



GEORGE MORRIS CENTRE

## *Policy Focus – It's Time to Implement Change*

### **Part 3 of 3**

**Guelph, ON (March 1, 2007)** The George Morris Centre, The Canadian Agri-Food Policy Institute, The Canadian Federation of Agriculture, Agriculture and Agri-Food Canada, The Institute of Agri-Food Policy Innovation. What do we have in common? First and foremost, we are all interested in ensuring that agricultural policies benefit those working in the sector. Further to that, we have all conducted analyses of current policies and, either at a provincial or national level, we are all working to gain insight from those in the sector, those affected by policy.

Input sessions held by several of these organizations have gathered an abundance of information from every link in the supply chain. It should come as no surprise, when reviewing the reports from each, that the findings contain more similarities than differences with regard to changes needed to support the sector. Now we must take the next step, and ensure that implementation of the next generation agriculture and agri-food policy includes these changes.

As stated in part one of this series, there are several factors that will affect the markets for Canadian products:

- Developing countries offer a substantial growth opportunity, whereas developed countries have a much more limited growth potential for traditional food products;
- Developed and developing countries will have increased demand for differentiated products;
- There will be growth in the use of traditional commodities to produce nontraditional products.

Policies can affect these changing market opportunities in several ways. Most importantly, innovation and productivity must be supported. Investment in these areas needs to be encouraged through changes to tax structure, research, and regulatory systems. As well, human resource areas like labour availability, skills

development, and management training must be addressed. This means that AAFC, Health Canada, Finance Canada, Environment Canada, HRSDC, and others must work together, and must also realize that limitations in one area have the potential to cancel out any positive changes elsewhere. The inherent links between these functional groups must be recognized and upheld in order to ensure success.

At the same time, those involved in the sector must take responsibility as well. Changes to policy can improve the atmosphere in which business is done, but those doing business must recognize the need to adapt to change. Based on the input sessions and the resulting information from the organizations mentioned above, it is evident that the will to change is there. The only thing left is to make it happen, and that must come through working together. There is still time to take part in the public input process. Visit <http://nextgen.dialoguecircles.com/> before March 18, 2007.

Further details on each of the key areas of change are available in “**Canadian Agri-Products Policy Project: Vision, Mission, Intents and Instruments**”, which may be obtained from the George Morris Centre website, [www.georgemorris.org](http://www.georgemorris.org).

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For additional information please contact  
Joanne Falk  
Manager, External Relations  
George Morris Centre  
519-822-3929, ext. 218  
[joanne@georgemorris.org](mailto:joanne@georgemorris.org)

The George Morris Centre is a national, not-for-profit think tank, focused on the Canadian Agri-food sector. The Centre provides perspective, critical information, strategic analysis, and planning, as well as education on issues affecting the sector.