



profitable farms
healthy food
improved lives

The Other Side of the Sustainability Story

*The Opportunities for
Sustainable Livestock Production in Canada*





group of companies

Canadian Agriculture.

A Force For Food.

A Force for Good.



Growing Tension



**Feed
the
World?**

OR

**“Save
the
Planet?”**



A New Era

Globally, we are moving from an era of the problem of food abundance to the problem of food scarcity.





World population projected to reach 9.8 billion in 2050, and 11.2 billion in 2100

“In 2020, between 720 and 811 million people faced hunger”

The State of Food Security
and Nutrition in the World 2021

The world is at a critical juncture



The number of people in the world affected by hunger increased in 2020 under the shadow of the COVID-19 pandemic. After remaining virtually unchanged from 2014 to 2019, **the prevalence of undernourishment (PoU) climbed to around 9.9% in 2020**, from 8.4% a year earlier.

In terms of population, taking into consideration the additional statistical uncertainty, it is estimated that between 720 and 811 million people in the world faced hunger in 2020.

Considering the middle of the projected range (768 million), 118 million more people were facing hunger in 2020 than in 2019 – or as many as 161 million, considering the upper bound of the range.



Inadequate protein intake is the cause of nutritional inadequacy

“The Food and Agriculture Organization has recently estimated that ~850 million people are chronically hungry, and even more suffer from nutritional inadequacy. **About 1 billion face an inadequate protein intake**, causing a variety of nutritional deficiencies, impaired growth, poor health, etc. Essential amino acids are key parameters in food quality assessment.

Source: Tessari et al. 2016. “Essential amino acids: master regulators of nutrition and environmental footprint?” Scientific Reports 6:260-274

<https://www.nature.com/articles/srep26074>





ELSEVIER

Global Food Security




Volume 29, June 2021, 100548




Population protein intakes and food sustainability indices: The metrics matter

[Paul J. Moughan](#)  

Show more 

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<https://doi.org/10.1016/j.gfs.2021.100548> 

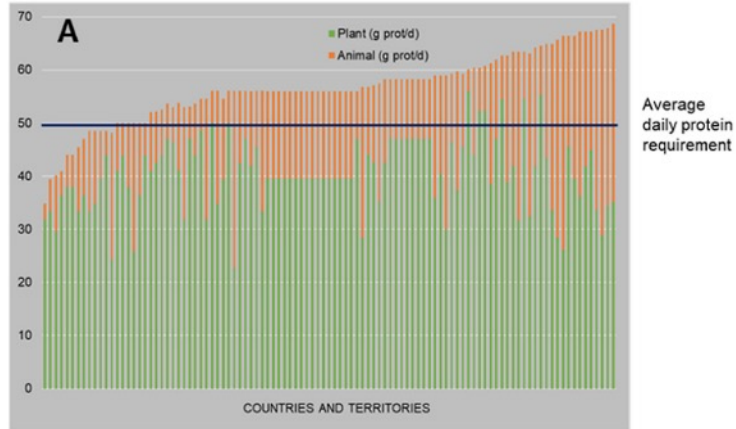
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Global Food Security vs. Digestible Protein Security

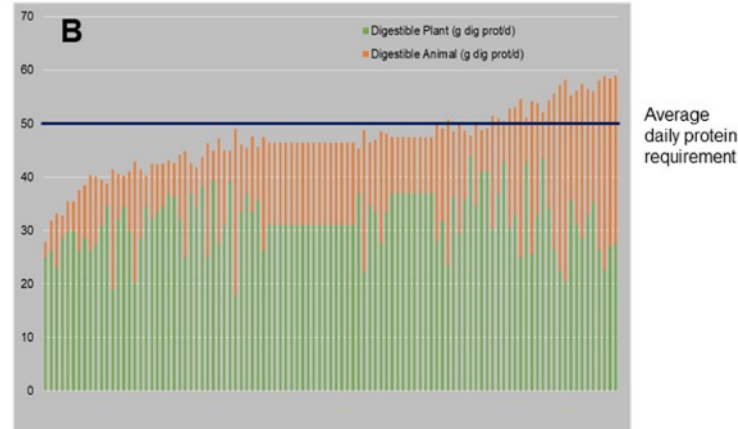
Metrics Matter

(Moughan, 2021)

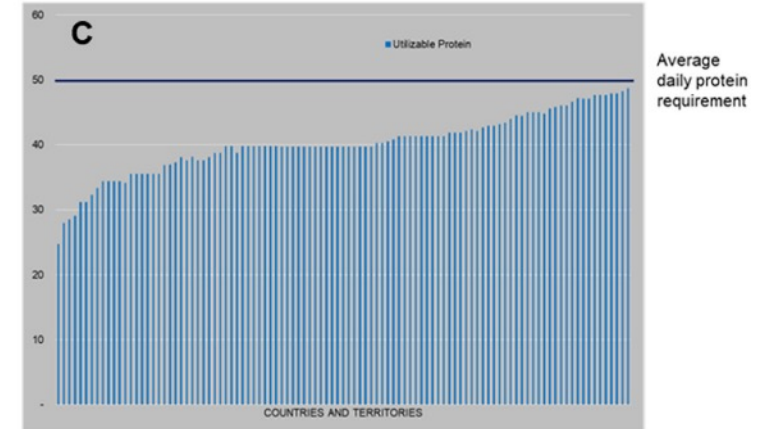
- Corrected for protein quality, protein intakes may be found to be limiting
 - Protein digestibility
 - Amino acid profile
- 103 countries not meeting DIAAS requirement
- These metrics need to be considered when discussing future food systems & protein security



Original data set

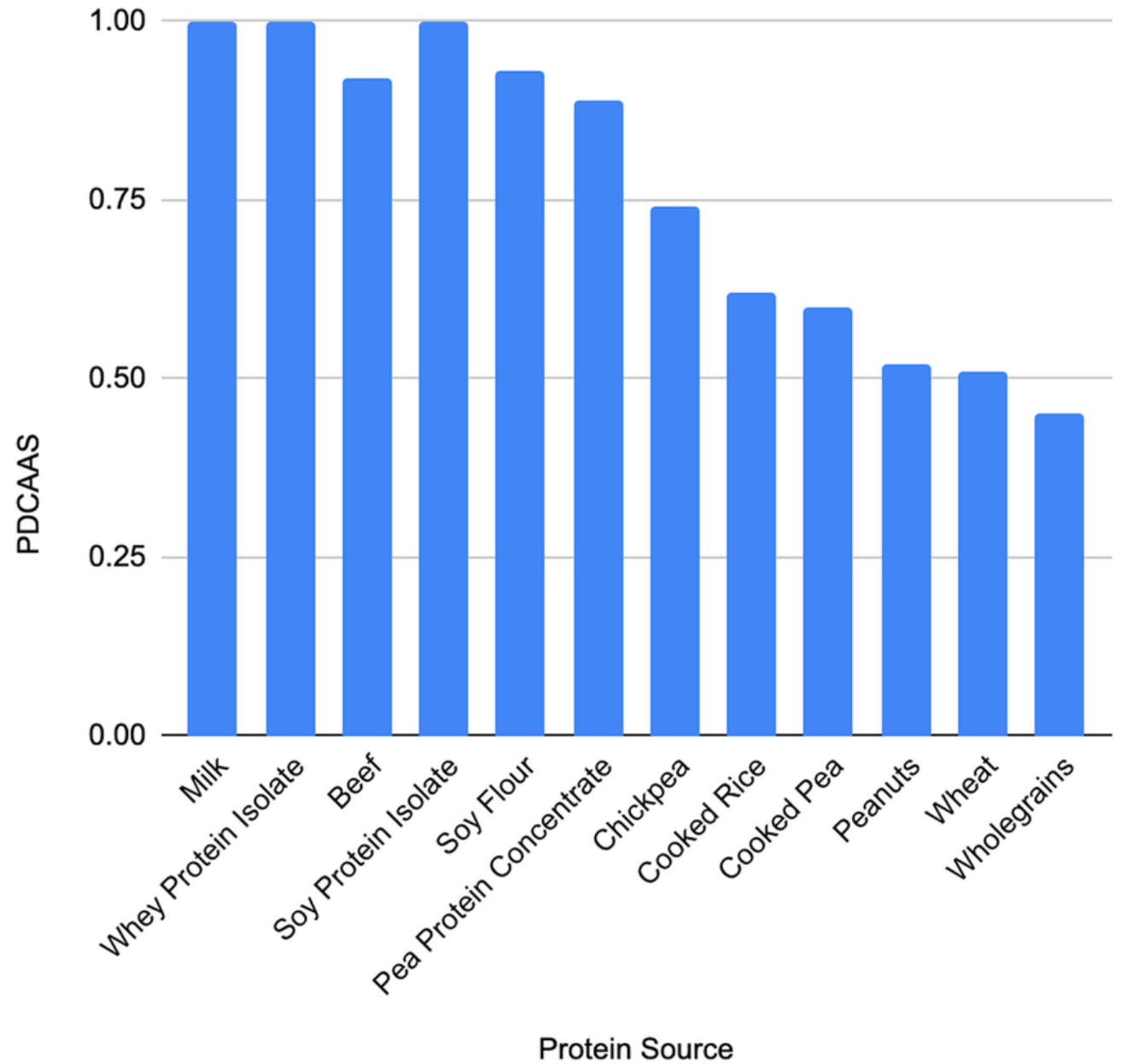


Corrected for digestibility



Corrected for amino acid profile

What Can We Actually Digest?

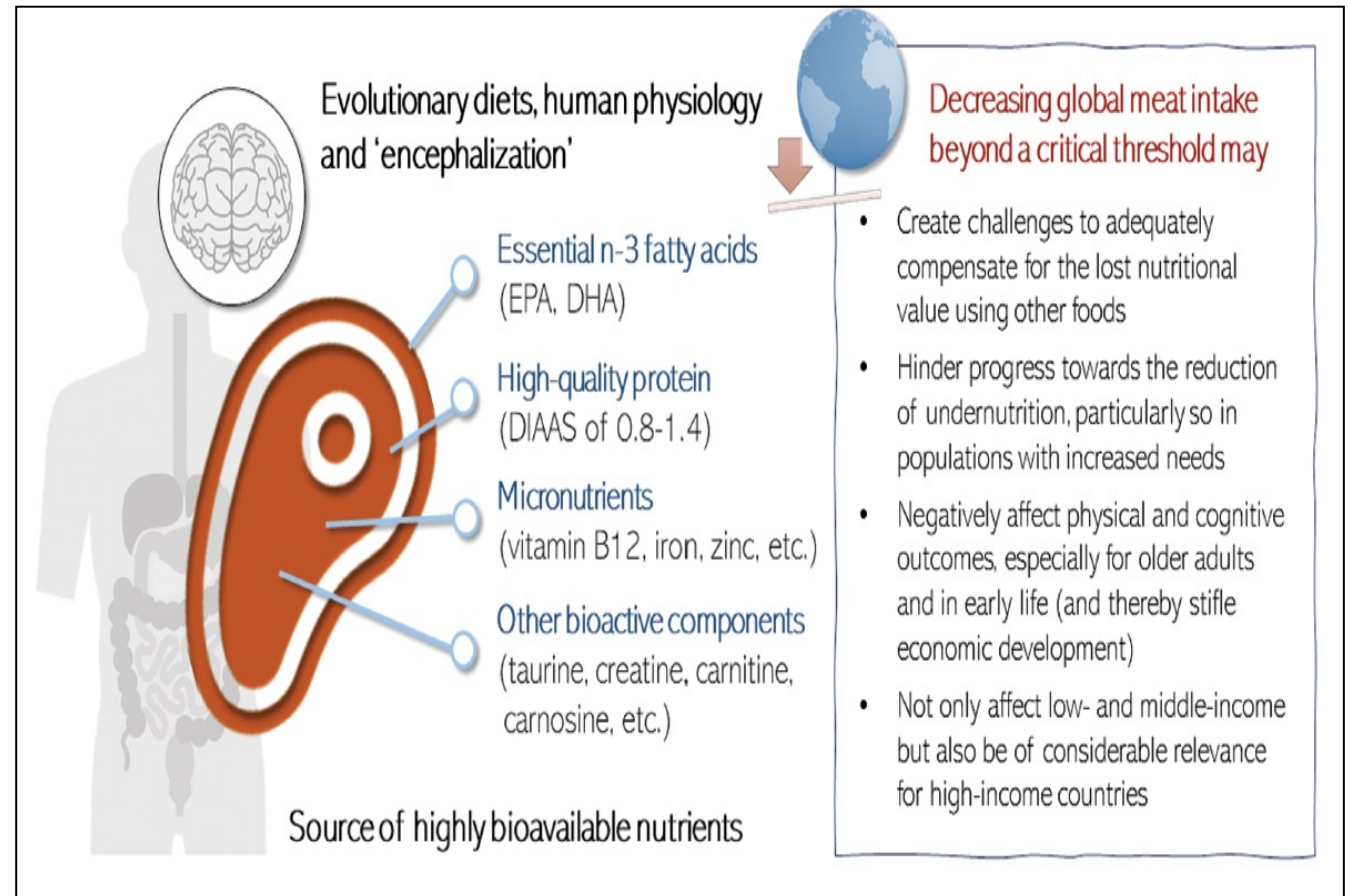


Animal proteins and other essential micro-nutrients are critical for human health

The FAO (2023)

reported that:

“Terrestrial animal source food (TASF), provide high quality proteins, important fatty acids, and various vitamins and minerals, including iron, zinc, selenium, Vitamin B12, choline, and calcium among others.”





Essential amino acids are key parameters in food quality assessment. **Beef and milk production require less land than beans or peas when compared on an essential amino acid basis.”**
(Tessari, 2016).

