

**THE
SIMPSON
CENTRE.**



THOUGHT
FOR
FOOD.

2021/2022
Annual Report

Join the discussion
at simpsoncentre.ca

CONNECTING
AGRICULTURE+
PEOPLE+
ORGANIZATIONS.



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OUR KEY IMPACTS.

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MICHAEL POLLAN,
AUTHOR:

“

**WE NEED TO
DIVERSIFY OUR FOOD
CHAINS AS WELL
AS OUR FIELDS
SO THAT WHEN SOME
OF THEM FAIL, WE
CAN STILL EAT.”** 🌾

MESSAGE FROM A PRAGMATIC SCHOLAR.



*Dr. Guillaume Lhermie,
Director of The Simpson
Centre and Associate
Professor of Animal
Health at the University
of Calgary's Faculty of
Veterinary Medicine*

2021-2022: year of seeding. We took advantage of a frugal period, where the Covid 19 pandemic kept us isolated, to build a robust strategic plan that reinforces the Simpson Centre's place in the agri-food system, as a unique academic institute dedicated to Canadian agricultural policy.

Our mandate is clear: we must connect people and organizations together, to show them the challenges and opportunities of Canada's agricultural sector. We believe that better informing agriculture stakeholders, government decision-makers, and the general public will make it possible to design public policies that meet the expectations of today's and tomorrow's generations. The sustainability of agricultural and food systems must no longer be an objective, but an obsession. Canada has everything it needs to succeed in this transition and to contribute to global food security. In the past year, the Simpson Centre has become a respected advisor, both provincially and federally, thanks to its ability to produce quality research, and to make it intelligible for different audiences. This adventure is only possible thanks to the support of our partners. Our partnerships with governments, the public and private sectors and opinion leaders are essential to achieving the impacts presented in this report. The journey continues.

2021- 2022 : année de semailles. Nous avons mis à profit une période frugale en voyages, où la pandémie de Covid 19 s'est encore mis en travers du chemin, pour bâtir un plan stratégique robuste qui vient renforcer la place du Centre Simpson dans le système agro-alimentaire, en tant qu'unique institut universitaire dédié aux politiques agricoles canadiennes.

Notre mandat est clair: nous devons connecter des personnes et organisations ensemble, leur montrer les défis et les opportunités du monde agricole. Nous croyons que mieux informer les professionnels du monde agricole, les décideurs publics, mais aussi le grand public, permettra de dessiner des politiques publiques agricoles qui correspondront aux attentes des générations d'aujourd'hui et de demain. La durabilité des systèmes agricoles et alimentaires ne doit plus être un objectif, mais une obsession. Le Canada a tous les atouts pour à la fois réussir cette transition, et contribuer à la sécurité alimentaire au niveau mondial. Nous avons également pollinisé en 2021-2022. Le Centre Simpson est devenu un acteur écouté, à la fois au niveau provincial et fédéral, grâce à sa capacité à produire une recherche de qualité, et à la rendre intelligible pour différentes audiences. Cette aventure n'est possible que grâce au soutien de nos partenaires dans notre mission. Nos partenariats avec les gouvernements, les secteurs public et privé et les leaders d'opinion sont essentiels pour l'atteinte de nos objectifs et des impacts présentés dans ce rapport. Le voyage continue.

ALL ABOUT THE SIMPSON CENTRE.

The Simpson Centre amplifies academic research and makes it accessible.

The Simpson Centre was created in February 2020 as an applied research policy institute affiliated with the University of Calgary's School of Public Policy and Faculty of Veterinary Medicine. We mobilize academic research to serve public education and policymaking for Canadian food and agriculture.

OUR VISION.

To be the trusted advisor and moderator for policymaking on agriculture in Canada. Connector between academia and private sector.

OUR MISSION.

Mobilizing research for better policymaking and decision-making to realize a more sustainable agricultural industry. Connecting researchers, everyday people, industry stakeholders and government actors to scientific issues critical to the future of Canada's agricultural and food system.

OUR KEY IMPACTS.

