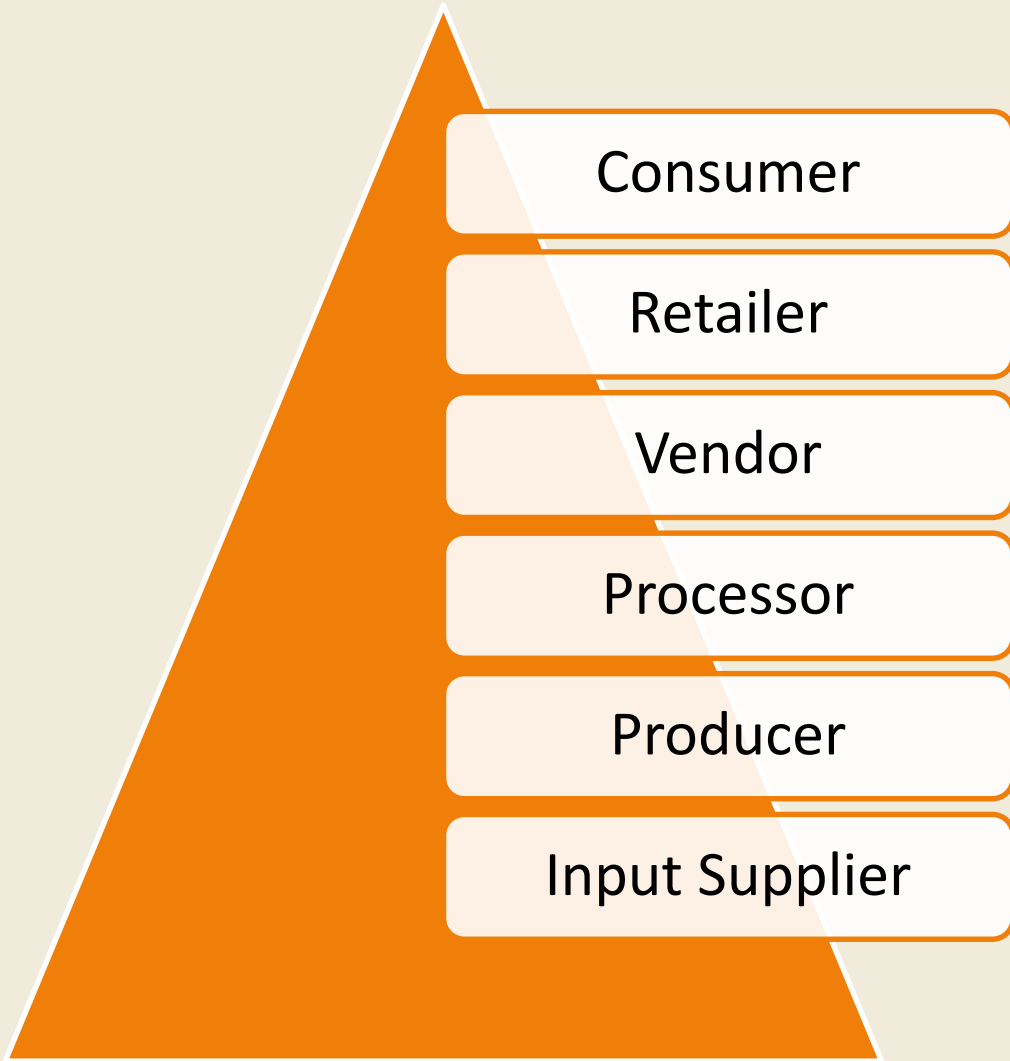


Advocating for Sustainability

From Farm. To Fork.



What does Sustainability Mean?



Ethical	Economical	Ecological
●		●
●	●	●
	●	
●	●	
	●	
	●	●



CANADIAN SEED INSTITUTE
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Pulse Canada 



Ducks Unlimited Canada
Conserving Canada's Wetlands

CSTA  **ACCS**



Quantis
Sustainability counts



PIONEER
BRAND · PRODUCTS



CANADIAN FERTILIZER INSTITUTE
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CargillTM

Sobeys

Growing Forward 2 



Ontario

Canada 



Sustainability, Strategically

Sustainable Agricultural Initiative (SAI) Platform

Roundtable for Responsible Soy (RTRS)

4R Nutrient Stewardship Demonstration

Canadian Roundtable for Sustainable Crops (CRSC)

Ontario Technical Working Group



Consumers



■ Most Important Issue
 ■ Second Most Important
 ■ Third Most Important

Farmers



■ Most important issue
 ■ Second
 ■ Third



Agrochemicals

IPM

NMP

Certified Seed

Human Rights

Community Relations

H&S

Legal Compliance

Maintained

Conversion of Land

Watercourses/ Natural
Vegetation

HVAs maintained

Reduced

Irrigation

Surface/Ground water
quality

Agricultural
Practices

Social Issues

S
O
I
E

Biodiversity

G
I
G
S

Water

Sustainable Agriculture

Recipe for Sustainability

- Ingredients
 - Smart/sustainable inputs
 - *Collaborative value chain*
 - *Knowledgeable consumers*
 - Effective management





