



Next Agricultural Policy Framework

Phase 2 - What We Heard Report



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Executive Summary

The five-year Canadian Agricultural Partnership (CAP) Framework is set to expire on March 31, 2023. Engagement with Alberta's agriculture industry stakeholders was held to support Minister and other Alberta Agriculture, Forestry and Rural Economic Development (AFRED) officials in developing and negotiating the Next Policy Framework (NPF).

Sessions were held on May 11, 25, and 31, 2022, with 25 participants representing 23 different Alberta agriculture organizations and associations and two post-secondary institutions. Industry representative feedback was also received via email. The survey was open from May 9 to June 6, 2022, and received 215 responses.

Consultation gauged understanding of the five priority areas identified in the [Guelph Statement](#). Both the in-person discussions and online survey focused on the following questions:

- What are your initial reactions to the Guelph Statement?
- What is most important for Alberta's agriculture, agri-food, and agri-processing industry?
- Is there anything missing? Are there any gaps?

Alberta's industry stakeholder input was collected in advance of the federal-provincial-territorial Ministers of Agriculture meeting in July 2022. The feedback contributed to the negotiations that led to an agreement in principle for the Sustainable Canadian Agricultural Partnership.

Highlights

Positive motherhood statement - high level and reflects industry priorities

- Most participants felt the Guelph Statement was broad and captured key concepts important to the industry. Some wondered if it is too broad and lacks focus, while others see a need to increase funding that aligns with the broadened scope and inflation.
- Sustainability in terms of economic, environmental, and social perspectives was supported; however, many felt the word sustainability was overused and difficult to define.
- Some participants felt that the Guelph Statement was good at a high level but were cautious about what the policy and program details would be. They highlighted that necessary measurement and practicality needs to be in place while moving initiatives forward simultaneously.

Heavily weighted on the environment and climate change

- While not denying the importance of the environment and climate change, many felt the statement should emphasize the production, affordability, and availability of food for Canada and the world while tackling climate change, not the other way around.
- Participants indicated that meeting global climate change demands might contradict the goal of producing more food.
- Some participants noted a lack of acknowledgement for contributions that primary producers already make to mitigate climate change impacts and wonder how much room there is to do more.
- Barriers were noted for producers trying climate friendly solutions, and support is needed to move the bar.
- A few participants highlighted the value of the industries' focus on the environment and climate change as it aligns with the public's expectations.

Resilience and the one-health¹ perspective were seen as very important for maintaining public trust

- The inclusion of mental health and workplace health and safety were well received. Participants often mentioned public trust as an area that is gaining momentum but still requires work. Although all focus areas are considered important, a healthy environment and public trust are seen as necessary foundations to support the other priorities.

¹ One-health is a multidisciplinary approach that recognizes that the health of people is closely connected to the health of animals and our shared environment.

Most important for the Alberta agriculture, agri-food, and agri-processing industry

- Focus areas considered most important to participants were rising input costs, labour shortages, food sustainability while meeting safety requirements, and the health of animals.
- The importance of domestic food security was emphasized. Participants felt a local, safe, secure food supply is crucial to Canadians, as demonstrated during the pandemic and food supply chain disruptions/market volatility.
- Participants want to ensure the public understands the facts of agricultural production and the work of the agricultural community. It was suggested that government support is needed to ensure these efforts are more effective moving forward.
- With the avian influenza crisis, individuals want good alternatives to maintain bird health and disease surveillance.
- Participants also identified a shortage of veterinarians as a big concern.

Gaps identified

- Participants felt the Guelph Statement was broad and successfully covered a wide range of priorities. While no priority areas were missing, many commented on improvements or acknowledgements that were needed. Acknowledgement of the environmental changes already implemented over the last many years, and increasing the funding envelope to support climate change initiatives was often mentioned.
- Resiliency and public trust were seen as areas that are gaining momentum. Participants agreed the industry would need to be strategic in gaining public trust. This might include better awareness and education on existing industry best practices and the development, adoption, and enhancement of assurance systems that will help to build trust and resiliency in the industry.

Background

Phase-one of the NPF consultation was held June 11 to July 2, 2021. It focused on emerging priorities as well as raising awareness and feedback on the Business Risk Management (BRM) reform policy. The [Phase One What We Heard](#) report is available on alberta.ca.

The development of the NPF began in November 2021 during the annual Federal-Provincial-Territorial agricultural Minister's conference. At the conference, agriculture ministers developed and endorsed the Guelph Statement.

The vision statement for the NPF is that "Canada is recognized as a world leader in sustainable agriculture and agri-food production and drives forward to 2028 from a solid foundation of regional strengths and diversity, as well as the strong leadership of the provinces and territories, to rise to the climate change challenge, to expand new markets and trade while meeting the expectations of consumers, and to feed Canadians and a growing global population."

The Guelph Statement established five priority areas to guide development of the NPF:

- Climate Change and Environment - Tackling climate change and environmental protection to support greenhouse gas (GHG) emission reductions and the long-term vitality of the sector while positioning producers and processors to seize economic opportunities from evolving consumer demands,
- Science, Research, and Innovation - Continued and targeted investments in science, research, and innovation to address key challenges and opportunities.
- Market Development and Trade - Supporting sustainable agriculture and economic growth by creating the conditions for Canadian businesses to meet evolving challenges of the interconnected domestic and global marketplace.
- Building Sector Capacity, Growth and Competitiveness - Building sector capacity and growth through realizing the potential of value-added agri-food and agri-products.
- Resiliency and Public Trust - Enhancing resiliency to anticipate, mitigate and respond to risks, including a robust suite of Business Risk Management programs.

Phase-Two Approach

As in previous consultations, stakeholders were engaged through a survey, virtual roundtables, and an email campaign to ensure a variety of audiences had an opportunity to participate. Three virtual sessions were held in May, and the survey closed on June 5, 2022.