AG & ECONOMICS. 💰

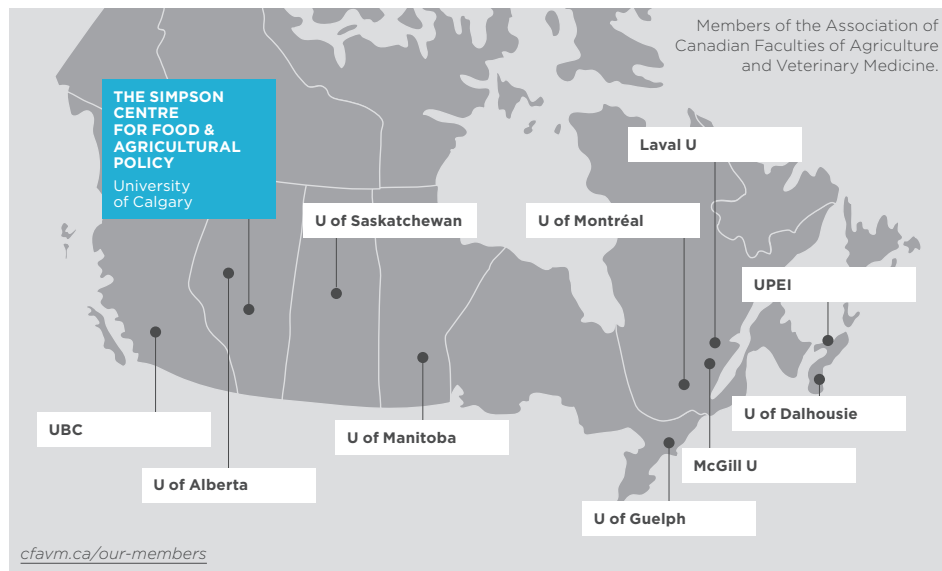
- + Trade policy
- + Supply chains

AG & SOCIETY. 🌐

- + Environment & climate change
- + Public health & welfare

AG LITERACY. 📖

- + Learning lab for active food citizenship
- + Controversies in agriculture



OUR MODEL FOR DELIVERING IMPACTS.

The Simpson Centre enables a different kind of policymaking for Canadian food & agriculture. We introduce new tools adapted to the twenty-first century. That means embracing the Digital Information Age, the complex issues of national and global food security, agriculture's impacts on environment and population health, and the rising uncertainty created by fast-changing regulations, as well as disruptions in supply chains.

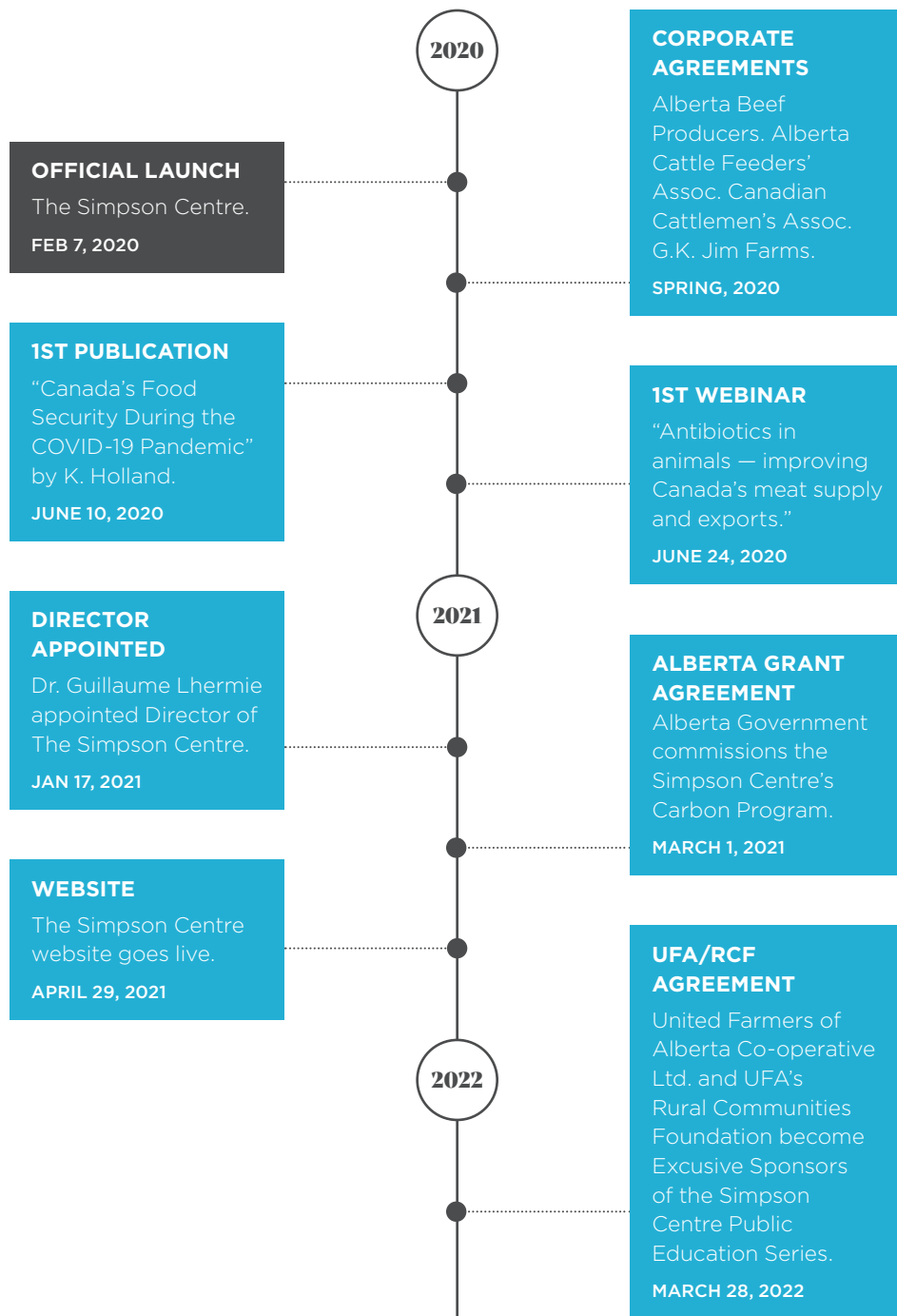
Reliable data and research are made accessible to create a "common ground" for moderating discussions with stakeholders that have very different perspectives on an issue.