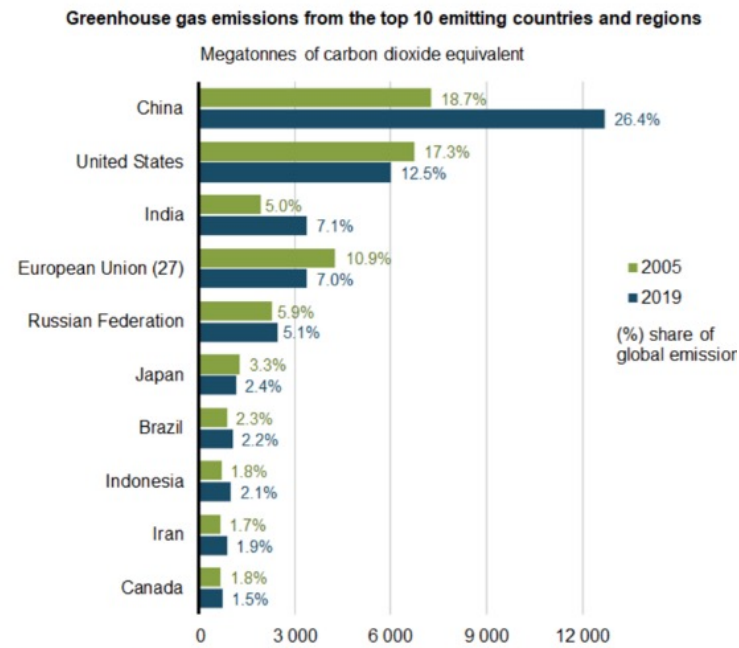
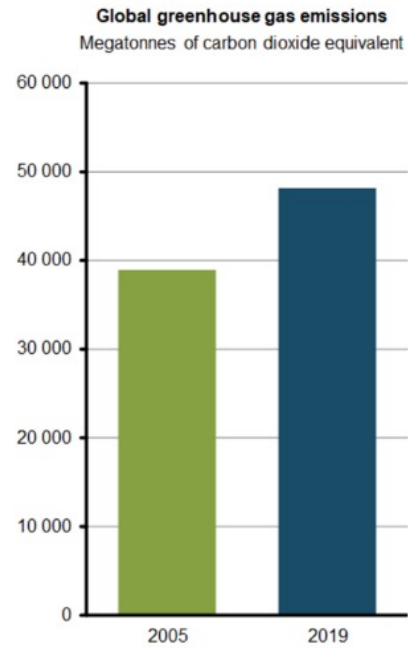
Livestock are key drivers for sustainable development in agriculture. They contribute to food security, nutrition, poverty alleviation, and economic growth. Through the adoption of best practices, the sector can reduce its environmental impacts and become more efficient in the use of resources

Avoiding meat and dairy is 'single biggest way' to reduce your impact on Earth

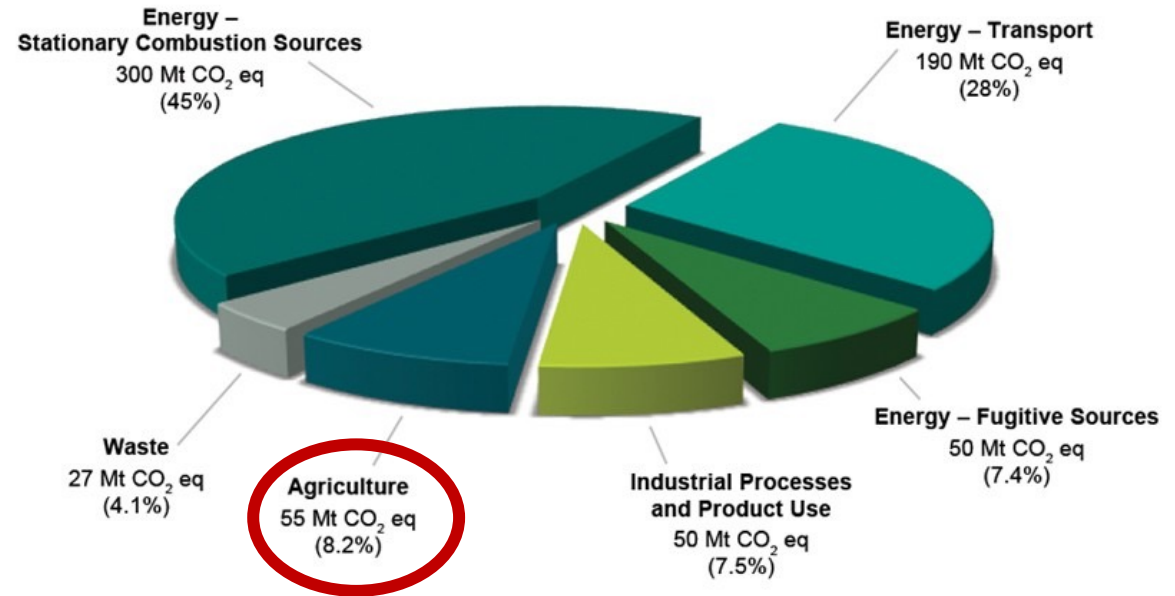
Biggest analysis to date reveals huge footprint of livestock - it provides just 18% of calories but takes up 83% of farmland



A. GLOBAL AND CANADIAN GHG EMISSIONS



Canada's Breakdown of GHG Emissions by Economic Sector (2020)



Source: Government of Canada. 2022. "Global greenhouse gas emissions."



- A legally binding agreement signed by 196 Parties – 195 States plus the EU (Nov 2016)
- GHG Decline 43% by 2030

Pathway to 2030

Prime Minister Justin Trudeau's Liberal government has pledged to cut climate-warming emissions 40-45 per cent below 2005 levels by 2030.

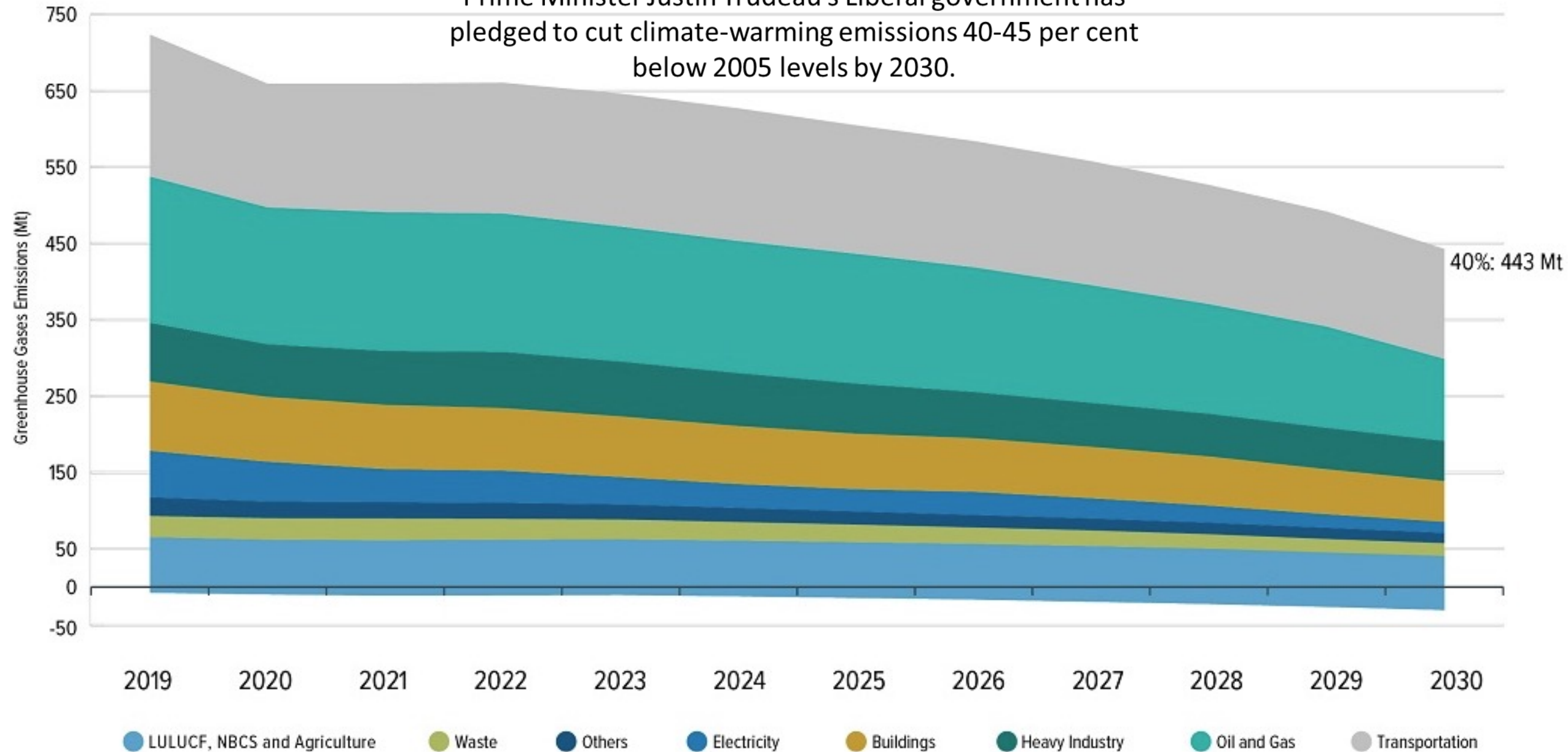
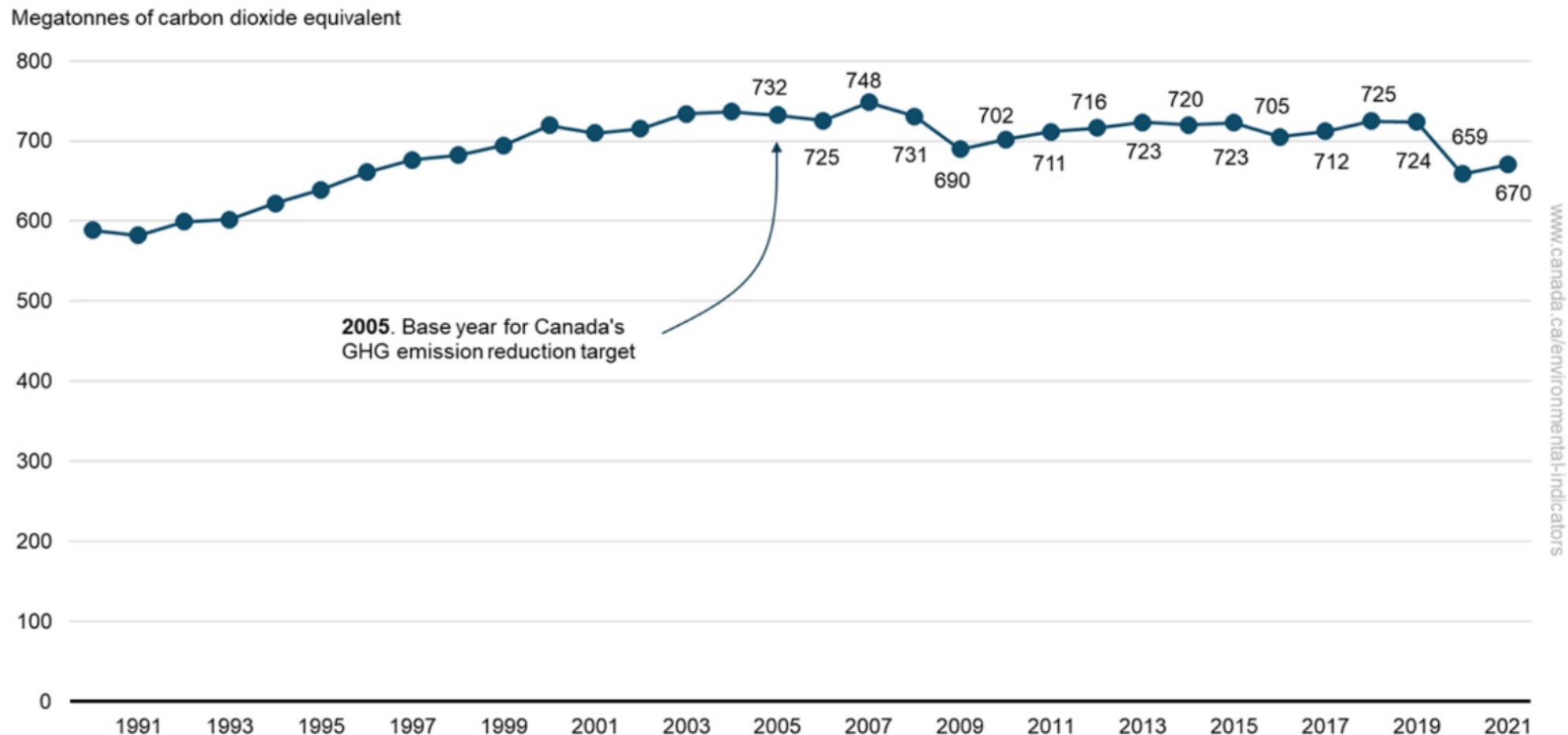


Figure 1. Greenhouse gas emissions, Canada, 1990 to 2021

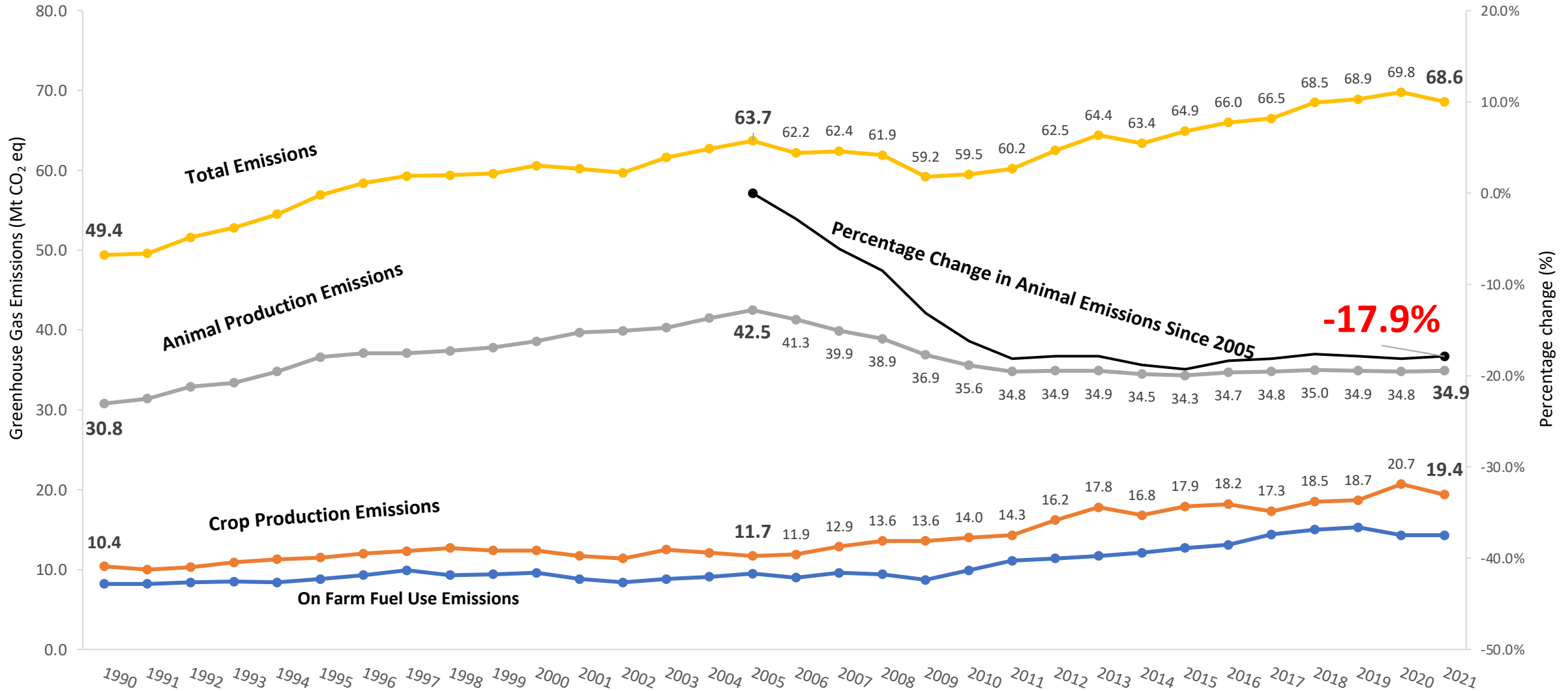


[Data for Figure 1](#)

Note: Data are presented as rounded figures. The national indicator tracks 7 greenhouse gases released by human activity: carbon dioxide, methane, nitrous oxide, sulphur hexafluoride, perfluorocarbons, hydrofluorocarbons and nitrogen trifluoride. Emission levels for some years have been revised in light of improvements to estimation methods and availability of new data. Emissions and removals from the land use, land use change and forestry sector (LULUCF) are excluded from national totals to allow for a focus on greenhouse gas released from human activity only. Consult the [interactive figures](#) to explore the national results in a dynamic and customizable format.

Source: Environment and Climate Change Canada (2023) [National Inventory Report 1990-2021: Greenhouse Gas Sources and Sinks in Canada](#).

Canadian AG Sector Annual Emissions & Percentage Change in Livestock Emissions



Source: Environment & Climate Change Canada (2023) National Inventory Report 1990-2021: Greenhouse Gas Sources and Sinks in Canada

**Meat, Milk & Eggs
are key sources of
digestible, amino
acid rich protein**



**However, aren't meat,
milk and eggs
environmentally intense
sources of digestible
protein?**



Still, Villainizing Headlines Abound

TIME

'Cows Are the New Coal.' How the Cattle Industry Is Ignoring the Bottom Line When It Comes to Methane Emissions



Aryn Baker

December 2, 2021 · 4 min read



TOPSHOT-SWITZERLAND-FARMING-WASTE-ENVIRONMENT

Climate Crusaders and Animal Activists commission studies too.

