



KEY MESSAGING FOR INDUSTRY PARTICIPANTS – BUSINESS RISK MANAGEMENT

TALKING POINTS:

When in doubt, think Connect (why is it important to YOU?), Contrast (what's missing?), Solve (how can the government help?)

If nothing else, we want Parliamentarians to remember:

- **Connect:** Canadian fruit and vegetable growers take great pride in providing healthy food choices, but this work comes with many challenges and risks that have been further compounded by the COVID-19 pandemic. Business risk management (BRM) tools are essential to not only protect growers through this challenging time but to ensure the long-term viability of our farms.
- **Contrast:** Even prior to the COVID-19 pandemic, there was wide recognition that Canada's BRM programs were not working effectively for growers. Cuts made in 2013 rendered the AgriStability program untenable for many. At the same time, greenhouse vegetable growers and others are left with inadequate or no production insurance mechanism.
- **Solve:** Restoring the AgriStability trigger to its pre-2013 levels and raising the coverage level to 85%, as well as removing the reference margin limit, would give growers better protection against risk and ensure they have a safety net behind them when they need it. The government must also work with industry and the provinces and territories to investigate production insurance tools for growers not covered under existing programs.



WHAT WE'RE ASKING FOR (*outlined in Parliamentary brochure*)

- Improve the AgriStability program, including increasing the margin coverage to 85% and increasing the compensation rate to 85%, as well as removing the program's Reference Margin Limit (RML).
- Adjust the AgriStability program to allow for COVID-19-related expenses to be included as eligible costs.
- Create a quarantine compensation model, in complement to existing BRM programs, to mitigate the financial impact to an operation in the event of an outbreak and subsequent loss of workforce or operational shutdown.
- Examine options for enhancing or creating access to production insurance for those growers who do not currently have adequate coverage or any plans in place, such as greenhouse growers.
- Encourage agricultural ministers to reach a final constructive resolution during the FPT meeting at the end of November, and if necessary, proceed with a coalition of provinces willing to make improvements to AgriStability, for implementation in 2020.