Social Licence Security
Government’s Role In Building Public Trust
Shelley Jones | July 2015
What the food industry doesn’t want you to know:
YOU’LL NEVER LOOK AT DINNER THE SAME WAY AGAIN.

FOOD, INC.
RATED PG
CHICKEN RAISED WITH CARE, NOT CHEMICALS.

— SERVING NATURALLY RAISED CHICKEN IN THE TWIN CITIES —

PORK FROM FARMERS, NOT FACTORIES.

— SERVING NATURALLY RAISED PORK IN THE TWIN CITIES —
Social Licence

Doing the Right Thing + Building Awareness
Gov’t holds back pork sector: Maple Leaf

President Michael McCain takes aim at policies that restrict barn builds and use of temporary foreign workers

The Manitoba and Canadian governments are sabotaging their hog industry’s chances at success, says Maple Leaf Foods president Michael McCain.

Their failure to work with farmers, processors and exporters to create a world-leading industry has already led to declining production. It will get worse unless those governments assist industry to better compete internationally.

“Those other jurisdictions (like Denmark and the U.S.) will beat us to the punch if they maintain that balance between production and processing, pigs and people, while we tie ourselves in knots with moratoriums, labour program changes, status quo thinking on risk management and timid approaches on raising investment capital,” McCain said in a speech to the Manitoba Pork Council annual meeting April 15.

Maple Leaf Foods, which owns Canada’s biggest hog slaughter plant...
GM Free Zones in B.C.

UBCM can’t stomach genetically engineered foods

By Jeremy Nuttall, 24 hours Vancouver
Thursday, September 19, 2013 6:10:20 PDT PM
Emotion vs. Science
Ontario Neonicotinoid Restrictions

Grain farmers taking Ontario to court over restriction of pesticides linked to bee health

Claire Brownell | June 29, 2015 3:44 PM ET
More from Claire Brownell

Health Canada’s Pest Management Regulatory Agency and the Ontario government started investigating the role of the pesticides in mass bee deaths at 242 bee yards in 2012 before passing regulation restricting the use of neonic in Ontario.
Proactive
What is government’s role?
The Path to Growth

- Improve UNDERSTANDING and appreciation
- Maintain public support and TRUST
- Secure SOCIAL LICENCE
- GROW Saskatchewan’s agriculture industry
Agriculture Awareness Strategy

I. Industry organization and engagement

II. Enterprise efforts to promote agriculture

III. Advance agriculture awareness nationally

IV. Youth and education strategy
Public Trust and Confidence in Canadian Food & Farming

Target audiences
- Farmers & Agri-food

Tactics
- Speak up with pride
- Doing the right thing

Leaders
- Ag More Than Ever

Ag in the Classroom Canada
- Curriculum
- Youth programs

Consumer
- Proactive conversations
- Media
- Campaigns

Farm & Food Care Canada

Drivers Issues
- Intelligence
- Respond
- Strategy

Many CropLife, Ag for Life, Commodities, etc.

WHAT DO WE NEED? SUPPORTERS & ENABLES

Individuals
- Champions

Business & Organizations
- Industry Partners

Government
- Canada
- Provinces

National Charity
- Farm & Food Care Foundation

saskatchewan.ca
Doing the Right Thing...

Building Awareness...

Government Responsibilities

Regulation

Communication

Extension

Coordination
Your Food Grown Here
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