

Canada Food Brand Project

Notes: "Digital Food" Lab, February 6, 2019 in Olds, Alberta

The Lab's Intent //

The 2nd Canada Food Brand lab brought together nearly 60 stakeholders to examine how using advanced technologies and analytics can substantiate brand claims and what is holding this back. Four panelists provided insights into current practices from the beef and crop sectors and from a retail perspective. Four additional panelists representing machine intelligence, technology providers, analytics and financial services informed the dialogue on future prospects. With the aid of five diverse moderators, participants engaged in the dialogue. (Lab agenda reproduced below.)

The Lab's Outcome //

Three broad themes were revealed: **(1)** Properly stewarding food brand claims starts with having good data and traceability systems, including with clear accountabilities and transparency. **(2)** Technology and data silos, however, only perpetuate the silos across the food system. Greater alignment is required to leverage technology's potential in the marketplace so to enable productivity/competitiveness and build consumer trust. **(3)** Being serious/systematic about food claims (e.g., sustainable sourcing of ingredients) must deliver financial benefits across the supply chain, undoubtedly starting with producers.

Canada 2020 thanks our project partners:

Food & Consumer Products of Canada, Genome Canada, GS1 Canada,
National Research Council, Nutrien, Olds College, Protein Industries Canada,
Syngenta, University of Guelph

(These notes do not imply endorsement by partners or participants.)

Highlights //

1. STEWARDSHIP: Stewardship of data = stewardship of brand claims

<i>Stewardship of data</i>	<i>Stewardship of brand claims</i>
<ul style="list-style-type: none"> ○ Stewardship of data is a precondition for improving competitiveness, productivity & trust. ○ Supply chain/sector collaboration is required (now under-utilized) to effectively measure GHG emissions & crop protection/fertilizer products-use, etc. Many bits of data exist but systems don't talk to each other to exploit this. ○ This isn't about trying to foresee what the market needs but having the capacity to respond when signals are clear. ○ Stewardship = transparency + clear accountabilities. 	<ul style="list-style-type: none"> ● Shared stewardship metrics are not about creating “a brand”. Metrics are a tool to improve productivity best practices, boost profitability & reassure consumers when claims are made about food they eat. ● Idea: develop a broad “sustainability index” on the state of Canada’s agri-food sustainability performance. ● Governance of brand claims requires governance over shared data (such as with some current standards).

2. ALIGNMENT: Technology & data silos perpetuate stakeholder silos

<i>Challenges</i>	<i>Progress / Prospects</i>
<p>Commercializing data held back by:</p> <ul style="list-style-type: none"> ○ Rural broad band gap & lack of connectivity: 40-50% of farmer records are not digitized. ○ Lack of trust among producers to share data (privacy, collection burden, compensation for use). ○ Most data coming off the combine is unused. ○ Most retailers’ consumer card loyalty programs don’t leverage data beyond promotional uses. ○ Supply chains are largely “disconnected”. ○ Blockchain, as a universal tool, is still in its infancy. 	<ul style="list-style-type: none"> ● Supply chains can become better aligned by having a common understanding of claims being made. ● Data-sharing is largely well-utilized to ensure food safety (products recalls). ● Sustainable animal feed helps support sustainable beef. ● Data innovators & telecom carriers need to be habitually part of supply chain dialogues. ● Blockchain/other technologies hold promise to reduce food fraud/tampering, contamination & spoilage, & by linking suppliers’ suppliers all along the chain.

3. VALUE: Effective food claims must deliver benefits across the supply chain (undoubtedly starting with producers)

<i>Challenges</i>	<i>Progress / Prospects</i>
<ul style="list-style-type: none"> ○ Getting soil-to-plate traceability for Cdn crops would be the “gold standard” & remains elusive. ○ Push back to adopt broader traceability for crops. ○ Data has no apparent value without clear, measurable objectives. ○ Despite many examples otherwise, the retail marketplace is not fully ready to compete on the basis of responsible sourcing claims. ○ On-line retail shopping is rising fast but uncertain how to communicate all the good things about food claims on <i>i-phone</i> sized screens. 	<ul style="list-style-type: none"> ● Canada: 1st country to deliver certified sustainable beef, supported by traceability & delivering \$ to participating beef producers. ● Traceability enables sustainability & provenance claims (e.g., where barley, yeast & hops come from) & is a differentiator for Canada’s 1st blockchain beer: Red-Shed Malting. ● Certain foreign markets attach a premium to traceability (beef in Asia), a basis to diversify trade. ● Data management => on-farm productivity (e.g., reduced inputs) => increased profitability + demonstrated sustainability => consumer trust.

Policy Lab “Digital Food”

Agenda | February 6, 2019 | 9:30 a.m. – 4:00 p.m.

Olds College, 4500, 50 Street, Olds, Alberta, T4H 1R6, Alumni Centre

9:30 a.m.	Registration, coffee	
10:00 a.m.	Welcome	Stuart Cullum , President, Olds College
10:05 a.m.	Introducing the <i>Canada Food Brand Project</i>	David McInnes , Senior Fellow, Canada 2020
10:30 a.m.	Embracing what consumers expect: How are technology, data & traceability systems <u>now being deployed</u> to respond & create value across supply chains? <ul style="list-style-type: none"> Why are food claims, assurance models & supportive technologies imperative in this more demanding marketplace? Why must economic/productivity factors need to be at the forefront of substantiating the claims increasingly desired in the marketplace? 	Deb Wilson , National Council Member, Canadian Roundtable for Sustainable Beef Robert Saik , CEO, DOT Ready Retail Steve Larocque , Independent Crop Advisor, Beyond Agronomy Jeff Doucette , General Manager, Field Agent Canada
11:30 a.m.	Break-out group discussion: <ul style="list-style-type: none"> What can we learn from current practices (including the cautions) so to help Canada’s agri-food sector be even more resilient, profitable & market responsive? 	
12:30 p.m.	Lunch	
1:15 p.m.	Fulfilling Canada’s agri-food leadership potential: How are Canada’s technology capabilities & infrastructure integral to supporting the agri-food brand for the future? <ul style="list-style-type: none"> What are the prospects for selected technologies/platforms & how can leveraging these be important to Canada’s future agri-food success? What will enable/hinder adopting advanced technologies & is Canada ahead or behind competitors in these areas? 	Geoff Kliza , Director, Alberta Machine Intelligence Institute Kristie Schaffer , Business Development Executive, ISM Canada Michael Gibbons , Co-Founder, Provision Analytics Fred Wall , VP, Marketing, FCC
2:15 p.m.	Break	
2:30 p.m.	Break-out group discussion: <ul style="list-style-type: none"> How can validating brand claims (enabled by technology/data) improve competitiveness across the food system, guide innovation priorities, build trust & inform policy/regulatory choices? 	
3:50 p.m.	Conclusion	David McInnes , Senior Fellow, Canada 2020
4:00 p.m.	Reception	