



FARM TO PLATE  
DE LA FERME À L'ASSIETTE  
Produce and Politics  
Fruits, légumes et politiques

## KEY MESSAGING FOR INDUSTRY PARTICIPANTS – PRIORITIZING ACCESS TO FOOD

### 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 a major contributor to Canada's GDP, and to job creation from coast to coast to coast. In addition to these economic contributions, we also provide Canadian families with safe and nutritious food that is crucial to supporting their health and well-being.
- **Contrast:** The COVID-19 global pandemic has created unprecedented public health, economic, and logistical challenges for communities and supply chains around the world. Creating the conditions for the fresh fruit and vegetable industry to innovate and operate competitively in our global marketplace is critical to securing our place as a key driver in Canada's economic recovery and ensuring Canadians can continue to put our safe and nutritious products on their tables.
- **Solve:** The Government of Canada should make food production and access to food and essential goods a priority in legislation, policy and crisis management.



**FARM TO PLATE  
DE LA FERME À L'ASSIETTE**  
Produce and Politics  
Fruits, légumes et politiques

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

To ensure uninterrupted access to food and essential goods for all Canadians, the Government of Canada should:

- Make food production and access to food and essential goods a priority in legislation, policy, and crisis management.
- Work proactively across government departments, and with port authorities and other stakeholders, to put in place a formalized process to allow for the unimpeded movement of food as an essential good in the event of future emergency events or disruptions.
- Support measures that enable the *Canada Food Guide* recommendation to fill *Half Your Plate* with fruits and vegetables.



FARM TO PLATE  
DE LA FERME À L'ASSIETTE  
Produce and Politics  
Fruits, légumes et politiques

## KEY MESSAGING FOR INDUSTRY PARTICIPANTS – SUPPLY CHAIN RESILIENCY AND PROMOTING COMPETITIVENESS

### 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:** Substantial and compounding increases in costs and delays along the supply chain threaten Canada's domestic food security and the long-term economic viability of the North American fresh produce sector.
- **Contrast:** The high perishability of fresh fruits and vegetables further complicates supply chain challenges for our sector and will impact the price of fresh produce. These costs cannot be fully borne by the industry and have already begun to be passed to consumers – often most affecting those who can least afford it.
- **Solve:** A whole-of-government approach is critical to be able to recognize, understand and address the multi-faceted challenges at hand. An independent Supply Chain Commissioner would play a crucial role in bringing the necessary stakeholders to the table to effectively address supply chain disruptions in the short-term and to work to advance supply chain resiliency and competitiveness in the long-term.



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

- Ensure sufficient resources to support the work of a Supply Chain Commissioner leading the Supply Chain Task Force in bringing departments and stakeholders together to effectively address supply chain disruptions in the short-term and to work to advance supply chain resiliency and competitiveness in the long-term.
- Support programs and policies that address the significant issues impacting the ability to produce fresh fruits and vegetables, such as the availability and costs of labour, inputs for production and transportation.
- Enhance government oversight of Canada's ports and leverage all available tools under the *Competition Act* and *Canada Transportation Act* to ensure shipping lines and the broader transportation system are performing at a level that supports supply chain resiliency.
- Provide sufficient, predictable funding for capital investment to enable infrastructure improvements, including at Canadian ports, and allocate dedicated funding to projects supporting agri-food supply chains, including the enhancement of cold chain infrastructure.
- Support work across departments to expand Trusted Trader programs to further streamline the movement of essential and perishable products across the Canadian border.



FARM TO PLATE  
DE LA FERME À L'ASSIETTE  
Produce and Politics  
Fruits, légumes et politiques

## KEY MESSAGING FOR INDUSTRY PARTICIPANTS – FINANCIAL PROTECTION

### 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:** Growing, harvesting, packing and marketing fruits and vegetables come with high overhead and capital costs – and Canada's fruit and vegetable growers and sellers face additional financial risk due to a lack of financial protection from losses from insolvent buyers.
- **Contrast:** Due to the high perishability of produce and the industry's longer payment terms, the *Bankruptcy and Insolvency Act* does not provide a workable mechanism for when buyers of fresh produce become insolvent. Unfortunately, the impacts of the COVID-19 pandemic, ongoing supply chain disruptions and substantial increases in costs further threaten our food security and the long-term economic viability of the North American fresh produce sector. To make matters worse, the lack of protection for produce sellers in Canada also means they can't access this protection in the United States without incurring significant financial costs.
- **Solve:** All parties should support anticipated Private Member's legislation to create a Canadian limited statutory deemed trust to protect produce sellers during bankruptcy in Canada *with no cost to government*. This proposal has broad political support and will be a win for rural farming communities, as well as for the food security of urban and suburban centres.



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

- Take immediate steps to establish a limited statutory deemed trust that protects produce growers and sellers during bankruptcy in Canada, including by supporting any Private Member's legislation tabled in the House of Commons to establish such a mechanism.
- Upon introduction of the legislation, request the reinstatement of Canadian preferential access to *PACA* by the U.S. Department of Agriculture.



## 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.



**FARM TO PLATE  
DE LA FERME À L'ASSIETTE**  
Produce and Politics  
Fruits, légumes et politiques

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

- 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.
- 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.
- Support Bill C-234 to 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.
- Develop a long-term strategy for sustainable water management for all Canadians, including ensuring a secure source of water for agriculture.
- Work closely with industry to take a systems approach to find solutions to reduce plastic waste 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, new legislative tools, and critical infrastructure investments.
- Provide federal leadership and funding to the development of harmonized, efficient and cost-effective recycling collection within communities across Canada.
- 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.