



WHAT WE HEARD

Policy Brief



CASI
Canadian Agri-food
Sustainability Initiative

IDAC
Initiative de durabilité
agroalimentaire canadienne

POLICY BRIEF

OVERVIEW

The global marketplace is increasingly looking for evidence of sustainable production practices. The Canadian Agri-food Sustainability Initiative (CASI) is developing an online platform for Canadian producers to demonstrate participation in programs that provide evidence of sustainable production practices. In short, CASI will be a place for Canadian farm businesses to communicate the good work taking place on-farm.

PURPOSE OF THIS REPORT

This report summarizes what we heard from 129 agri-food sector stakeholders from across Canada and provides clear, actionable next steps for the Canadian Agri-food Sustainability Initiative platform development and engagement activities from Summer 2021 to Spring of 2023.

KEY MESSAGES

- Canada's current approach to demonstrating evidence of sustainable production practices is responsive to public demands, and there is a need to transition to a more proactive approach
- Drivers for measuring and improving sustainability in Canadian agriculture include:
 - Demonstrate progress on corporate social responsibility targets and to meet consumer demands
 - Remain competitive in markets where there is a growing demand to measure sustainability progress
 - Justify new investments and interventions
- Three key value propositions of CASI:
 - 1. Build a Canadian brand:** Can help “tell the story” of Canadian agriculture
 - 2. Enable peer-to-peer benchmarking:** Build understanding of sustainable practices relative to other Canadian producers and internationally
 - 3. Support continuous improvement towards sustainability outcomes:** Can enable Canadian producers to access markets and value chains that are increasingly requiring demonstrated progress on sustainability
- Stakeholders want sustainability agri-food data to be transparently collected, objective and verified
- For producers to engage data security measures must be in place and the platform should be designed to ensure it is accessible for all producers
- Key topics CASI should incorporate into future research include a deeper understanding of social sustainability, animal care and climate change indicators

NEXT STEPS

The next steps in the engagement process are to conduct two pilot projects and host 4-6 workshops with stakeholder groups across Canada. The two pilot projects will be conducted by [Provision Coalition](#) and [Anthesis](#).

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