

# Beyond 2020: Thoughts from the Sidelines

Deb Stark  
November 2018

## Part One: Governance

## Is collaboration an end-goal?

- Collaborations are costly
- Incumbents may resist required innovation
- May focus on what can be measured versus what matters
- May blur accountability

Always ask “Is this the best way to proceed?”

3

## What does an effective board look like in 2018?

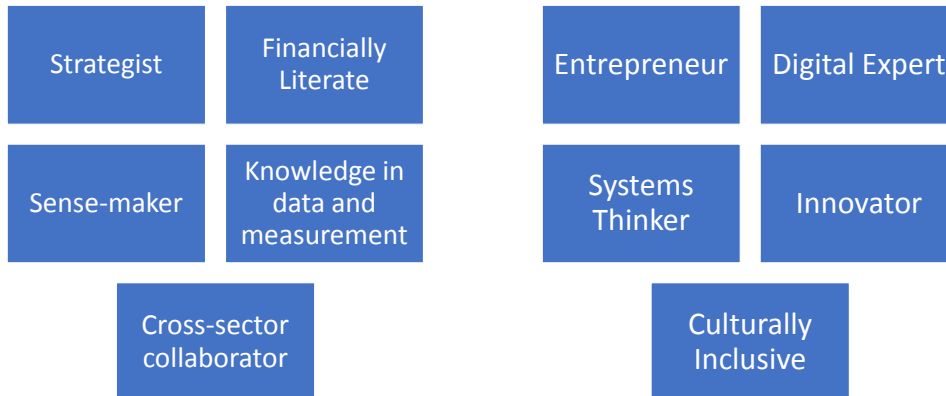
- Expanded roles
- Expectations for meaningful engagement and inclusion
- Must consider how you fit within the system
- Technology (AI, data analytics) means new tools and new expectations
- Generational change is underway



[https://mowatcentre.ca/wp-content/uploads/publications/171\\_EE\\_peering\\_into\\_the\\_future.pdf](https://mowatcentre.ca/wp-content/uploads/publications/171_EE_peering_into_the_future.pdf)

4

## Do you have these emerging board competencies?



[https://mowatcentre.ca/wp-content/uploads/publications/171\\_EE\\_peering\\_into\\_the\\_future.pdf](https://mowatcentre.ca/wp-content/uploads/publications/171_EE_peering_into_the_future.pdf)

5

## Two more questions

Which is more important to NFAHWC?

- “justice” – equity and inclusion
- “innovation” – ability to experiment and test

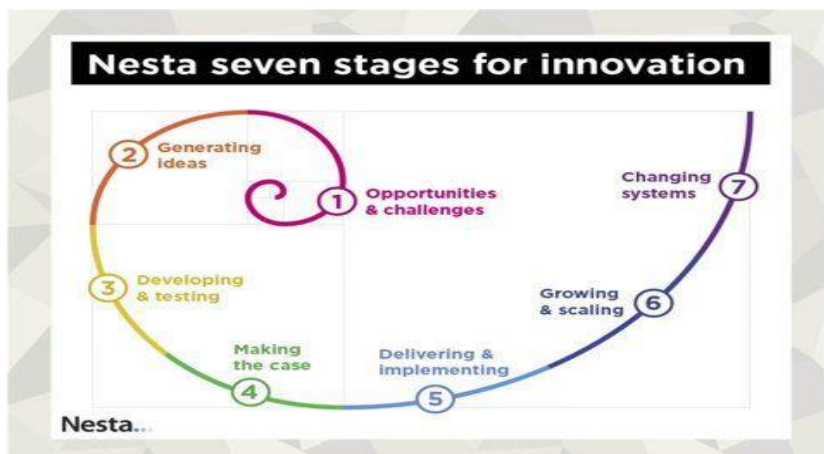
How does NFAHWC measure its success?

- Council is effectively run
- Council delivers on the mission
- Council supports the people you are serving

6

## Part Two: Other Thoughts

How do you drive innovation?