Likely some attempts to blame shift from the Energy Sector as well.



FP Comment



Junk Science Week: Net-Zero Edition – Ross McKittrick: Junk science has led to junk policies

The way out of this mess begins by getting back to mainstream economics

Ross McKittrick, Special to Financial Post

Published Jun 24, 2022 • Last updated Jun 24, 2022 • 4 minute read

 14 Comments



Mark Carney speaking at the 2020 United Nations Climate Change Conference (COP26) at the Guildhall on Feb. 27, 2020 in London, England. PHOTO BY TOLGA AKMEN/WPA POOL/GETTY IMAGES FILES

Climate Change & Livestock Farming

Let's look past the headlines



A top-down view of a wooden desk with vertical planks. In the top center is a green keyboard. To its right is a white notebook. In the bottom left is a pair of black-rimmed glasses. In the bottom right is a small orange book with the word 'COLOR' on its cover. A white sticky note is partially visible at the bottom left. The text 'it's time to' is centered in a typewriter font.

it's time to

change

the

narrative

The Dublin Declaration

Purpose of this Declaration

(Launched Oct 2022 at the Societal Role of Meat Summit in Dublin, Ireland)

Livestock systems must progress on the basis of the highest scientific standards. **They are too precious to society to become the victim of simplification, reductionism or zealotry.** These systems must continue to be embedded in and have broad approval of society. For that, scientists are asked to provide reliable evidence of their nutrition and health benefits, environmental sustainability, socio-cultural and economic values, as well as for solutions for the many improvements that are needed. **This declaration aims to give voice to the many scientists around the world who research diligently, honestly and successfully in the various disciplines in order to achieve a balanced view of the future of animal agriculture.**

The Dublin Declaration

Outlook for Livestock*



United Nations



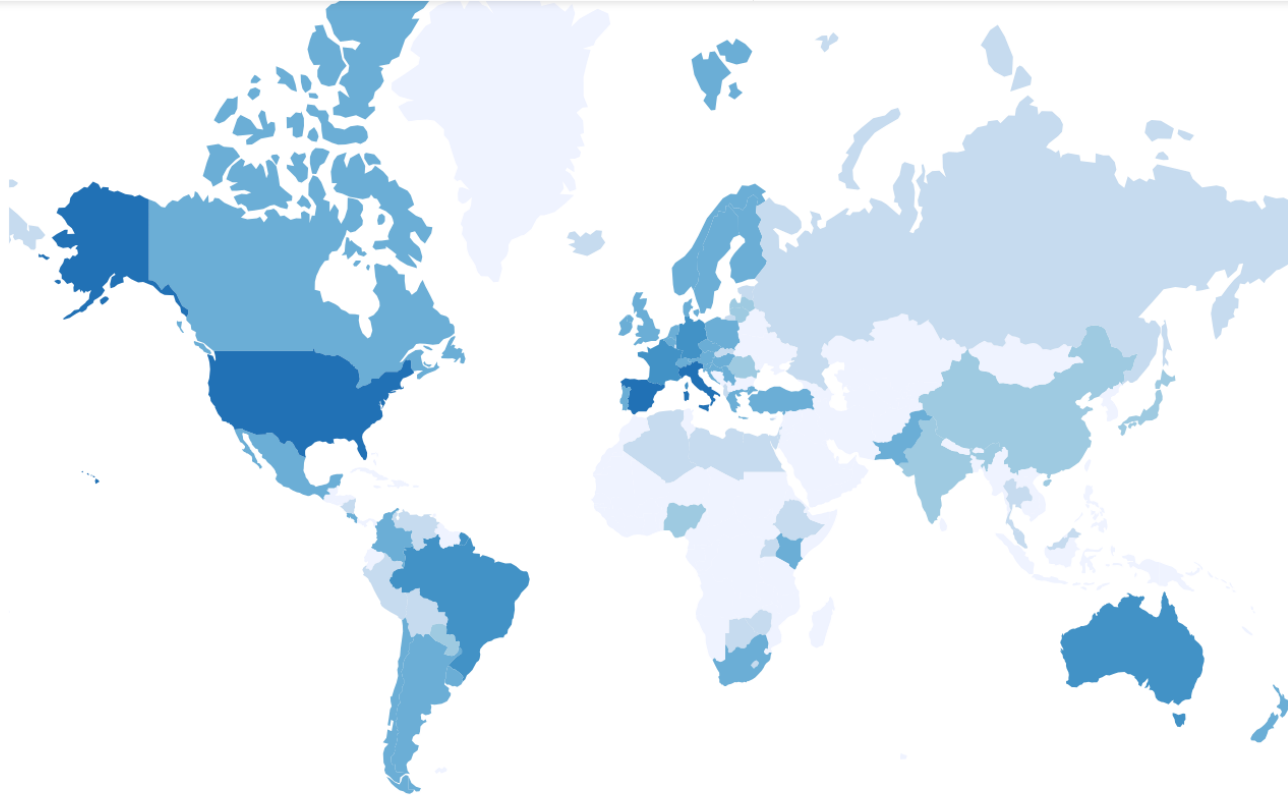
Food Systems Summit 2021

Human civilization has been built on livestock from initiating the bronze-age more than 5000 years ago towards being the bedrock of food security for modern societies today. Livestock is the millennial-long-proven method to create healthy nutrition and secure livelihoods, a wisdom deeply embedded in cultural values everywhere. Sustainable livestock will also provide solutions for the additional challenge of today, to stay within the safe operating zone of planet Earth's boundaries, the only Earth we have.

For scientific evidence, please refer to presentation recordings from the 19/20 October 2022 International Summit on the Societal Role of Meat. Evidence will also be published in the March 2023 Special Issue of Animal Frontiers.

The Dublin Declaration

[START](#) [SIGN](#) [SIGNATURES](#) [ACTIVITIES](#) [AUTHORSHIP](#) | [ENGLISH](#) [FRENCH](#) [PORTUGUESE](#) [SPANISH](#) [GERMAN](#) [ITALIAN](#)



1188

SIGNATURES

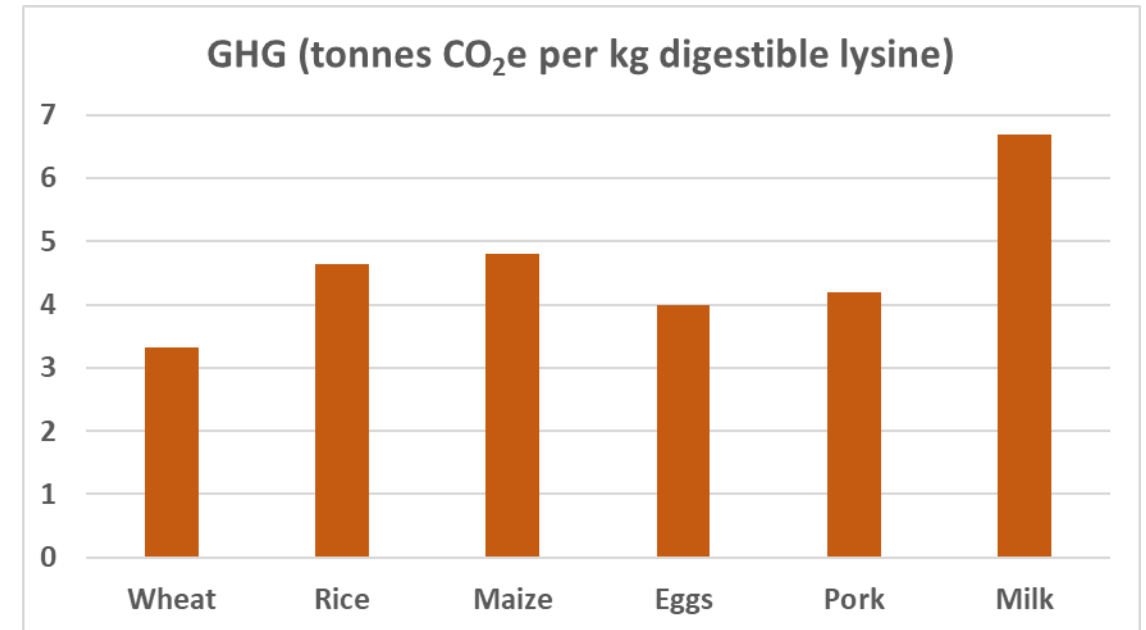
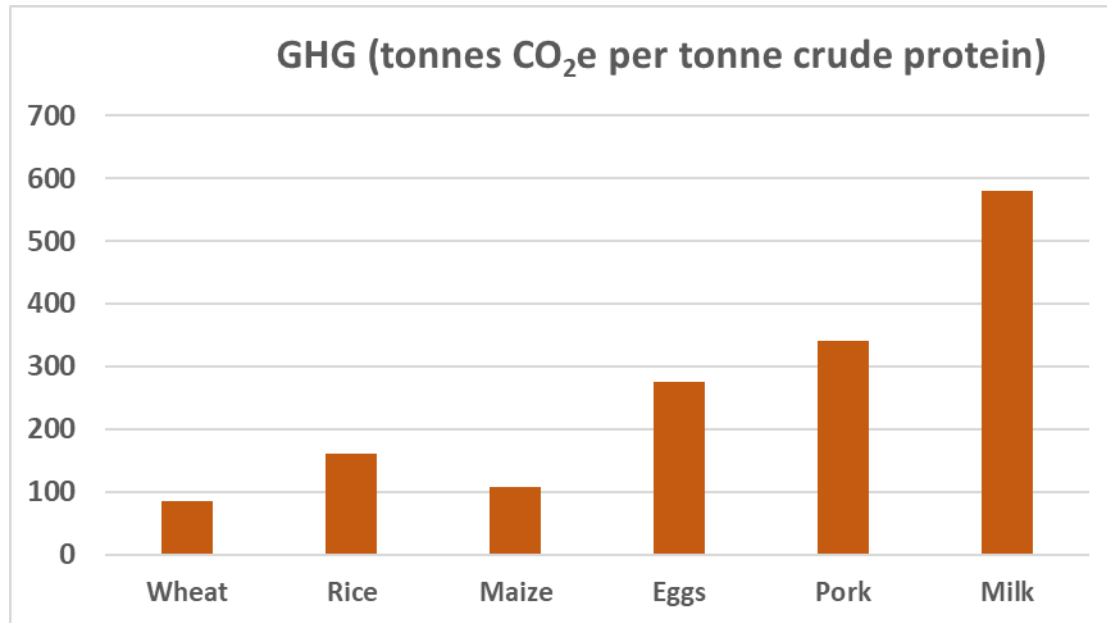
Last updated:
18. December 2023

LATEST SIGNATURES

All signees support the Dublin Declaration in their personal capacity only. They do NOT sign the Declaration on behalf of the organization, nor speak for the organization.

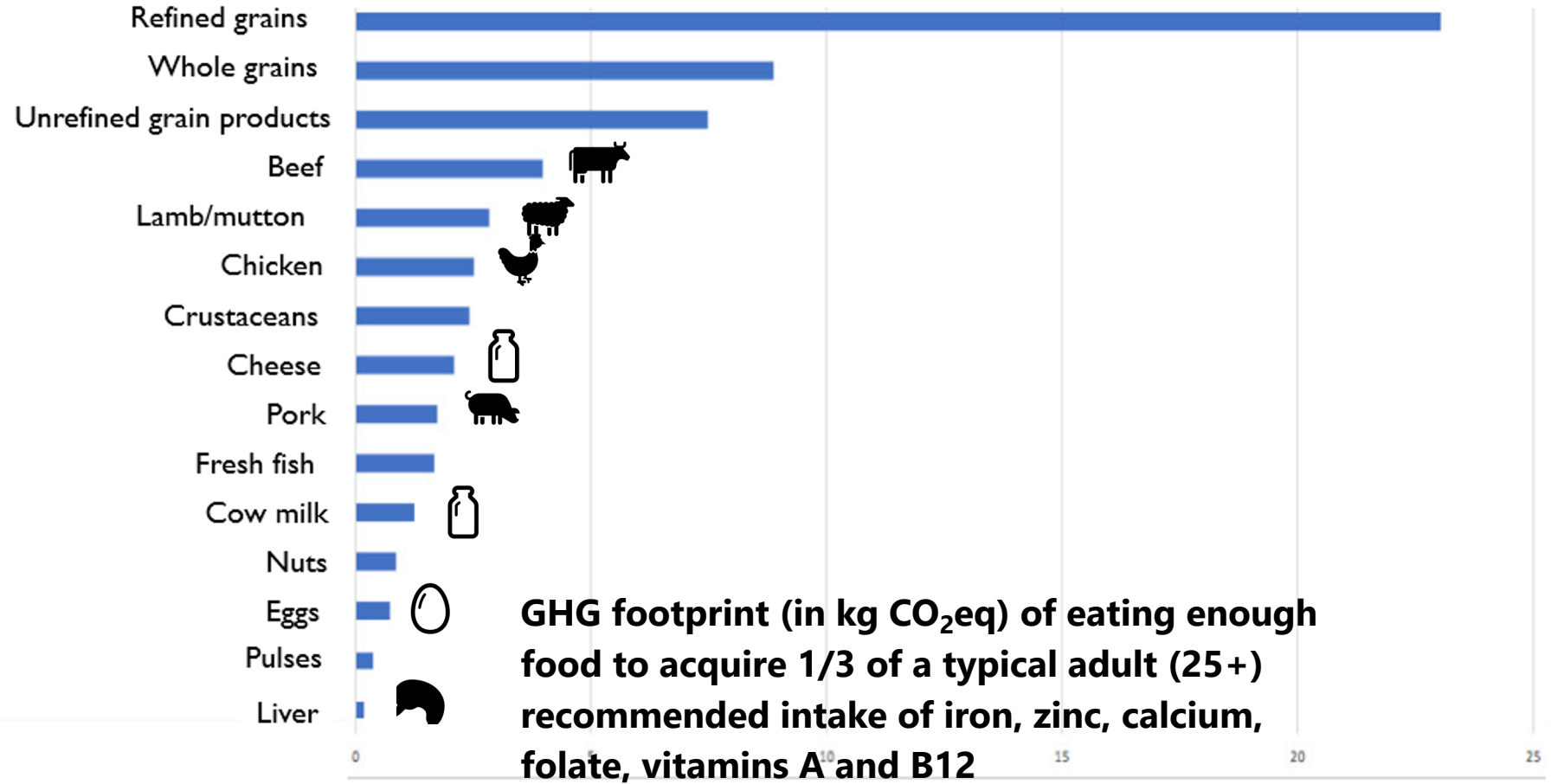


Sustainability Credentials



- **Crude Protein: Corrected for digestibility and amino acid composition**
- **Metrics matter** *(Moughan, 2021)*

Environmental impacts of foods based on vitamin & mineral density



(Ty Beal, 2021)

