

CFA ANNUAL GENERAL MEETING

Building a Resilient Future for Canadian Agriculture

Ottawa, ON - Delta Ottawa City Centre - March 6th & 7th, 2023



March 6th – 8:30AM – 9:30AM

CFA POLICY WORKSHOP

National Workforce Strategic Plan Panel

Panel focus: This panel will share information about the National Workforce Strategic Plan including highlights to date, and how to engage moving forward. The panel will explore what the NWSP means for farm leaders & industry stakeholders, the benefits of a collaborative approach that clarifies roles for industry and government, how it aims to address long-standing labour shortages, and will also touch on the roles of automation, infrastructure, and data.



Moderated by: Jennifer Wright, Executive Director, Canadian Agriculture Human Resources Council

Jennifer grew up working in her family's farm equipment dealership and helping on the farm in southwestern Ontario. She has worked in the field of human resource research and development for more than twenty years. Jennifer has worked with several industries, including agriculture, leading initiatives related to inclusion and diversity, attraction, and retention, work integrated learning, labour market research, skills development, training and education. In addition to her work experience, she holds a Masters of Business Administration from Royal Roads University. Jennifer worked with the Canadian Agricultural Human Resource Council as a consultant for more than ten years before joining the staff in 2019 and is currently serving as the Executive Director.



Cyr Couturier, Director & Executive Board Member, CAHRC, CFA, CAIA, NAIA & Aquaculture Scientist, School of Fisheries & Marine Institute at Memorial University

Cyr has had a keen interest in farming the oceans for seafood production since the late 1970s. He has experience in most aspects of aquatic farming (from egg to plate) including applied research, project development management, teaching, training, and extension services. He has worked with farmers and govt stakeholders in 18 countries in seafood farming development, and aspects of marine agronomy, and animal husbandry (e.g., seaweed, finfish, and shellfish farming in Kenya, Indonesia, and Canada). Serving as a Director, President, and Executive Board member for many terms on regional and national seafood farmer associations, Cyr is especially passionate about assisting the farming sector grow and reach its potential "to feed the world". He has over 300 publications and media interviews in French and English across Canada and beyond. Cyr is most proud of former students, farm trainees and mentees from around the world who are themselves able to participate in some aspect of the food value chain, and produce delicious and nutritious food while earning a living in their respective lands.



Brenna Mahoney, Executive Director, Keystone Agricultural Producers

Brenna is currently the General Manager of Keystone Agricultural Producers. Brenna is focused on building a strong primary agriculture advocacy capacity in Manitoba, by ensuring communications and outreach are at the foundation of all organizational efforts. Brenna has contributed to and built national coalitions and partnerships focused on advancing the Canadian brand, farm practices and market access, public trust, grain nutrition and health, and sustainability. She holds a Bachelor's degree in Human Ecology, with a major in Clothing and Textiles/Textile Sciences, from the University of Manitoba. After working in her field, she pursued her certification in Human Resource Management from Red River College. She has significant experience working in project management, communications, and consensus building. Brenna has a passion for agriculture and working with members of the entire value chain to ensure positive collaboration from all aspects of the Canadian agricultural industry.

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Julie Bissonnette, President, Quebec Federation of Young Farmers

Julie Bissonnette has been the president of the FRAQ since 2018 and has been involved in the network for almost 10 years. Born on a dairy farm near Montreal, Julie cares about farming. Following her graduation from the Institut de technologie agroalimentaire (ITA), Saint-Hyacinthe Campus, Quebec in 2013, she worked in different spheres of agriculture. Now, she helps her husband on his dairy farm started in 2014, near Drummondville. She also works as an agricultural technician for an agri-environmental club. The majority of his time is occupied by his implications. Whether as a director at La Financière Agricole du Québec, as a representative on the Table pancanadienne agricole de la relève, on the general council of the Union des Producteurs Agricoles or as president of the Fiducie du Réseau express Métropolitain (REM), Julie's passion is to defend the interests of young farmers, to improve their daily lives and above all, their future.