The timeline for this engagement ensured Alberta's industry stakeholder input contributed to and informed the deputy minister and minister during their Federal-Provincial-Territorial negotiations in July 2022.

Both the in-person virtual discussions and the online survey focused on the following questions:

- What are your initial reactions to the Guelph Statement?
- What is most important for the Alberta agriculture, agri-food, and agri-processing industry?
- Is there anything missing? Are there any gaps?

This report summarizes what we heard through the virtual sessions and online survey.

Detailed Summary of Engagement Results

The following sections of this report provide greater insights on what we heard during this round of engagement through the on-line survey along with what was heard in the virtual sessions and feedback received via email. Three virtual sessions were held from May 11 to 31, 2022. Twenty-five representatives from 23 different agriculture organizations and associations and two post-secondary institutions participated in the discussions. The survey, which was open between May 9 and June 6, 2022, received 215 responses. A breakdown of how survey respondents identified themselves is shown in Figure 1.

Figure 1 - Survey participants (n=215)

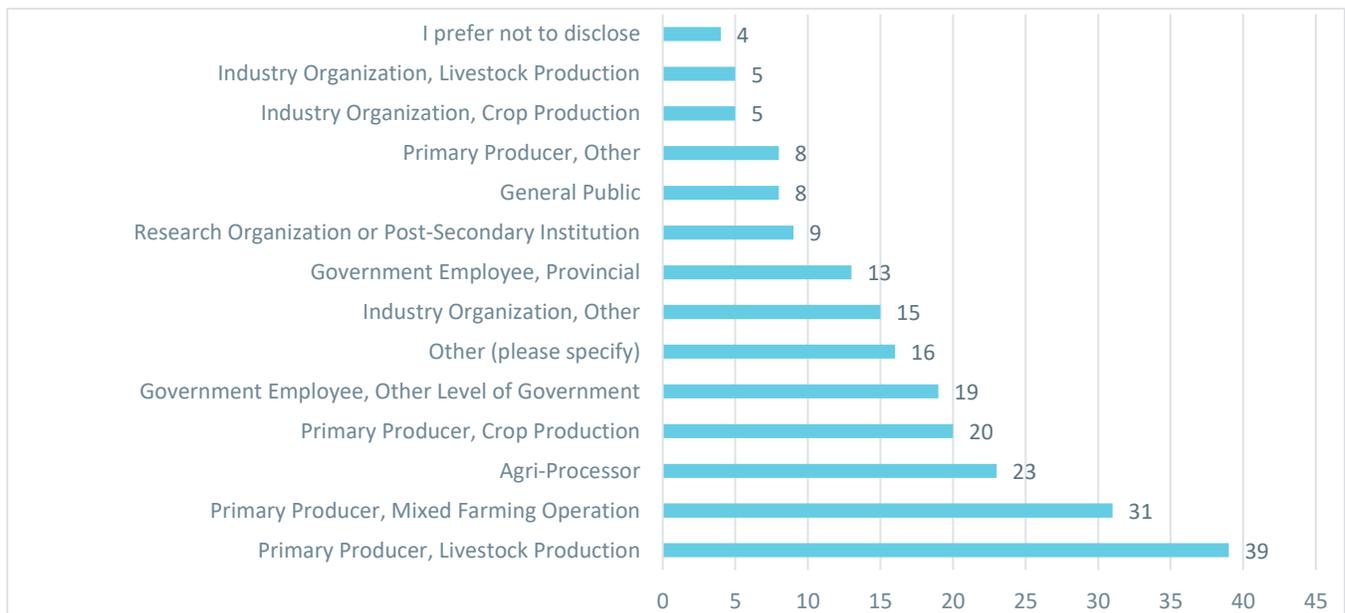
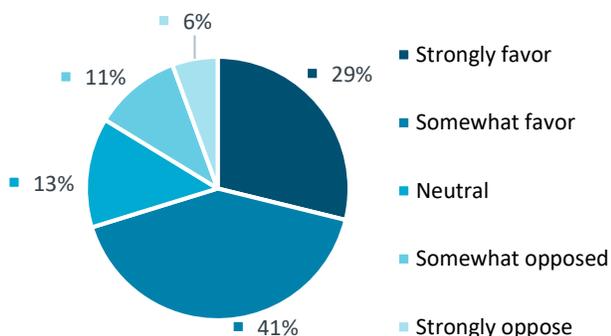


Figure 2 - Survey respondents' overall level of support or opposition to the Guelph Statement. (n=215)



Seventy per cent of survey respondents strongly favour or somewhat favour (support) the Guelph Statement.

Most session participants feel the statement is broad and captures key concepts important to the industry. Some indicated it is too broad, lacks focus, and may be too ambitious to accomplish all the priorities. While the statement is generally supported, survey respondents recognize that program details will be key in determining how well it supports the industry.

Survey respondents feel the statement is a good direction but lacks the deliverables and tools to provide enough focus

to achieve the goals of so many priorities. Because the priority areas are so intertwined, survey respondents are concerned that if one area falters, it will directly affect the success of other priority areas. However, the respondents believe it is possible to achieve all outcomes with the necessary measurement and practicality in place while moving initiatives forward simultaneously.

