

The 20th Century

BC Apple Marketing Board

Canadian Wheat Board

Supply Management

*milk, chicken, turkey,
eggs. hatching eggs,*

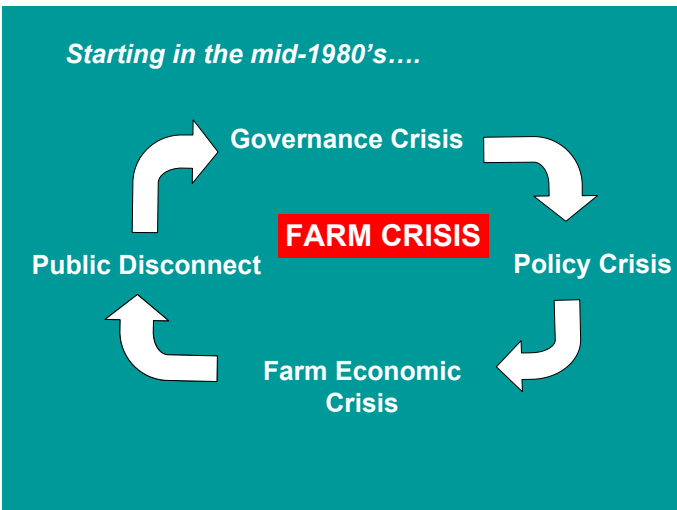
RESPECT

for

FARMING



Love affair
continued through
the mid 1980's,
then things began
to change....



- ✓ **POLICY CRISIS**
- ✓ **Economic Crisis**
- ✓ **Public Engagement**

POLICY CRISIS

✓ erosion of regulatory & policy sovereignty

GATT → WTO → FTA → NAFTA

✓ market concentration pre/post farm gate

e.g. beef, hogs, grain, dairy

✓ weakening of Canada's Competition Act

✓ erosion of local infrastructure

✓ drop in farm policy support

✓ loss of domestic market share

POLICY CRISIS

✓ **BEEF**

✓ mid 80's - imports of boxed beef displace Canadian beef

✓ packer concentration + ownership feeder cattle

✓ BSE - Ottawa's failure to act

✓ **GRAIN**

✓ CWB = premiums \$35-40/tonne due to price+transport

✓ big grain companies, US farmers and "ginger group" driving attack

✓ electoral interference, muzzling, board interference

✓ unprecedented government attack on good farm policy

✓ **HOGS**

✓ Right wing think tank solution

✓ Disaster for farmers and communities

POLICY CRISIS

- ✓ **MILK**
 - ✓ Small cooperatives merge
 - ✓ Parmalat and Saputo take over
 - ✓ Butter-oil sugar blends replace milk in ice cream
 - ✓ Milk protein concentrates replace milk in cheese
 - ✓ Legal challenge of CFIA's cheese regulations won but being appealed
- ✓ **SUPPLY MANAGEMENT**
 - ✓ Consistent undermining at WTO
 - ✓ Internal Agreement on Trade (technical standards)
- ✓ **ESCALLATING FEED AND FERTILIZER PRICES**
 - ✓ ethanol
 - ✓ soon only two major fertilizer suppliers
- ✓ **PLUMMETING FARM SUPPORT VS TRADING PARTNERS**

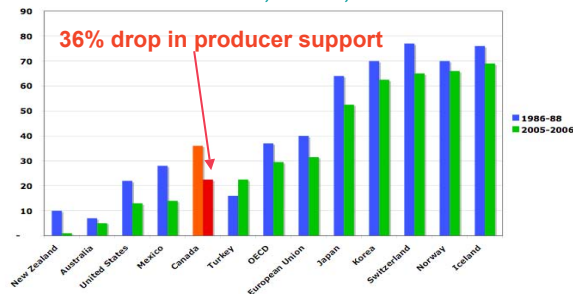
MEASURING UP...