**But animals are
eating my food, and
they aren't efficient
feed converters!**

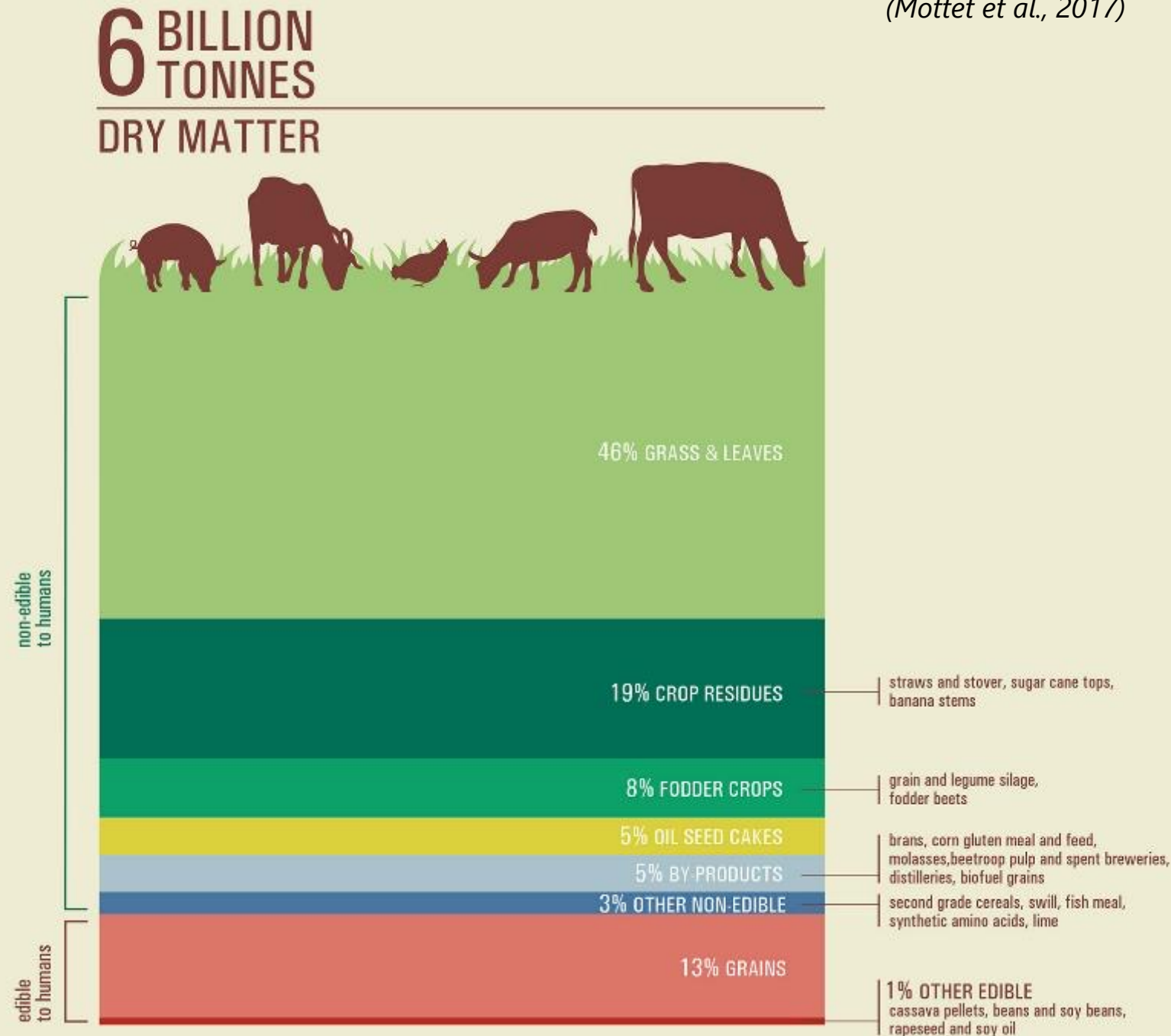


Animals competing for our food?

- 86% of global livestock feed is inedible by humans
- Livestock, particularly cattle, are well-suited to upcycle inedible raw materials into high-quality protein and nutrient-rich foods



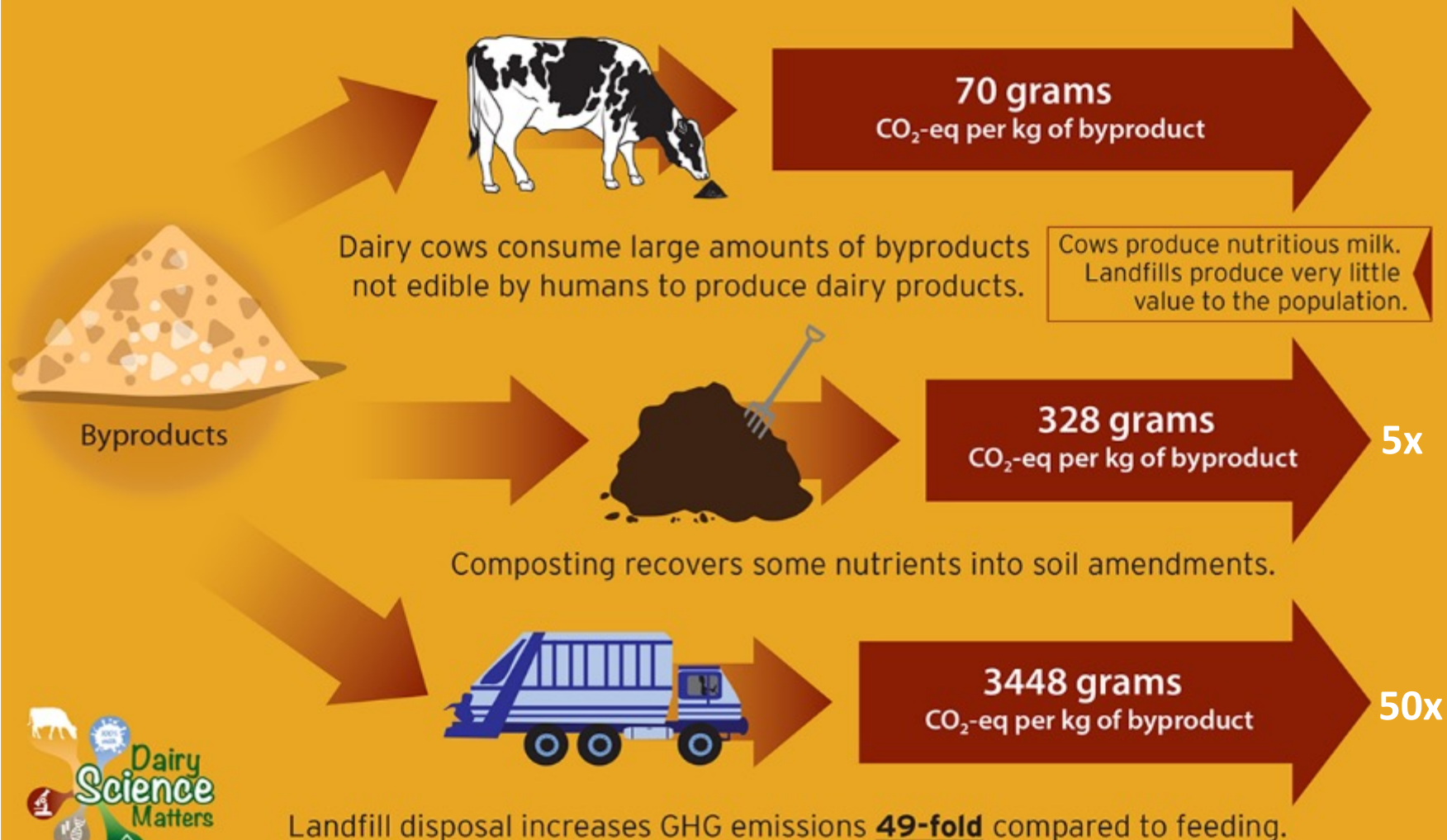
(Mottet et al., 2017)





**Actually, the animals are eating your
food waste and bio-fuel waste!**

Feeding Byproducts to Dairy Cows Creates Less GHG Emissions than Composting or Landfill Disposal



North American dairy cattle annually consume 40 million tonnes of by-products (like distillers grains from ethanol & alcohol) and turn unrecoverable nutrients into digestible protein rich food products.



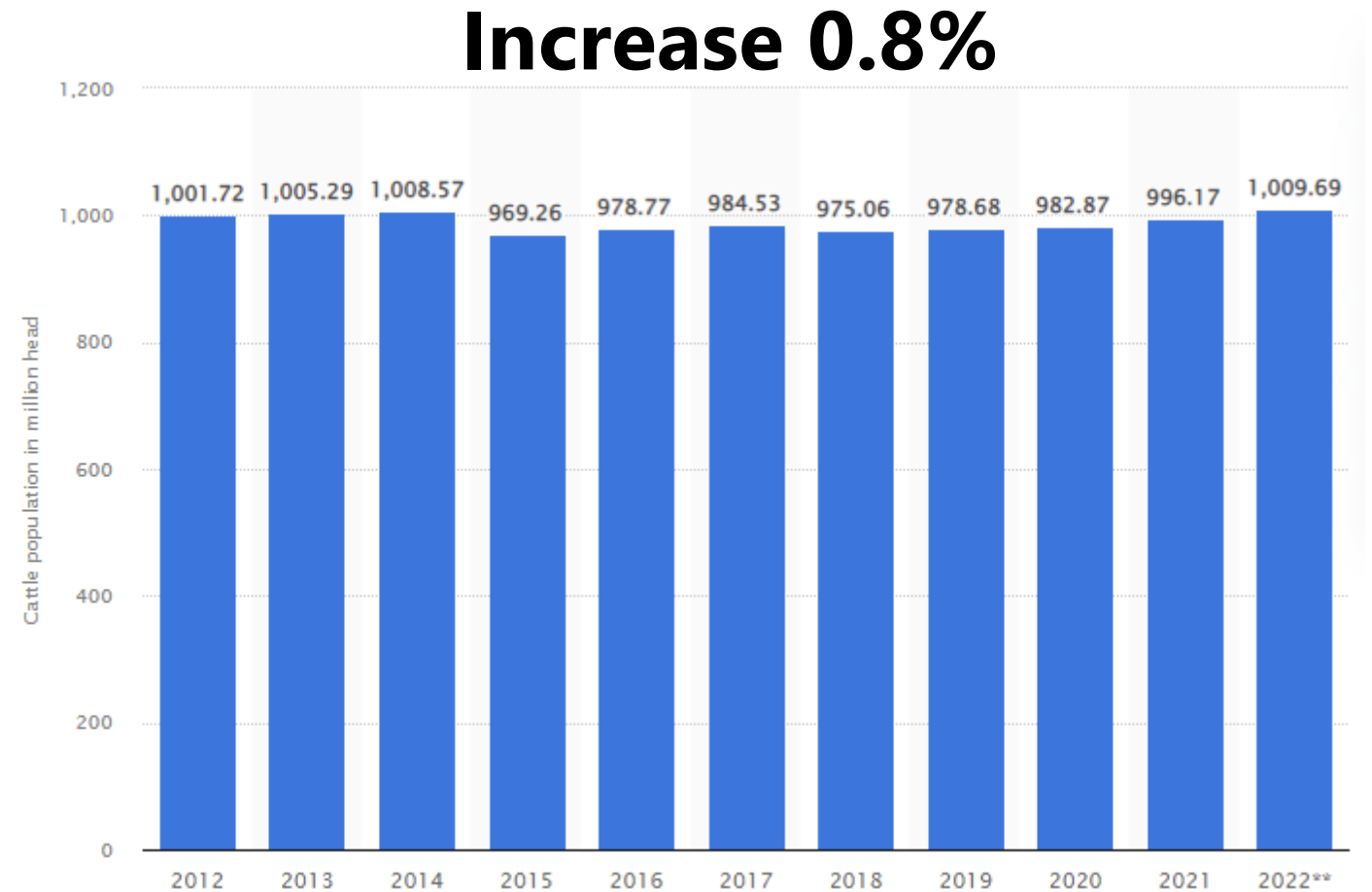
“Beef production is highly inefficient compared to other livestock”

Alltech[®]	Pounds of feed per pound of product, live weight/fresh milk	Pounds of human-edible feed (e.g., corn, soy) per pound of product, live weight	Net protein contribution** (values > 1 mean more high-quality protein generated than used)
U.S. average grain-finished beef (full live cycle)*	13.8	1.6	2.53
Dairy cow (cow + 0.25 replacement; Wilkinson, 2011)	1.1	0.27	2.83
Broiler chicken (Avigen ROSS 308 at 40 days)	1.6	1.4	0.85
Pork (Wilkinson, 2011)	2.5	2.0	0.70

*From Rotz et al., 2019. Ag Syst. 169 (Feb.):1-13.

**Using DIAAS from Ertl et al., 2016.

Number of cattle worldwide from 2012 to 2022



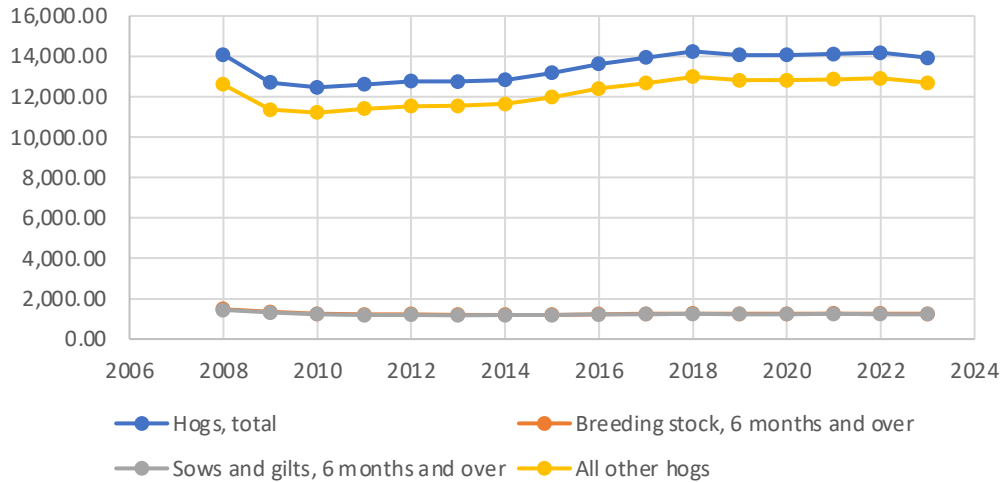


Improvements in Canadian Milk Production

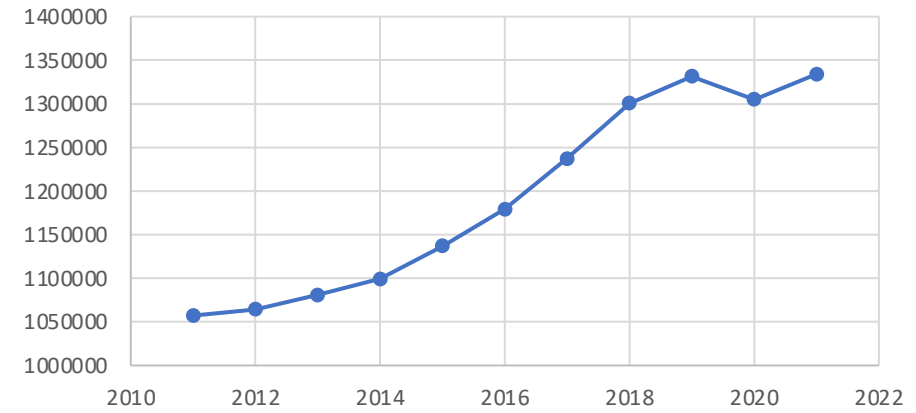
2011
26.6 L/day

Today
35.6L/day

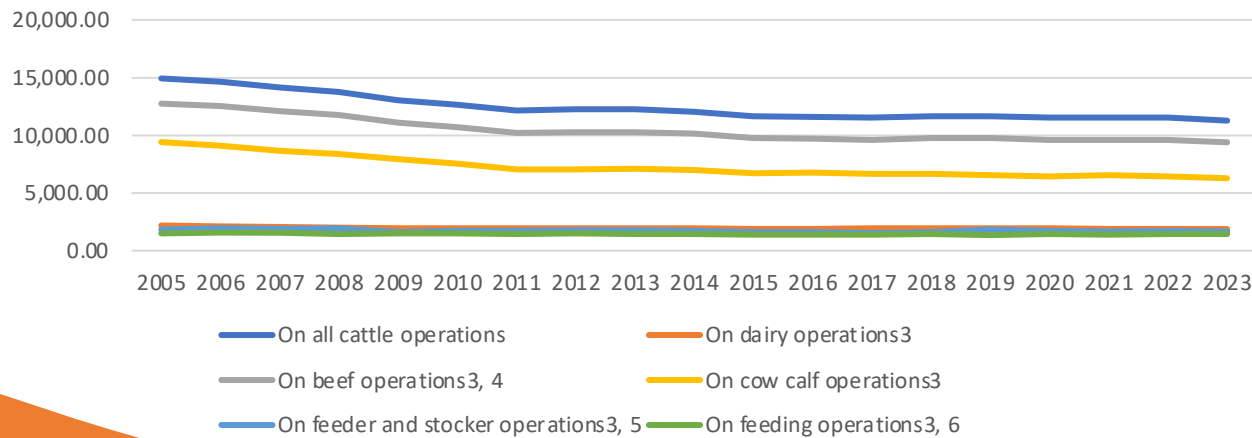
Canadian Hog Numbers - Stats Canada



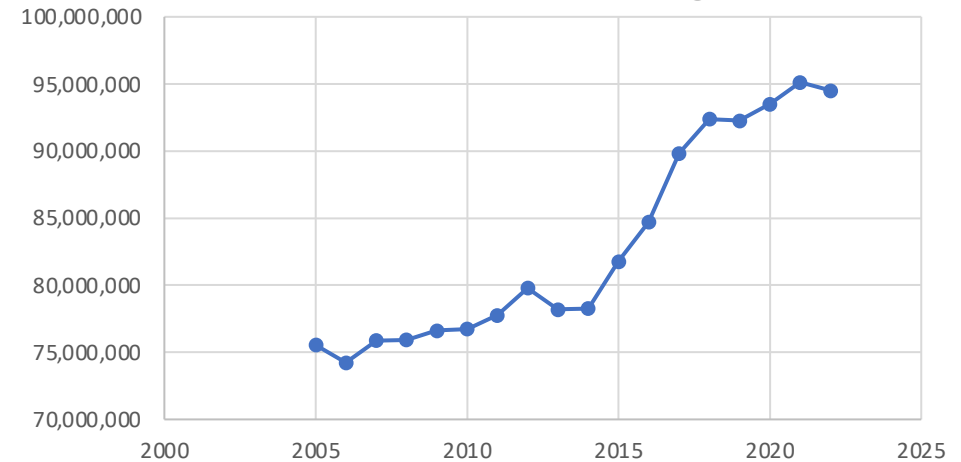
Canadian Poultry Production Tonnes - Stats Canada