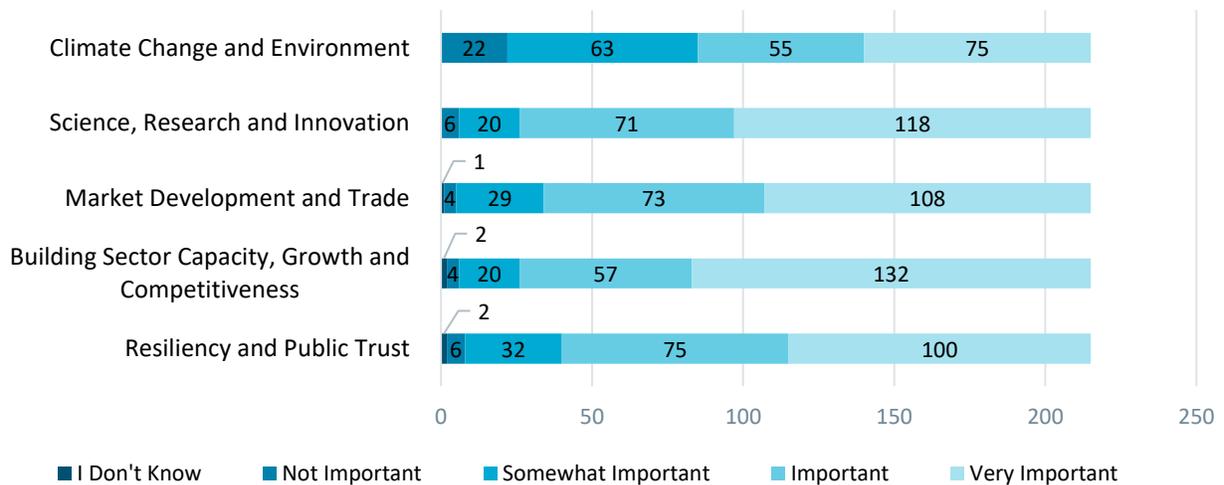
Producers understand the high-level strategy, but feel it is important to relate it at the grassroots level and ensure all costs are not solely placed back on them because the environment and climate action targets will require more resources. They also

identified the federal government might not realize the volume of work already underway by the vast majority of farmers to ensure a healthy environment.

Sustainability in terms of economic, environmental, and social perspectives was supported; however, many feel the word sustainability is overused and difficult to define.

In the following chart, survey respondents were asked to rank each priority area in order of importance from 'Not Important' to 'Very Important'. Respondents were also able to select 'I don't Know' from possible responses.

Figure 3 – Survey Respondents RANKING priority areas in order of importance (n=215)



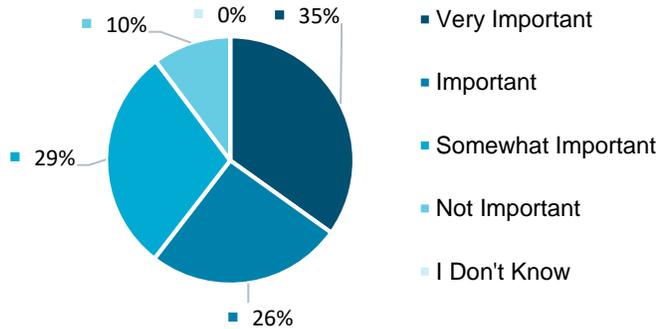
For the priority areas of building sector capacity, growth and effectiveness; science, research, and innovation; market development and trade; and resiliency and public trust; 175-189 of respondents ranked them as important or very important. For climate change and environment, 130 survey respondents ranked it as important or very important – a significantly lower ranking.

There are various levels of support and criticism for priority areas; however, the priority areas are seen to align with the challenges faced by the agricultural sector. Stakeholders expressed a need for clear deliverables and tools, and strong communication between sector groups was identified as critical to support and grow the industry as a whole.

Many survey respondents emphasized all the priority areas are important and acknowledged their interconnectedness. For example, strong sector capacity is needed to maintain access to markets, and this is done through science, research, and innovation and being able to credibly demonstrate sustainable practices along the entire value/supply chains. Each priority area is elaborated on throughout the report to gain greater context and understanding of the feedback gathered during the consultation process.

Climate Change and Environment Priority

Figure 4 - Survey responses to “In your opinion, how important is the Climate Change and Environment priority area?” (n=215)



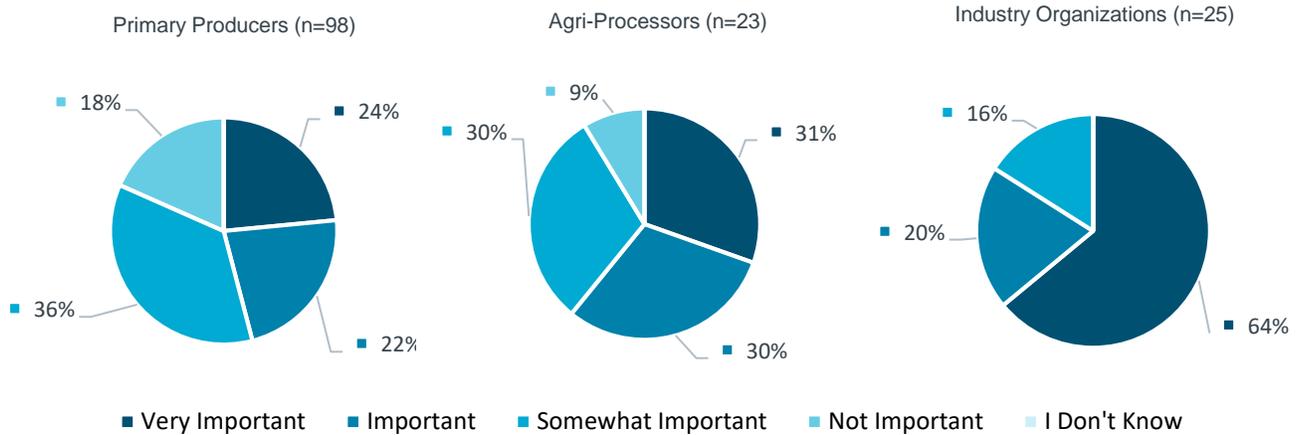
Sixty per cent of all survey respondents said climate change and environment are important/very important. This priority area was also the most diverse with some of the highest scores for somewhat important (29 per cent) and not important (10 per cent).