Where Canada Stands
in support for farmers



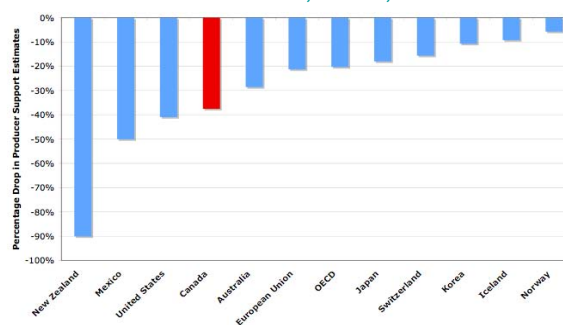
Canadian farmers are losing ground...

Percentage Producer Support Estimates, OECD Countries, 1986-88, 2005-06



In 1986-88 Canadian support to producers equaled 36% of farm gate returns. This dropped to 23% in 2005-6 compared with 30% for all OECD and 32% for EU.

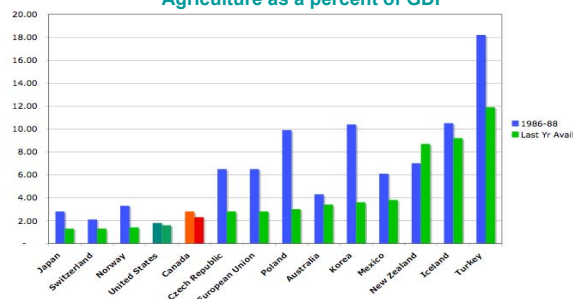
Decline in Support to Farmers, OECD Countries, 1986-88, 2005-06



In the last 20 years, Canada cut support to farmers by 38%. This compares with an average drop of 20% for all OECD countries; 21% for the EU...

Canadian farmers contribution to GDP remains steady...

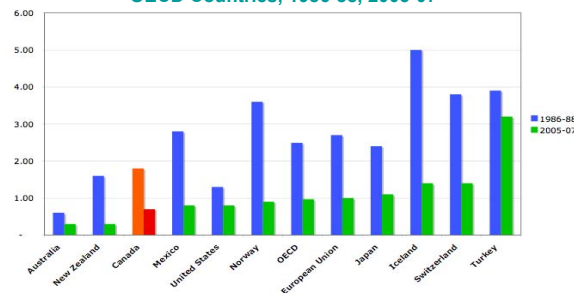
Agriculture as a percent of GDP



And while Canadian agriculture's contribution to GDP remained relatively steady over the past 20 years (compared with a 57% drop for the EU...)

Canada's farm support as % of GDP among lowest in OECD....

Total Support Estimates as a Percentage of GDP, OECD Countries, 1986-88, 2005-07



Canada's support to farmers in 2004-6 (.8%) was lower than all OECD nations other than Australia, NZ and Mexico. Support in OECD countries averages 39% higher as a % of GDP, 43% higher in EU.

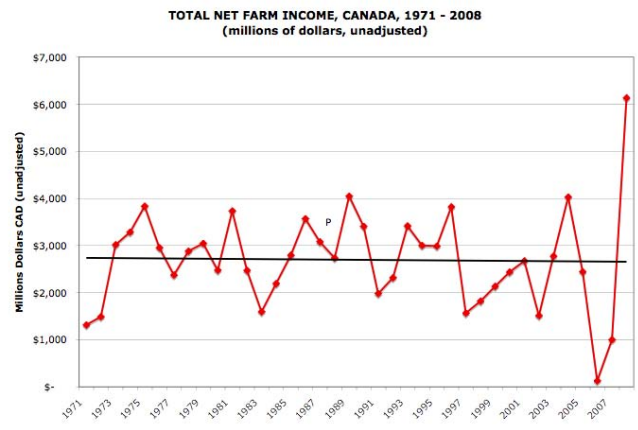
How has this affected farm income?



