

Looking to the Future



The CFPI Assets:

1. National Sustainability Indicators 1981-2016
2. Fertilizer Use Data 2014-2016
3. Calculator: field-level sustainability tool
 - i. Operational API for ag software platforms
 - ii. Equivalency with SCI Platform & 4R's
4. MOU & active cooperation with Field to Market

Summary of work already completed

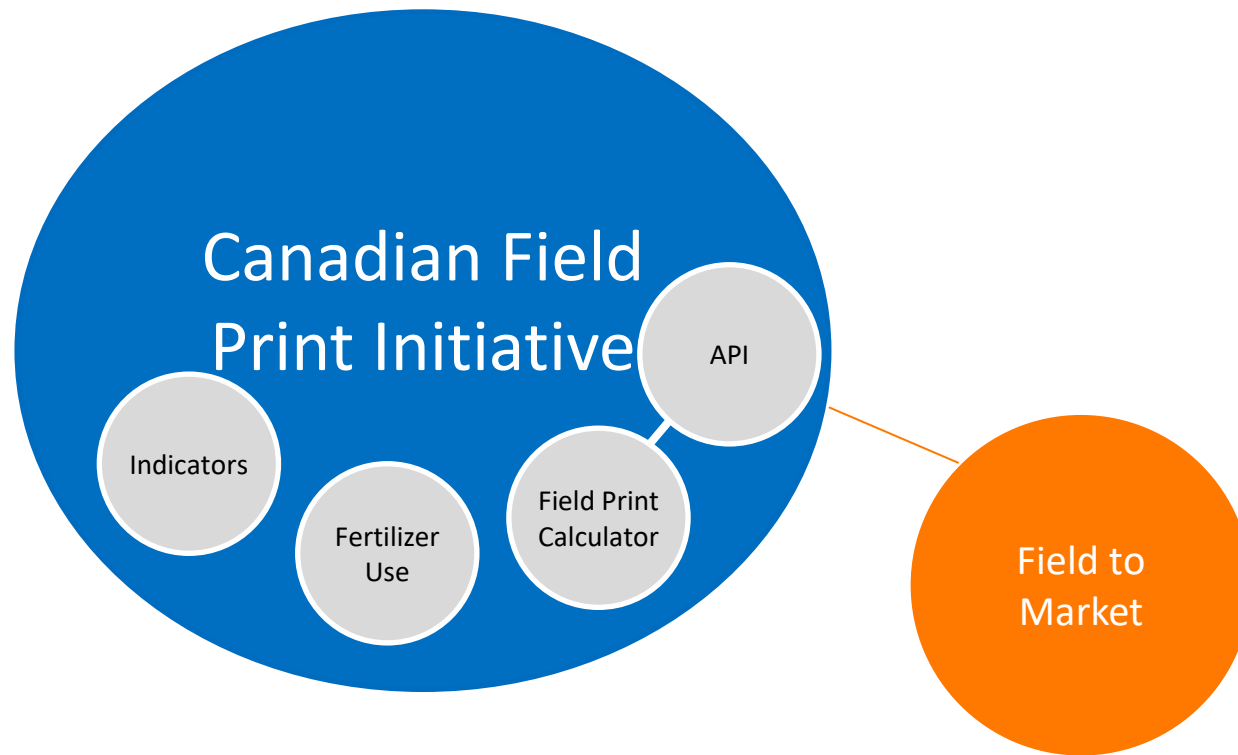
Two Issues

- How best to address the specific market that is requesting outcomes-based farm level metrics?
- If this demand is significant, how to maintain and enhance the suite of assets developed by the CFPI?

Maintenance of Assets

- There are **natural synergies** between FTM and the CFPI both in terms of the nature of their indicators and in the main firms that have been active participants in the process to date.
- CFPI's **long-term survival** would be significantly improved with the direct involvement of entities that firmly believe in farm-level outcomes-based indicators;
- As a result a **higher degree of alignment with FTM** will help ensure the continued participation of key partners in the development of **Canadian based** metrics;

Relationship with FTM – its about leverage



What does it look like??

Defining the Fit:

- Include equivalency with others but have a **higher degree of alignment** (CFPI & FTM)
- Don't restrict CFPI's ability to work with others
 - Protein supercluster; AAFC; other companies and/or commodity organizations etc..

The Process Involves:

- Parameter alignment
- Membership alignment

The Required Actions...

Need a number “**packages**” that need to be prepared for stakeholders and/or Board members.

For each:

- *What do we have now? (matching)*
- *What is proposed – necessary and sufficient conditions? (building)*
- *What are the potential considerations? (subject to's)*

The Package Bundle

1. Vision and mission
2. Metrics synopsis
3. Benchmarks
4. Risk assessment
5. Project structure

The “what is it” packages

1. Metrics development Process
2. Crops and new crops process document
3. Membership
 - i. Categories
 - ii. Costs
 - iii. Benefits
4. Financial viability

The “how do we do it” packages

Activity	Total Duration (Overall Time)
Franchise Evaluation & Decision Process	
1) Fit	
Planning & Preparation - Development of Mission, Vision	<i>May and June</i>
Documentation & Preparation for Board	<i>October</i>
2) Process Alignment Specifics	
Parameter Alignment	<i>June - September</i>
Membership Alignment	<i>June - September</i>
3) Governance Options	
Assessment of Organizational Options	<i>August - September</i>
Development of Recommendations	<i>September</i>
Decision Point Presentation	<i>October</i>

The alignment project in 2018

1. **Immediate Requirement:** Commitment from Funders and key stakeholders to formally pursue the alignment with FTM (\$50K including expenses)
2. Protein Super Cluster: Continue to monitor and promote the use of the CFPI as a north American approach to outcome based metrics
3. AAFC: CAP programs with AgrilInnovate and AgriAssurance

The Ask & Other Considerations