For the purposes of displaying this data, three sub-groups have been selected based on their direct involvement in our NPF in-person sessions. These groups were primary producers, agri-processors and industry organizations. Charts representing this breakdown are in figures 5, 7, 9, 11, 13, and 15.

Both survey respondents and session participants noted a lack of acknowledgement for the contributions that primary producers already make to mitigate climate change impacts and wonder how much room there is to do more.

A few individuals highlighted the value of industries' focus on the environment and climate change as it aligns with the public's expectations.

Figure 5 – Primary Producer, Agri-Processor, and Industry Organization responses on the importance of Climate Change and Environment



When the survey responses in Figure 5 are looked at by the three largest stakeholder types, there was a significant difference in their respective important/very important responses. Forty-six per cent of producers and 61 per cent of processors said climate change and environmental was very important or important versus 84 per cent of survey respondents who identified as industry organizations. However, when each group was asked to rank the areas of focus identified under climate change and environment, 'protect and regenerate soil, water and air quality' was ranked highest by all three groups and is consistent with the overall survey results (see Appendix A).

Table 1: Results of Survey ranking exercise for the climate change and environment priority area

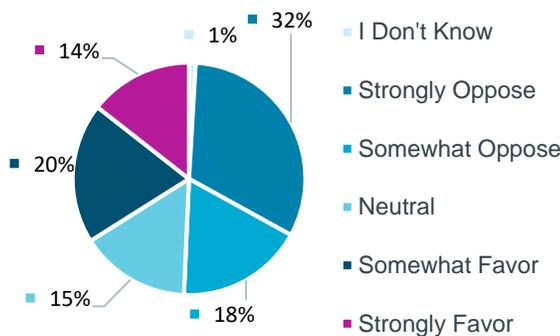
(1 being the most important and 4 being the least important). (n=214)

Focus Areas	Average Rank	
Protect and regenerate soil, water, and air quality.	1.67	Higher Preference
Prepare for and respond to a changing climate by supporting beneficial management practices and accelerating technological adoption.	2.50	
Improve biodiversity and protect sensitive habitats.	2.53	
Reduce greenhouse gas emissions and improve carbon sequestration.	3.26	Lower Preference

Table 1 illustrates the average rank of each focus area within the climate change and environment priority area from 214 respondents. The ranking displayed does not indicate that focus areas lower on the scale are unimportant to respondents. The focus areas were ranked against one another (one being the most preferred and four being the least preferred), encouraging the selection of one over another. These results identify preferences of one focus area over another but do not identify the overall importance of a focus area with respect to the Guelph Statement as a whole.

Greenhouse Gas Reduction Targets

Figure 6 – Survey responses to the proposed Greenhouse Gas (GHG) reduction targets for the Canadian Agricultural Sector. (n=215)

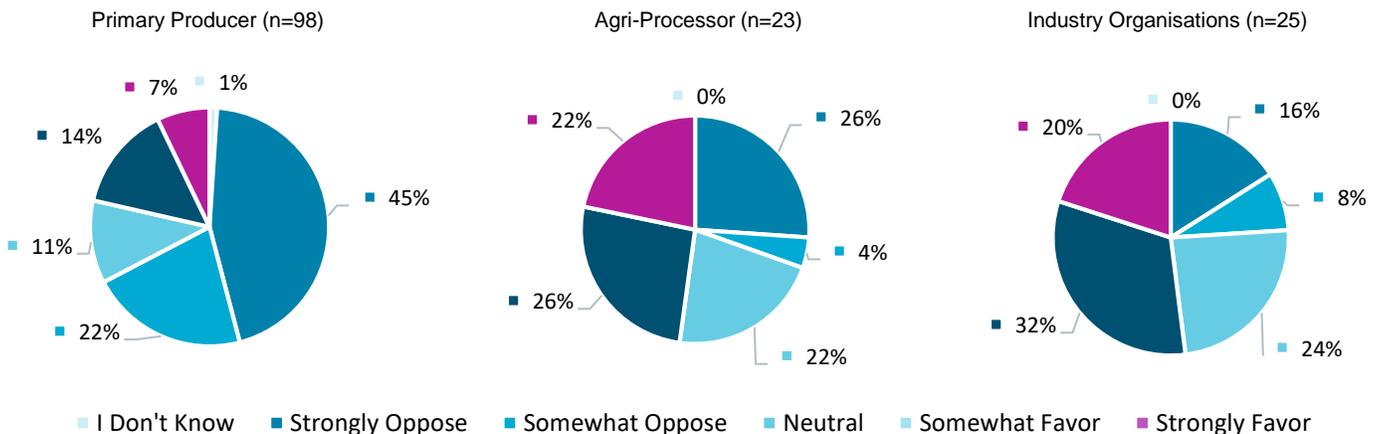


Overall, the proposed greenhouse gas (GHG) reduction target for the Canadian agricultural sector is somewhat opposed or strongly opposed by 50 per cent of all survey respondents (primary producers - 67 per cent, industry organizations - 24 per cent, processors - 30 per cent).

The high percentage of survey respondents that are opposed can be attributed to a higher percentage of primary producers (67 per cent) opposing GHG reduction targets as illustrated in Figure 7. Further evidence of this is identified within the climate change and environment ranking exercise, where primary producers almost unanimously selected “reduce greenhouse gas emissions and improve carbon sequestration” as the lowest area of importance (see Appendix A).

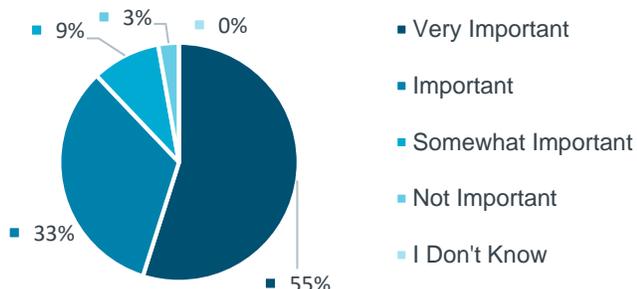
Both session participants and survey respondents indicated an increase in funding is needed to address the broadened scope of the Guelph Statement and the increased emphasis on climate change.