- ✓ Policy Crisis
- ➔ ✓ ECONOMIC CRISIS
- ✓ Public Engagement

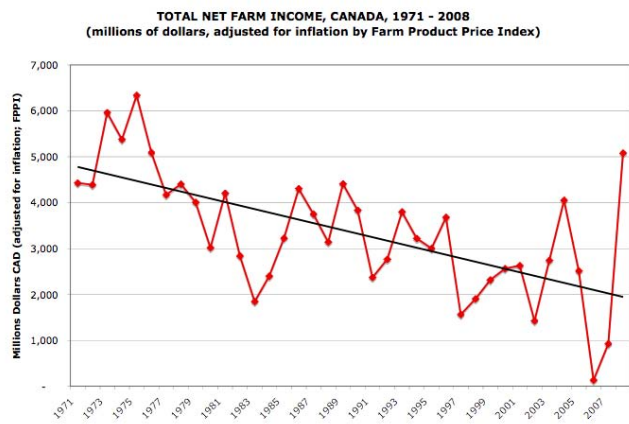
- ## ECONOMIC CRISIS
- ↑ operating costs, debt
 - ↓ net farm income
 - ↑ age of Canadian farmers

TOTAL NET FARM INCOME, UNADJUSTED, 1971-2008



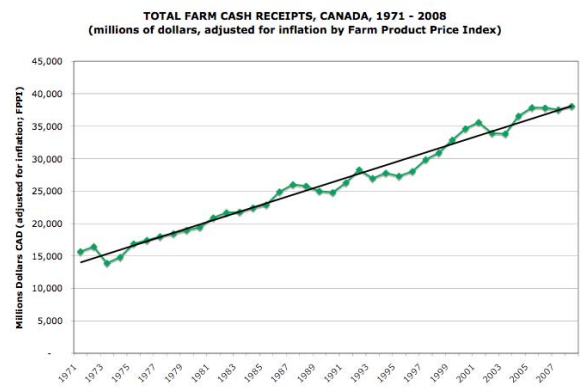
Source: Statistics Canada
Table 002-0005 - Income of farm operators from farming operations, annual

TOTAL NET FARM INCOME, CONSTANT DOLLARS, 1971-2008



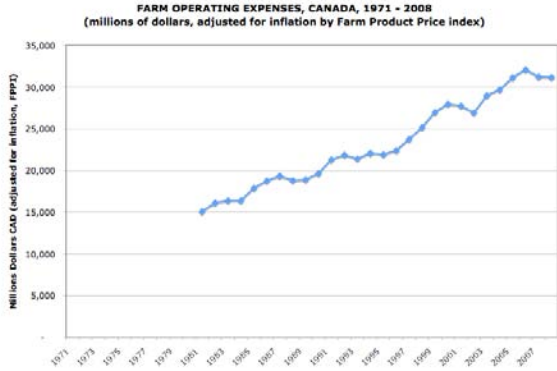
Wendy Holm, The Holm Team, 2009

TOTAL FARM CASH RECEIPTS, CONSTANT DOLLARS, 1971-2008



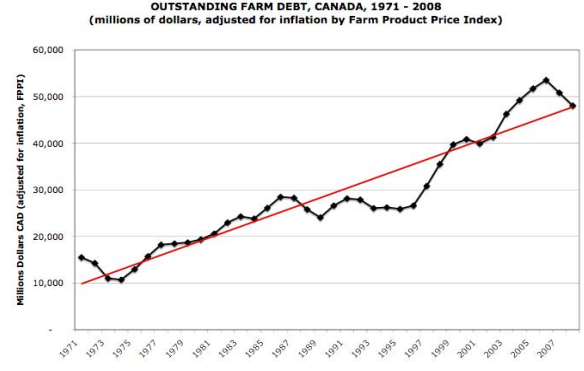
Source: Statistics Canada
Table 002-0005 - Income of farm operators from farming operations, annual;
Table 002-0022 Farm product price index (FPPPI) annual

TOTAL OPERATING EXPENSES, CONSTANT DOLLARS, 1971-2008



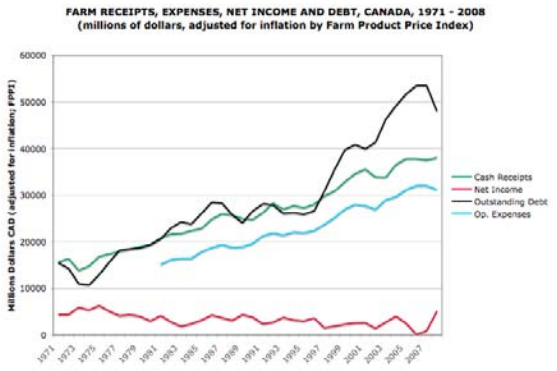
Source: Statistics Canada
Table 002-0005: Farm operating expenses and depreciation charges, annual
Table 002-0022: Farm product price index (FPP1)

