

## CAPI understands agriculture and agri-food

- Our vision is to make Canada a growing global leader in trusted sustainable agriculture and food systems that enhance the health, wealth and well-being of Canadians – and everyone else who relies on our food products.
- We look “around the curve” to rethink how our food systems can achieve the growth goals for agri-food set out by the Advisory Council on Economic Growth AND economic and environmental goals that are important to producers, processors and Canadians consumers alike.

## CAPI supports Canada’s role as an agri-food leader by:

- **Stimulating thinking** about policy issues beyond individual stakeholder “silos” to broader solution spaces, for example, moving the conversation from scale of growth to quality of growth.
- **Consolidating research** and information about policy issues with broader solution spaces that look across specific problems and where there are critical gaps, CAPI will complete research studies to fill those gaps.
- **Convening dialogues** which bring together stakeholders to hold solution-focused conversations based upon research, about the policy issues. CAPI’s neutrality and independence help to provide a safe forum for these conversations.
- **Putting stakes in the ground** in setting out innovative and forward-looking advice and recommendations on select agri-food policy issues.



# *Serving Up The Best from Our Farms and Ranches*

To Canada and the World



**Canada puts safe, sustainable food on the table at home, and abroad, for more people than ever before.**

In fact, over the next decade or so, Canada will feed its own population, while almost doubling its food exports around the world. But quality growth in Canada’s agri-food sectors will mean more than just more food being produced—it will also mean that more value-added and innovative foods are on offer at home and for export. Canada will contribute to the challenge of a booming demand for food, a global challenge which will mean producing as much food in the next 45 years as in the previous 10,000.



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## Front-line leaders in Canada's agri-food sector trust and rely on CAPI

*"My department, my staff and myself appreciate CAPI's contribution in generating strategic ideas to move the Canadian agri-food sector forward. Often CAPI's ideas and recommendations resonate and strengthen our own ideas and strategies to grow and diversify the agrifood sector in Alberta. Alberta Agriculture and Forestry views CAPI as an important partner."*

**David Burdek, Assistant Deputy Minister, Intergovernmental Relations, Trade and Environment, Alberta Agriculture and Forestry**

*"CAPI is very positive for the sector. We benefit from their sound research, stakeholder engagement and influence on policy thinking. They help Canadian governments and agri-food industry leaders to see farther into the future."*

**Rory McAlpine, Senior Vice President, Government and Industry Relations, Maple Leaf Foods**

**CAPI understands the need for policy options that bring government and industry together and works directly with the federal government, as well as provincial governments, to present policy options to enhance the vibrancy of Canada's agri-food sector.**

### How does CAPI help Canadians?

CAPI is an independent, non-partisan think leader that brings insight, evidence and balance to emerging agriculture and agri-food issues, with emphasis under four pillars:



**CAPI's research, dialogues and outreach provide policy options to Canadians for a financially stronger agri-food sector with improved trade access to growth markets while carving out a unique position as trusted supplier, making Canada a disruptive force to the global depletion agriculture model that is not sustainable. CAPI's task is to provide policy options and discussion to keep our industry in a leadership position, bringing together discovery science, innovation and scaling to achieve the vision of being a trusted global leader in safe, nutritious and sustainable food in for the 21st century.**