

**WORKING DRAFT**  
**Alberta Agricultural Industry Governance Review**

**Where Alberta's Agricultural Industry is today...Where it needs to be in the future!**

<b>From...</b>		<b>To...</b>	<b>Results</b>	<b>Comments</b>
1. Agriculture is an end	→	<b>Agriculture is the foundation</b>	<b>Accept 68%</b> (32) Accept with Revisions 27% (13) Do not accept 4% (2)	Need more detail...foundation of what?
2. Maintaining status quo	→	<b>Recognizing the need for continuous advancement</b>	<b>Accept 84%</b> (37) Accept with Revisions 17% (6) Do not accept 2% (1)	From statement is not accurate - perhaps conservative, slowly evolving, etc
3. Apathy and lack of engagement	→	<b>Acting with urgency and impact</b>	<b>Accept 68%</b> (30) Accept with Revisions 32% (14) Do not accept 0% (0)	Change the word 'urgency' to responsively, with impact, purpose, with vision, decisively
4. Struggling industry	→	<b>Viable and sustainable industry</b>	<b>Accept 93%</b> (43) Accept with Revisions 6% (3) Do not accept 2% (1)	Add profitable
5. Reactive	→	<b>Pro-active</b>	<b>Accept 84%</b> (37) Accept with Revisions 16% (7) Do not accept 0% (0)	Need a balance - should be both Change 'pro-active' to 'thinking ahead' or 'thinking strategically'
6. Fragmented	→	<b>Organized and responsive</b>	<b>Accept 80%</b> (35) Accept with Revisions 20% (9) Do not accept 0% (0)	Change 'organized' to 'integrated', need to be issues-based, don't need collaboration on everything as there is value in distinct voices
7. Operational focus	→	<b>Strategic focus</b>	<b>Accept 83%</b> (34) Accept with Revisions 17% (7) Do not accept 0% (0)	Need balance - should be both
8. Self-interest/independent	→	<b>Collaborative, cooperative and networking</b>	<b>Accept 93%</b> (42) Accept with Revisions 7% (3) Do not accept 0% (0)	Need to do this where necessary and without losing individual autonomy

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9. Conflicting and reactive policies	→	<b>Enabling and strategic policies</b>	<b>Accept 89%</b> (40) Accept with Revisions 11% (5) Do not accept 0% (0)	Add 'regulations'
10. Commodity and supply-focused	→	<b>Consumer and demand-focused</b>	<b>Accept 84%</b> (37) Accept with Revisions 16% (7) Do not accept 0% (0)	Change 'consumer' to 'customer'
11. Government directed R&D priorities	→	<b>Responsive, industry-led R&amp;D system and priorities are identified through industry/government partnership</b>	<b>Accept 83%</b> (38) Accept with Revisions 15% (7) Do not accept 2% (1)	Industry should lead and government should support - remove 'partnership'
12. Government-led or partnered industry development	→	<b>Industry-led business and industry development with government support</b>	<b>Accept 77%</b> (33) Accept with Revisions 23% (10) Do not accept 0% (0)	Need to clearly define 'industry'