OUTSTANDING FARM DEBT, CONSTANT DOLLARS, 1971-2008



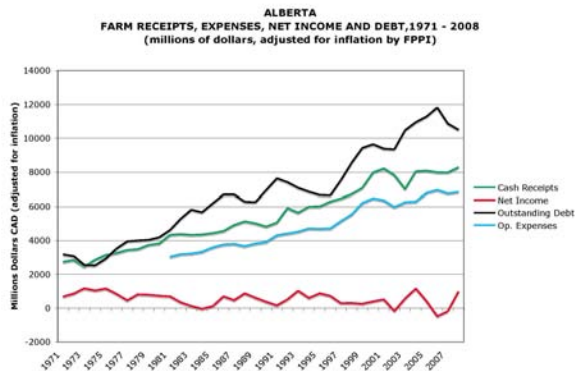
Wendy Holm, The Holm Team, 2009

JAWS OF THE CROCODILE...

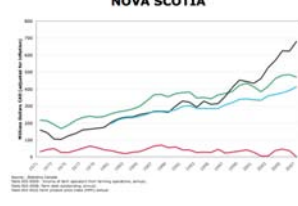
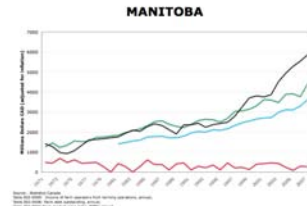
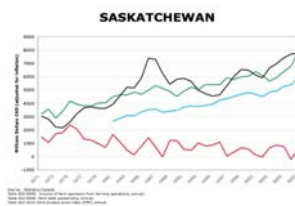
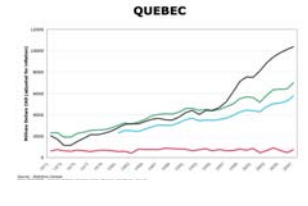
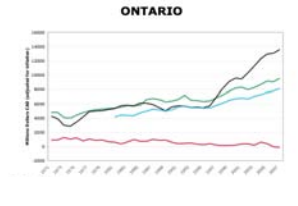
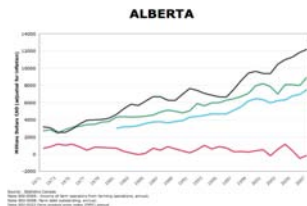
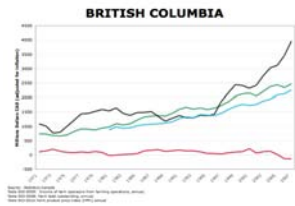


Source: Statistics Canada
Table 002-0009: Income of farm operators from farming operations, annual
Table 002-0006: Farm debt outstanding, annual
Table 002-0022: Farm product price index (FPP1) annual

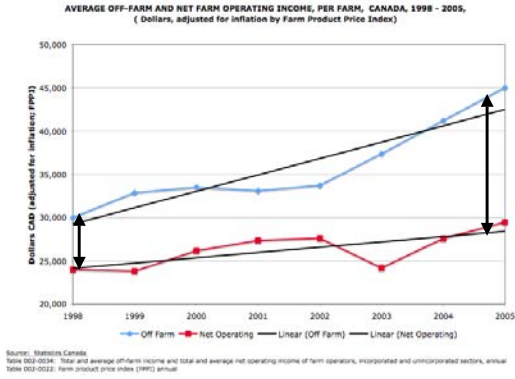
THE ALBERTA CROCODILE...