Figure 7 – Primary Producer, Agri-Processor, and Industry Organization responses to the proposed Greenhouse Gas (GHG) reduction targets for the Canadian Agricultural Sector.



Science, Research, and Innovation Priority

Figure 8 – Survey responses to “In your opinion, how important is the Science, Research, and Innovation priority area?” (n=215)



Eighty-eight per cent of survey respondents find science, research, and innovation important or very important.

In the virtual sessions, stakeholders questioned if there is enough science behind the policies being developed and expressed concern that decisions are made based on public opinion, not the concrete evidence needed to support the decision. They feel effective research, data sharing, demonstration, and knowledge transfer are key to meeting goals in the Guelph Statement.

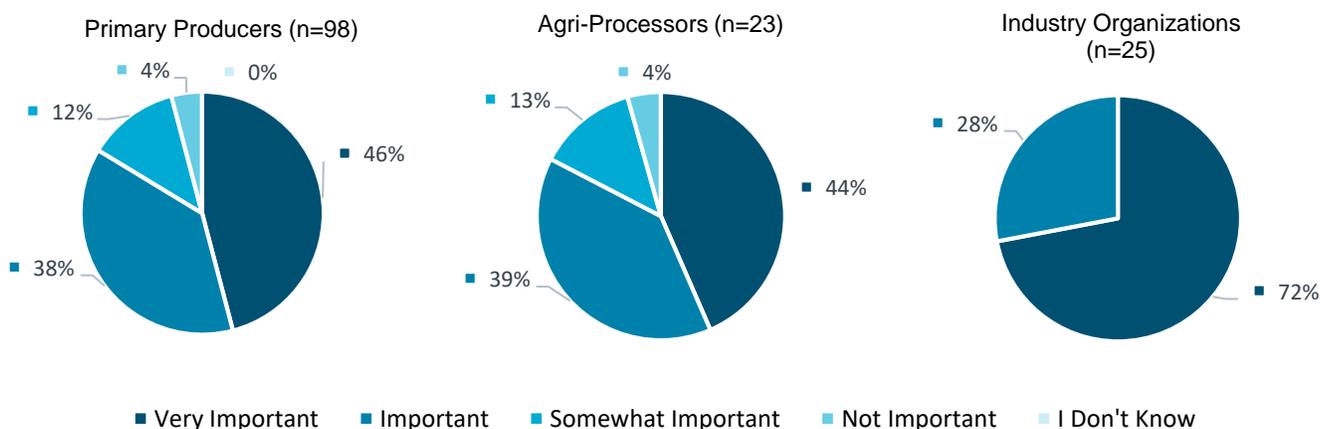
Some are frustrated that what is in the Guelph Statement is not aligned with what is being implemented. For example, the focus on technology is high, but realistically rural communities have limited access to it.

Survey respondents acknowledge the innovation and technology required to develop products and practices for both primary producers and processors. They feel an emphasis on climate change is crucial, but more support is needed to innovate, develop and stay competitive with the rest of the world. The priority should be to keep agriculture producers in business, particularly as input costs continue to rise adding pressure on economic stability for farmers.

The respondents also commented on the importance of supporting scientific advancements in artificial intelligence and processing. They also signaled that some solutions do not even require scientific advances and are much easier to action.

Producers feel they are already good stewards of the land and that working on existing initiatives would provide more incentive, instead of trying to adopt new ones.

Figure 9 – Primary Producer, Agri-Processor, and Industry Organization responses on the importance of the Science, Research, and Innovation.



When the survey responses in Figure 9 are looked at by the three largest stakeholder types represented, it shows that 84 per cent of primary producers and 83 per cent of agri-processors, rank science, research, and innovation as very important or important, while 100 per cent of industry organizations saw it as very important or important.

Table 2: Survey results of ranking focus areas within Science, Research, and Innovation priority area (1 being the most important and 5 being the least important). (n=212)

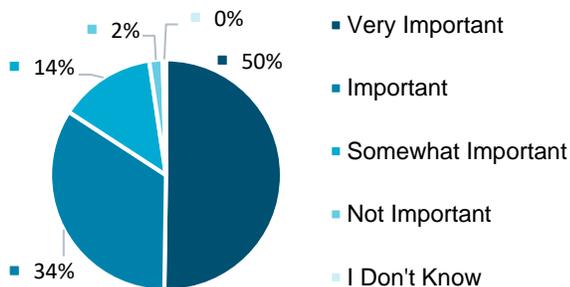
Focus Areas	Average Rank	
Support research in primary agriculture, agronomy, and value-added.	2.10	Higher Preference
Accelerate the development and adoption of new technologies and finding energy efficiencies.	2.64	
Enhance data collection, extension activities, performance measures, knowledge exchange and transfer.	3.16	
Address challenges such as climate change and pursue opportunities such as new markets.	3.49	
Supporting pre-commercialization and start-ups in such areas as innovative labour solutions and bioproducts.	3.57	Lower Preference

Table 2 illustrates the average rank of each focus area within the science, research, and innovation priority area from 212 respondents. The ranking displayed does not indicate that focus areas featured lower down the scale are not important to respondents. The focus areas were ranked against one another (one being the most preferred and five being the least preferred), encouraging the selection of one over another. These results identify preferences of one focus area over another but do not identify the overall importance of a focus area with respect to the Guelph Statement as a whole.

Forty-five per cent of respondents ranked “support research in primary agriculture, agronomy and value-added” as the top priority, with a further 24 per cent ranking it as their second highest. This was the strongest level of support identified within this area as identified with an average rank of 2.10. Conversely, “supporting pre-commercialization and start-ups in such areas as innovative labour solutions and bioproducts” was identified as having the lowest average rank (3.57), with 35 per cent ranking this as the lowest priority and 25 per cent ranking it as the second lowest.