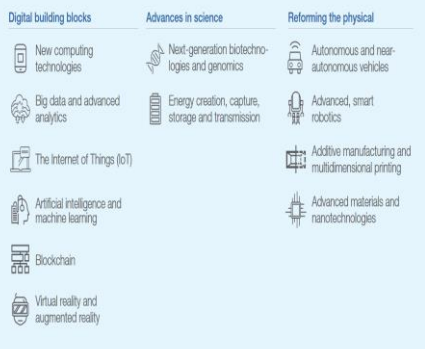


<https://www.nesta.org.uk/>

8

# Are you ready for technology?

Figure 3: Combinations of 4IR technologies can enable innovation to solve challenges faced in food systems



## 15 Emerging Technologies, Policy Horizons Canada

- Soil and air sensors, crop sensors
- Equipment telematics
- Livestock biometrics
- Infrastructure health sensors
- Genetically designed food
- In vitro meat
- Variable rate swath control
- Rapid iteration selective breeding
- Agbots, alone or in swarms
- Precision Ag
- Ecological Closed systems/Vertical farming
- Synthetic biology

<https://www.weforum.org/reports/innovation-with-a-purpose-the-role-of-technology-innovation-in-accelerating-food-systems-transformation>

9

# What about risk?

**Global Risks Report**

The 5 risks that will have the biggest impact in the next 10 years

	rank
Weapons of mass destruction	1
Extreme weather events	2
Natural disasters	3
Failure of climate change mitigation & adaptation	4
Water crises	5

Source: Global Risks Perception Survey 2017-2018, World Economic Forum

**Global Risks Report**

The 5 risks most likely to happen in the next 10 years

	rank
Extreme weather events	1
Natural disasters	2
Cyber attacks	3
Data fraud or theft	4
Failure of climate change mitigation & adaptation	5

Source: Executive Opinion Survey 2017, World Economic Forum

<http://reports.weforum.org/global-risks-2018/shareable-infographics/>

10

## Risks to your organization?

**Global Risks Report** The 5 risks of greatest concern for doing business

	rank
Unemployment or underemployment	1
Fiscal crises	2
Failure of national government	3
Energy price shock	4
Profound social instability	5

Source: Global Risks Perception Survey 2017-2018, World Economic Forum

**Global Risks Report** North America  
The risks of greatest concern for doing business

	rank
Cyber attacks	1
Terrorist attacks	2
Asset bubble	3
Fiscal crises	4
Failure of climate change adaptation	5

Source: Executive Opinion Survey 2017, World Economic Forum

<http://reports.weforum.org/global-risks-2018/shareable-infographics/>

11

## Final Question: Are you keeping Canadians in mind?

## Report of the Economic Strategy Table, 2018: Five areas to strengthen



- An agile regulatory system
- State-of-the-art transportation and IT networks
- Develop and diversify markets
- Invest in innovation, esp. automation and digitization
- A diverse labour force with the right set of skills

<https://www.ic.gc.ca/eic/site/098.nsf/eng/00022.html>

13



## Growth at All Costs?

- National conversation: Can we achieve the targets set by the Advisory Council if we aim for “Quality Growth”?
- Quality Growth = growth that maintains/enhances natural capital, contributes to the well being of current and future Canadians and preserves public trust in the agri-food system\*

\* [https://capi-ksiu6qbsd.netdna-ssl.com/wp-content/uploads/2018/06/CAPI\\_Barton\\_WhatWeHeardReport\\_Eng.pdf](https://capi-ksiu6qbsd.netdna-ssl.com/wp-content/uploads/2018/06/CAPI_Barton_WhatWeHeardReport_Eng.pdf)

14

## Answer: More will need to be done

- Canada has an abundance of natural capital but the true costs of pollution/environmental impacts are not reflected in price. We are good stewards but our natural capital is being depleted.
- Affordable food for Canadians and profitability of farmers/food industry don't always go together.
- Public trust is still a big issue.

15

## A food policy for Canada



[www.canada.ca/food-policy](http://www.canada.ca/food-policy)

16



## National Food Policy (NFP) feedback

- Workshops and townhalls across the country,
- On-line survey:
  - 45,000 responses
  - 75% women
- Feedback was “wide-ranging, broad-based and not always consistent”

[www.Canada.ca/en/campaign/food-policy/what-we-heard/fullreport.html](http://www.Canada.ca/en/campaign/food-policy/what-we-heard/fullreport.html)