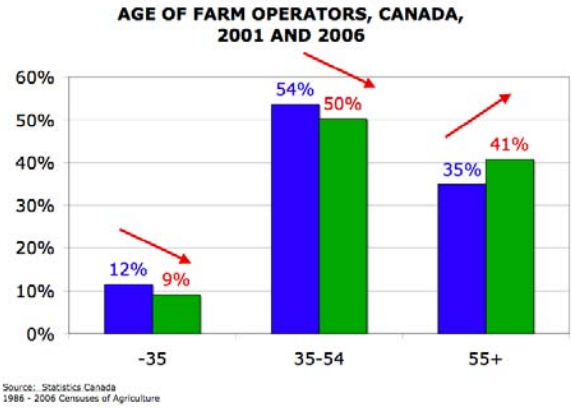
Source: Statistics Canada
Table 002-0009: Income of farm operators from farming operations, annual
Table 002-0006: Farm debt outstanding, annual
Table 002-0022: Farm product price index (FPP1) annual



OFF FARM WORK IS PAYING THE BILLS...

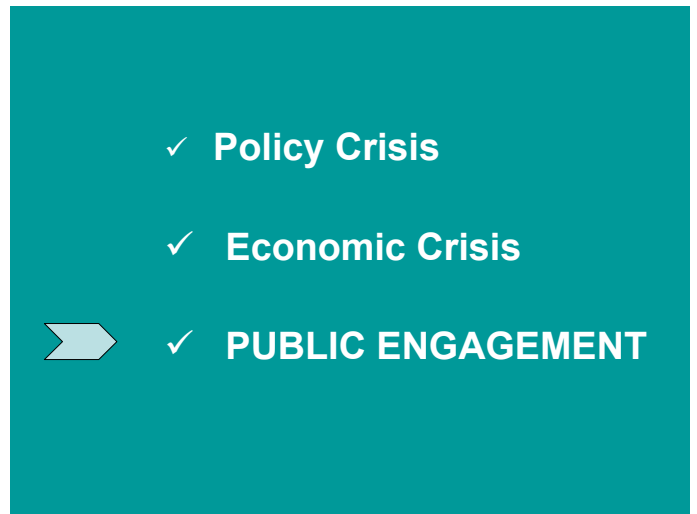
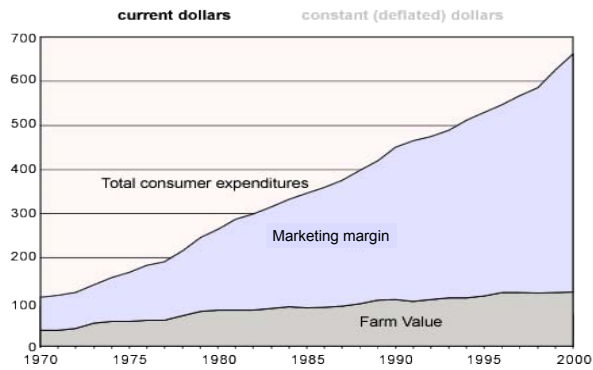


Where will our future farmers come from?



PUBLIC DISCONNECT

Trends in Food Spending, Marketing Bill, and Farm Value, 1970-2000
billion dollars



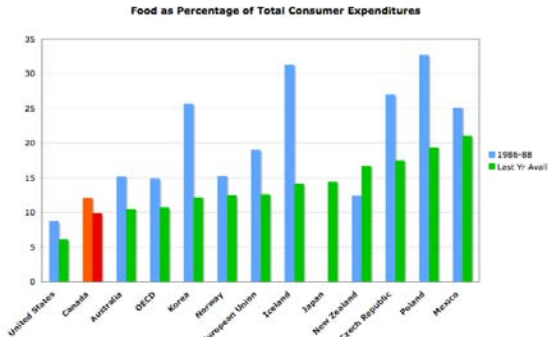


"Food security is as important to this country's future well-being – and the world's - as energy security. We need to produce more food. We need to do it sustainably. And we need to make sure that what we eat safeguards our health..."

UK Environment Secretary Hilary Benn
 Food 2030 Strategy
 Oxford Farming Conference
 January 6, 2010



TODAY, Canadians enjoy amongst the lowest food costs in world



Canadians continue to enjoy the second lowest food costs (9.9% of total consumer expenditures) of all OECD member nations.





