

NATIONAL INDEX ON AGRI-FOOD PERFORMANCE: WEBINAR AGENDA

September 16, 2020
2:00 p.m. – 4:00 p.m. (EST)

To register: <https://agrifoodperformance.app.rsvpify.com/>

WEBINAR PURPOSE: Outcomes-based targets and benchmarks are being increasingly deployed to operate, compete and contribute to economic viability in this rapidly changing agri-food world. Indeed, it is becoming increasingly clear that economic success and resiliency is tied to demonstrating environmental, social and health resiliency. But right now, a consolidated set of metrics is not readily available to show that Canada is among the most environmentally sustainable, safest, reliable and responsible global food leaders.

KEY QUESTION: How can the Canada's agri-food sector design appropriate benchmarks to demonstrate its leadership and progress and seize upon these opportunities?

AGENDA:

2:00 p.m.	Welcome & purpose	
	David McInnes	Coordinator, National Index on Agri-Food Performance
2:10 p.m.	PANEL ONE: "Global views of benchmarking"	
	Viktoria de Bourbon de Parme	Food Transformation Lead, World Benchmarking Alliance
	Christophe Béné	Senior Researcher, Alliance of Bioversity International and the International Center for Tropical Agriculture, Consultative Group on International Agricultural Research (CGIAR)
	Bridget Schrempf	Manager, Sustainable Food Systems, CDP
	Greg Peterson	Assistant Chief Statistician, Economic Statistics, Statistics Canada
3:05 p.m.	PANEL TWO: "Enabling alignment, metrics & domestic dashboards"	
	Bronwynne Wilton	Project Lead, Canadian Agri-Food Sustainability Initiative (CASI)
	Michael Crowe	Board Member, Canadian Agri-food Automation and Intelligence Network (CAIIN); VP, Academic & Research, Lakeland College, AB
	Susie Miller	Executive Director, Canadian Roundtable for Sustainable Crops
	Brenna Grant	Manager, Canfax Research Services, a division of the Canadian Cattlemen's Association
	Deborah Wilson	Chief Industry Engagement Officer, TrustBix Inc.
4:00 p.m.	Conclude	

THANKS TO OUR WEBINAR PARTNER: Global Institute for Food Security at the University of Saskatchewan

ABOUT THIS PROJECT: A diverse group of partners (see below) has come together to advance the idea that a *National Index on Agri-Food Performance* can deliver benefits for Canada, competitiveness, and policy-making. The project will identify a set of key indicators that are relevant for producers, agri-business and food companies, and consumers, inclusive, by initially focusing on metrics relating to environmental sustainability and how these confer societal and economic benefits. An index needs to be guided by and validated against globally-recognized practices and informed by current Canadian benchmarking initiatives now underway. This multi-disciplinary and pre-competitive initiative completes its considerations by early 2021.

PROJECT PARTNERS:



FOR INFORMATION: David McInnes, Coordinator: daviddmcinnes@gmail.com