



KEY MESSAGING FOR INDUSTRY PARTICIPANTS – SUSTAINABILITY

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:** Our sector is on the front lines when it comes to facing the challenges of a changing climate and promoting environmental sustainability. We are working to ensure the economic viability of our sector and the wellbeing of the people and the planet that support it.
- **Contrast:** Our farmers and others along the supply chain have led the way on adopting environmentally sustainable practices, but too often these contributions go unrecognized by both government and consumers.
- **Solve:** From a pragmatic approach to problematic plastics and infrastructure that supports effective recycling and a circular economy, to recognition and support for environmentally sustainable practices, to the reduction of food waste – government collaboration with our industry can ensure effective, long-term solutions.



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

- Work with provincial partners and industry to evaluate the impact of COVID-19 on the food system and assess how it was managed during the pandemic, to ensure the Canadian food system is stable and working effectively to address future crises.
- Work with our sector to find evidence-based solutions that consider the food safety and food security implications of reducing the use of plastics for fresh produce. This includes a combination of education, innovation, and the development of harmonized, efficient and cost-effective recycling collection within communities across Canada that is critical to support a circular economy.
- Commit to putting in place dedicated funding for industry research and innovation to facilitate the transition away from unnecessary and problematic plastics towards more sustainable and environmentally friendly options.
- Provide greater recognition for the efforts of the agricultural sector to reduce greenhouse gas emissions and implement more environmentally sustainable practices. The government must include all fuels, for all activities, under the exemptions afforded to farmers under the *Greenhouse Gas Pollution Pricing Act*.
- Commit funds and resources to support the reduction of food waste across the supply chain, including through an enhanced Surplus Food Rescue Program, and leverage the expertise of the Canadian fresh produce industry to build an effective food purchasing and distribution program and ensure that food gets to those who are food insecure in a timely fashion.