

Agriculture and Agri-Food Canada's International Program: Branding Canada and Maximizing International Opportunities

Western Barley Growers Association and Western Canadian Wheat Growers Association Joint Convention

February 17, 2005

The International Program is critical to the success of the Agricultural Policy Framework

- **Domestic programming** is improving the capacity of the sector to be the world leader in meeting market demands:
 - meeting market requirements for factors like **food safety, quality, tracking and tracing, environmental stewardship** in production.
 - continuous **innovation** to develop new products, including the new relationships to create value-added products
 - **renewal** of the capacity of the sector to stay ahead of global competition, and better **risk management tools** that support innovation and enable stronger on farm risk management
- **International programming** is maximizing the benefits of these actions by:
 - using these developments to gain recognition and expand markets
 - shape details of these domestic actions to maximize their benefits in global markets.

2

Gaining international recognition is the overarching objective of AAFC's International Strategy

- **Moving Forward on Several Fronts**
 - Gain Recognition & Build Markets
 - Improve Market Access
 - Overcome Technical Barriers
 - Enhance International Development
- **Goal:**

To strengthen the Canadian agriculture and agri-food sector's long term success in global markets

3

Our market position will be strengthened by our market development capacity

- **Strategy:**
 - comprehensive approach to gaining recognition among foreign consumers and buyers for Canadian measures for food safety, quality and environment
- **Key Action:**
 - Increased Benchmarking and Market Research
 - Branding Canada based on research in key markets
 - Enhanced technical marketing assistance
 - Targeted market development and investment promotion based on Integrated market engagement strategies
 - Additional agri-food specialists in key foreign markets

4

Trade policy approach to level the international playing field on which Canada competes

Goal:

To provide Canadian producers and processors with clear rules and maximum access to markets so they can translate recognition for quality into increased export sales, and to provide a level playing field to increase competitiveness

5

Improve Market Access

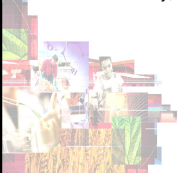
- **Strategy:**
 - By taking an integrated approach to trade negotiations and trade disputes
- **Key Action:**
 - Strengthen links between domestic policy development and negotiating strategies
 - Identify and build alliances, including non-traditional alliances, based on key trade policy objectives
 - Implement targeted trade advocacy efforts
 - Work closely with industry to promote Canada's objectives

6

Overcoming trade-related technical barriers that are critical for market access

Goal:

Positively influence the development of international technical standards and policies and where necessary challenge measures in order to maximize international opportunities in line with APF accomplishments in areas of food safety, food quality and environmental protection



7

Canada

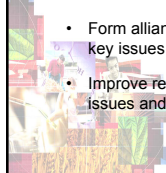
The APF will guide efforts to protect Canada's interests and advance Canada's position

Strategy:

- Proactively expand Canada's influence on technical matters affecting trade to influence requirements of governments in key markets

Key Action:

- Actively participating in international discussions on technical issues and standards, eg Bio-Safety Protocol, CODEX
- Form alliances with other countries on multi-lateral approaches to key issues (e.g. biotechnology regulation)
- Improve recognition and dealing with emerging technical trade issues and shape Canadian responses



8

Canada

International Development to support market development efforts

Goal:

Enhance effectiveness of international development and better position Canada to:

- create alliances on international development issues
- develop relationships to support market development and trade policy goals



9

Canada

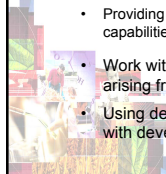
International development plays a key role in securing market success...

Strategy:

- develop a broader leadership role for Canada on key agriculture-development related issues for developing countries (e.g. food security, food aid, sustainable development)

Key Actions:

- Showing leadership on agricultural development issues to build credibility with developing countries
- Providing capacity building assistance to demonstrate Canadian capabilities
- Work with industry to seize market development opportunities arising from international development work
- Using development and technical assistance to build alliances with developing countries on trade policy and technical issues



10

Canada

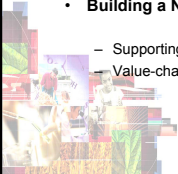
Building a stronger relationship with industry to Implement International Program

• Moving Forward on Several Fronts

- Gain Recognition & Build Markets
- Improve Market Access
- Overcome Technical Barriers
- Enhance International Development

• Building a New relationship With Industry

- Supporting Industry Action
- Value-chain Roundtables



11

Canada

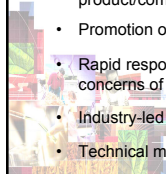
Canadian Agri-Food International (CAFI) Program financially supports strategic industry actions ...

