

*A Federal-Provincial-Territorial Initiative*



*Environment*

# ***Putting Canada First***

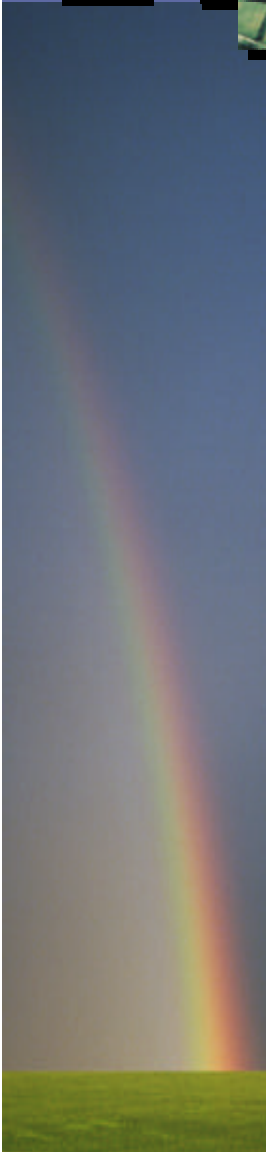
**An Architecture for Agricultural Policy in the 21st Century**





# Overview

- **What the Agricultural Policy Framework is about**
- **What governments are working towards**
- **What the next steps will be**





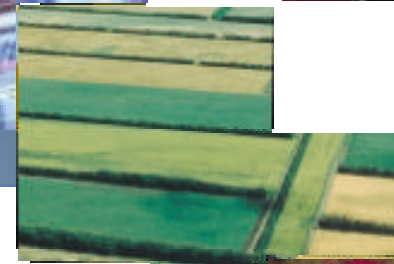
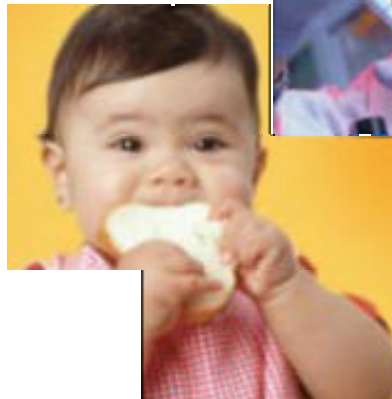
## *Agriculture Ministers agree on priority elements of the policy framework ...*

- Food Safety and Food Quality
- Environment
- Science and Innovation
- Renewal
- Business Risk Management

*...to ensure sustained sector growth and profitability*

- Food Safety and Food Quality
- Environment
- Science and Innovation
- Renewal
- Business Risk Management

**... gaining recognition of Canada at home and abroad as the best in the world**





## *Getting maximum results from the new framework*

- **Securing recognition for Canada's achievements**
  - safety and environmental sustainability of production
  - capacity to deliver on specific quality attributes
  - continuous innovation
- **Ensuring industry can get its products into foreign markets**



## *A comprehensive branding campaign will be developed*

- **Aimed at key, fast-growing markets**
- **With consistent branding messages**
- **That advance trade interests of sector**
- **And demonstrate international leadership on technical trade issues**



*In support of the APF, the federal government has announced the following funding*

<b>New federal funding</b>		<b>5.2 Billion</b>
<b>Funding for the APF</b>		<b>3.4 Billion</b>
<b>Special transition funding</b>	<b>2002-03</b>	<b>600 Million</b>
	<b>2003-04</b>	<b>600 Million</b>
<b>Accelerating the benefits of the APF</b>		<b>589 Million</b>

- **Drought measures**
- **Environmental action**
- **Tools to improve global market access for Canadian products**
- **Innovation**
- **Rural development and cooperatives**

## *Environment Programs*

- **Ministers recognize that environmental stewardship is key to both the industry's long-term sustainability and its profitability.**
- **Federal and provincial agriculture departments and industry partners will work towards common environmental goals for air, water, soil and biodiversity**





## Environment

*Products produced in an environmentally sound manner translate into benefits to producers and consumers*

### In 5 years, we will have:

- Comprehensive national agriculture programs integrated with other federal environmental priorities
- National standards
- New tools for producers that will support environmentally sound food production
- Environmental farm planning as part of normal farm operations
- Marketplace recognition for environmentally sound food production
- Consumer access to quality food produced according to the highest environmental performance standards

***Program elements are based on the following principles***

- **Activities are based on knowledge acquired from research, information and expertise**
- **Program development and design are conducted in collaboration with partners**
- **Programs will influence producers to manage operations in an environmentally sensitive manner**
- **Programs will build on existing successful programs and their delivery mechanisms**
- **Integration will be made with other domestic (on-farm food safety) and international programs (branding)**

# *APF programs*

Programs under the APF will achieve the following:

**On-Farm  
Action**

**Knowledge  
&  
Information**

**Performance  
Measurement**

## *On-farm action*

### **Example: Environmental Scans and Environmental Farm Plans (EFPs)**

- Will allow for high areas of risk to be identified and for incentives to be targeted

### **Example: Greencover**

- To promote sustainable land use and expand the area covered by perennial forages and trees

## *Building knowledge and information*

**Example: National Land and Water Information Service (NLWIS)**

- **Make better information available to producers to manage land and water resources**

**Example: Research—Six theme areas (air, soil, water, biodiversity, Integrated Pest Management, nutrients)**

## *Performance measurement*

### **Example: Agri-environmental indicators**

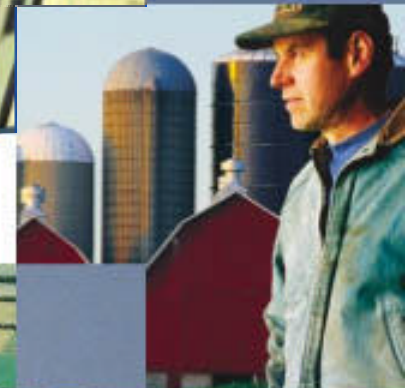
- **Track the environmental performance of the sector and report to the public**



## *Progress to date and next steps*

- **A majority of provinces have signed on to the APF**
- **Negotiations on programming and implementation details ongoing**
- **The APF is slated for implementation April 1, 2003**
- **Programs will be implemented as they are finalized through to 2008**

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[www.agr.gc.ca/puttingcanadafirst](http://www.agr.gc.ca/puttingcanadafirst)