



Canada Food Brand Project

Overview //

“We call for the government to work with industry in our six key sectors to develop a globally recognized Canadian brand.”

Report from Canada's Economic Strategy Tables: September 2018

Global food production is being seriously scrutinized & evaluated here & abroad, including on factors that implicitly form part of Canada's brand (trust, safe, clean). Global benchmarks are measuring a host of company & supply chain environmental, social & governance criteria. The push to fulfill the U.N. 2030 Sustainable Development Goals will intensify. Many companies, sectors & countries are positioning themselves by linking competitiveness to sustainability performance. With a growing global population, increasing demand for quality food & rising consumer expectations about how food is produced, food systems everywhere are being challenged to respond.

Does this matter to Canada? With its natural advantages & positive reputation, are we in good shape or is it time to express & validate what stands behind the “Canada food brand”? If so, can the brand actually become an essential tool to assess policy choices & take decisions – thereby improving our future competitiveness & benefitting society?

The window of opportunity is now:

1. Canada 2020 & its partners have launched a project to frame-up the Canada food brand advantage
2. This will be industry-led & deeply collaborative with the broader food system, advanced technology & other adjacent sectors & government

“By 2025, Canada will be one of the top five competitors in the agri-food sector, recognized as the most trusted, competitive & reliable supplier of safe, sustainable, high-quality agri-food products to feed the dynamic global consumer.”

Report from Canada's Economic Strategy Tables: Agri-Food, September 2018

Mission //

To articulate the Canadian food brand advantage.

1. This pre-competitive collaboration will scope out essential brand attributes & drivers, including the link between competitiveness, the country's advantages & social responsibility claims, as a basis to differentiate Canada. (This is not about developing a “tagline” or “promo” campaign.)
2. A series of labs over 2018-2019 will be held to build momentum on how to express, validate & steward the brand (at a high level), culminating in a national forum in Nov. 2019
3. **Project Goal:** industry & government champions adapt this work as a must do priority in 2020

Broader Objective //

“We’re punching way below our weight. Canada’s agri-food sector needs a big ambition! We need to bring people together in a lab & be disruptive so we can solve big challenges & truly aim to achieve 10x growth.”

Dominic Barton, Canada 2020 symposium, June 1, 2018

Canada’s agri-food brand will be a catalyst to:

1. Elevate the agri-food sector’s stature as a **national priority** in the next policy agenda
2. Affirm that food brand stewardship is increasingly essential to Canada’s global **competitiveness & societal well-being** – which must shape policy choices & stakeholder actions
3. Establish new accountabilities to ensure greater **policy/regulatory alignment**, industry pre-competitive **collaboration** & to inform **research priorities**.

Process // Framing-up the Canadian Food Brand Advantage

Phase One		Phase Two		
Sept 18, 2018	Oct 29, 2018	Nov 29, 2018	Jan 2019	Mar 7, 2019
Sounding Board: The Concept	Sounding Board: The Program	Policy Lab: Brand 2.0	Policy Lab: Digital Food	Policy Lab: Quality Food
Should we launch a relevant, useful & timely brand project?	What is an effective program to inform the Canada food brand & remain focused on our mission?	How should affirming “the brand” advance competitiveness & societal priorities? How is Canada being assessed & how should we measure performance?	How can our agri-food advantages & global best practices be validated & add more value via advanced technologies?	How is nutritional quality & food safety evolving & what does this mean for the reputation of our ingredient/food supply?
Phase Two (cont'd)			Phase Three	
April 2019	May 2019	Sept 2019	Nov 2019	Nov / Dec 2019
Policy Lab: Trusted Food	Policy Lab: Sustainability	Policy Lab: Brand is a Promise	National Forum: Competing in a New World Order	Sharing Outcomes
How can Canada differentiate itself when others are conforming to the UN Sustainable Development Goals (SDGs)? How is “trust” linked to reliability of supply?	What does the global emergence of “sustainable finance” & growing interest in valuing natural capital mean for distinguishing Canada’s competitiveness?	How can the brand: 1. Create new accountabilities in policy-making (i.e., whole-of-gov’t alignment) 2. Incent greater industry pre-competitive collaborations 3. Inform research/innovation priorities?	TBD	Ottawa audiences Arrell Food Institute (U. of Guelph) National audiences/media Other: TBD

Details subject to change. Other “sounding board” meetings may occur.

For reference, EDC’s six Canada brand attributes: land of clean/pristine natural spaces, resource-rich, good reputation, innovative, trustworthy, multi-cultural (<https://edc.trade/canadian-brand-advantages/#step1>)

Support the Project //

In order to make this project a success, Canada 2020's team will rely on the support of a select group of donors & backers who will contribute both funds & time.

Our fundraising goal for Phase One & Two is **\$150,000**

Minimum contribution level **\$15,000**

This will help support our research process, data collection & analysis, as well as convening, travel expenses & other project costs as we move through the project process.

For your contribution, partners will receive the following recognition & support:

1. A seat on the project steering committee, contributing to & shaping the process
2. An invitation to everything we do - sounding boards, policy labs, roundtables, & forums
3. Branding at any / all labs & / or public facing events associated with the project
4. 4 complimentary passes to the National Forum, scheduled for November 2019
5. Recognition on the project website

Phase Three houses our National Forum, a multi-day event & conference in Ottawa after the 2019 Federal Election. The Forum will have its own set of costs. Phase One & Two funders will receive recognition at this event & the above described passes.

However in order to make the Forum a success, at the size & scale we are planning, we will conduct an additional round of fundraising, with additional event-specific partnership opportunities.

For more information, please contact:

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