Strategy:

- CAFI funding program:
 - favours integrated, long-term, collaborative industry action
 - allows for high priority, short-term activities

Key Activities funded

- Establishment of generic industry brands within and across product/commodity groups
- Promotion of industry brands in target markets
- Rapid response communication in times of crises to allay the concerns of consumers and buyers
- Industry-led technical and trade policy advocacy efforts
- Technical marketing support initiatives



12

Canada

Support for Cereal Grain Sector under CAFI Program

- Canadian International Grains Institute (CIGI)
- Canadian Malting Barley Technical Centre (CMBTC)
- Malting Industry Association of Canada's Long Term International Strategy
- Canada Grain Council's project – International Grain Trade Coalition
- International Grain Council

13

Canada

Roundtables - collaboration with government in Developing Sector Strategies for Market Success

- Why Value Chain Roundtables were created
 - Value chains to work together to deliver on APF objectives
 - Value chain Roundtables are a vehicle for building collective will and driving change
 - Roundtables are key to setting value chain priorities and driving government action

14

Canada

Roundtables are engaging sector value chains on delivering on a Brand Promise

- **Mandate:**
 - Provide sector value chain perspective in defining market challenges and opportunities
 - Set goals, targets and build coordinated domestic and international actions plans to secure enduring competitive advantage (ie. Branding Canada)
 - Development of a Strategic Vision to achieve long term sector market success
- **Membership:**
 - Seven Roundtables: cereal grains, oilseeds, special crops, beef, pork, horticulture, seafood
 - Industry participants and Chair
 - Senior AAFC Coordinator
 - Include provinces and Other Government Departments (OGDs)

15

Canada

Roundtables are also an effective vehicle for addressing issues affecting farm profitability

- Producers are members on all roundtables
- Roundtables a forum for productive discussion between producers, processors, exporters, and others on related issues
- Roundtable approach is that all players working toward a common goal will create increased profits across the value chain – including at farm level
- Roundtables have incentive to work productively on supply chain issues as success of vision and action plans depends on all players cooperating and working collaboratively

16

Canada

Cereal Grains Value Chain Roundtable

- Chair – Greg Arason
- AAFC Coordinator – Howard Migie
- Western Barley Growers Association and Western Canadian Wheat Growers Association each have a representative on Roundtable
- Roundtable has had four meetings - June and November 2003 and 2004
- Initially set up Working Groups on three issues – Segregation & Identity Preservation, Market Signals and Regulatory Environment
- Subsequently added a Branding Working Group
- In November 2004, restructured initial three Working Groups to Wheat, Barley and Oats Working Groups

17

Canada

Wheat, Barley and Oats Working Groups

- Working Groups will be meeting in mid-March to start work on development of strategic vision for wheat, barley and oats sectors respectively and a strategic plan for industry and government actions to secure long term international market success
- Working Groups are to identify linkages, future implications and build agreement on strategies to strengthen value-chain
- Industry Chairs of Working Groups
 - Wheat – Rod Flaman
 - Barley – Jim Wilson
 - Oats – Al Loyns

18

Canada

Cereal Grains Branding Working Group

- Chairman – Gordon Flaten
- Development of a branding strategy for the cereal grains sector which can be brought to Roundtable for consideration
- Support Greg Arason who is representing the Cereal Grains Roundtable on the International Branding Working Group – a Working Group formed of a representative from each Roundtable and AAFC representatives which is developing a common Canadian agriculture and agri-food “Brand Promise” for international market development purposes

19

Canada

Agriculture and Agri-Food Canada's International Program: Branding Canada and Maximizing International Opportunities

*Western Barley Growers Association and
Western Canadian Wheat Growers
Association Joint Convention*

February 17, 2005