



Future of Agriculture in Quebec Innovation and Partnership in the Bio-Economy

Presentation to the Commission _____

Quebec City
August 31, 2007



GrowCanada® Partners In Innovation





A prosperous, sustainable and competitive agriculture sector
in a flourishing bio-economy built:

on leadership

In scientific research, innovation
And the adoption of new technologies, and

on working together

In “**win: win: win**” value chain strategic alliances

To be a world leader in providing new products and new solutions for agricultural, nutritional, health, energy and environmental challenges facing consumers here in Canada and in markets around the world, so that all Canadians will enjoy the economic, environmental and social benefits of the bio-economy.

The New Bioeconomy creates exponential value.

NEW PRODUCTS

NEW MARKETS

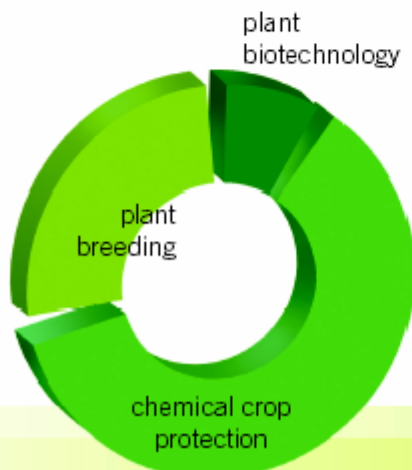
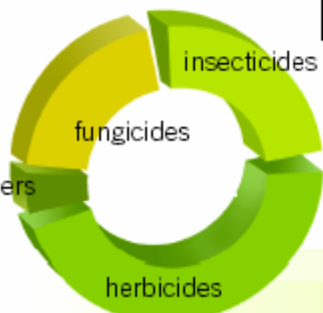
NEW BUSINESS

NEW SOLUTIONS

CHEMICAL CROP PROTECTION
\$25 billion

CROP PRODUCTION (GENETICS & CHEMICALS)
\$40 billion

BIOECONOMY
\$500 billion



value

1995

2015



What does this look like?

- Crops transforming into bio-fuels: ethanol and bio-diesel
- Crops producing vaccines and pharmaceuticals
- Crops delivering nutraceuticals and functional foods
- Crops generating biodegradable plastics and other biomaterials
- Crops able to withstand heat, drought, disease, cold and frost; and grow in saline soils.



New benchmarks for agriculture

Including improved yields we could see

- Doses of medicine per acre
- Litres of bio-diesel produced or the number of kilometers per acre
- Improved health and nutrition from our daily food intake
- Rural economic development in new processing infrastructure



Value to Quebec

- Agriculture is essential to Quebec's economy
- Growers embrace innovations
- R & D in biotechnology is strong
- Beyond food, agriculture intersects with pharmaceutical, energy and industrial products
- Opens new doors to opportunities for Quebec and Canada



Providing Solutions

- ***For society*** in nutrition, health care, energy, and the environment, in both developed and developing economies
- ***For farmers'*** production challenges, as well as economic opportunity for farmers and for the entire agriculture value chain



Responding to Questions

CropLife Canada recognizes that there are legitimate questions about our technology

We're here to help provide answers and to demonstrate commitment to responsible stewardship of our technologies



Safety - Our First Priority

- Some of the most scrutinized and regulated products in the world
- Regulation is based on global science
- World Health Organization on GMOs: states “no effects on human health have been shown as a result of the consumption of such foods by the general population in the countries where they have been approved.”
- EU on GMOs: “the use of more precise technology and the greater regulatory scrutiny probably make them (GM crops) even safer than conventional plants and foods.”



Safety - Our First Priority

- Newer, reduced risk pesticides are the norm today
- Regulatory scrutiny is based on today's science
- Pesticides on the market are re-validated against the latest science
- Pesticide residue limits are established based on the latest science.



Stewardship and Best Agronomic Practices

Stewardshipfirst - Industry-led life cycle management of our products including:

- Integrated pest management – using the right tool, at the right time, in the right place, in the right way
- Safe handling training for growers, public
- Training for GMO research field trials
- Best management practices for herbicide tolerant “volunteers”



Domestic and Trade Opportunities

- We support grower choice in production systems (conventional, biotechnology-based and organic) to meet market opportunities
- Co-existence made possible through
 - Establishing levels for adventitious presence
 - On-farm and supply chain infrastructure to accommodate specialized needs
 - Access to reduced risk pest control in line with our trading partners



Labelling of GMOs

CropLife Canada supports

- Mandatory labelling for health or safety concern from allergens, nutritional or compositional change
- Ensuring labelling is understandable, truthful, not misleading

GM crops are safe

- Labelling should provide consumers with useful information such as nutrition facts in making shopping choices.

Costs are high for mandatory labelling with no benefits

- Quebec studies have shown there are costs in mandatory labelling - to farmers, food companies and consumers.



Turning the vision into reality

Working with our partners throughout the agri-food chain and with government, we believe that Quebec and Canada can benefit from the opportunities in the bio-economy.

To get us there – we offer the following recommendations

1. Implement policy frameworks/regulation that enable innovation
 - Use a “smart” regulation approach
 - Accelerate the development of science-based policies and regulation
 - Communicate to the public to build confidence



Turning vision into reality

2. Help farmers adopt and adapt to innovation opportunities
 - Assist with on-farm infrastructure changes
 - Provide training
 - Close the technology gap with the U.S.

3. Promote market acceptance and enable export market access

- Communicate technology's contribution to agriculture
- Seek elimination of non-tariff trade barriers
- Assist with regulatory capacity building



Turning vision into reality

4. Embrace a new name to reflect the new opportunities and the new way of doing business.....

Department of Agriculture, Food and Bio-resources



What is in this new Vision?

- Environmental sustainability and economic opportunity
- Job growth, increasing our productivity
- Rural and regional economic diversification
- International competitiveness
- A safe, secure food supply, and

Prosperity for all



Thank You

