

OFFICIAL FEEDBACK FORM

DIALOGUE DATE	Thursday, 6 May 2021 10:00 GMT -05:00
DIALOGUE TITLE	Growing markets to transform our food systems
CONVENED BY	Canadian Canola Growers Association & Pulse Canada
DIALOGUE EVENT PAGE	https://summitdialogues.org/dialogue/13092/
DIALOGUE TYPE	Independent
GEOGRAPHICAL FOCUS	Canada

The outcomes from a Food Systems Summit Dialogue will be of use in developing the pathway to sustainable food systems within the locality in which they take place. They will be a valuable contribution to the national pathways and also of interest to the different workstreams preparing for the Summit: the Action Tracks, Scientific Groups and Champions as well as for other Dialogues.

1. PARTICIPATION

TOTAL NUMBER OF PARTICIPANTS

44

PARTICIPATION BY AGE RANGE

0-18

19-30

31-50

51-65

66-80

80+

PARTICIPATION BY GENDER

27 Male

17 Female

Prefer not to say or Other

NUMBER OF PARTICIPANTS IN EACH SECTOR

16 Agriculture/crops

Fish and aquaculture

3 Livestock

Agro-forestry

2 Environment and ecology

7 Trade and commerce

5 Education

2 Communication

Food processing

1 Food retail, markets

2 Food industry

Financial Services

Health care

Nutrition

3 National or local government

Utilities

Industrial

3 Other

NUMBER OF PARTICIPANTS FROM EACH STAKEHOLDER GROUP

1 Small/medium enterprise/artisan

1 Large national business

Multi-national corporation

Small-scale farmer

6 Medium-scale farmer

Large-scale farmer

12 Local Non-Governmental Organization

3 International Non-Governmental Organization

Indigenous People

5 Science and academia

Workers and trade union

Member of Parliament

Local authority

3 Government and national institution

Regional economic community

United Nations

International financial institution

4 Private Foundation / Partnership / Alliance

Consumer group

9 Other

2. PRINCIPLES OF ENGAGEMENT

HOW DID YOU ORGANIZE THE DIALOGUE SO THAT THE PRINCIPLES WERE INCORPORATED, REINFORCED AND ENHANCED?

A participant guide was circulated in advance with background on the Food Systems Summit, the Principles for Engagement and the Dialogue's theme. To encourage high-levels of engagement, participants received instructions on how to participate and the break-out session questions in advance. An inclusive invitation list was derived to ensure a variety of sector and stakeholder perspectives. Link -- https://register.advancingfoodsystems.ca/FSS_Independent_Dialogue_Participant_Guide.pdf

HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

The principles of engagement were also incorporated into the Dialogue. As participants had varying levels of knowledge about the Food Systems Summit, the curator's introductory remarks outlined the purpose of the Decade of Action and the Food Systems Summit, the need to act with urgency and the focus on transformative solutions. Furthermore, participants were asked to actively engage in small group discussions, moderators encouraged a diversity of perspectives and Chatham House rules were followed to allow for more open sharing of ideas. The breakout questions were chosen to explore the complexity and interconnected nature of our food systems and areas to learn and better work together.

DO YOU HAVE ADVICE FOR OTHER DIALOGUE CONVENORS ABOUT APPRECIATING THE PRINCIPLES OF ENGAGEMENT?

The FSS dialogue template and principles of engagement allowed for effective discussion and a unique format to hear from a diversity of food system actors.

3. METHOD

The outcomes of a Dialogue are influenced by the method that is used.

DID YOU USE THE SAME METHOD AS RECOMMENDED BY THE CONVENORS REFERENCE MANUAL?

