

Growing Forward and Beyond

Discussion of Federal-Provincial- Territorial Programs

Guelph Organic Conference

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Bob Watts – Agriculture and Agri-Food Canada

Purpose



To provide an overview of:

- Growing Forward
- Growing Forward federal-only initiatives
- Canadian Organic Regime
- AgriFlexibility Fund
- AgriProcessing Initiative
- Canadian Agricultural Adaptation Program

Growing Forward



- **Growing Forward (2008-2013)**
 - Federal-provincial-territorial (FPT) programming framework
 - Vision: profitable and innovative agriculture, agri-food and agri-based products industry that seizes opportunities in responding to market demands and contributes to the health and well-being of Canadians.
 - Designed to achieve 3 strategic outcomes:
 - A competitive and innovative sector
 - A sector that contributes to society's priorities, and
 - A sector that is proactive in managing risk

Growing Forward



- **Growing Forward (2008-2013)**

- \$1.3 billion federal-provincial-territorial (FPT) framework over 5 years
- Cost-shared between FPT governments (60%-40%)

Canada-Ontario Bilateral Agreement

- \$300 million federal-provincial envelop (60%-40%)
- Cost-shared programs delivered by provincial government / third party
<http://www.omafra.gov.on.ca/english/about/growingforward/gfontario.htm>

Federal-only activities:

- Funded and delivered by federal government (outside 60:40 commitment)
- Programs of relevance to organic sector include:
 - Domestic Branding Strategy
 - Enhancing Value-Chain Roundtables Initiative
 - Canadian Agri-Science Clusters Initiative
 - AgriMarketing Program

<http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1204137480722&lang=eng>

Federal-Only Initiatives: A Competitive and Innovative Sector



- **Domestic Canada Brand Initiative (\$1.5M)**
 - Objective: Increase the competitiveness and profitability of Canadian food products in the domestic market by assisting consumers to better recognize Canadian food products and their advantages in the domestic market
 - AAFC consultations with industry and provinces showed support for a domestic branding initiative
 - Work is being undertaken with CFIA to develop an appropriate strategy and will be followed by additional consultations to finalize the approach

Federal-Only Initiatives: A Competitive and Innovative Sector



- **Enhancing Value Chain Roundtables (\$8.2M)**
 - Objective: Increased collaboration along value chains to plan strategically for long term success
 - 8 roundtables include the full chain from input suppliers, to retailers and exporters
 - Roundtables oversee working groups that are implementing strategic priorities
 - Organic Value Chain Roundtable created in 2006

<http://www.ats-sea.agr.gc.ca/rt-tr/index-eng.htm>

Federal-Only Initiatives: A Competitive and Innovative Sector



- **Organic Value Chain Roundtable (OVCRT)**
 - Mandate: build a shared understanding of the opportunities and challenges facing the organic sector as it positions itself for increased success and growth.
 - Created in 2006, OVCRT brings together representatives from the organic industry to address key priorities and success factors for the sector:
 - Increasing Supply Capacity
 - Market Development
 - Regulatory Impediments
 - Research and Innovation
 - OVCRT commissions research studies to address key priorities
 - Organic Seed Market Analysis
 - Project to engage conventional commodity groups
 - Project to mitigate risks associated with adventitious presence of GMOs in organic crops
 - OVCRT will develop a strategic plan to further the growth of the Canadian organic sector

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<http://www.ats-sea.agr.gc.ca/rt-tr/org-bio-eng.htm>

Federal-Only Initiatives: A Competitive and Innovative Sector



- **Canadian Agri-Science Clusters (\$76.5M)**
 - Objective: to build an innovative and competitive agricultural sector by encouraging industry leadership and investment in agricultural science and innovation.
 - Organic Science Cluster proposal submitted under this Initiative by the Organic Federation of Canada

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Federal-Only Initiatives: A Competitive and Innovative Sector



- **AgriMarketing Program (\$97.3M)**
 - Objective: to enable agri-food industry to identify export market priorities and to equip itself for success in global markets.
 - The program partners with industry associations to cost-share strategy development, international market development and export promotion activities.
 - Eligible recipients:
 - national industry associations and alliances
 - technical marketing support organizations; and
 - small and medium sized enterprises (via their national association).

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Federal-Only Initiatives: A Competitive and Innovative Sector



- **AgriMarketing Program (cont'd)**
- Organic AgriMarketing proposal
 - 3-year international strategy (LTIS) and workplan are underway.
 - Will focus on Germany, The Netherlands, Japan, and key regions in the U.S.
 - Generic activities will include:
 - Coordinated presence in key trade shows
 - Information exchange
 - Promotional tools such as web presence and organic database
 - Company-specific funding may be available if project is geared to additional markets

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Federal-Only Initiatives: A Competitive and Innovative Sector