Canadian Cattle Numbers - Stats Canada



Canadian Milk Production (hl) - Ag Canada





Developed nations food production reduction

- **COVID shutdown related supply chain impacts**
- **Geopolitical unrest**
- **Civil unrest**
- **Multilateral agreement breakdowns**
- **Foreign animal diseases**
- **Food for “green” energy production**
- **Expensive feed stuffs resulting in tight or negative margins for livestock production**
- **Developed nations’ reductionist agenda for achievement of national GHG emission targets**

Netherlands to buy up and close down 3,000 farms to comply with EU rules

jc/jd ⓘ 29.11.2022, 10:58

Share:



Photo: Pierre Crom/Getty Images

The Dutch government has plans to purchase and shut down up to 3,000 farms near environmentally sensitive areas in order to fall in line with EU nature preservation

LATEST NEWS

Supplying depleted uranium to Ukraine not nuclear escalation, says UK

Greece: Routes gradually returning to normal after passenger train crash

More Korean K2 tanks, K9 howitzers have arrived in Poland: Def Min

Fury-Usyk undisputed heavyweight clash is a no-go for now

Polish PM welcomes Japanese counterpart to Warsaw to discuss current affairs

German politicians may be shifting blame but Nord Stream 2 remains embarrassment

Tanzania confirms first cases of deadly Marburg disease

More sanctions against Myanmar junta: U.S. official

Israeli air force hits vicinity of Syria's



Tractors roll into Brussels in farmer protest over plans to limit nitrogen emissions



By Bart Biesemans and Clement Rossignol



BRUSSELS March 3 (Reuters) - Farmers from Belgium's northern region of Flanders drove thousands of tractors into Brussels on Friday in a protest against a new regional government plan to limit nitrogen emissions.

Police estimated the number of tractors clogging the streets of Brussels at 2,700. Many were decorated with big signs reflecting the farmers' anger.

"Proud to be a farmer," read one.



EU approves Dutch plan to forcibly close farms

Philip Case

04 May 2023



The European Union has approved controversial plans for the Dutch government to forcibly buy out livestock farms as part of plans to cut nitrogen emissions.

Two schemes with a total budget of €1.47bn (£1.29bn) will be used to compensate farmers

Next: 8 clever technical innovations for poultry farmers

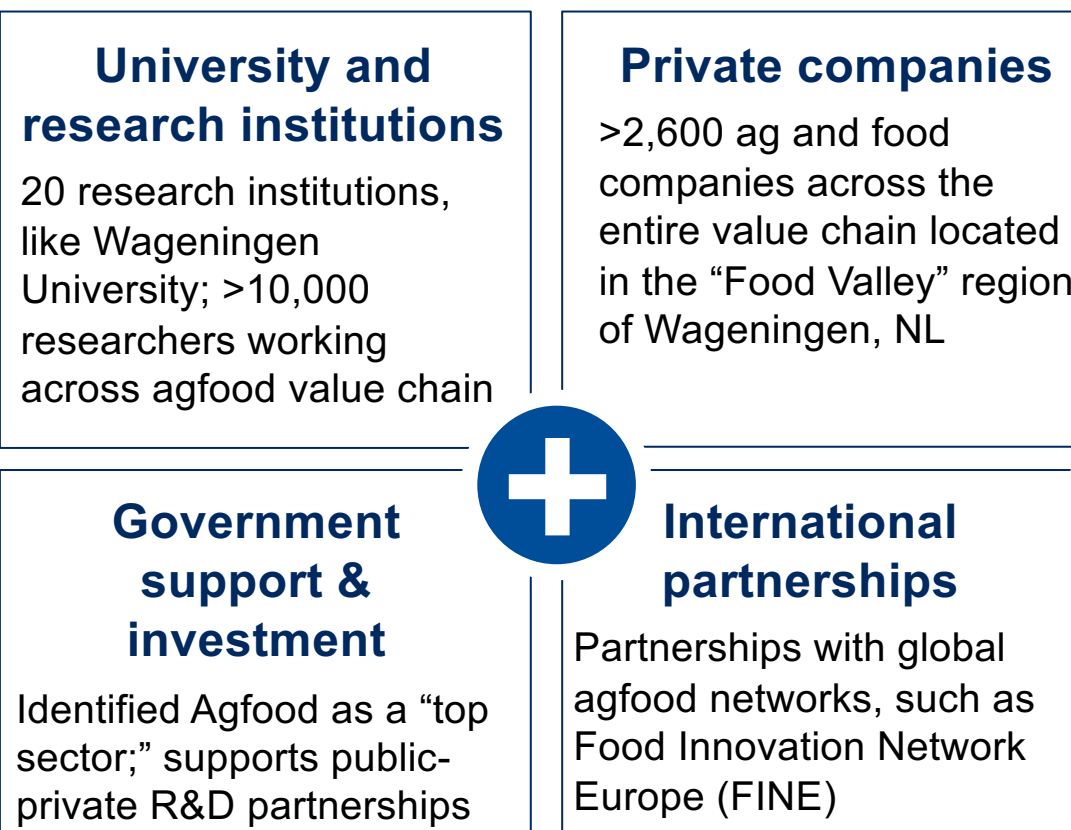


2 Case study: Food Valley has helped turn the Netherlands into a top agriculture innovation and investment hub



Food Valley NL was founded in 2004 to support the development of an agfood innovation cluster that brings together universities, research centers, start-ups, and large agfood companies.

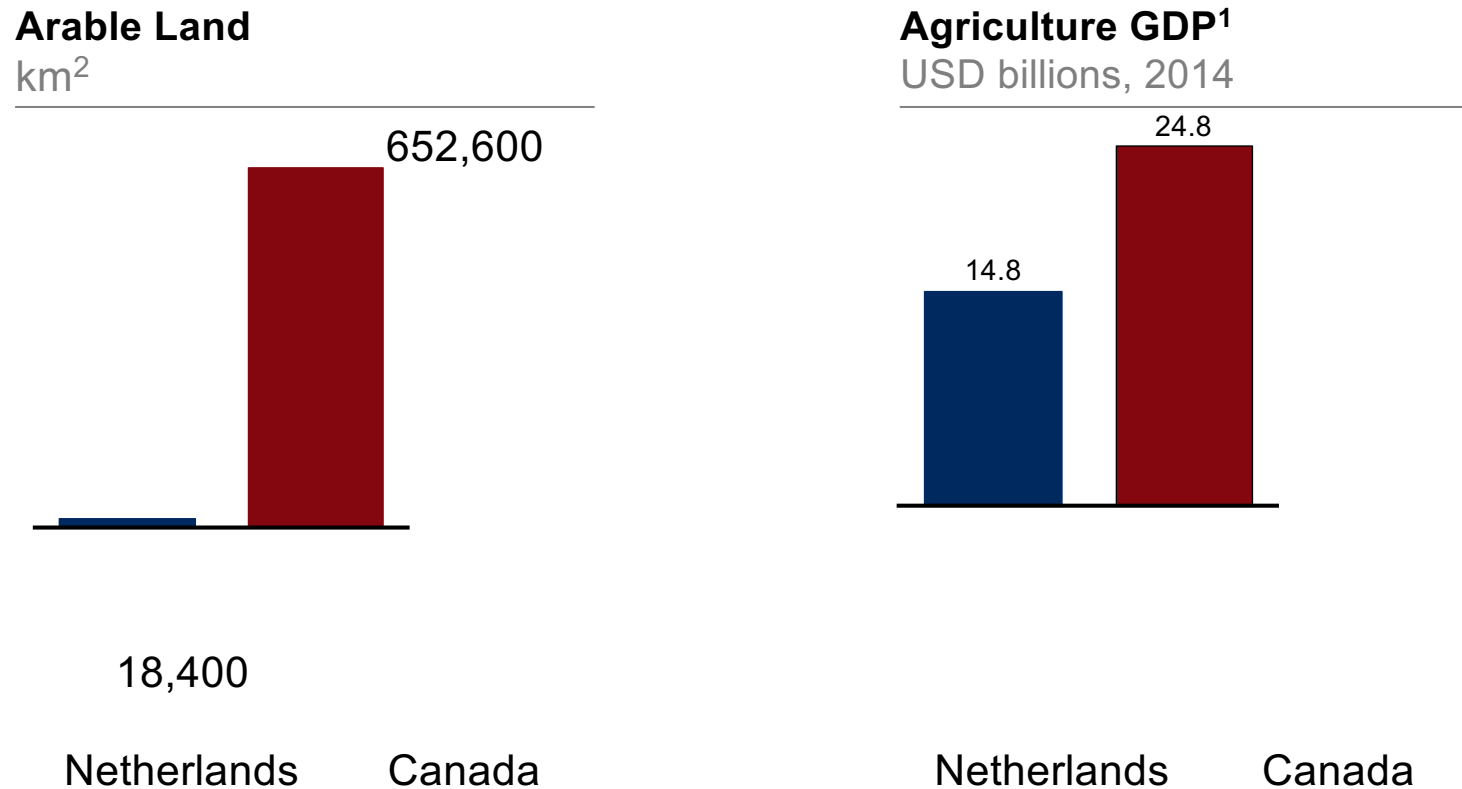
Key components of Food Valley



Results

- **2nd largest exporter** of agfood products globally
- Agfood represents **21%** of NL exports
- **4 Dutch agfood companies** are in the **world’s top 30**
- **85%** of the Dutch ag and food research is located in **Food Valley**
- **164 nationalities** represented

2 Because of initiatives like Food Valley, the Netherlands is now one of the world's top agfood exporters despite limited natural resources

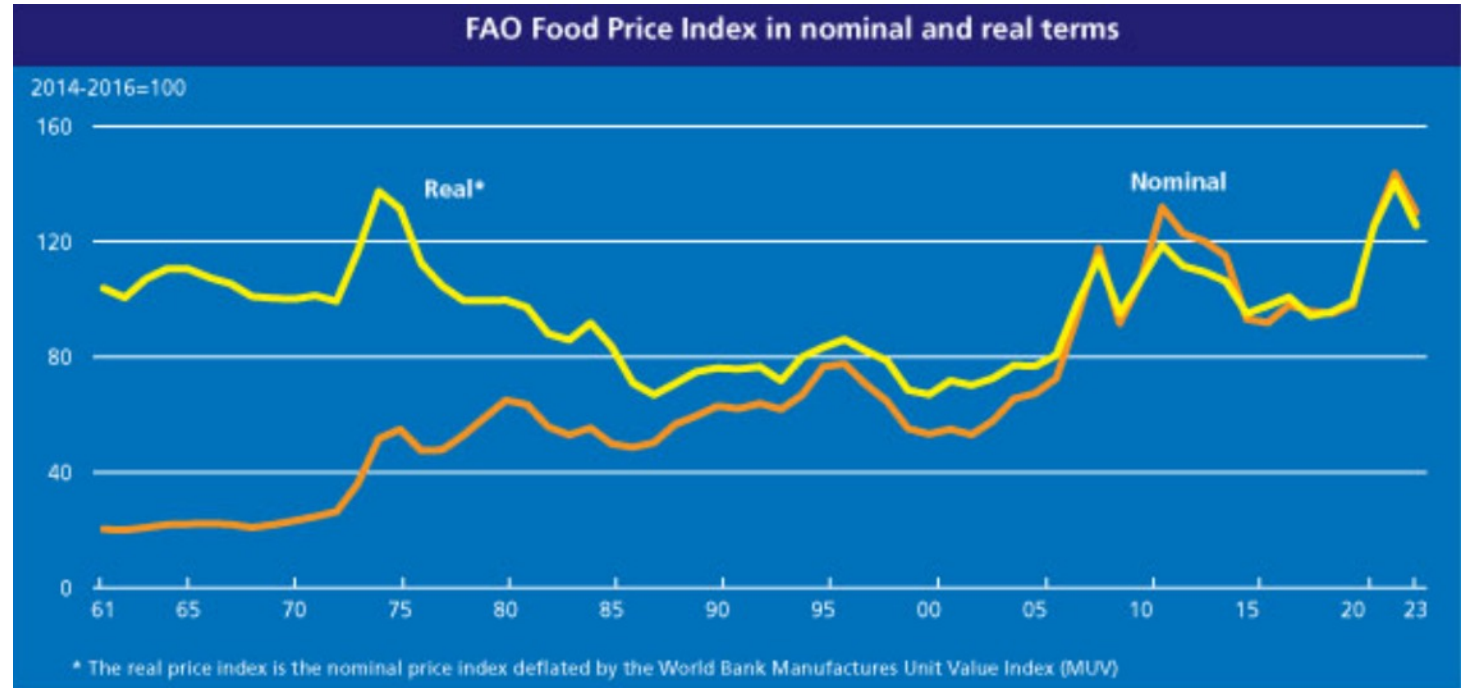


Despite only having **3%** of Canada's **arable land**, the Netherlands produces the equivalent of **60%** of Canada's annual **agriculture GDP**

¹ 2014 Agriculture GDP, value added (constant 2010 US\$), World Bank national accounts data, and OECD National Accounts data files

