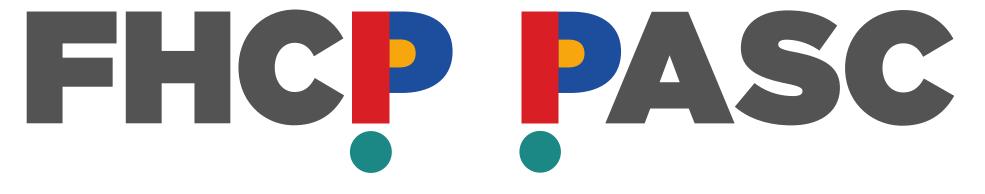
FOOD, HEALTH & CONSUMER PRODUCTS OF CANADA

PRODUITS ALIMENTAIRES, DE SANTÉ ET DE CONSOMMATION DU CANADA



Our members

HCP

PASC



Our members



Food manufacturing is the largest source of manufacturing jobs in the country, as well as the overall top employer in rural Canada:

 Linking rural and remote Canadians to economic opportunity

 Investing in rural infrastructure and services

 Providing an important market to farmers







Contribution to the Food Supply Chain

Food manufacturers are an integral part of the supply chain:

- Selling over 60% of output to Canadian grocery stores and restaurants
- Working closely with Canadian farmers to produce some of the safest, highest-quality food in the world

But we only add value to 50% of agricultural production in Canada

• There is an opportunity for us to work together to produce more Made-in-Canada products

During COVID...

Our members:

- Invested millions to keep workers safe via new health measures & purchasing PPE
 - 90% implemented additional measures for employee and visitor screening
- Implemented employee engagement/appreciation initiatives & increased training
- Increased wages by 16% compared to the previous year
- Increased production of highest-demand products
 30% experienced at least a 200% increase in orders; some as high as 500%



Ongoing Challenges

- Ongoing and growing COVID-related costs
- Drop in productivity:
 - 50% operated at reduced productivity early in pandemic
- Economic sustainability of customers: restaurants/food service/ hospitality
- Challenging retail landscape
- 28,000 jobs in food manufacturing remain vacant
 - 1 in 10 jobs remaining unfilled



Silver Lining

FIC

- Increase in awareness of how our industry works
- Formal designation as critical infrastructure/ essential business
- Focus on addressing food insecurity
- Political will to increase self-sufficiency
- Commitment to build a "world class" manufacturing sector
- Acknowledgement of the agri-food industry as key to economic recovery



Industry Strategy Council Report: Dec. 2020

Canada needs an industrial strategy that builds on Canada's core strengths and...

"Leverages our agri-food advantage to feed the planet &

Allows Canadian players to capture a larger share of value from processing activities"

RESTART, RECOVER AND REIMAGINE PROSPERITY FOR ALL CANADIANS

AN AMBITIOUS GROWTH PLAN FOR BUILDING A DIGITAL, SUSTAINABLE AND INNOVATIVE ECONOMY A Report from Canada's Industry Strategy Council





FOOD, HEALTH & CONSUMER PRODUCTS OF CANADA PRODUITS ALIMENTAIRES, DE SANTÉ ET DE CONSOMMATION DU CANADA

Thank you