Sustainable (Bruntland):
Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Unsustainable (Pollen):
To call a practice or a system unsustainable is not just to lodge the objection based on aesthetics, say, or fairness, or some ideal of environmental rectitude. What it means is that the practice or process can't go on indefinitely because it is destroying the very conditions on which it depends.



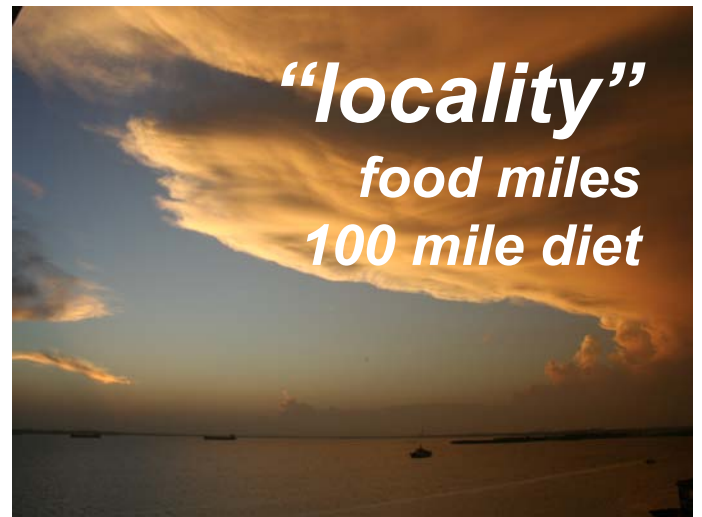
FOOD SECURITY means that food is available at all times; that all persons have means of access to it; that it is nutritionally adequate in terms of quantity, quality and variety; and that it is acceptable within the given culture. Only when all these conditions are in place can a population be considered "food secure."

United Nations Food and Agriculture Organization

Short Term: disaster planning

Medium Term: reduce risk, strengthen communities

Longer Term: sustainability, climate change



National Restaurant Association
2010 Chefs' Survey
American Culinary Federation

- 1,800 professional chefs
- over 200 culinary items

Top 20 "Hot Trends" on menus:

- #1 Locally Grown Produce
- #2 Locally Sourced Meats and Seafood
- #3 Sustainability
- #10 Sustainable Seafood
- #12 Organic Produce



FarmVille

- 73.8 Million users per day after only 6 months (CBC)
- social media game about farming most popular among Facebook's 350 million users.
- allows city folks to become virtual country folks
 - virtual crops
 - virtual animals
 - virtual little red tractors
- WHO is playing?
 1. United States
 2. Turkey
 3. Philippines
 4. United Kingdom
 5. Italy
 6. Canada

Career choices

- 7 out of 10 students at UBC Faculty of Land and Food Systems now say they "want to farm"
- SAIT's culinary program projected to grow from 200 students this year to 400 within next 2 years

confluence of rivers...
magical place...

finally, the public focus is
squarely on food...

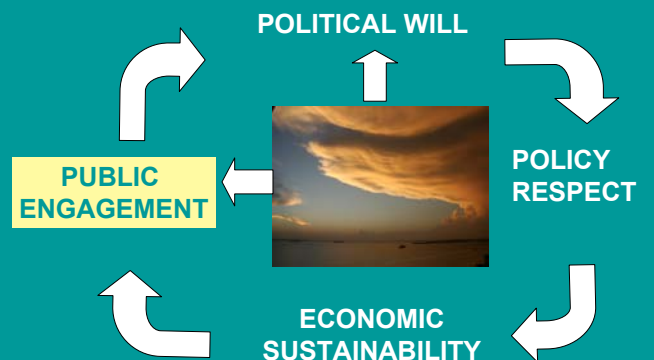
SAFE
AFFORDABLE
LOCAL
SUSTAINABLE
ACCESSIBLE

SECURE

SAFE
AFFORDABLE
LOCAL
SUSTAINABLE
ACCESSIBLE

RELATIONSHIP

SECURE





FOOD POLICY:
(FOOD AS A BASIC HUMAN RIGHT)

Every Canadian has the right to a secure daily supply of affordable, accessible, safe and nourishing food produced in a manner that respects the soils, the farmer, the environment and the community.



