

SEIZING THE VALUE OF DATA IN CANADIAN AGRICULTURE



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Workshop theme: This workshop would explore the increasing prominence data plays in Canadian agriculture from multiple facets of policy and within the marketplace, assessing steps Canada can take to better harness the value of farm data to add value at the farmgate and through the supply chain, secure comparative advantage, and foster greater accuracy in capturing farm-level practices.



ANDREA FAUBERT - Moderator

Director of Government and Industry Relations, Corteva Agriscience

Andrea leads policy development supporting Corteva's seed and crop protection business units as well as Corteva's network of domestic manufacturing and R&D facilities. Andrea has a decade of experience working in federal and provincial governments. Andrea served as the Director of Policy and Stakeholder Relations for Ontario's Minister of Agriculture, Food and Rural Affairs. Andrea is a native of Chatham, Ontario, home to one of Corteva Agriscience's largest facilities in Canada and returns often to her family's processing vegetable farm in the region.



KODY BLOIS - Panelist

MP for Kings-Hants, Chair of Standing Committee on Agriculture and Agri-Food

Since being elected in 2019, Kody has been a member of the House of Commons Standing Committee on Agriculture and Agri-Food and was elected Committee Chair in 2021. In his first term as Member of Parliament, Kody served as Chair of the National Liberal Rural Caucus. Through these roles, Kody has met hundreds in the agriculture and agri-food sector, including farmers and producers from across the country, to better understand the issues and opportunities in the industry. Kody now serves as Chair of the Liberal Atlantic Caucus, representing the region at the National Caucus table.



FRANK ANNAU - Panelist

Director of Product Stewardship, Fertilizer Canada

As Director of Product Stewardship, Frank is responsible for strategic policy management and 4R Nutrient Stewardship and product regulation. He engages with key national and regional partners to ensure an increase in the awareness and adoption of best practices by Canadian Growers and sustainability platforms. Frank also works closely with Fertilizer Canada members and government officials to ensure a science-based policy and regulator environment for the registration of fertilizers and supplements.



DAVID MCINNES - Panelist

Principal, DMci Strategies

David is a strategic advisor, speaker and facilitator on change and the opportunities facing the Canadian and global food system. As part of this role, since 2020, he initiated and has been leading an unprecedented private-public coalition of over 135 partners to create Canada's first agri-food sustainability index, the National Index on Agri-Food Performance. This novel tool is being used to affirm Canada's sustainability leadership and to mark progress on societal and environmental priorities.