Directions

1. Start with sustainable ingredients
 - Is there a plan to continuously improve performance?
2. ***Understand sustainability from farm to fork***



Understanding Sustainability, Farm to Fork

- Collaborate with stakeholders across the value chain to:
 - map issues
 - evaluate opportunities
 - Determine risks
- Identify priorities for improving sustainable performance





Directions

1. Start with sustainable ingredients
 - Is there a plan to continuously improve performance?
2. *Understand sustainability from farm to fork*
3. **Adopt a consumer-centric approach**



Challenges from a Farmer

Challenges

- Third party intervention
- Special interest group pressure
- Unrealistic demands from uninformed individuals

Opportunities

- Improve consumer image
- Public Awareness/Education
- Transparency/relationship with consumers and showing public farmers care

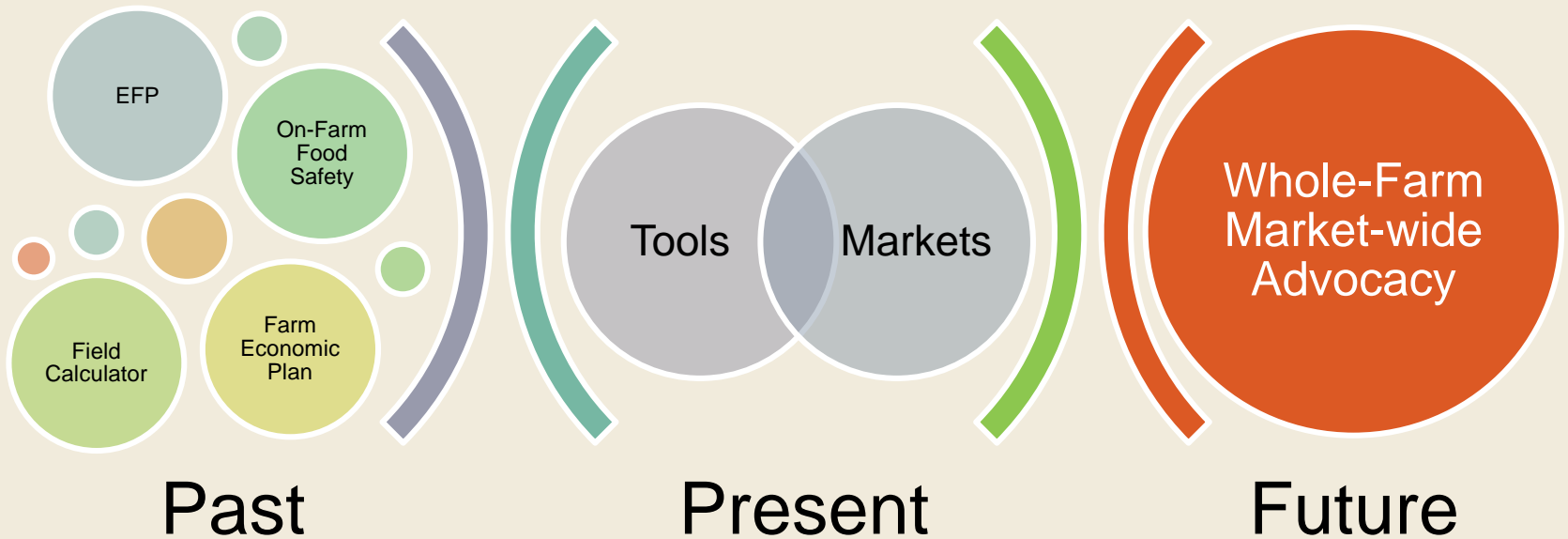


Adopt Consumer-Centric Approach

- Understand consumer expectations
- Educate and inform consumers about the sustainability impacts of their choices
- Support clear labelling, advertising, backstop market positioning