Protein Production Decrease

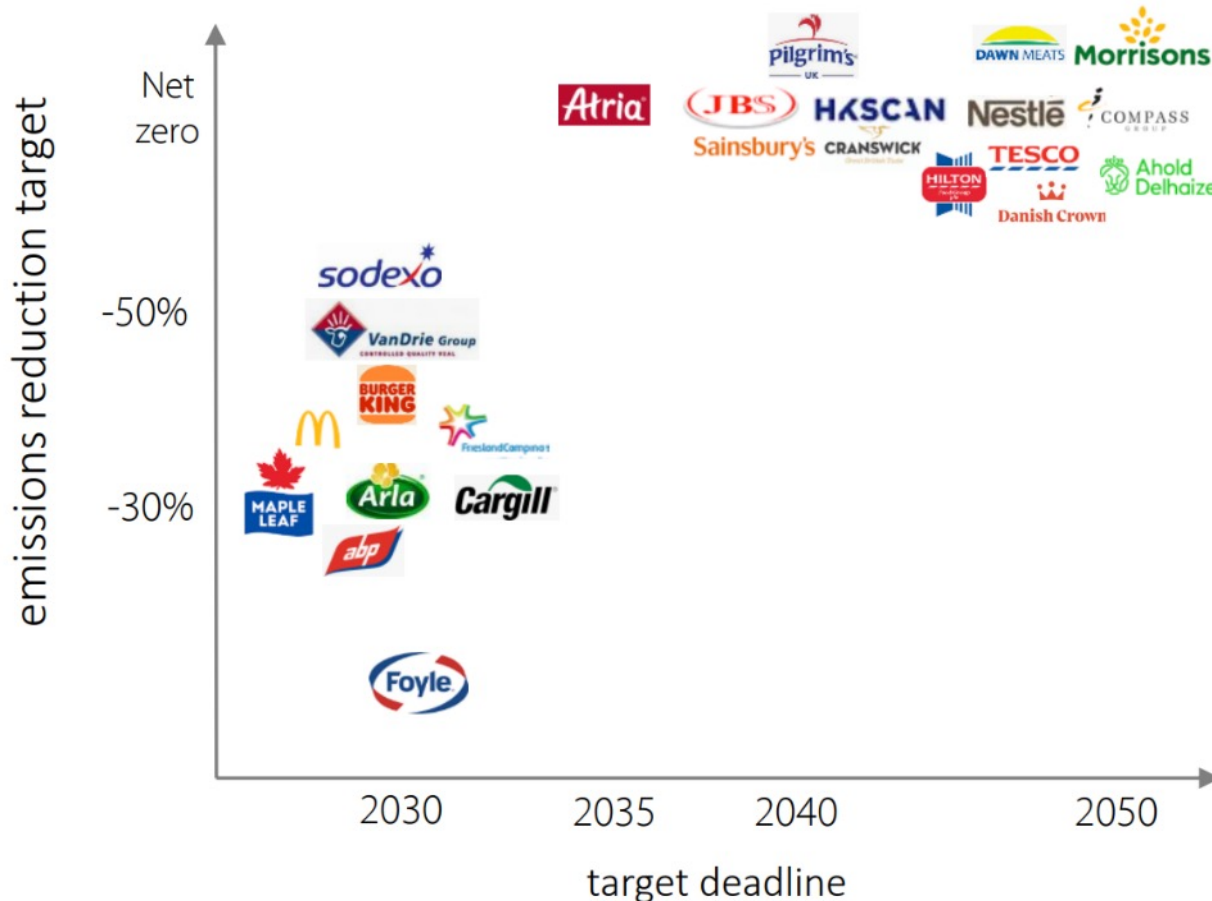
World Food Prices on the rise



- [FAO Food Price Index | World Food Situation | Food and Agriculture Organization of the United Nations](#)

Voluntary commitments on sustainability are gaining ground, especially in Europe

Scope 3 emissions reduction targets are set through the supply chain



Tesco's asks of suppliers:

1. Provide details of current emissions by the end of 2021
2. Establish net zero ambitions by the end of 2022
3. Set science-based targets to support the delivery of these ambitions by the end of 2023



By 2025, only deforestation-free soy for animal feed

Morrisons's asks livestock farmers to reach net zero by 2030.



Beef farmers receive at least GBP 0.10/ kg extra for rearing one cattle breed, under 18 months on a sustainable diet.

Danish Crown pays a premium of EUR 0.13/kg cw for pig farmers feeding their pigs with feed with lower CO2 footprint



Source: SBTi, Tesco, AH, Morrisons, company websites, Rabobank, 2022

Mandatory ESG Reporting for Canadian Public Companies
The Canadian Securities Administrators (CSA) are working to establish requirements for Canadian publicly traded companies to make climate-related disclosures in response to demands from investors and other stakeholders for “complete, consistent and comparable” reporting.



The Canadian Government has pledged to cut climate-warming emissions 40-45% below 2005 levels by 2030.



MAPLE LEAF

WORLD'S FIRST MAJOR CARBON NEUTRAL FOOD COMPANY

DAIRY FARMERS OF CANADA
LES PRODUCTEURS LAITIERS DU CANADA

NET ZERO BY 2050

Dairy Farmers of Canada  Les Producteurs laitiers du Canada

PRESS RELEASE 

Egg Farmers of Canada marks 50th anniversary with net-zero commitment



McDonald's has entered the race to net zero.



TAKING ACTION TOWARDS A NET-ZERO FUTURE

Ted Bilyea

Distinguished Fellow of Strategic Trade at CAPI
& former board chair

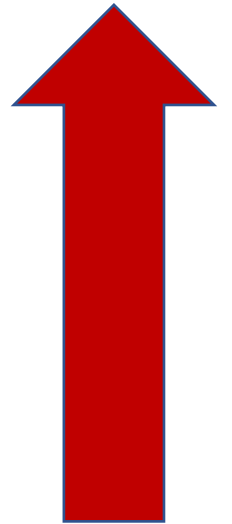
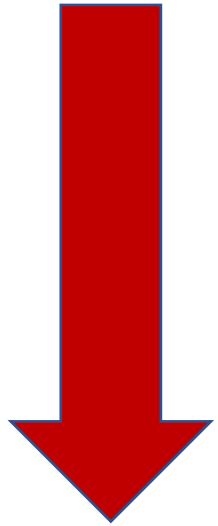
"We need to ensure that **we do no harm** unto production while we are doing good on the climate scene.

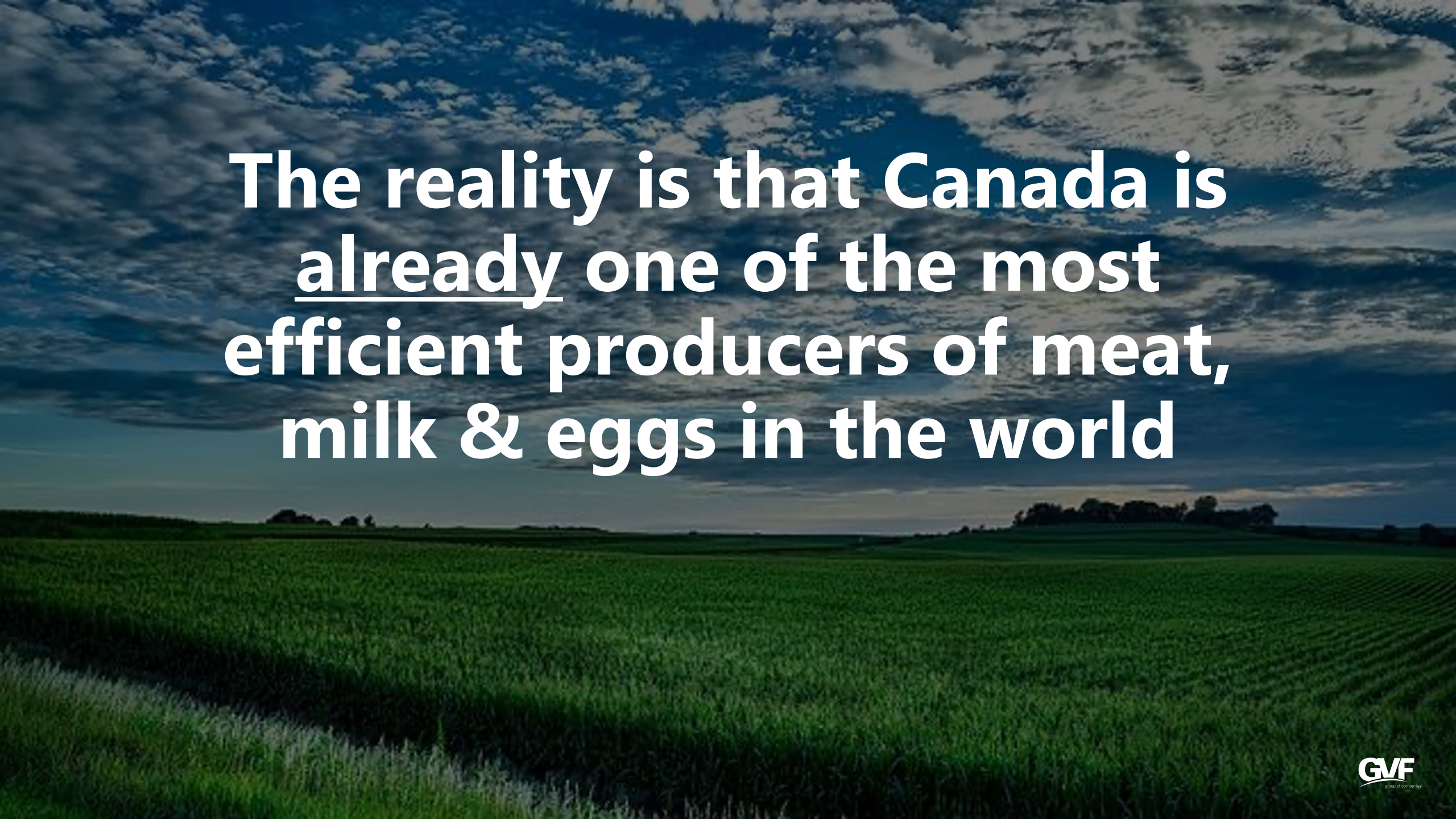
The reason I say that is because whatever we don't produce is going to be produced somewhere that is a lot more carbon intensive and a lot worse for everyone."

AgriFood Conference
January 2023



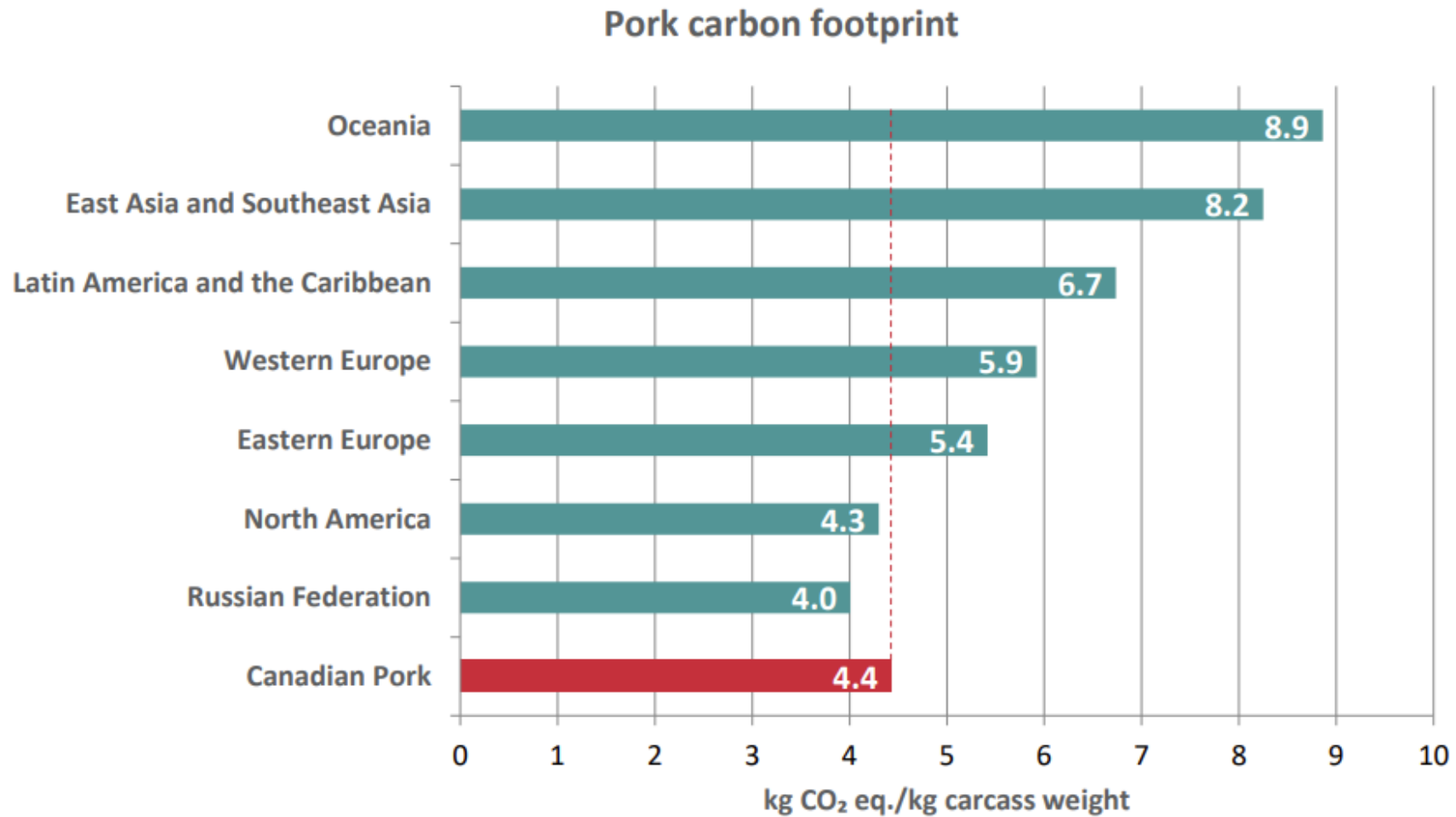
If livestock production moves from developed nations to undeveloped nations



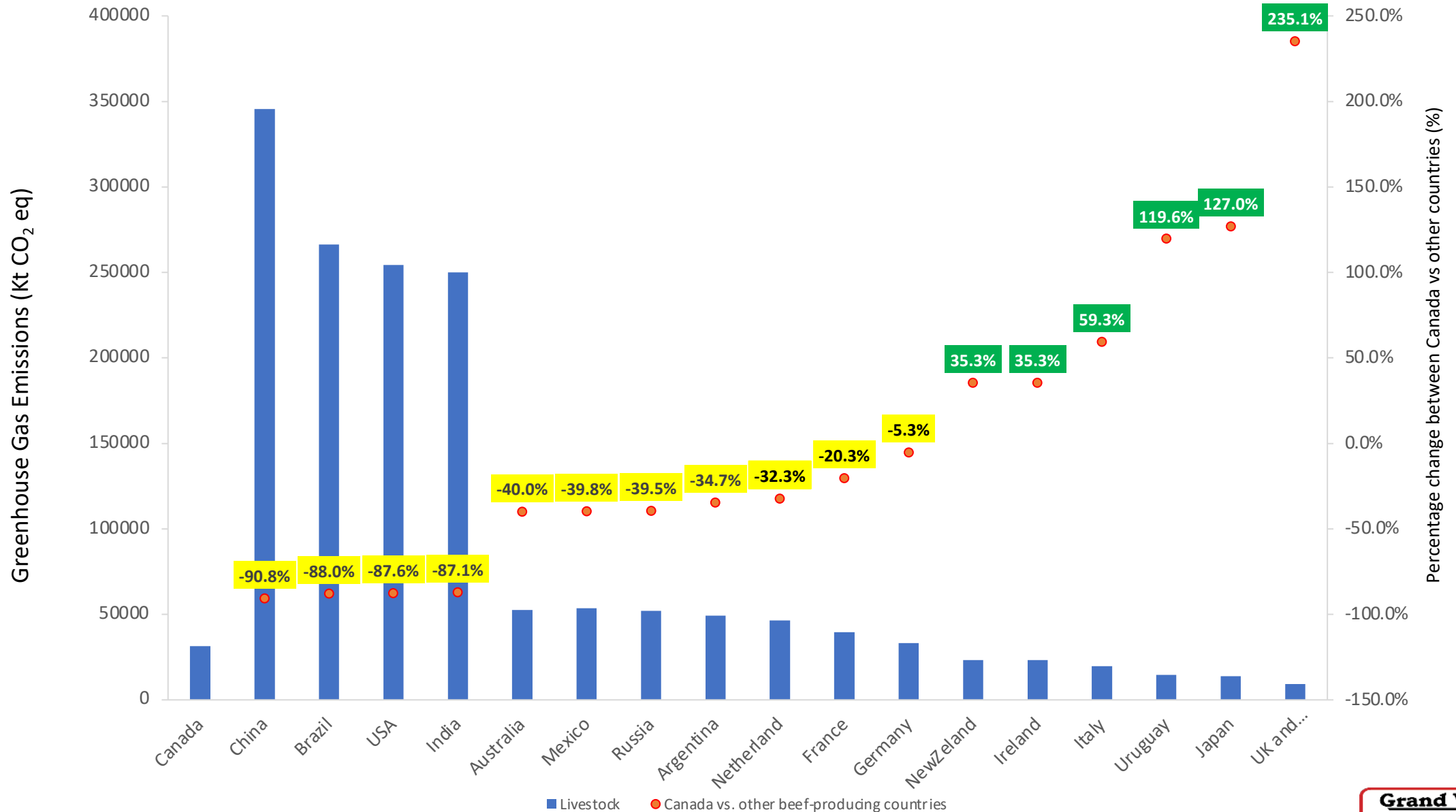


**The reality is that Canada is
already one of the most
efficient producers of meat,
milk & eggs in the world**

CARBON FOOTPRINT INTERNATIONAL BENCHMARK



Canada vs. Other Beef-Producing Countries Enteric and Manure Management Emissions