FOOD SOVEREIGNTY

...the right of peoples, communities, and countries to define their own agricultural, labor, fishing, food and land policies which are ecologically, socially, economically and culturally appropriate to their unique circumstances.

Institute for Food and Development Policy

urban agriculture (food in the city...)

URBAN FOOD SYSTEMS

- ↓ GHG's
- ↓ Vulnerability of food system to weather and markets
- ↑ Choice
- ↑ Biodiversity
- ↑ Fresh and nutritious
- ↑ Controls on quality and inputs
- ↑ Community Economic Development

1. Identify and showcase international models

This organoponico in Havana is one of many scattered throughout the city.

Cooperatives of local food professionals, urban gardens such as this provide most of Havana's vegetables.

There are other global leaders in urban food security. We need to animate them.



SHORT SEGUE ON CUBA...

CUBA:

Cutting edge practices:

Only nation to achieve sustainability based on ecological footprint and social development index (WWF)

World leader in organic agriculture (Right Livelihood Award Sweden)

Strong relations with Canada



SINCE 1998:

- 28 Delegations (550) Canadian farmers
- 5 Delegations of university students (LFS AGSC 302)
- 2 Delegations of Chefs
- 1 Delegation entomologists

INT'L FARMER TO FARMER COOPERATION PROJECT:
SUSTAINABLE MILK



Enhancing Sustainable Dairy Production Capacity in Cuba
International Cooperation Award Sustainable Development (AMEC)



TAKE BACK? URBAN AGRICULTURE...



2. Develop business case for urban farming

Technical specs for farming in cities, on-site sales

- ✓ Economics?
- ✓ Crops?
- ✓ Seasons?
- ✓ Compost?
- ✓ Geothermal?



3. Design the strategies to procure urban land

- ✓ Right of ways
- ✓ Density credits
- ✓ Land trusts
- ✓ Zoning
- ✓ Private and or allotment



4. Develop community case for urban farming

10 x's conversations in farmers' markets

Clearinghouse for donations (city gardens)

Training and jobs for urban youth

On-site education (balcony/back yard)

Footprint, fresh, healthy organic



5. Develop cooperative case for urban farming

Urban farming as incubator for young farmers

Apprentice on more extensive farms in peri-urban zone (cooperative?)

Once apprenticed, eligible for interest free loans to start farming.



6. Develop policy case for urban farming

Essential component of sustainable and livable communities

Changes place to live into place for living (Coyula)

Connecting urban population with food creates respect for farmers and support for good farm policy



7. Create local infrastructure to support urban food

Zoning and by-laws

Permanent indoor farmers markets

Incubator support for peri-urban zone

Protection for farmland

Intergenerational transfer

Fair land rent costs



rise of local government

TRIPLE Bottom Line

1. **Economics:** locality, security
2. **Environment:** sustainability
3. **Community:** accessibility, affordability, safety, locality, security



SUSTAINABLE Bottom line

4. **Sovereignty:** right to develop a made-in-Canada food policy. A GOVERNANCE issue. Starts at the community level.



LOCAL GOVERNMENT PRIORITIES

- Access and availability of food
- Permanent Farmers' Markets
- Develop food security plans as part of social and economic planning
- Food Policy Councils
- Systems to redistribute surpluses
- Food banks vs. Long Term Food Security
- Leadership at regional, provincial and national level

for example:

Calgary Food Policy Council

- 35 liaison positions
- The Calgary Food Charter
- Downtown Community Garden Project
- The Calgary Food Summit
- The Calgary Food System Directory
- The Calgary Farm
- SAGA: Sustainable Agriculture Academy

SAIT culinary program's Culinary Garden

for example:

TORONTO'S NEW 6 POINT FOOD STRATEGY

- ✓ grow food-friendly neighbourhoods
- ✓ make food part of the city's "green economy"
- ✓ eliminate hunger in Toronto
- ✓ better inform residents (through labeling, for example)
- ✓ connect city-dwellers with rural producers
- ✓ embed food system thinking in city government

RESPECT



Wendy Holm, P.Ag.

THE HOLM TEAM

theholmteam.ca

wendy@theholmteam.ca

604.947.2893