Peggy Brekveld, President, Ontario Federation of Agriculture

Peggy Brekveld, a northern Ontario dairy farmer, was acclaimed as President by the OFA Board of Directors following the 2022 Annual General Meeting. Peggy is entering her third one-year term in the President's position. She also serves as the Director-at-Large after being acclaimed for a three-year term at the organization's 2020 annual meeting. She also serves as Vice-Chair for both the Agricultural Adaptation Council and CAHRC. She previously served as Vice President for six years (2014-2020), and was the Zone 15 Director for three years (2011-2014) representing the northern Ontario region of Algoma, Cochrane, Dryden, Kenora, Manitoulin-North Shore, Nipissing East & West, Parry Sound, Rainy River, Sudbury East & West, Temiskaming and Thunder Bay. She has been a board member of the Thunder Bay Federation of Agriculture since 2005, including two years as President. Peggy and her husband Gert own and operate Woodstar Farm, a 70-cow dairy operation in Murillo. Provincially, she is currently a board member of the Agricultural Adaptation Council. She enjoys promoting the importance of agriculture and local food to provincial politicians, municipalities, students and other community groups. Peggy is a Class 12 graduate of the Advanced Agricultural Leadership Program. In 2008, the Brekveld's were finalists in Ontario's Outstanding Young Farmers program.

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March 6th – 9:30AM – 10:15AM

CFA POLICY WORKSHOP

On-Farm Climate Action Fund Panel

Panel focus: An opportunity for OFCAF recipients to share insights from the program experience to date, including lessons learned and best practices in supporting adoption of environmental BMPs.



Moderated by: Keith Currie, President-Elect, Canadian Federation of Agriculture

Keith Currie, a Collingwood-area hay and sweet corn farmer, is the former President of the Ontario Federation of Agriculture. He has 25+ years of experience with the OFA. Currie has a diploma in Agriculture Production Management from Ridgetown College. Currie returned home to manage an eighth-generation dairy and cash crop farm in Simcoe County with his wife Janice and four children. Currie's operation now focuses on production of grains and oilseed, forages for dry hay, along with a sweet corn and gladiolus -over production. Currie has served as Director on the Simcoe County Holstein Club where he served as County Delegate for Gencor, member of the Dairy Herd Improvement Association, Simcoe District Co-Operatives, Simcoe County Milk Producers, Stayner Farmers Co-Operative and the Collingwood Agricultural Society.



Donald Killorn, Executive Director, PEI Federation of Agriculture

Donald Killorn is the executive director of the Prince Edward Island Federation of Agriculture. Born and raised in Charlottetown, Donald holds an M.Sc. in environmental practice, is a certified greenhouse gas quantifier, and a LEED Green Associate. He is passionate about ensuring the sustainability of agriculture on Prince Edward Island and helping federation members navigate the pathway towards a low carbon future.



Dr. Angela Straathof, Program Director, OSCIA

Dr. Angela Straathof is the Program Director at the Ontario Soil and Crop Improvement Association (OSCIA). OSCIA is a not-for-profit, non-government organization representing a grassroots members base while delivering programs to all Ontario farmers. Angela oversees the delivery of OSCIA's cost-share funding and producer education opportunities, including On-Farm Applied Research and Monitoring, the Canadian Agricultural Partnership, Species at Risk, and the On-Farm Climate Action Fund (OFCAF). Angela holds a PhD in soil chemistry and biology from the Department of Soil Quality at Wageningen in the Netherlands and was a Research Associate in Soil and Ecosystem Ecology at the University of Manchester before joining OSCIA in 2018.

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Lynda Nicol – Executive Director, Manitoba Association of Watersheds

Lynda has worked in not-for-profit organizations for over 15 years specializing in strategic planning, operations, and communications. Lynda has a Bachelor of Arts in political studies and is committed to ongoing personal and professional development to support her work. In her role as MAW's executive director, Lynda oversees all aspects of the association including member services, program development, industry engagement and stakeholder relations.