When considering the average carbon footprint of chicken in different regions around the world, Canadian chicken production has the lowest carbon footprint overall.*

CANADIAN CHICKEN 2.4

NORTH AMERICA 3.0

WESTERN EUROPE 4.4

LATIN AMERICAN AND THE CARIBBEAN 4.4

NEAR EAST AND NORTH AFRICA 5.0

SOUTH ASIA 5.1

EAST ASIA AND SOUTHEAST ASIA 6.7

Global Emissions for Fat Corrected Milk Production by Region

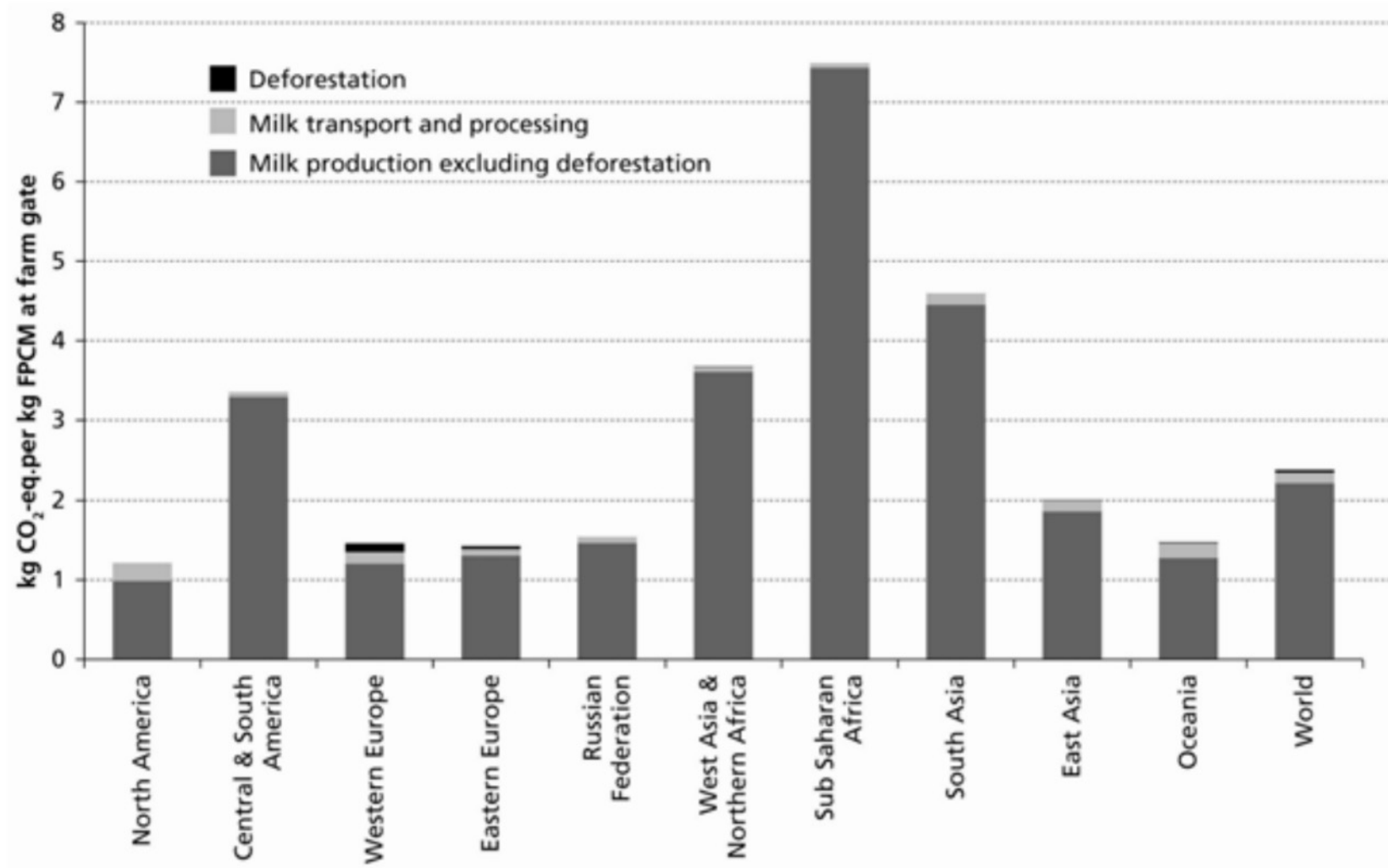


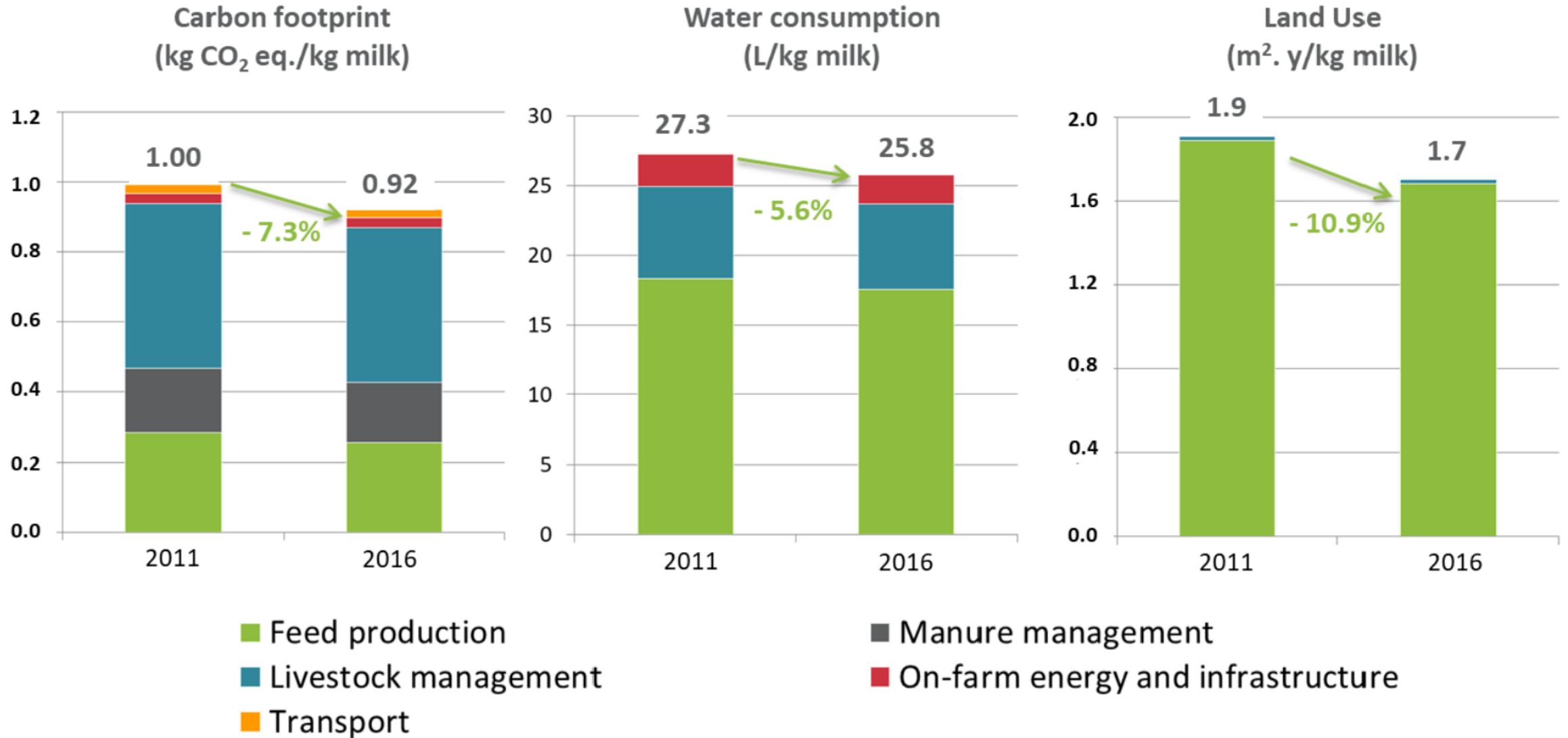
Figure 4.1. Estimated GHG emissions per kg of FPCM at farm gate, averaged by main regions and the world

Green house gas emissions from the dairy sector

A life cycle assessment

FAO, 2010

Relative contribution of the life cycle stages to the average environmental profile of producing one kilogram of Canadian milk



Improved environmental impact

Producing one litre of milk in Canada emits less than half the greenhouse gas (GHG) emissions as compared to the global average.(1)



Consumers can enjoy their daily dairy products knowing that the footprint of milk produced in Canada has decreased over time. Between 2011 and 2016, carbon footprint, water consumption and land use associated with milk production decreased by 7%, 6% and 11% respectively.



7% LOWER
CARBON FOOTPRINT



6% LOWER
WATER CONSUMPTION



11% LOWER
LAND USE

Improvements in Egg Production/Hen/Year

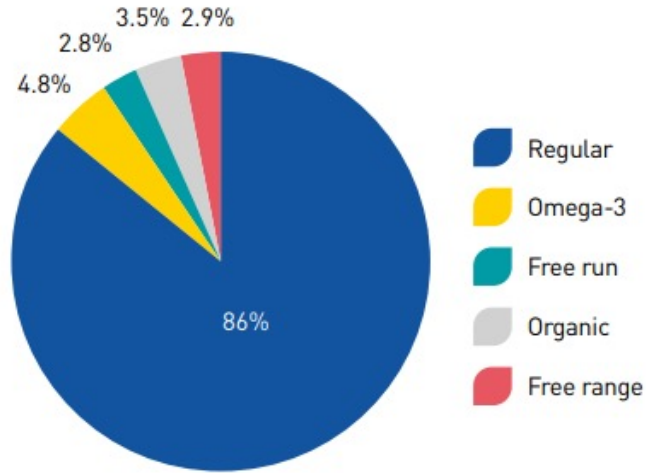


1947 – 150 Eggs



Current – 340 Eggs

Total retail sales of eggs (2019)



Egg farming contributes **\$1.37 billion** to Canada's economy.

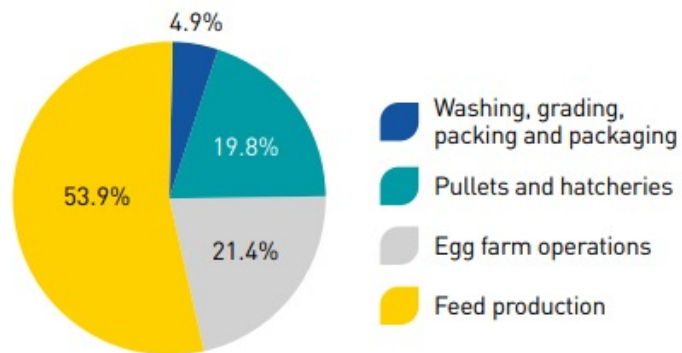
Canadian Egg Sustainability

- 1.44 CO₂e/dozen

Global Average

- 5.0 CO₂e/dozen
- 70% higher than Canada

GHG emissions for a dozen of eggs (2015)



Doing what we can to spread the word!



122T

Advanced Animal Nutrition for Improved Human Health | grandvalley.com



Doing what we can to spread the word!



Grand Valley
FORTIFIERS
FOR SOUND NUTRITION

Canadian Pork,
One of the most sustainable
in the world, and still improving.

231 Advanced Animal Nutrition for Improved Human Health | www.grandvalley.com **GVF**

This advertisement features a large photograph of a modern farm with a red-roofed barn, several white silos, and a tall white wind turbine in the background. The scene is set against a clear blue sky and a lush green field in the foreground.



Grand Valley
FORTIFIERS
FOR SOUND NUTRITION

Canadian Dairy
Already the most sustainable in the
world, and still improving.

161 Advanced Animal Nutrition for Improved Human Health | www.grandvalley.com **GVF**

This advertisement features a large photograph of a herd of black and white dairy cows grazing in a vibrant green field. The background shows a line of trees under a bright, slightly cloudy sky.



We are still improving

by deploying Science and Technology



Introducing Bovaer

30%
Reduction in methane
emissions

45% Reduction in Methane



Introducing Bovaer

**$\frac{1}{2}$ the emissions or almost double the cows
with the same methane emissions**

Agolin[®] Ruminant

Creating Carbon Credit solutions

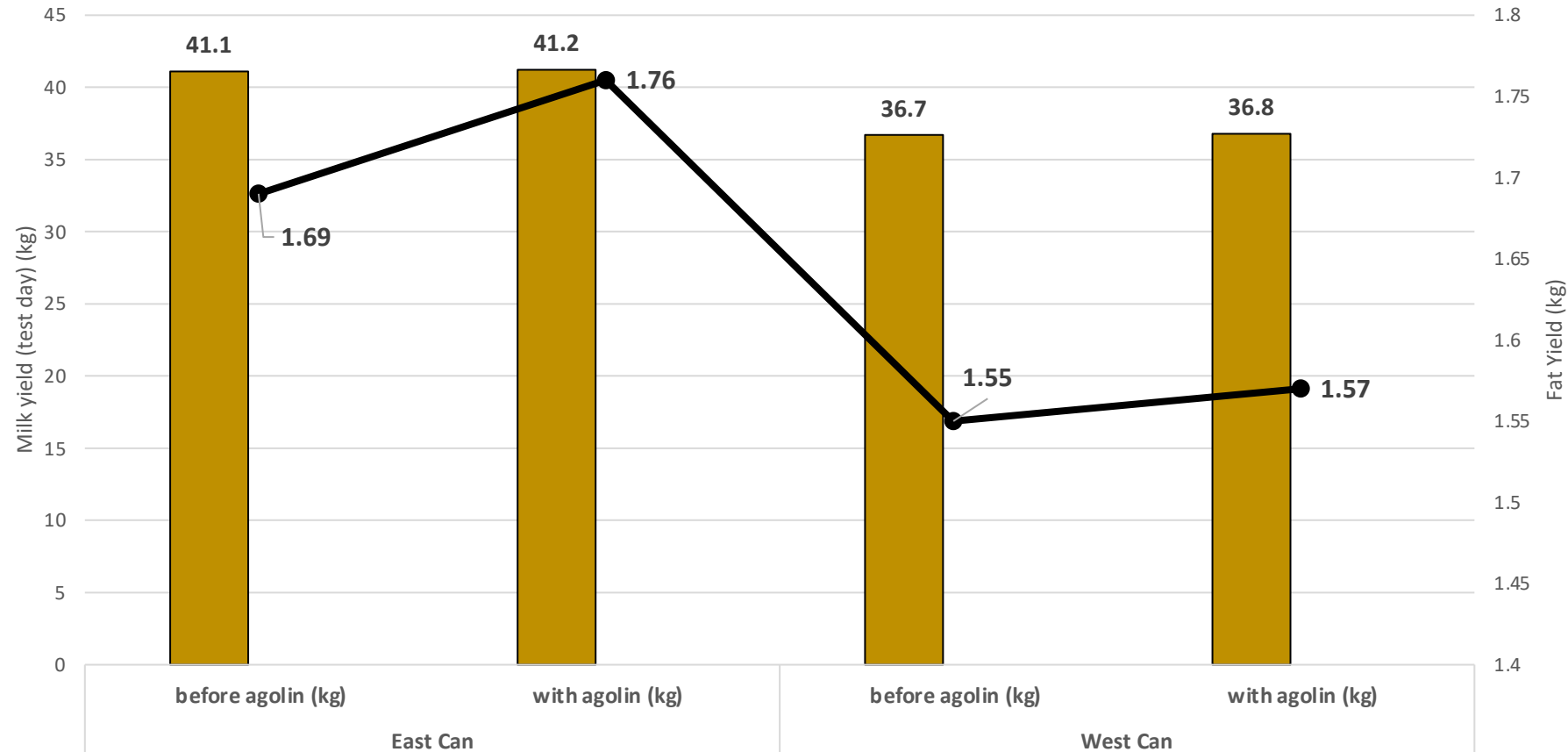


agolin[®] For animal nutrition **naturally**

Certified by the Carbon Trust to benefit dairy farmers, their cows and the environment.