Yes

No

4. DIALOGUE FOCUS & OUTCOMES

MAJOR FOCUS

The Canadian agriculture and agri-food sector has placed significant focus to continuously improve the sustainability of agricultural production and its contribution to our national and internationally food systems. As we move towards 2030, Canadian agriculture has a role to play in sharing our learnings, determining areas for further enhancements, and offering solutions for our future food systems. The dialogue brought together a diverse set of food system actors to discuss what has worked best in the development of domestic and international markets for Canada and what “big ideas” are needed to advance food system transformation. It had the dual purpose of ensuring the best global outcome while positioning Canada as a sustainable supplier of food in the markets of today and the future created from the Food System Summit.

Access to a variety of markets (local, regional, national, and international) is a critical component to building a resilient farm and agriculture sector in Canada and around the globe and to mitigating the impact of vulnerabilities, shocks, and stresses – ACTION TRACK 5. Markets are not homogenous and occur at local, regional, national, and international levels. These markets coexist and intersect and, with proper policy and guidance, can transform the future of our food systems to deliver innovative socio, environmental and economic solutions.

Core to any food systems are opportunities for farmers to sell what they produce. Markets connect farmers and consumers to opportunity enabling product diversity, nutritious food, and sustainable production and consumption. More largely they support vibrant family farms and rural communities by providing an important risk management function and a strong foundation to advance the Sustainable Development Goals.

Canadian agriculture is rooted both domestically and internationally. Whether it be cereals, pulses, canola, soybeans, beef, pork or value-added products, Canada’s agriculture and food system relies on trade. Farmers can sustainably produce high-quality products but, as it stands, our domestic market alone lacks scale and is too small to support all of the Canadians who earn a living in agriculture and food and to ensure the efficiencies of scale to guarantee national food supplies. More largely, Canada imports food to ensure and sustain adequate food supplies and security.

While Canada is a trading nation, new value added and farm to fork opportunities and increasing pressures on our food systems are creating new markets domestically. Consumers’ increasing interest in and support for local, regional and national food provides additional opportunities to diversify and to generate healthy food systems. Many successful farm-to-fork businesses have emerged to fill this space, as well investment in renewable fuels to advance our climate change goals.

The Dialogue explored the role these different markets play in advancing food system transformations, the interplay, and solutions to increase nutrition and sustainable consumption, to boost environmental sustainability and to achieve more equitable livelihoods and resilience. The major focus was the creation of resilient markets, identification of existing synergies, policy levers to influence change and the food systems of our future and opportunities to better learn from each other and work together.

ACTION TRACKS

<input type="checkbox"/>	Action Track 1: Ensure access to safe and nutritious food for all
<input type="checkbox"/>	Action Track 2: Shift to sustainable consumption patterns
<input type="checkbox"/>	Action Track 3: Boost nature-positive production
<input type="checkbox"/>	Action Track 4: Advance equitable livelihoods
<input checked="" type="checkbox"/>	Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

<input type="checkbox"/>	Finance	<input checked="" type="checkbox"/>	Policy
<input checked="" type="checkbox"/>	Innovation	<input checked="" type="checkbox"/>	Data & Evidence
<input type="checkbox"/>	Human rights	<input type="checkbox"/>	Governance
<input type="checkbox"/>	Women & Youth Empowerment	<input checked="" type="checkbox"/>	Trade-offs
<input type="checkbox"/>		<input checked="" type="checkbox"/>	Environment and Climate

MAIN FINDINGS

While various themes emerged and solutions were shared by panelists and participants, common themes emerged.