Marco Valicenti – Director General, Innovations Programs Directorate Programs Branch Agriculture and Agri-Food Canada (AAFC)

Marco joined the Innovations Programs Directorate of AAFC's Programs Branch in March 2021. He is responsible for the delivery of national innovation programs, from research to commercialization in both the primary and processing elements of the agriculture, food and bio-product value-chains. Within Marco's current responsibilities, Science and Innovation, Agtech, Cleantech, Environmental Sustainability and Food Security programming are key areas of focus. Prior to this position, Marco served as Director General for Sector Development and Analysis Directorate (SDAD), Market Industry Services Branch of AAFC for four years. His role included overseeing the provision of in-depth market information and analysis, as well as advice and engagement on sectoral issues, to meet departmental policy and program delivery needs and to contribute to industry's economic development. He developed strategies to improve competitiveness and long-term market success, and to address issues of importance facing the sector, including market and regulatory issues. Marco Valicenti also served as the Executive Director of the Market Access Coordination Division within the International Affairs Branch of AAFC. In addition, Marco served as the Senior Policy Advisor to two former Deputy Ministers, and then transitioned to the position of the Department's Corporate Secretary. From 2008-2012, Marco worked at the Canadian Embassy in Rome, Italy as an Agricultural Counsellor and the Canadian Representative to the United Nations food agencies. Marco has held various other executive positions within AAFC. Marco's work experience over the last 25 years has ranged from operations to strategic decision-making and has worked in both line branches and on corporate matters. Marco has a Master's Degree in Business Administration (MBA) and an undergraduate degree in Economics.

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March 6th – 10:30AM – NOON

CFA POLICY WORKSHOP

Sustainable Agriculture Strategy Engagement Session



Scott Ross, Executive Director, CFA
with Sophie Beecher, Director General of AAFC

Brief Overview of SAS

After serving as CFA's Assistant Executive Director since 2018, Scott Ross was promoted to the Executive Director position in 2022. Prior to that Scott served as CFA's Director of BRM and Farm Policy for six years, where he covered a wide variety of agricultural issues. Scott's policy work has given him a unique insight on how to develop and implement policy, while balancing a diversity of stakeholder interests. Scott has extensive experience in collaborating across the agri-food sector to achieve ambitious goals, most recently including co-founding the Agriculture Carbon Alliance, a coalition of 15 national farm associations advocating on behalf of farmers with regard to carbon pricing and environmental policies. Prior to his role at the CFA, Scott worked with the Economic Developers Council of Ontario and the University of Waterloo researching how municipal and regional governments can raise the profile of agriculture as an economic development priority.



Sophie Beecher, Director General, AAFC

Moderated discussion on the objectives/outcomes, data needs, and priority actions required to progress towards emissions reductions

Sophie Beecher is the Director General in the Sustainable Development Policy Directorate at Agriculture and Agri-Food Canada. Her team develops and influences agricultural policies that affect Canada's food systems and support sector sustainability with a focus on environmental, social and health outcomes as well as competitiveness. Her team provides strategic policy analysis and advice while identifying emerging issues for the sector and Canada's food systems. Some key initiatives as they relate to agriculture include: Canada's Sustainable Agriculture Strategy; Greenhouse gas emission targets and policies, including for fertilizer and methane emissions; Bioeconomy; Food policy, including Food Waste Reduction and Food Systems; Biodiversity; and, Environmental Adaptation and Resilience. She started her career in the public service as Counsel for the Department of Justice. Prior moving to Agriculture, Sophie worked in National Security and Intelligence policy.

Speaker – TBD

Science & Technology Rep - AAFC

Present on their research on emissions reduction pathways



Sarah Delisle, Coordinator, Climate Change in Agriculture Project (Quebec) from AgriClimat

Speaking on research coming out of Quebec

Ms. Sarah Delisle studied Agronomy at Laval University and completed her studies at the University of British Columbia in Vancouver in 1998. She has worked in various agricultural sectors such as land use planning, agri-environment, waste fertilization and organic agriculture. She has also explored the reality of farmers in developing countries through integration visits to Mali, Zimbabwe and Ecuador. A member of the Ordre des agronomes du Québec, Ms. Delisle has coordinated the AgriClimat project for the Conseil pour le développement de l'agriculture du Québec since 2017.