To develop Agolin, researchers tested more than 100 different plant extracts to determine their effects on the rumen microbiota and how they can improve fat and protein yield and feed efficiency while lowering a cow's methane production. Agolin is the first product certified by the Carbon Trust to provide benefits to not only the environment, but also to dairy farmers and their cows.

Agolin - Preliminary data looking at east/west herds – change in milk and fat yield





Agolin[®] Ruminant

Creating **Carbon Credit** solutions

First-ever carbon credit
payments to Canadian dairy farmers
for reducing enteric methane.

What is a carbon credit?

- 1 carbon credit = 1 tonne of CO₂ equivalent that is not released into the atmosphere
- A credit is certified and can be bought/ sold by public or private organizations
- Reduces methane from enteric fermentation
- 1 cow on generates 0.4 credits / year

ROI + Carbon Payment

- 10:1 ROI without credits, FE, milk, components
- Credit goal of **\$25** USD
- Goal is to get **85%** of credit value to the dairy
- 1 cow on generates 0.4 credits / year
 - **\$11** **CND/ cow / year**

Timeline

Credits retroactively to November 2022

Sign up for Nov & Dec 2022 and 2023 by **Feb 1 2024**

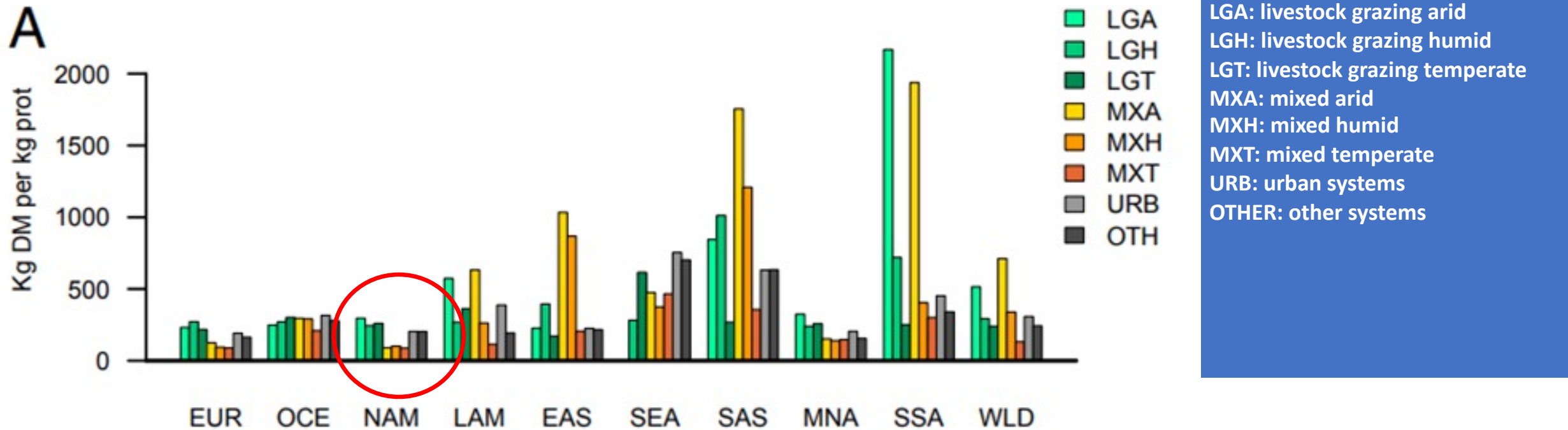
Payments expected summer 2024 for 22/23

Sign up for 2024 credits by September 2024



Feed for livestock is 70% - 80% of GHGs and COP




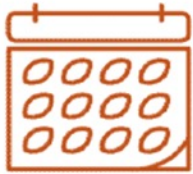





Comparative Feed Efficiency in Beef and Dairy by Region and Production System



Production regions: Europe and Russia (EUR), Oceania (OCE), and North America (NAM), and the developing regions of Southeast Asia (SEA), Eastern Asia (EAS), South Asia (SAS), Latin America and the Caribbean (LAM), sub-Saharan Africa (SSA), and the Middle East-North Africa (MNA).
 Source: Herrero et al., 2013.



Monitoring your farm's performance is vital to help improve overall efficiency. It is well documented that efficient farms are more profitable with lower greenhouse gas emissions. Producers who improve their herd's health and fertility KPIs not only improve their milk yields, they also reduce their carbon footprint. Below are the average improvements achieved by 58 dairy farms during a study conducted by Alltech.

 <p>+1 Extra litre of milk per day</p>	 <p>Increased milk yield</p>	 <p>-54g CO₂e / litre milk</p>
 <p>4 fewer open days</p>	 <p>Health + fertility</p>	 <p>-12.8kg CO₂e cow / day</p>
 <p>Improved herd health</p>	 <p>+\$403 / cow / year</p>	 <p>-7,038 tonnes of CO₂e</p>

MORE EFFICIENT, MORE PROFITABLE, MORE SUSTAINABLE



Enabling Sustainable Livestock Farming

Enabling livestock operations with data-driven insights, our innovative business intelligence solutions optimize feed & production efficiency, profitability, and resource stewardship, fostering ever-improving meat, milk and egg production.





**We don't want to feed less animals, more.
We want to feed more animals, with less.**

A landscape of rolling green hills under a blue sky with white clouds and a single tree on a ridge.

Sequestration

Giving Credit where Credit is Due

What other sector owns millions of acres and billions of trees?

2.5 Billion Acres





Millions of Acres of Sequestration

189,874 Farms

94 million acres of crop land

12 million acres seeded pasture

1 million acres summer fallow land

47 million acres all other

154 million total acres farm land

Nature Based Climate Solutions

“Forest, agricultural land, grassland and peatland NBCSs have the highest national GHG mitigation potential over the next three decades.”

“Cropland management & avoided grassland conversion hold the greatest potential for carbon sequestration in agriculture and grasslands.”

**Expert Panel on Canada’s Carbon Sink
Potential**

December 2022



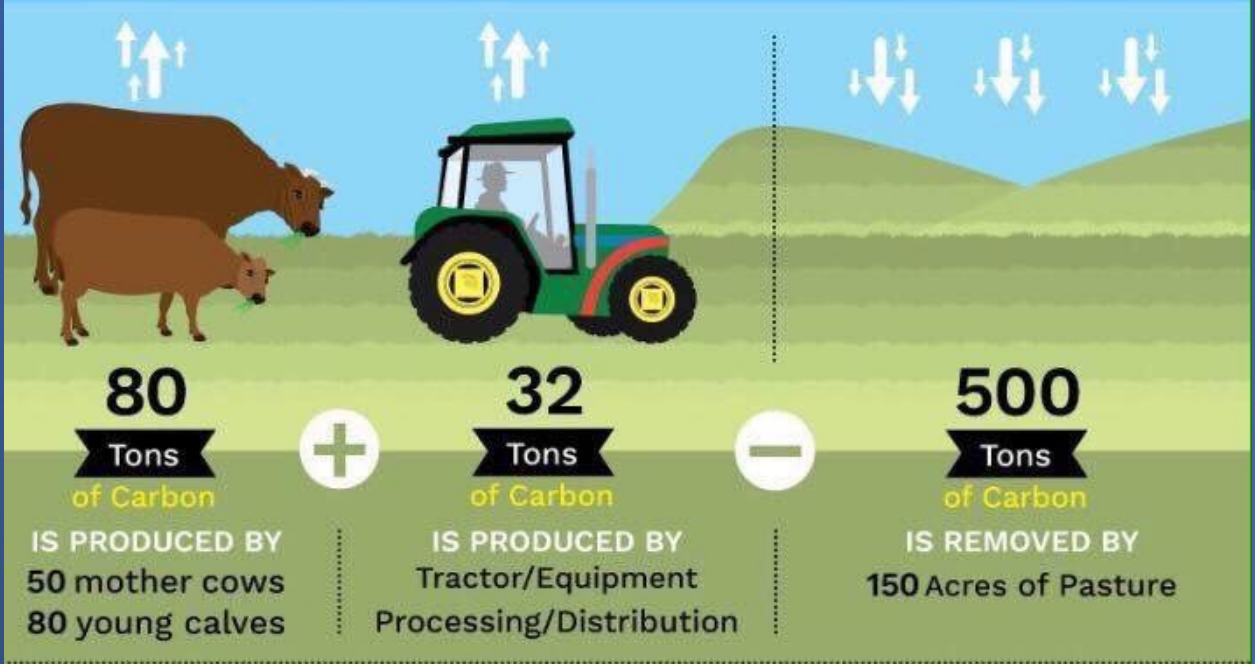


**Maximized
Sequestration
and
Nature Based
Solutions**

- **Measure, Report, Verify**

FARM CARBON OUTPUT
FROM BEEF:

CARBON SEQUESTERED
IN SOIL BY PASTURES:



80
Tons
of Carbon
IS PRODUCED BY
50 mother cows
80 young calves



32
Tons
of Carbon
IS PRODUCED BY
Tractor/Equipment
Processing/Distribution



500
Tons
of Carbon
IS REMOVED BY
150 Acres of Pasture

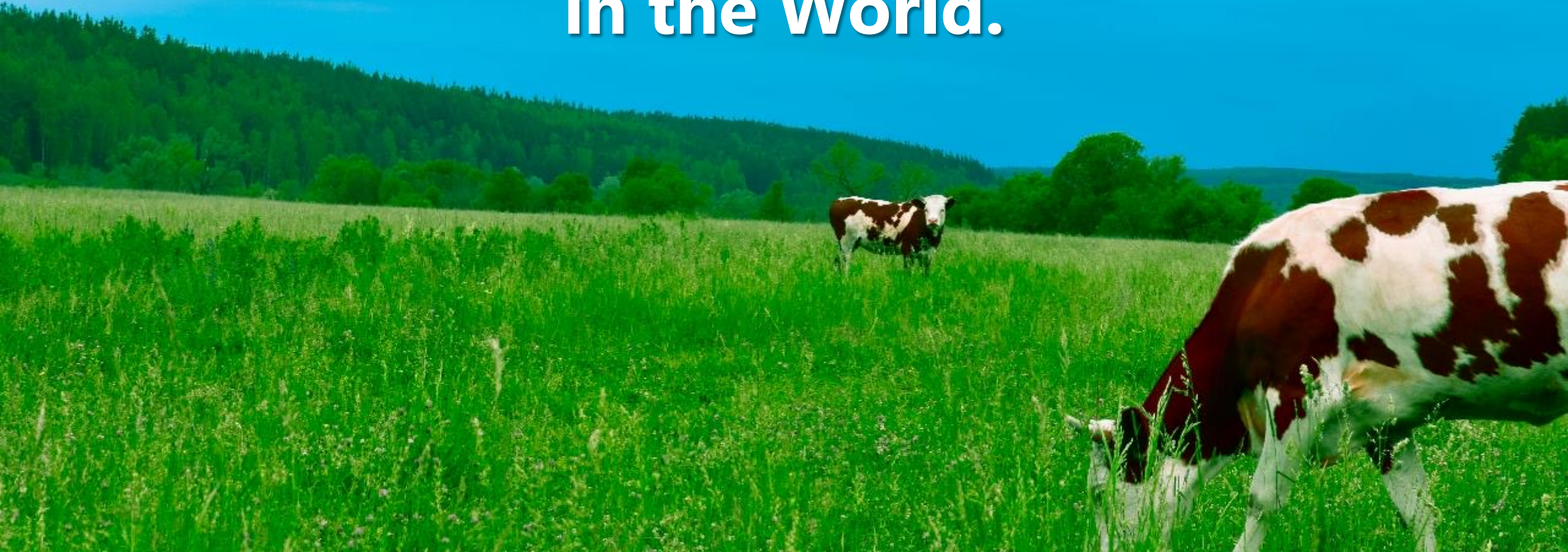
Total Output
112 Tons of Carbon **-** **500** Tons of Carbon
Total Sequestration

This Farm REMOVES
388 Tons of Carbon
From the Atmosphere Annually

Carbon footprint at Buck Island Ranch

- **Previous calculated values (1998-2008):**
 - Emissions: 10,884 metric tons of CO₂e/year
 - Enteric fermentation: 64%
 - Estimates of sequestration by Bahia grass pasture: 17,813 metric tons CO₂e/year
 - **NET POSITIVE sequestration of 6,929 metric tons CO₂e/year**
- **Life cycle analysis opportunity to manage environmental impact**

**Proud Participants in the Largest
Carbon Sequestration Industry
in the World.**



Canadian Agriculture Ground Zero for Net Zero



Canada

- **Small population – can produce way beyond its population needs**
- **Huge arable land mass**
- **Abundant fresh water**
- **Millions of hectares of forests, arable, managed land for sequestration**
- **Creator of technology – medium term adopter**
- **Massive opportunity to be a “breadbasket” and “protein charcuterie” for the world while growing a robust rural & urban economy**
- **Moral, even Biblical obligation to feed the poor & the hungry in the most sustainable, cost efficient manner available globally.**



Rabbi Jonathan Sacks

“A nation becomes strong when it cares for the weak. It becomes rich when it cares for the poor. It becomes invulnerable when it cares for vulnerable.”

Ted Bilyea

"As Canadians we often set out to do good or look good, but sometimes that gets in the way of doing the right thing."



What is the right thing to do?

1. Become the most sustainable producers of meat, milk, eggs, oilseeds, grain in the world.
2. Maximize production of digestible protein in order to feed the world.
3. Enact government policies that encourage & finance much greater productivity and production in an increasingly GHG emission efficient manner.
4. Invest in infrastructure for cost & time efficient transportation to Canadian & global populations (roads, rail, ports).
5. Encourage agri-food capacity expansion, facility modernization, technology development & adoption through ease of access to capital.
6. Develop & agree upon sequestration metrics and measurements, encourage sequestration maximizing management practices (education & carbon credits) and allow farm land and crown land to take credit where credit is due.

A herd of cows is grazing in a lush green field at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The cows are of various colors, including white, brown, and grey. The background shows rolling green hills under a sky with soft, wispy clouds.

Canadian Agriculture.

**A Force For Food.
A Force for Good.**