

# Strategic & Action Plan Project on Public Trust in the Canadian Grains Sector

Overview presentation for CRSC  
Nov. 15 2019

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*Presented by:*

**Rob Hannam**



Synthesis Agri-Food Network

# Purpose of presentation

- Outline the project plan
- Share initial observations and approach
- Discuss idea raised at recent Grains Roundtable (GRT) meeting



**Project Plan****Phase 1: Develop Public Trust Issue Map & Analysis with First Draft of Strategic Plan**

- Kick-Off Call & Information Gathering
  - Agriculture and Agri-Food Canada (AAFC) call Sept. 28
  - GRT Public Trust Working Group call Oct. 12
- Review Background Research & Information
- Interviews with Public Trust Working
- Public Trust Issues Analysis Map
- Prepare Case Study Examples (3)
- Prepare a draft strategic plan for the sector

**Issues Map  
&  
Case Studies**



**Project Plan**

## **Phase 2: Comprehensive Strategic Plan Revision Based on GRT Feedback**

- Gather feedback/input into the Draft Strategic Plan
- Interviews with Stakeholders
  - Such as National “Amplifier” Groups, etc.
  - Define objectives
  - Propose roles & responsibilities

**Audience:** Focus on domestic market but will look to international examples for information



## Project Plan

## Phase 3: Develop an Action Plan (First Draft) to Implement the Strategic Plan

- Prepare First Draft of Action Plan (for input)
- Stakeholder Action Plan Workshop
  - **Tactics:** Propose action plan tactics for stakeholders to discuss & provide feedback on
  - **Roles & Responsibilities**
- Develop Comprehensive Action Plan
- Key Stakeholder Discussions to Gather Support / Endorsement
- Present Final Strategic Plan & Action Plan (GRT)

**Roles  
&  
Responsibilities:**  
Who should do  
what



Project Plan

**Phase 4: Finalize a Five-Year Strategic Plan with Action Plan for Implementation**

- Submit Final Documents
  - Strategic Plan
  - Action Plan
- Final Presentations (AAFC, Public Trust Steering Committee, GRT)



# Public Trust Issues

## Top Priority Topics

- Crop Protection (pesticides) use
- Plant Breeding Technology (GMO and new breeding technology such as gene editing)
- Food Safety (chemical residues, bacterial contamination)

- Hard to determine where public trust 'starts' & 'stops'
  - Overlap / common themes across topics



# Public Trust Issues

## Mid-Level Priority Topics

- Water Quality (lakes & streams)
- Soil & Nutrient Management (fertilizers, manure)
- Biodiversity (loss of, related to invasive species, land use)
- Water Use (irrigation)
- Greenhouse Gas / Carbon Footprint
- Corporate Farming (business size)

## Other Issues

- Agricultural Waste & Pollution (disposal/recycling of materials)
- Food Waste
- Land Use (other aspects outside of biodiversity loss)





