the CFPI?

- Funding from Agriculture and Agri-Food Canada, industry funding from six partners
- Funding for project runs until April 2018
- Formal Title:
  ***Aligning Canadian Sustainable Agriculture Metrics to the Sustainability Needs of the Global Food Industry***
- Pulse Canada: Project Manager
- Secretariat: Serecon

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# Participating Organizations

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# 2: Accomplishments

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## What does the CFPI do?

- Develops tools/methodologies to measure sustainability
- Provides outcomes-based evidence of sustainability performance
- Canadian methodologies and datasets
- These metrics are:
  - market-driven
  - science-based
  - outcomes-focused
  - non-proprietary
  - collaborative
  - simple

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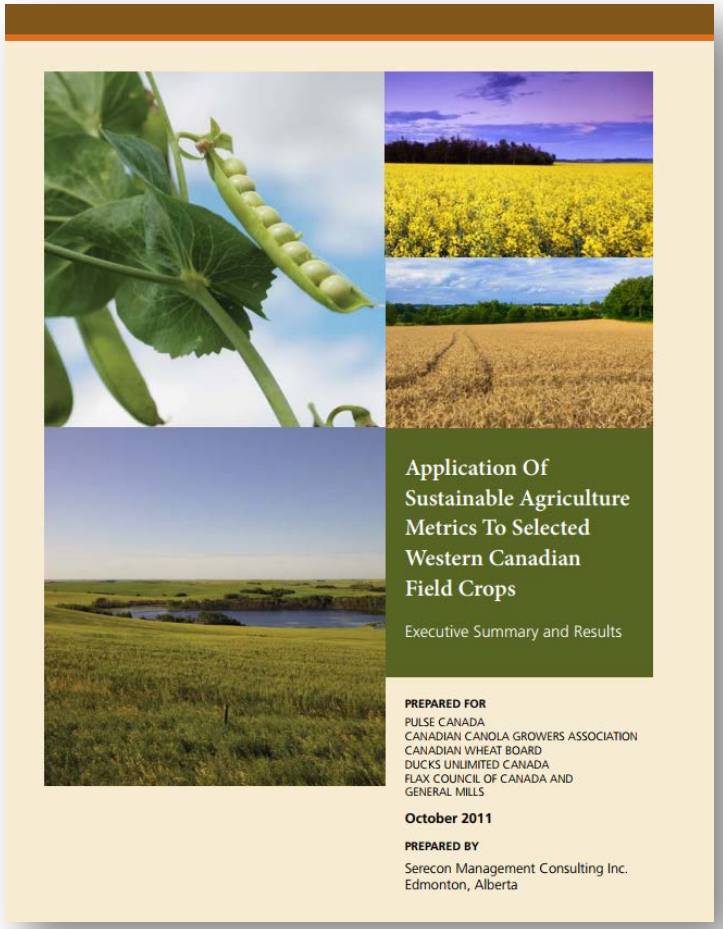



# National Sustainability Indicator Reports

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Four metrics:

- Land Use Efficiency
- Energy Use
- Climate Impact
- Soil Erosion Risk

| | Alberta | Sask | Manitoba | Ontario |
|---|---|---|---|---|
| Barley | ✓ | ✓ | ✓ | |
| Canola | ✓ | ✓ | ✓ | |
| Corn | | | | ✓ |
| Durum Wheat | ✓ | ✓ | | |
| Flax | ✓ | ✓ | ✓ | |
| Lentils | ✓ | ✓ | | |
| Oats | ✓ | ✓ | ✓ | |
| Peas | ✓ | ✓ | ✓ | |
| Soybeans | | | ✓ | ✓ |
| Spring Wheat | ✓ | ✓ | ✓ | |
| Winter Wheat | ✓ | ✓ | ✓ | ✓ |

# National Sustainability Indicator Reports

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# Development of additional indicators

1. Based on market demand
2. Continuing collaboration with Field to Market in the US
3. Biodiversity & Water Quality likely next indicators (working on the science)
4. Water Quantity also of market interest, but given our crops not likely

## The Sustainability Calculator?

- A **farm level** tool
- Starting point to assess the **environmental** and **economic** impacts of change
- Allows for **assessment of impacts of management changes** against baseline