- 1) Trade Resilient Ecosystems. A trade resilient ecosystem will provide predictable rules to manage disruptions from external market shocks and to safeguard our food systems from instability.
- 2) Trade-off between international and local markets. Market diversification activities (local, regional, international) can be pursued with little or no trade-off. Many interlinkages and synergies already exist and can be leveraged to strengthen and enhance our food system. An enabling policy and regulatory environment can protect food safety and enable sustainable consumption while encouraging private sector involvement.
- 3) Investments in value added and domestic food production. Strong value added and local and regional food systems are needed to increase consumer choice/availability of domestic food supplies and diversify market risk. Increased investment, innovation, and productivity can overcome existing barriers.
- 4) Innovation to advance system transformations Innovation throughout the supply chain from farm to consumers will drive transformations related to nature positive agriculture, sustainable consumption, food safety and food waste. No one size fits all, and different national/regional approaches, farm sizes and production practices need to be recognized.
- 5) Non-traditional partnerships. Increased collaboration and non-traditional partnerships are needed to drive a food-systems approach. Partnerships between primary agriculture, dieticians, food retailers and civil society, such as environmental non-government organizations or consumer groups, would create stronger, more collaborative approaches.
- 6) Policy levers and incentives. Policy should focus on enabling and incentivizing change (and not regulating). Alternative options or products need to be available before widespread change can be expected. Creating economic incentives, selecting appropriate data baselines, and recognizing local and regional context will strengthen engagement in sustainability measures. A competitive environment is required to attract investment in value-added processing.

ACTION TRACKS

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|-------------------------------------|--|
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KEYWORDS

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OUTCOMES FOR EACH DISCUSSION TOPIC - 1/4

Discussion question 1 -- Action Track 5 is looking at how to increase resiliency to vulnerabilities, shocks, and stress to achieve food system transformations. How do we create more resilient markets?

* International trade will play a central role in addressing some of the challenges experienced by our food systems. The COVID-19 health crisis had the potential to become a food crisis nationally, but decisions to keep borders open to goods and essential services and not impose trade restrictions maintained functional supply chains and mitigated impact. Concern with growing protectionism was noted, as was modernization of the World Trade Organizations and global food safety standards to provide predictability and mitigate risk (from external shocks and stresses).

* Complementary to international trade, participants expressed interest in building stronger domestic markets – examples cited were value added on the Prairies and national fresh food and vegetables. Diversified market opportunities ensure resiliency by providing opportunities for farmers, reducing over-reliance on one country, supplier, crop, and product type, and ensuring more stable food supply. Participants expressed various benefits to processing raw commodities closer to production (jobs, economic development, hedge against international trade volatility) and shared potential opportunities. Various barriers were noted including Canada's smaller population base, its geographic size and diversity, scalability, and its regulatory environment.

* COVID-19 exasperated Canada's systemic labour shortage in the agriculture and food sector. Restrictions to the movement of people (within and outside of Canada) and increased health and safety precautions placed significant pressure on our system from production, processing, packaging, and delivery. Canada's fresh fruit and vegetable supply, livestock and seasonal products were most impacted jeopardizing production (fresh food cannot wait) and availability of food to consumers.

* Various examples throughout the supply chain on how innovation can drive solutions were provided. At the farm-level, farmers require a complete toolbox, including biotechnology and crop inputs, to respond to evolving agronomic, disease and consumer pressures and to both mitigate the impact of climate change and contribute to global climate change goals. One size does not fit all, and any efforts to remove technology or apply a singular approach was viewed as counterproductive to the larger SDG and FSS goals. Farmer participants noted concern with singular, prescriptive approaches, such as agroecology and regenerative agriculture, and their applicability to a Canadian context. For value-added, innovation can drive increased productivity in Canada's food supply (robotics) and address labour shortages. For consumers, clarity in labelling and improvements in packaging to support sustainable consumption (recycling, extends shelf life, portion sizes).

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OUTCOMES FOR EACH DISCUSSION TOPIC - 2/4

Discussion question 2 -- The development of different markets – local, regional, national, and international – is core to a vibrant Canadian food system. Too often they are viewed as mutually exclusive. What synergies exist and how can they be leveraged?

* Participants were asked to consider the trade-offs between different markets. From a Canadian context, viewing markets separately was seen as myopic as it fails to account for interlinkages, existing barriers and necessities related to size and geography. Canada is made up of various local, regional, national, and internationally focused markets (imports and exports) where food is required to move from areas of surplus to deficit to meet consumer food demands and sustain the livelihoods of those who rely on agriculture and food production. Imports are required to adequately provide for the food and nutrition needs of Canadians whereas exports support a vibrant agriculture and food sector.

