Changing agriculture and food landscapes and possible impacts on animal agriculture

Rene Van Acker, Dean, Ontario Agricultural College
• The Landscape has changed and is Changing
• Agriculture is Full of Opportunity for Growth
• What will we make of these Opportunities (and How)?
• What does this mean for animal agriculture going forward?
• A Changing Farming Landscape
20:80 moving to 10:90

Source: Statistics Canada, Census of Agriculture, 2011
## Proportion of farm operators by age group, Canada, 2011 and 2016

<table>
<thead>
<tr>
<th>Age group</th>
<th>2011</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 35 years</td>
<td>8.2</td>
<td>9.1</td>
</tr>
<tr>
<td>35 to 54 years</td>
<td>43.5</td>
<td>36.3</td>
</tr>
<tr>
<td>55 years and older</td>
<td>48.3</td>
<td>54.5</td>
</tr>
<tr>
<td><strong>Total farm operators</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

1. Totals may not equal 100% due to rounding.

Source(s): CANSIM table 004-0239.
US Farmers still mostly O.W.M.
• 2016 in Canada - 78,000 women operating farms = 28.7 % of farmers

• Up from 27.4 % in 2011

(Statistics Canada)
• A Changing Off-Farm Landscape
• A Changing Relationship between Farmers and Everyone Else?
Specialized grain farming

Specialized livestock production

Consumer
Farmers Feed Cities!
Agricultural Deliverables to Society:

- safe, reliable, cheap raw commodity
- safe, high quality food
- land (soil) stewardship
- clean water
- high quality, safe niche products
- clean energy platforms
- food security and sovereignty
- connection to the land
- health and wellness products
- healthy environment
- cultural diversity
- economic potential
- vibrant rural communities
“reality, for anyone and everyone is how the world occurs to them.”

Steve Zaffron, Vanto Group
“Good to Eat and Good to Think”
“The Cook is the Link between Humans and Nature”
• Social Licence Issue as a Case Study
GMO’s
GM food safe to eat, say world’s leading scientists

Commercial planting of GM crops has been blocked for years in the European Union by countries that oppose them

CHRISTOPHER FURLONG/GETTY IMAGES

Genetically modified food is safe for human consumption and there is no conclusive evidence that it poses a risk to wildlife, according to the most comprehensive review of research to date.
Doubts About the Promised Bounty of Genetically Modified Crops

By DANNY HAKIM  OCT. 29, 2016

LONDON — The controversy over genetically modified crops has long focused on largely unsubstantiated fears that they are unsafe to eat.

But an extensive examination by The New York Times indicates that the debate has missed a more basic problem — genetic modification in the United States and Canada has not accelerated increases in crop yields or led to an overall reduction in the use of chemical pesticides.

The promise of genetic modification was twofold: By making crops immune to the effects of weedkillers and inherently resistant to many pests, they would grow so...
Research in brief

In the belly of the “beast”: A look at Monsanto’s public engagement awakening

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ARTICLE INFO

Article history:
Received 18 May 2015
Received in revised form 7 September 2015
Accepted 8 September 2015
Available online 14 October 2015

ABSTRACT

This study is motivated by the importance of communication with societal stakeholders when food is involved. This case adopts an internal view of Monsanto’s challenge of engaging with consumers and the broader public when discussing biotechnologies and specifically, genetically modified organisms (GMOs). Multiple interviews were conducted at Monsanto’s world headquarters in St. Louis, Missouri, to understand the challenges within
• The end of operating as B2B
• The fallacy of educating the consumer

especially in the new media reality
• Paths Forward?
Can Farmers Dig Their Heels In?
• And what do we claim as Agriculture?
SERVE THE WORLD

Turn the table. Eat sustainable.

Loblaws
at MAPLE LEAF GARDENS
• Are there opportunities to position agriculture as a sector for growth?
Food in Ontario

$40B

Agriculture in Ontario

$12B
Figure 5. Ontario Food and Beverage Revenues, 2007 to 2012

Billions

2007 2008 2009 2010 2011 2012

Food and beverage manufacturing

Source: Statistics Canada, Annual Survey of Manufacturers and Logging, 2007 to 2012
As Premier and Minister, I am committed to the success of the agri-food sector. The sector is strong, but I believe that there is potential for more growth and more new jobs. That is why, at the Summit, I presented a challenge to the industry.

Briefly, the challenge is this: double your growth rate and create more than 120,000 new jobs by 2020. Attached to this letter you will find a paper that outlines the challenge in more detail.
UNLEASHING THE GROWTH POTENTIAL OF KEY SECTORS

ADVISORY COUNCIL ON ECONOMIC GROWTH
February 6, 2017
High-potential sectors should be identified in terms of their economic prospects and their strengths relative to global opportunities.

<table>
<thead>
<tr>
<th>Priority sectors</th>
<th>Employment contribution</th>
<th>GDP contribution</th>
<th>Growth CAGR, 2010–2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jobs, Direct and indirect</td>
<td>% of Canadian GDP</td>
<td></td>
</tr>
<tr>
<td><strong>Agfood</strong></td>
<td>2.1 million</td>
<td>6.7</td>
<td>2.7%</td>
</tr>
<tr>
<td><strong>Advanced manufacturing</strong></td>
<td>1.7 million</td>
<td>10.5</td>
<td>3.7%</td>
</tr>
<tr>
<td><strong>Energy and renewables</strong></td>
<td>0.9 million</td>
<td>13.7</td>
<td>2.6%</td>
</tr>
<tr>
<td><strong>Healthcare and life-sciences</strong></td>
<td>1.8 million</td>
<td>6.8</td>
<td>1.7%</td>
</tr>
</tbody>
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