

Industry Prosperity.



The Conference Board
of Canada

Le Conference Board
du Canada

1

The food sector is viable and prosperous.

2

The food sector is innovative, competitive, and growing.

3

Up-to-date policies, laws, and regulations address food industry and household interests.



Canadian Food Strategy 8 Goals + Desired Outcomes.



Healthy Food.

4

Canadians eat healthier and have balanced diets.



Canadians have low rates of diet-related chronic diseases.

5

Food Safety.

Canada is the world leader in food safety.

6



Household Food Security.

All Canadians have access to safe, nutritious, and affordable food.

7



Environmental Sustainability.



8

The food sector is an excellent environmental performer that increases food production sustainably.

Canadian Food Strategy

8 Goals + Desired Outcomes.



Industry Prosperity

Goal 1: The food sector is viable and prosperous.

Global Competitiveness

- 1.1 Food Exports Expand in Existing and Emerging Markets
- 1.2 International Trade Is Liberalized
- 1.3 Canada's Food Brands Are Internationally Renowned and Widely Sold

National Capacity

- 1.4 Producers and Processors Improve Performance by Optimizing Scale
- 1.5 Capital Markets Invest More in the Food Economy
- 1.6 Business Management Performance Improves in the Food Sector
- 1.7 Supply Management Is Fundamentally Reformed

Local Specialization

- 1.8 Local Food Economies Are Prosperous
- 1.9 Canada Is a Leading Food and Drink Tourism Destination

Goal 2: The food sector is innovative, competitive, and growing.

- 2.1 Innovation Investment Improves Food Sector Productivity and Competitiveness
- 2.2 Crop Yields and Livestock Productivity Increase
- 2.3 Innovative Management Practices and Business Models Are Adopted
- 2.4 Canadian Farmers Use Technology to Improve Output and Performance
- 2.5 Fishing and Aquaculture Production Grows Sustainably
- 2.6 Food Traceability Wins International Customers for Canadian Products
- 2.7 Innovative Products Find Global Markets
- 2.8 Canadian Know-How and Expert Systems Are Sold Globally
- 2.9 Food Companies Expand Business in Emerging Markets
- 2.10 Canadian Firms Produce and Import More Culturally Specific Foods
- 2.11 Skilled Talent for Food Sector Productivity and Innovation Is Developed and Imported

Goal 3: Up-to-date policies, laws, and regulations address food industry and household interests.

- 3.1 Laws and Regulations Are Streamlined, Standardized, and Focused on Outcomes
- 3.2 Regulatory Barriers to Domestic and International Trade Are Removed
- 3.3 Regulatory Systems Are Selectively Harmonized
- 3.4 Labelling Rules About Country of Origin and Content Are Clear and Consistent
- 3.5 Private Standards Have Standing Within the Public Regulatory Regime



Healthy Food

Goal 4: Canadians eat healthier and have balanced diets.

- 4.1 Canadians Know How to Select, Store, and Prepare Foods to Maintain Their Health
- 4.2 Labelling and Packaging Make Nutritional Content Clear to Consumers
- 4.3 Advertising Unhealthy Foods to Children Is Reduced
- 4.4 All Canadians Access Affordable and Nutritious Food
- 4.5 New Healthy Foods Reach Market
- 4.6 Market Approvals Speed Up for Foods With Health Benefits
- 4.7 Malnutrition Is Reduced or Eliminated

Goal 5: Canadians have low rates of diet-related chronic diseases.

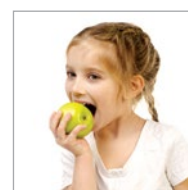
- 5.1 Canadians Make Dietary Choices That Reduce or Alleviate Chronic Diseases
- 5.2 Trans Fats, Sodium, and Sugar Consumption Levels Decline
- 5.3 Canadians With Dietary Problems Experience Lower Rates of Chronic Disease
- 5.4 Children Eat Better; Consume Less Sodium, Trans Fats, and Sugar; and Become More Active
- 5.5 Obesity Rates Fall
- 5.6 Foods and Ingredients That Prevent or Alleviate Chronic Diseases Are Identified, Created, Approved, and Promoted



Food Safety

Goal 6: Canada is the world leader in food safety.

- 6.1 Canada Has One of the Lowest Food-Borne Illness Rates in the World
- 6.2 Food System Incidents and Breakdowns Are Resolved Quickly and Transparently
- 6.3 The Safety of Imported Foods and Global Food Industry Supply Chains Is Improved
- 6.4 Public and Private Systems of Food Safety Standards Are Linked, Improving Safety
- 6.5 A National Traceability System Tracks Foods and Ingredients Quickly and Accurately
- 6.6 Food Safety Inspection Ensures That Local Producers and Processors Deliver Safe Products
- 6.7 Food Safety Practices Are Widely Promoted and Adopted by Firms and Farms
- 6.8 The Food Safety System Addresses Weaknesses and Gaps in Corporate Safety Systems
- 6.9 Pre-market Approval System for Additives With Food Safety Benefits Speeds Up



Household Food Security

Goal 7: All Canadians have access to safe, nutritious, and affordable food.

- 7.1 Disadvantaged, Low-Income, and At-Risk Canadians Have Access to Safe and Nutritious Affordable Food
- 7.2 Residents of Nutritionally Poor Urban Neighbourhoods Have Access to Safe and Nutritious Food Through Broadened Retail and Local Food Distribution
- 7.3 Aboriginals and Residents of Northern, Rural and Remote Locations Have Access to Safe and Nutritious Food at Affordable Prices
- 7.4 Food-Insecure Individuals Have Improved Literacy Skills That Help Them Access Safe and Nutritious Foods
- 7.5 Domestic Food Supply Continuity Is Maintained During Food Emergencies



Environmental Sustainability

Goal 8: The food sector is an excellent environmental performer that increases food production sustainably.

- 8.1 Food Waste Generated by Industry and Households Is Significantly Reduced or Reused
- 8.2 Canadians Are Environmentally Food Literate
- 8.3 Water Supply, Soil, and Arable Land Are Sustainable
- 8.4 Agricultural Land Is Maintained in Farming Production
- 8.5 Air Quality and Green House Gas Emission Performance Improve
- 8.6 Private Standards for Sound Environmental Management Are Widely Adopted by Firms, Fisheries, and Farms
- 8.7 Canada Has a Resource-Efficient, Low-Carbon Food System
- 8.8 Fisheries and Aquaculture's Environmental Sustainability Performance Improves
- 8.9 Biodiversity Is Protected
- 8.10 A National Measuring System Accurately Assesses the Food System's Environmental Impacts