Market Development and Trade Priority

Figure 10 – Survey responses to “In your opinion, how important is the Market Development and Trade priority area?” (n=215)



Overall, 84 per cent of survey respondents find market development and trade important or very important.

Session participants and survey respondents emphasized the importance of domestic security. They felt a local, safe, secure food supply is crucial to Canadians (demonstrated during the pandemic and food supply chain disruptions/market volatility).

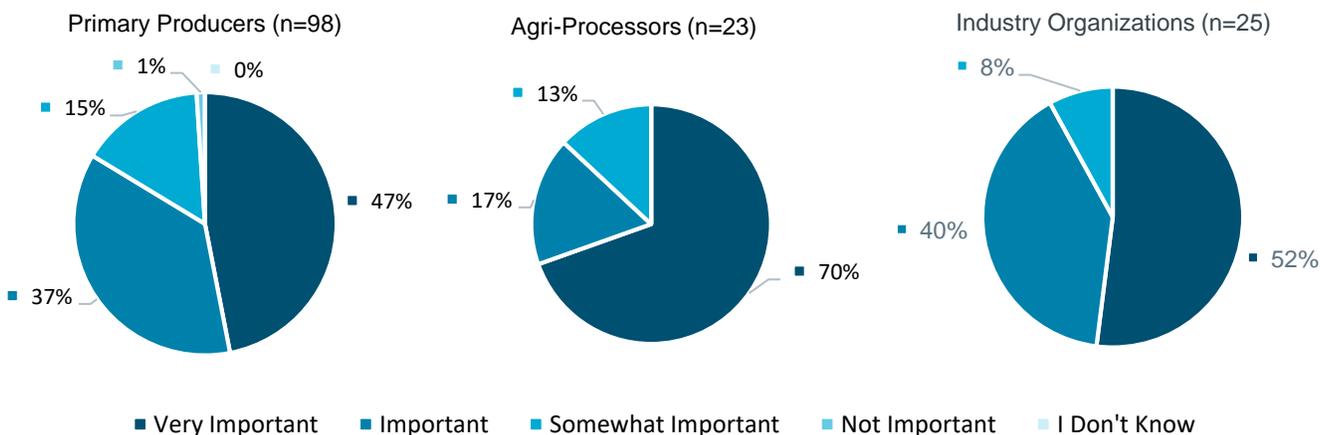
Individuals felt that Canada has the required resources and skills to be a world leader in the next generation of agriculture with a balance of research and innovation, environment, and profitability. But they indicated that climate change and environment and market development and trade priority areas seem at cross-purposes at times.

Participants felt they are trying to be more climate aware, but if other producers or countries do not have the same practices, they may have greater success because of fewer constraints putting Canada at a disadvantage globally. Many survey respondents support more local food economies, small farm production, and buying directly from them and less from big agriculture or buying imported goods. They also stated that barriers to interprovincial trade should be removed. They feel this could reduce the distances travelled to gain market access, which could be good for the environment.

Some feel that market development and trade and building sector capacity and competitiveness should be a higher priority, with strong programs and policies that make it easier for agriculture to produce and sell products without the red tape that often slows the process down. Demand for distribution will then drive growth and competitiveness in the sector. Overall, it is felt that all stakeholders need to collaborate to leverage innovation, regional strengths, and diversity.

Note: Due to a limitation within the survey, a ranking of focus areas within the priority area is not available for the market development and trade priority area.

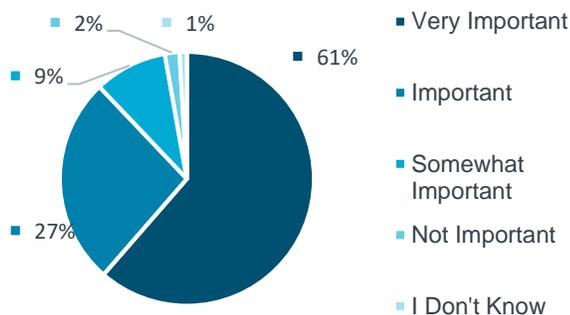
Figure 11 – Primary Producer, Agri-Processor, and Industry Organization responses on the importance of the Market Development and Trade.



When the survey responses in Figure 11 are looked at by the three largest stakeholder types represented, it shows that 47 per cent of primary producers and 52 per cent of industry organizations that represent producers rank market development and trade as very important. This is in contrast to agri-processors at 70 per cent. If both very important and important are considered, then all three stakeholder types rank this priority between 84 and 92 per cent.

Building Sector Capacity, Growth and Competitiveness Priority

Figure 12 - All survey participants' response to "In your opinion, how important is the Building Sector Capacity, Growth and Competitiveness priority area?" (n=215)



Eighty-eight per cent of survey respondents find building sector capacity, growth and competitiveness important or very important.

While not denying the importance of the environment and climate change, many session participants and survey respondents feel the statement should emphasize the production, affordability, and availability of food for Canada and the world while tackling climate change, not the other way around. Session participants indicated that meeting global demands might contradict the goal of producing more.

