

ture and agri-food policy. Documents are being circulated and reviewed with the intention of stimulating dialogue among all stakeholders - government staff and farmers included - to examine how a competitive

and profitable Canadian agriculture can be built. The next generation pro-

gram discussion documents cover the themes: innova-

tion and science; environment; food safety and quali-

ty; renewal; and market development and trade.

Along with the basic docu-

ments there are more in-

depth papers related to each of the themes. Consultation material on business risk management programming and a series of economic backgrounders will form the basis for the consultation

The consultation process is based on the principles that Canadian agriculture will be market-driven, inno-

vative and efficient, and

capable of seizing opportu-

nities across the value chain,

and from there be able to

strengthen Canada's posi-

tion in the global market-

It is expected results of

the consultation process will

achieve success by includ-

ing the promotion of a competitive and profitable agriculture and agri-food sector - one that can respond quickly to market opportunities in both the domestic

The success of Canadian agriculture into the future will also depend on the sec-

tor's ability to develop and

adopt new technologies and

best practices so that

Canada can be at the fore-

and global arenas.

discussions.

place.

## **Preparing input for** the future

by Bette Jean Crews, Vice-President Ontario Federation of Agriculture

Farmers unhappy with front of agri-products develagriculture's recent ecoopment. Canada becoming a nomic output - and that world leader in innovation includes most of us - will and prosperity will depend on the country's ability to soon have an opportunity to share in the planning for the foster a business and regulafuture of our industry. The tory climate that is conducive to these traits. groundwork is just being laid now for the next gener-The ability ation of Canada's agricul-

of the

Canadian agri-food sector to respond quickly to evolving consumer and demands will be key to future successes. becomes increasingly obvious as we watch consumers raise their expectations of food producers and processors to meet increasing and wellness demands. Canadian consumers can be expected to measure the effectiveness of agriculture against impacts on the environment

and renewable resources.

As our agricultural sector looks for new markets, domestically and around the world, the next generation of policies and programs will need to act in accordance with our international obligations. We will have to acknowledge the potential of exposure to possible countervail actions, yet move to achieve the full benefits of Canada's international trading rights.

While we are just at the

discussion paper stage now, Canadian farmers need to prepare to voice their thoughts beginning in January, 2007, as the consultations begin in earnest. These sessions will be held across the country and be open to all interested stakeholders.

In conjunction with this round, consultation sessions on the new Business Risk Management suite will be held. Following this, another round of invitation-only

working sessions will be held to assess feedback from the first two rounds and prepare consolidated input to the Federal Provincial/Territorial nego-

OFA looks forward to working with Ontario farmers to develop their input, and contributing to the national debate through the Canadian Federation of Agriculture. We are working on both short and longterm solutions.



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