# Case Study Topics

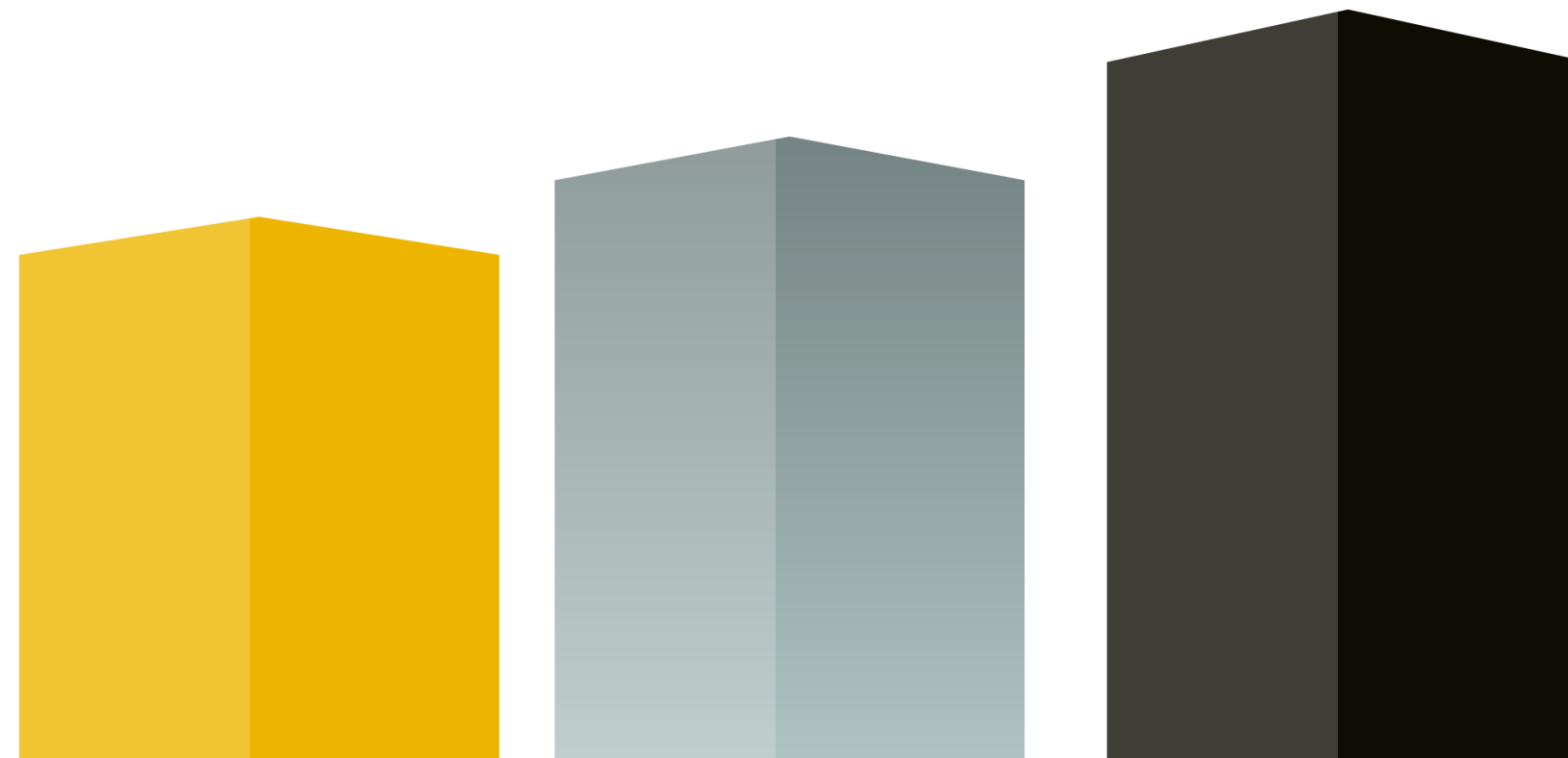
Real & Relatable

1. Pesticide residues in grains / foods
  2. Plant biotechnology & plant breeding innovations
  3. Water quality / nutrient management
- Audience is agriculture and food industry (internal)
  - Purpose to ensure a common understanding of the situation, potential impacts & lessons learned



# Guiding Principles

Utilize the “Trust Framework” (*Journey to Public Trust*)



## 3 PILLARS OF PUBLIC TRUST



# Guiding Principles

- **More than a communications campaign**
  - Will include the other pillars 1 and 2
  - Transparency, listening
- **Build on what already exists**
  - Consider role and fit of existing organizations / initiatives
    - Canadian Roundtable for Sustainable Crops
    - Canadian Field Print Initiative
    - Environmental Farm Plan
    - Amplifier Groups (Farm and Food Care, Ag in the Classroom, etc.)
    - Any other relevant initiatives/proposals/campaigns
- **Action Plan**
  - Focus will be on specific actions that we need to take
    - Will include farmers, agri-business and government

*“Tangibly  
demonstrating  
trust building  
excellence”*



# Public Trust – Initial Observations

- **The “public”** = is not a single body
  - Diverse collections of individuals, groups and communities
- **Needs an ongoing relationship and systems**
- A person’s trust in the Canadian grain/food system is not just about their beliefs about that system
  - It is also about their existing and on-going relationship with that system.
- Therefore, building public trust is not limited to changing his/her beliefs about the grain system
  - We need to have systems in place with the governance & accountability that is trust-worthy and builds confidence
- **Values are where trust starts**
- When values prevalent among publics are sufficiently different from values implicit in grain/food production, there may be decreased trust and reduced support for the industry



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