* Recognizing and capitalizing on existing synergies were viewed as important. An understanding of supply chains and interlinkages needs to be considered. To maximize production and reduce food waste, sub-products and their markets also need to be understood. For example, soybean meal for feed is a by-product of food and oil as is using all parts of the animal. It was also noted that the ability to access both domestic and international markets was integral to attracting private sector investment to Canada.

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KEYWORDS

- Finance
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OUTCOMES FOR EACH DISCUSSION TOPIC - 3/4

Discussion question 3 -- What policy levers are needed to both influence change and support the growth of different markets for the food systems for the future?

- * Food system actors need to work together to articulate policy asks in unison, so the government receives appropriate signals and is empowered to develop the strongest, most effective policy approach. Those most impacted should be engaged in development and design.
- * Policy approaches should look at how to de-risk access to different markets, to create an enabling environment for innovation, and to attract more value-added processing nationally (food production in Canada). Many of the solutions focused on regulatory improvements such as reducing barriers to inter-provincial trade, improving Canada's processing competitiveness, addressing labour shortages, and bringing more technologies to farmers.
- * Policy levers should focus on incentivizing and not regulating changes in behaviour. Alternative options or innovations need to be available before regulation or policies are set if widespread change is expected. Selecting appropriate baselines and recognizing local and regional context also strengthens policy development. A competitive environment is required to attract investment in value-added processing. Consumer choice and individual needs should be respected (price, locale production method.).
- * Policy levers, investment strategies and approaches should reflect Canada's geographical size and terrain, climate, and population diversity.
- * Adherence to rules-based trade and recognition of global standards significantly increases resiliency of our food systems.

ACTION TRACKS

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KEYWORDS

	Finance	✓	Policy
✓	Innovation	✓	Data & Evidence
	Human rights	✓	Governance
	Women & Youth Empowerment		Trade-offs
			Environment and Climate

OUTCOMES FOR EACH DISCUSSION TOPIC - 4/4

Discussion question 4 -- The Food Systems Summit calls on everyone, everywhere to mobilize towards action. How do we learn from each other? Identify one way that we can work together.

- * The integrated nature of our food system, as well as inclusiveness and collaboration between actors were common themes. Participants expressed a need for various actors to learn from each other and collaborate on solutions. We are stronger together.
- * Primary agriculture should adopt a larger food systems perspective and explore opportunities to further engage in food systems conversations to pursue a more integrated and comprehensive approach and understanding.
- * Build better connections between farmers, markets, and food retailers.

ACTION TRACKS

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AREAS OF DIVERGENCE

* Participants recognized the inherent link between environment and trade, and the importance of sustainable production and consumption, but differed on whether sustainability should be embedded into our trade ecosystem and what such an approach would entail given differing approaches and measurement and fear over trade barriers. Preference was noted for a balanced and integrated approach to sustainable agriculture that reflects the unique opportunities and challenges of Canadian agriculture.

* Diverging viewpoints on whether farmers are receiving the right signal from government and the market. Farmers need to see the value to their farm, and be financially compensated to account for additional time, cost, and resource burden. Farmers cannot pass on the costs, as they have little to no influence on price. Many of the farmer participants raised the trade-off between regulatory and incentive levers and the importance of transparency and showcasing the value of the proposed approach before deciding on a path forward.

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	Human rights	✓	Governance
	Women & Youth Empowerment	✓	Trade-offs
		✓	Environment and Climate

ATTACHMENTS AND RELEVANT LINKS

ATTACHMENTS

- <https://summitdialogues.org/wp-content/uploads/2021/06/FSS-Independent-Dialogue-Participant-Guide.pdf>

RELEVANT LINKS

- **Canadian Canola Growers Association**
<http://www.cpga.ca>
- **Pulse Canada**
<https://pulsecanada.com>
- **Dialogue event page**
<https://advancingfoodsystems.ca/community/>