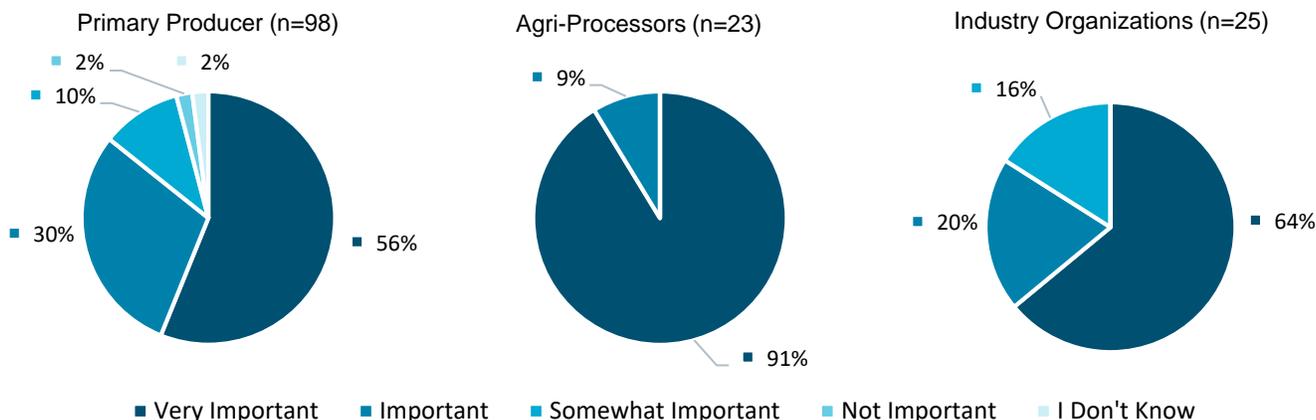
Concerns were shared about the lack of support for new and young farmers. Start-up costs are high, and young and new farmers are often a forgotten demographic. If there is not enough

support for them to be established, the long-term health of the industry could be in trouble. Support for small family farms and the importance of practices being transitioned from one generation to the next were also identified as necessary for the industry's overall success.

Survey respondents feel a need for strong sector capacity to access and maintain market access. This is done through science, research, and innovation and being able to credibly demonstrate sustainable practices along the entire value/supply chains. Building sector capacity, growth and competitiveness, and science, research, and innovation are intertwined in this example. This is just one more example of how connected the priority areas are and that they heavily rely on each other.

Survey respondents also stated the importance of growing our position in the world market by strengthening agri-processing and becoming more competitive. They do not feel they are the ones to change the climate as they have been adapting to the ever-changing climate for many decades. The respondents emphasized that sector growth comes before the burden of climate change and environment.

Figure 13 – Primary Producer, Agri-Processor, and Industry Organization responses on the importance of Building Sector Capacity, Growth and Competitiveness.



When the survey responses in Figure 13 are looked at by the three largest stakeholder types represented, it shows that 56 per cent of primary producers and 64 per cent of industry organizations rank building sector capacity, growth and competitiveness as very important compared to 91 per cent of agri-processors. If both very important and important are considered, we see a similar responses of 84 to 86 per cent for primary producers and industry organizations versus 100 per cent for processors.

Table 3: Results of Survey Ranking exercise for the Building Sector Capacity, Growth and Competitiveness priority area. (1 being the most important and 5 being the least important) (n=214)

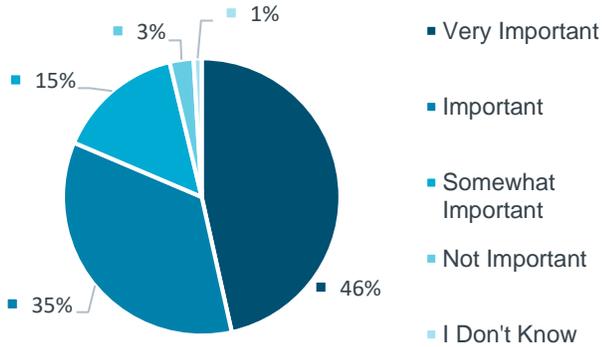
Focus Areas	Average Rank	
Support new or emerging primary, value-added and processing opportunities.	2.41	Higher Preference
Foster the next generation of farmers, considering economic, training, and other barriers to entry.	2.81	
Improve productivity through the development and adoption of technology, digitization, and artificial intelligence.	3.11	
Pursue economic opportunities through efficiency improvements, reducing and recovering food and other wastes, and growing the bio economy.	3.27	
Enhance labour attraction and retention, training, and automation.	3.36	Lower Preference

Table 3 illustrates the average rank of each focus area within the building sector, growth and competitiveness priority area from 214 respondents. The ranking displayed does not indicate that focus areas lower on the scale are unimportant to respondents. The focus areas were ranked against one another (one being the most preferred and five being the least preferred), encouraging the selection of one over another. These results identify preferences of one focus area over another, but do not identify the overall importance of a focus area with respect to the Guelph Statement as a whole.

When looking at the data, there were a range of averages from 2.41 to 3.36, indicating that the respondents shared no strong focus area preference. This tight grouping may indicate that we may have several competing focus areas within the building sector, growth and competitiveness priority area - with some very small margins separating certain focus areas.

Resiliency and Public Trust Priority

Figure 14 – Survey responses to “In your opinion, how important is the Resiliency and Public Trust priority area?” (n=215)



Eighty-one per cent of survey respondents find resiliency and public trust important or very important. This is in contrast to agri-processors at 62 per cent.