- **AgriMarketing Program (cont'd)**
- Canadian Food Exporters Association (CFEA) Strategy
 - Focuses on small-medium enterprises in the food and beverage processing, ingredient and ginseng sectors.
 - Objective is to provide training tools for novice exporters.
 - Will focus on U.S., Asia Pacific, Europe, Middle East
 - Generic activities will include:
 - Mentorships
 - Workshops
 - Tradeshows and Missions

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Additional federal programs and initiatives



- Canadian Organic Regime
- Agricultural Flexibility Fund
- AgriProcessing Initiative
- Canadian Agricultural Adaptation Program

Canadian Organic Regime



- Organic Products Regulations came into effect on June 30, 2009
- Scope of Regulations: international (imports) and interprovincial trade
- Certification bodies providing services under the Canadian Organic Regime
 - <http://www.inspection.gc.ca/english/fssa/orgbio/cbliste.shtml>
- Stream of Commerce Policy until June 30, 2011
- To use the claim “organic” a product must be certified to Canadian organic standards
 - Organic Production Systems General Principles and Management Standards (CAN/CGSB 32.310-2006)
 - Organic Production Systems Permitted Substances Lists (CAN/CGSB 32.311-2006)
 - http://www.tpsgc-pwgsc.gc.ca/cgsb/on_the_net/organic/index-e.html



Canadian Organic Regime



- US-Canada Organic Equivalency Arrangement
- Imports from the United States into Canada:
 - May not be produced with the use of sodium nitrate
 - May not be produced by hydroponic or aeroponic production methods
 - Animals must be produced according to Canadian livestock stocking rates.
- Exports to the United States from Canada:
 - Animals treated with antibiotics shall not be marketed as organic in the United States.
- Other equivalency arrangements are currently being negotiated

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Agricultural Flexibility Fund



- **Agricultural Flexibility Fund (AgriFlex) (\$500M)**
 - Objective: to improve the sector's competitiveness and to facilitate the implementation of new initiatives that:
 - Reduce cost of production and improve environmental sustainability for the sector
 - Promote value-chain innovation and support sectoral adaptation
 - Respond to emerging opportunities and challenges for the sector
 - Eligible applicants:
 - Individuals
 - Partnerships
 - Universities and colleges
 - Cooperatives
 - Marketing boards
 - Municipal governments
 - Non-profit and for-profit organizations

Agricultural Flexibility Fund



- **AgriFlex (cont'd)**
 - Some criteria to determine eligibility:
 - Initiatives must not duplicate Growing Forward or other existing FPT programming
 - Initiatives must not distort competitive advantage of one province/sector over another
 - Initiatives must be completed by March 31, 2014
 - Funding conditions:
 - Proponent contribution of 50% of eligible costs (target) – 25% acceptable
 - Maximum level of total government funding not to exceed 85%
 - For-profit entities – contributions are normally repayable over eight years
 - Not-for-profit entities – contributions are not repayable

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AgriProcessing Initiative



- **AgriFlex (cont'd)**
 - AgriProcessing Initiative (\$50M):
 - Objective: To increase the competitiveness of the agri-processing sector in Canada and to ease the adoption of new processing technologies/processes.
 - Eligible applicants:
 - Cooperatives and for-profit companies that are predominantly engaged in the processing of raw agricultural commodities or agri-based ingredients
 - Eligible projects:
 - Purchase and installation of new (novel to company) machinery/equipment in Canadian facilities
 - Contracting of external expertise for services related to equipment installation and design
 - Repayable contributions of up to \$2 million or 50% of eligible costs (whichever is less)

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www.agr.gc.ca/API

Canadian Agricultural Adaptation Program



- **Canadian Agricultural Adaptation Program (CAAP) (\$163M)**
 - Objective: facilitate sector's ability to seize opportunities, to respond to new and emerging issues, and to pathfind and pilot solutions to new and ongoing issues in order to help it adapt and remain competitive.
 - Eligible applicants:
 - Organizations and associations
 - Cooperatives
 - Marketing boards
 - Aboriginal groups
 - For-profit companies and individuals.
 - Eligible projects:
 - Must seize opportunities
 - Respond to new and emerging issues
 - Pathfind or pilot solutions to new and ongoing issues
 - Must demonstrate the potential for economic viability and longer-term self-sufficiency, where the nature of the project warrants.

Contact:

Canadian Agricultural Adaptation Program

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<http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1182366508375&lang=eng>

Canadian Agricultural Adaptation Program



- **Canadian Agricultural Adaptation Program (CAAP)**
 - Ontario's Agricultural Adaptation Council: \$28.1 million over 5 years (2009-2014) to deliver CAAP in Ontario

 - 3 program streams:
 - Regional in scope
 - Addresses a regional/provincial issue

 - Multiregional in scope
 - Addresses an issue that crosses beyond the boundaries of one province or territory
 - Involves as many collaborators/partners as possible
 - A minimum of two provincial or territorial councils.

 - National in scope
 - Involves participation/support of national organizations
 - Ultimately benefits the sector across Canada
 - Applications must be sent to AAFC directly – caap-pcaa@agr.gc.ca

Contact:

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Information

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