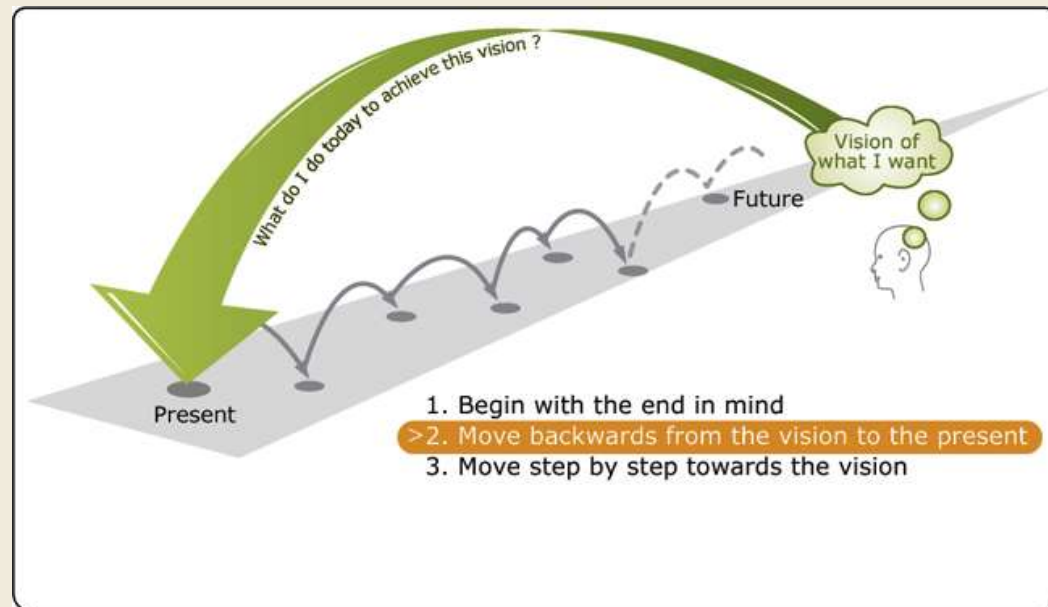


Goal



Producer Incentive

- Long-term Market Retention
 - Developing stronger value chain relationships
 - Increase on-farm efficiencies, lowering bottom-line
 - Operational efficiencies
 - Agro-chemical efficiencies
 - “Proven” decision modelling
- *Not an enhancement.*



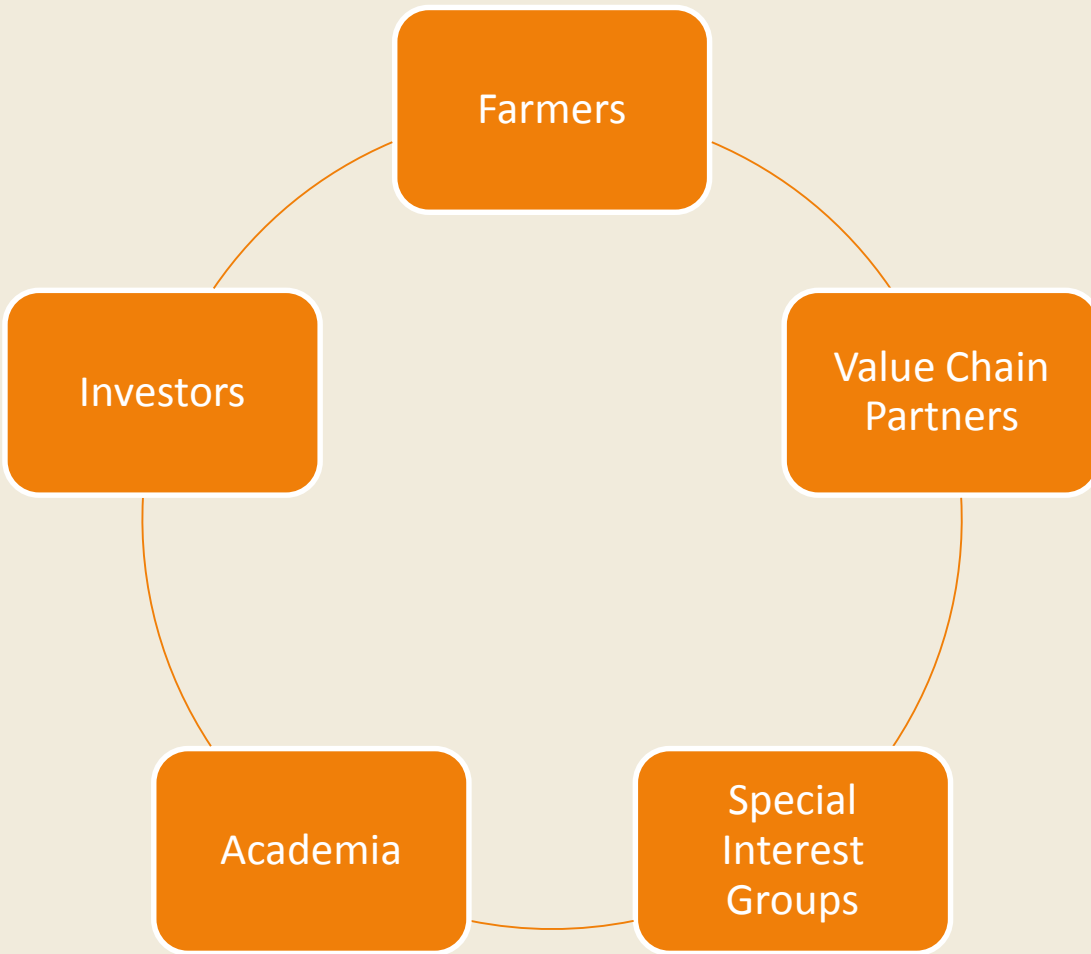


Directions

1. Start with sustainable ingredients
 - Is there a plan to continuously improve performance?
2. ***Understand sustainability from farm to fork***
3. **Adopt a consumer-centric approach**
4. **Improve management performance**
5. ***Communicate your progress***



Communicate Progress



- Ensure understanding
- Define BMPs, make pillars transparent
- Highlight good practices
- Focus on the common road

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