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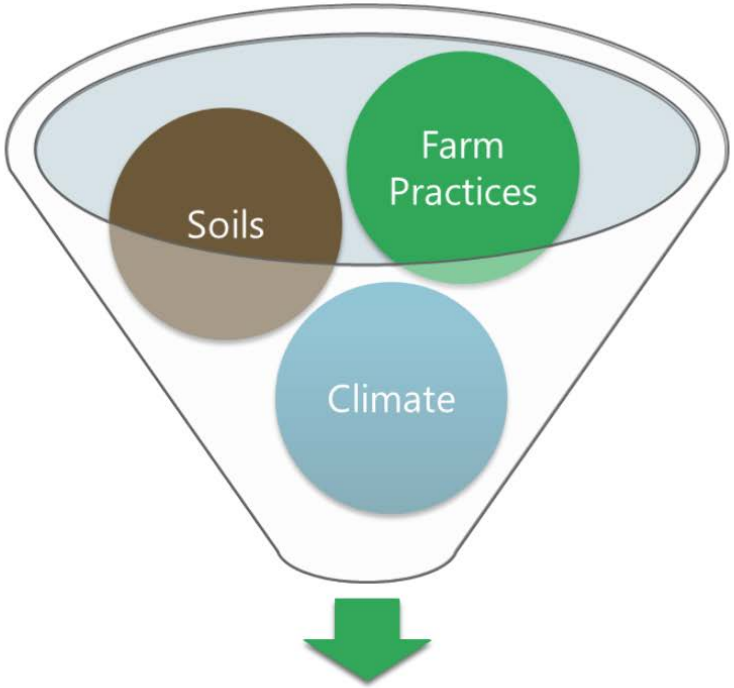
# The Calculator Elements




| Land Use Efficiency | Soil Erosion Risk | Energy Use | Climate Impact | Soil Carbon Release |
|---|---|---|---|---|
| | | | | |

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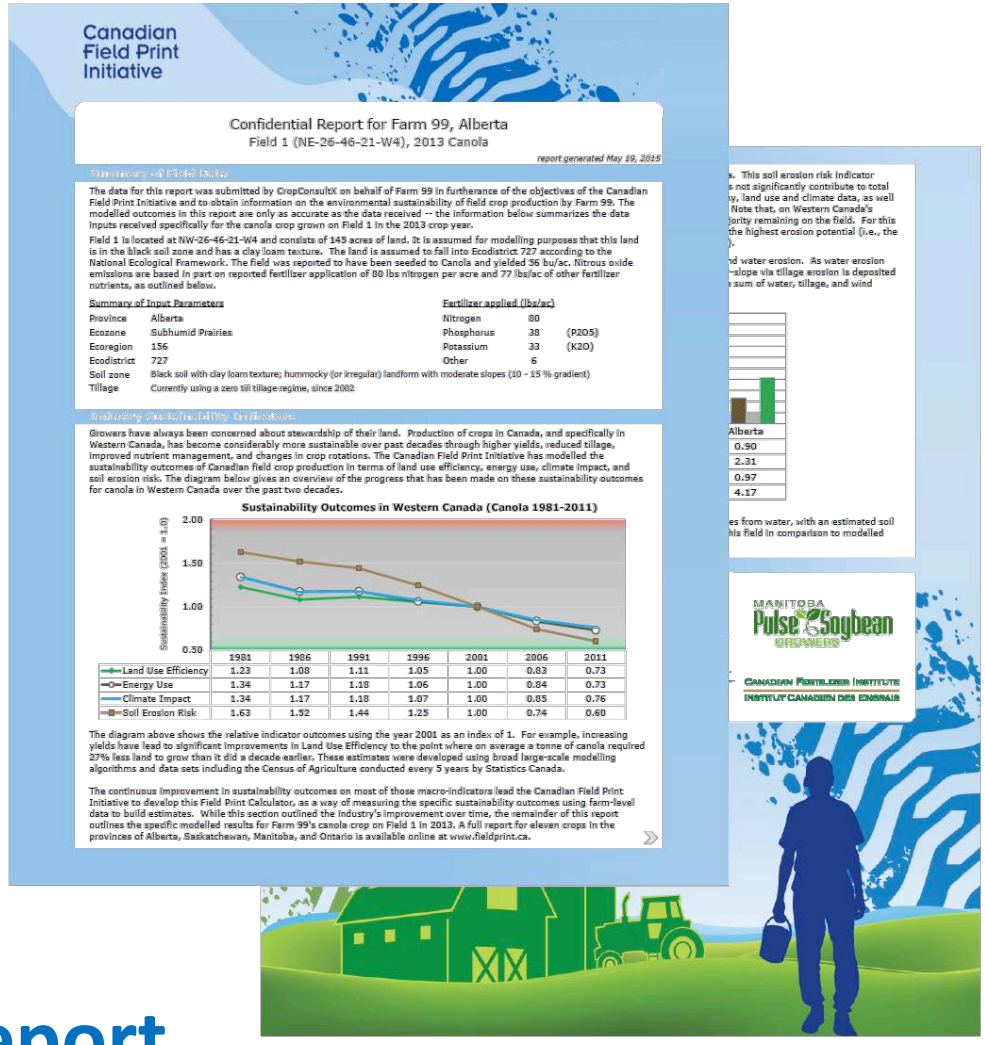