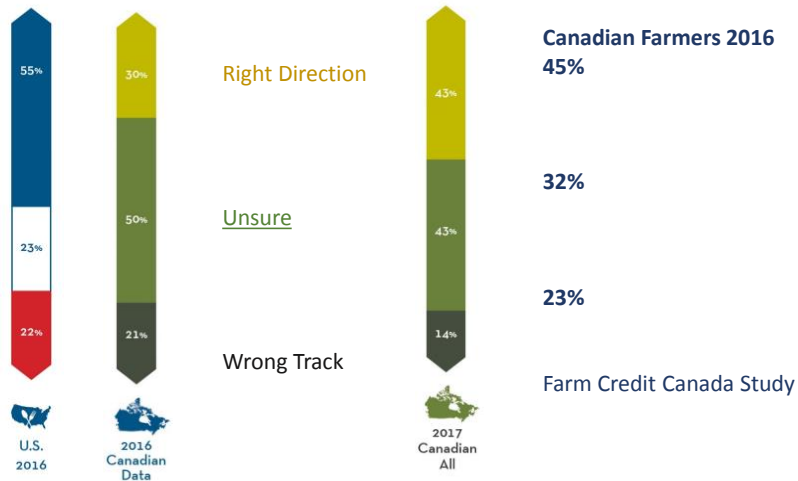
17

## NFP feedback, cont.

- Conserving our natural resources was the top priority when asked to rank the 4 themes (45%)
  - Access to affordable food (32%)
  - Improve health and food safety (13%)
  - Grow more food (11%)
- Over 10% said they sometimes need to rely on community or friends for food.
- Very few expressed concern for Canada’s ability to feed the world, exports/trade etc.

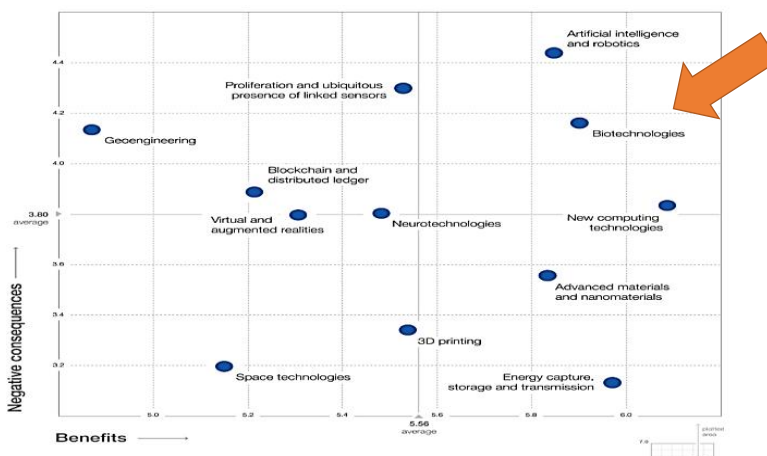
18

# Is our food system headed in the right direction?



19

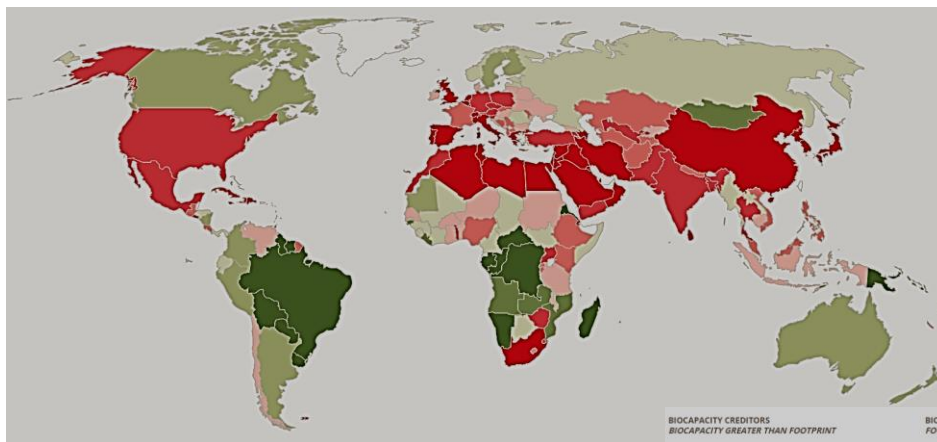
# Perceived benefits and consequences of technologies



Source: WEF, Global Risks Report 2017.

20

# Canada's advantage is our soil, water and air



<http://data.footprintnetwork.org/#/>

### Four Animal Health Trends for the Next Five Years

- Better surveillance of global diseases...**  
... through portable technologies, such as smartphone apps and smart ear tags
- Greater emphasis on animal welfare...**  
... for both pets and livestock to maintain their health and quality of life
- Public and private sector collaboration...**  
... has already been proven through recent progress in the prevention of bluetongue and Schmallenberg in animals
- More treatments available for all species...**  
... such as minor species like fish, to feed our growing appetite for animal protein

**TECHNOLOGY**

**PUBLIC TRUST**

**COLLABORATION**

**INNOVATION**

[https://mailchi.mp/a53dd0054369/rapid-change-is-afoot-master?e=\[UNIQID\]#](https://mailchi.mp/a53dd0054369/rapid-change-is-afoot-master?e=[UNIQID]#)

