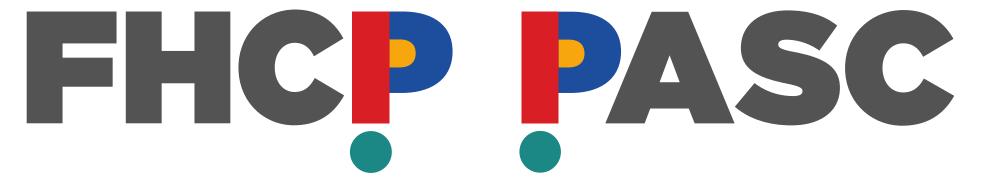
#### FOOD, HEALTH & CONSUMER PRODUCTS OF CANADA

#### 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