# Sample Output Report

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# Crops & Geography

**Western Canada:**

- Wheat
- Canola
- Oats
- Peas
- Barley
- Soybeans
- Lentils

**Ontario:**

- Soybeans
- Corn
- Winter Wheat

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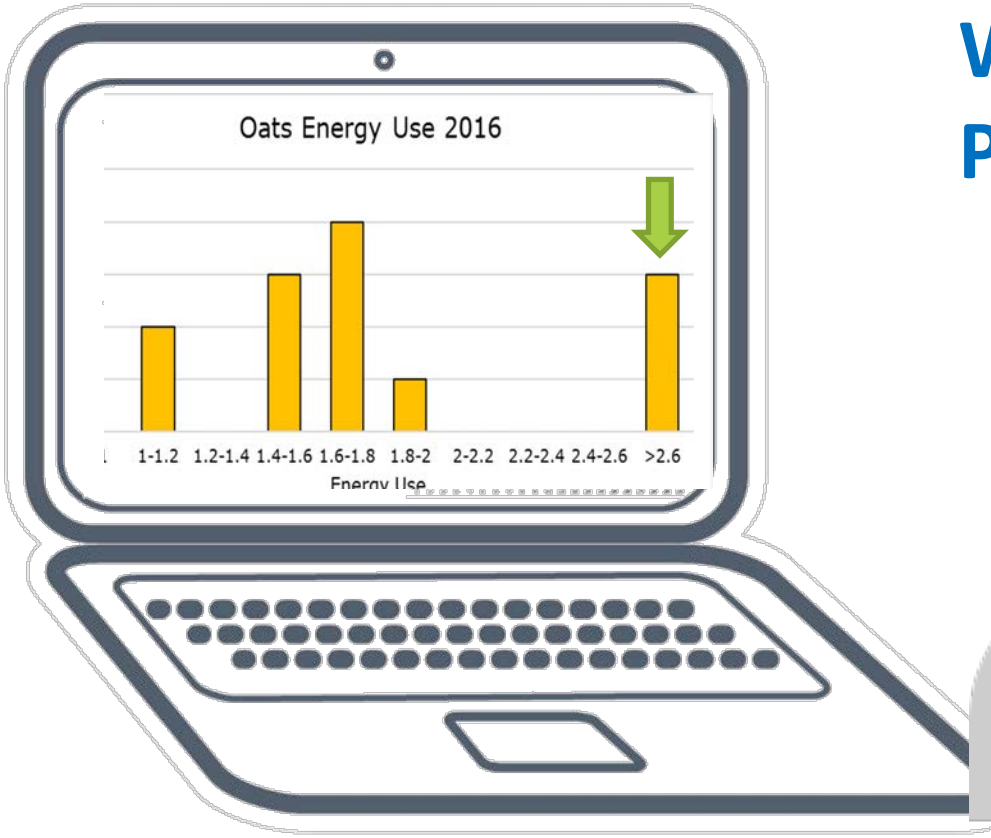
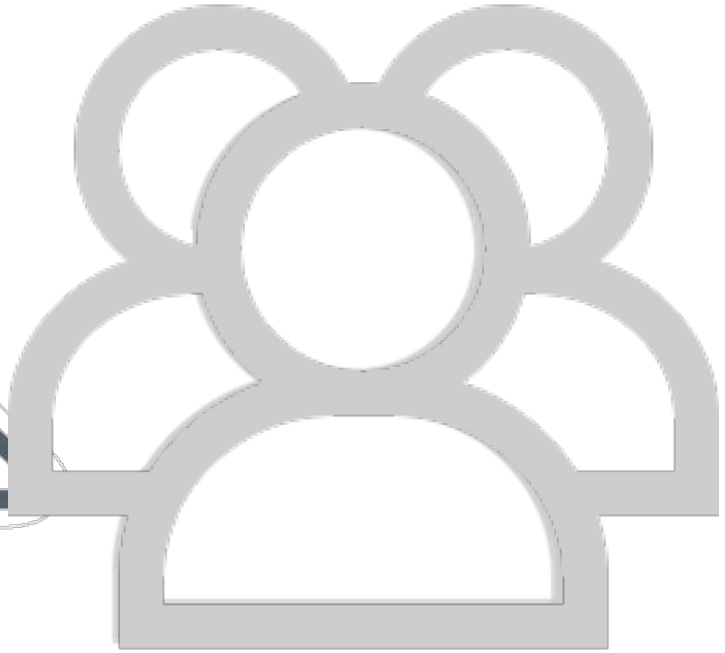



