



## 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:** Ambitious targets are being set to reduce the environmental footprint of producing and supplying food. Our growers 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 loss and 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 that the Canadian food system is stable and working effectively to address future crises.
- Provide greater and retroactive recognition for the efforts of the agricultural sector to reduce greenhouse gas emissions and implement more environmentally sustainable practices, including in any carbon offset system.
- Ensure all fuels used for primary agricultural activities, including for heating and cooling, are eligible for up-front exemptions under the *Greenhouse Gas Pollution Pricing Act* to maintain food security and the competitiveness of Canadian growers.
- Support initiatives such as the National Index on Agri-food Performance, which provide an opportunity for government engagement with stakeholders to achieve our common sustainability goals and secure Canada's position as a global leader in agri-food sustainability.
- 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, and include a combination of education, innovation, and a cohesive federal-provincial-territorial framework to address systems challenges in collection, recycling and composting programs.
- 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.
- Commit funds and resources to support the reduction of food loss and food waste in our food system, including and building upon the work of the Surplus Food Rescue Program and the Food Waste Reduction Challenge.