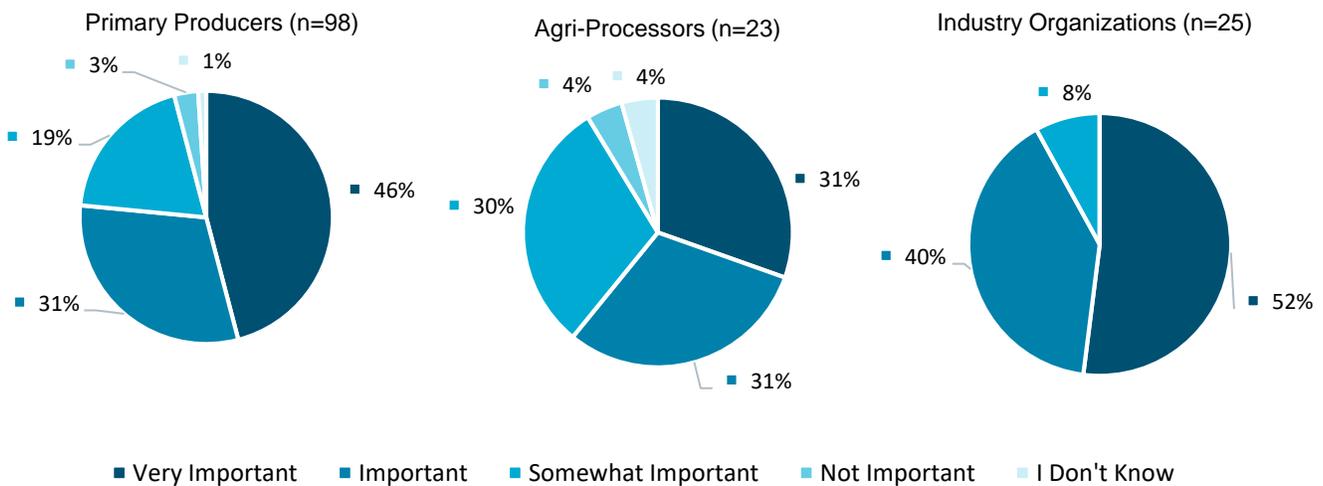
Although all priority areas are considered important, a healthy environment and public trust are seen as necessary foundations to support the other priorities. Some feel the divide between rural and urban is growing.

Survey respondents stated that without investing in scientific research and innovation, adaptation to climate change and the environment, stakeholders will not have resilience or public trust. Without public trust, they will not be able to access markets and grow to be competitive. They believe biosecurity and environmental practices are key components in producing safe and sustainable food.

Producers also want to ensure the public understands the facts of agricultural production and the work of the agricultural community. Better awareness and education around what has already been done, along with the development, adoption and enhancement of assurance systems, is necessary. They expressed the need for support from the government in these efforts.

With a shortage of veterinarians in the province, concerns were expressed about how producers can maintain the overall health of their animals. With the avian influenza crisis, producers want good alternatives to maintain bird health (and disease surveillance), but due to high costs, they are hesitant to use available testing.

Figure 15 – Primary Producer, Agri-Processor, and Industry Organization responses on the importance of Resiliency and Public Trust.



When the survey responses in Figure 15 are looked at by the three largest stakeholder types represented, it shows that 46 per cent of primary producers and 31 per cent of industry organizations rank resiliency and public trust as very important compared to 31 per cent of agri-processors. If both very important and important are considered, the variance in the range of support grows to 77 per cent of primary producers versus 62 per cent of processor versus 92 per cent of industry organizations.

Table 4: Survey results of ranking focus areas within Resiliency and Public Trust priority (1 being the most important and 8 being the least important). (n=212)

Focus Areas	Average Rank	
Build the resiliency of the entire food chain.	3.09	Higher Preference
Fostering awareness of sector commitment to the sustainable production of safe, high-quality food and building public trust while increasing sector awareness of the expectations of consumers.	3.78	
Provide Business Risk Management (BRM) programs that are timely, equitable, and easy to understand.	4.33	
Encourage and support proactive risk management, including climate risk.	4.63	
Support and empower producers and agri-food workers to take care of their mental health.	4.95	
Support the sector to develop, adopt, and enhance assurance systems.	4.96	
Protect and enhance plant and animal health and animal welfare, through a "One Health" perspective.	5.00	
Support worker health and safety.	5.13	Lower Preference

Table 4 illustrates the average rank of each focus area within the resiliency and public trust priority area from 212 survey respondents. The ranking displayed does not indicate that focus areas featured lower down the scale are not important to respondents. The focus areas were ranked against one another (one being the most preferred and eight being the least preferred), encouraging the selection of one over another. These results identify preferences of one focus area over another but do not identify the overall importance of a focus area with respect to the Guelph Statement as a whole.

Based on the data collected, session participants consider all of the focus areas listed in Table 1 as gaining momentum and requiring a strategic approach by industry. A range of averages, from 3.09 to 5.13, indicates that the respondents shared no strong focus area preference. This tight grouping may indicate a need to focus on all areas within resiliency and public trust with some slight preferences for the level of importance.



Next Steps

The information gathered during the engagement activities informed Alberta's negotiation position for the NPF discussions at the annual conference of Federal-Provincial-Territorial Ministers and Deputy Ministers of Agriculture in July 2022.

Over the coming year, AFRED will continue the dialogue about the development of the new framework and positioning Alberta's agriculture, agri-food and agri-products industry for greater success.

The Sustainable Canadian Agricultural Partnership will launch in the spring of 2023.

Appendix A

Climate Change and Environment focus area ranking by survey respondent category

Primary Producer Data (n=98)

Focus Areas	Average Rank	
Protect and regenerate soil, water, and air quality.	1.56	Higher Preference
Prepare for and respond to a changing climate by supporting Beneficial Management Practices and accelerating technological adoption.	2.42	
Improve biodiversity and protect sensitive habitats.	2.52	
Reduce greenhouse gas emissions and improve carbon sequestration.	3.45	Lower Preference

Agri-Processor Data (n=23)

Focus Areas	Average Rank	
Protect and regenerate soil, water, and air quality.	1.87	Higher Preference
Prepare for and respond to a changing climate by supporting Beneficial Management Practices and accelerating technological adoption.	2.61	
Improve biodiversity and protect sensitive habitats.	2.70	
Reduce greenhouse gas emissions and improve carbon sequestration.	2.83	Lower Preference

Industry Organizations (n=25)

Focus Areas	Average Rank	
Protect and regenerate soil, water, and air quality.	2.00	Higher Preference
Prepare for and respond to a changing climate by supporting Beneficial Management Practices and accelerating technological adoption.	2.20	
Improve biodiversity and protect sensitive habitats.	2.67	
Reduce greenhouse gas emissions and improve carbon sequestration.	3.08	Lower Preference