## Workshops & Partners



## Peer Group Benchmarking

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## Tool Use

- General Mills – leveraging partnerships with 5 different grain companies
- Eastern Canada – 1 food company + 1 grain/ crop input company

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# Pilot Workshop Locations

- Manitoba:
  - Morris (Gen Mills / Paterson Grain)
  - Elva (Gen Mills / Cargill)
- Saskatchewan:
  - Melfort (Gen Mills / Agritrend)
  - Nipawin (Gen Mills / Cargill)
- Ontario: winter wheat 2017 (soybeans 2016)

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| | Total | NESK | CMB | SWMB |
|---|---|---|---|---|
| 2016 Oats | 22,775 | 12,335 | 4,635 | 5,805 |
| Oat-growing Acres | 32,493 | 15,550 | 6,879 | 10,064 |
| # Growers | 61 | 33 | 13 | 15 |
| # Fields | 183 | 101 | 38 | 44 |

## Western Pilot Participation: 32,000 oat acres

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# Fertilizer Use Survey

- Major data gap around fertilizer usage; **Fertilizer Management Survey** conducted to collect data required for sustainability modelling
  - 2014-2016 reports available at fieldprint.ca
  - Included as part of the CRSC Platform

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## 2017/18 Deliverables:

- Water quality & biodiversity indicators
- Calculator v 4.0; online portal
- Preparation for transition:
  technical review, documentation,
  governance & funding
  - Raising awareness, gauging interest in future regional benchmark development

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# 3: Opportunities & Positioning

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# Continued Need For Metrics

- A Brand is nothing more than a promise of value;
- We have sold mountains, lakes and rivers to the world for generations – it was our brand;
- Consumers are increasingly asking for a validation of that promise;
- The validation is at different levels of verification depending on the ask.

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## Practice-based (qualitative)

- Compliance platform
- Verification – Company specific
- Certification – ISCC

## Outcome-based (quantitative)

- Demonstrate progress over time
- Inputs – Outputs
- Metrics

# Sustainability Market Requirements

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## Make it relevant, accurate & easy

- The CFPI is really a tool that meets these requirements
- Not denying that the “market” is thinly traded as of right now
- Flexibility is key – both in activities and structure

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## CFPI Attributes

- A set of tools that individual organizations currently find useful;
- Can provide a way to link & leverage other initiatives so that the data is only collected once;
- Consistent with Field To Market meaning that their members see value – one tool two countries

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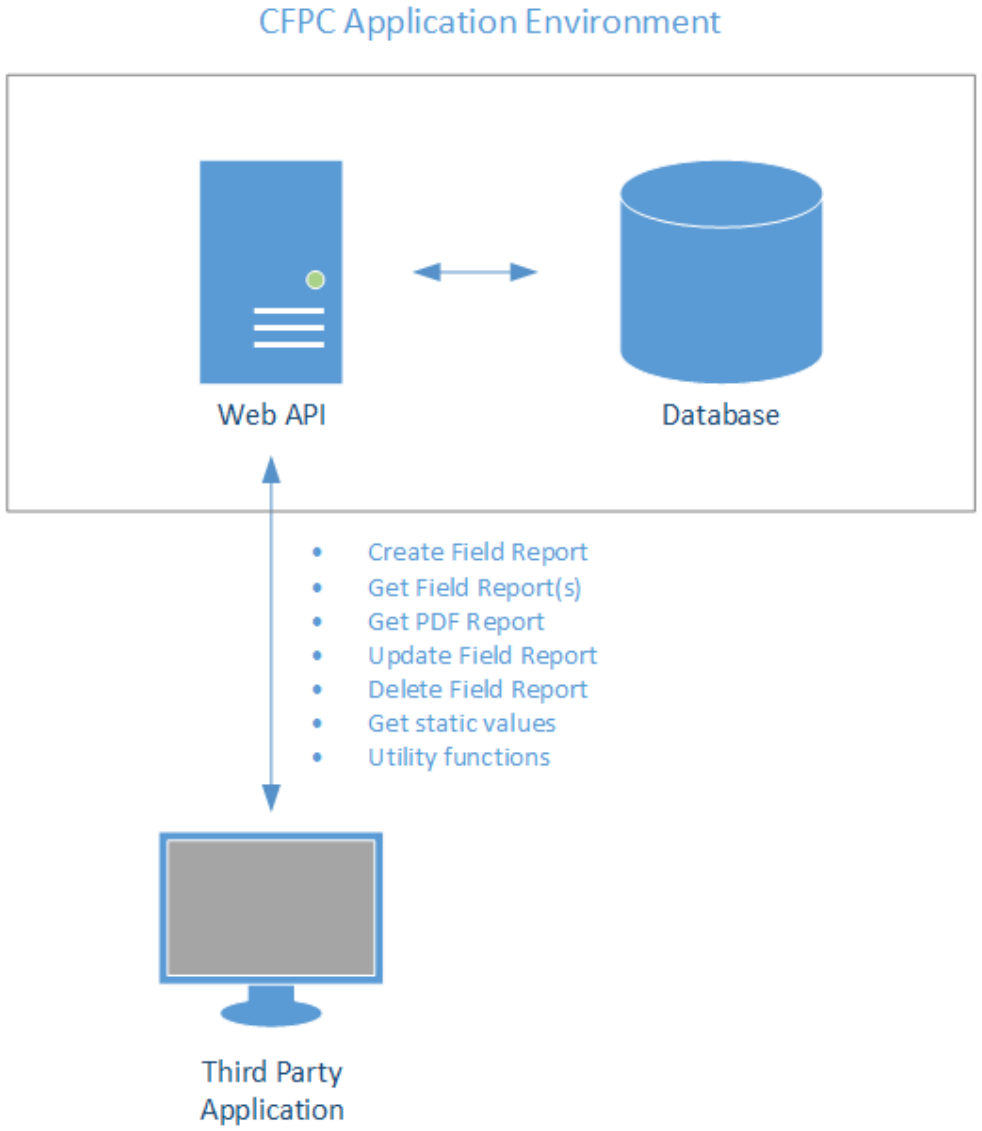
# API Development

## – making it easy to use

Activity From:

- 2 Food Companies
- 2 Agronomy Companies
- 2 Software Companies
- 2 Grain Traders



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# 4: Plans For the Future

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## Future Direction

- The CFPI will focus on its mandate to be a farm-level sustainability tool that provides outcome-based indicators;
- It will focus on the key performance indicators at the farm level that provide a way for farmers to deliver on their sustainability promises in a cost effective way, and without a significant time commitment;
- The CFPI will become a legal entity with its own governance structure;

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# Link to FTM

- A formal link to Field to Market (FTM) will be created, with the current exploratory MOU as its base, but moving towards a formalized structure with roles, responsibilities and deliverables clearly outlined;
- Activity based indicators, while not the focus, may be incorporated should they be required;
- The CFPI will remain separate and distinct from the CRSC but will always look at how best to link with and leverage both the CRSC and other entities that would advance CFPI objectives.

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# Pursuit of Financial Stability

- Business case currently being developed
- Funding will be sought from a number of sources:
  - future CFPI membership;
  - AAFC programs/public funds; and
  - project-based funding options.

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# Pursuit of Financial Stability – Super Clusters

- Submitted a Phase II project submission to the Protein Industries Canada Supercluster under the Global Advantage theme.
- Submitted details for Phase I and Phase II of the Smart Agri-Food Supercluster process (lead by Agrium in Alberta), under the themes of Technology Leadership, Partnerships for Scale, and Global Advantage.

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# Questions?