The Simpson Centre's voice is neutral. We do not take sides in the debates. We're more interested in why the debates around agriculture are happening in the first place.

Our model for delivering impacts is to mobilize research, both academic and non-academic. We are a connector between academia, private industry, government, and everyday people. By including all participants in the food supply chain, we can build connections to accomplish the increasingly complex goals of a sustainable agriculture & food system.



2020 TO 2022 HISTORICAL TIMELINE.





AG & ECONOMICS.

FOOD SECURITY,
HEALTH AND NUTRITION
ARE PARAMOUNT.



AREAS OF IMPACT. THE WHY.

+ Meet the future demand for food.

+ Increase Canadian and global food security.

+ Strengthen farms and communities to improve livelihoods.

Canada's agriculture industry is projected to contribute more than \$50 billion to our nation's GDP by 2030, making it a larger sector than the country's automobile assembly and aeronautic industries combined.¹ As the world's fifth-largest exporter of agricultural commodities and the 11th largest provider of agri-food globally,² Canada supplies the world with a diverse array of products, including soy, wheat, pulses, manufactured food products and live animals and animal products.³

The world's population will increase by 2 billion people by 2050, and Canada is uniquely positioned to help alleviate the global threat to food security.

1. farms.com/news/canadian-farmers-stepped-up-for-their-country-now-it-s-time-to-support-them-158024.aspx
2. Agriculture includes crops and animal production, fisheries and aquaculture. Agri-food includes agriculture, as well as food and beverage processing. ic.gc.ca/eic/site/098.nsf/eng/00015.html
3. edc.ca/en/article/canadas-agri-food-sector.html



The agricultural industry in Canada faces serious labour shortages. The sector needs a workforce with the right skills to succeed in an automated, digitalized future.

Farmers' income has decreased in relation to national average income, and the price of farmland continues to rise. How can we strengthen the livelihoods of farmers and attract more people into the industry?

The average farm size has doubled over the last 50 years due to increased consolidation and technological advances. Do we want to adopt policies to encourage the growth of mid-sized farms? What is the growth capacity of local food hubs? Do we want to increase the availability of Canadian agri-food products on the domestic market?

RESEARCH PROGRAMS. THE WHAT.

INPUT-OUTPUT ANALYSES FOR KEY AGRICULTURAL COMMODITIES AT PROVINCIAL AND NATIONAL LEVELS.

While some agricultural sectors have done thorough input-output (I/O) analyses to quantify their total economic benefit for Canadians, many industries have not (e.g., field crops, produce, poultry, eggs, seeds). The Simpson Centre seeks to conduct a Canada-wide I/O analysis of important agri-food sectors using up-to-date multipliers and identical methodology.

The goals of this economic analysis are to:

- Identify the direct, indirect and induced impacts of Canada's agriculture industries on GDP, jobs, tax revenue, output, and labour income.
- Assess the true impact of each agricultural sector to the Canadian economy beyond the farmgate value.
- Inform policies that support industries and their employees.

RESEARCH DISSEMINATION. THE HOW.

"Alberta Agri-Food Futures"

Karen Spencer and Kim McConnell, July 2021.

"Interprovincial Trade Barriers in Canada's Agri-food industry"

Jared Carlberg, October 2021.

"Interprovincial Trade: the Real Barrier to Post-COVID Recovery?"

Webinar, November 2021.

"Craft Beer in Calgary: How the scene is brewing"

Webinar, December 2021.

"Sustainable Ag Leads the Way: Economic Recovery for Alberta"

Webinar, April 2021.

Beef Sector Focus Group

Focus Group, March 2022.

Hog Sector Focus Group

Focus Group, March 2022.

TWO
PUBLICATIONS

ONE
WEBINARS

THREE
KEYNOTE SPEECHES

TWO
FOCUS GROUPS

*AGRICULTURE IMPACTS
AND IS IMPACTED
BY HEALTH, LAND USE,
TRANSPORTATION AND
WASTE MANAGEMENT.*



**AG &
SOCIETY.**

**Agriculture's impacts on
people and the environment.**

AREAS OF IMPACT. THE WHY.

- + Promote the sustainable management of natural resources. Conserve and enhance water, soil, and habitat.**
- + Improve human nutrition and public health.**
- + Increase the resilience of the food system.**

All people deserve to have access to nutritious and affordable food. The accessibility of our food depends on primary agriculture, as well as several processes, products and technologies. The more we encourage diversity in the food system, the more redundancy and fallback options we create, the more robust our food supply will be.

Agriculture faces significant challenges, as governments, farmers, researchers, industry professionals and consumers seek to negotiate a dynamic balance between human welfare, productivity, profitability, and environmental sustainability.

Avoiding the degradation of natural resources: fertile soil, clean water, and natural pollinators, is a shared priority for producers and all Canadians in achieving the long-term sustainability of Canadian agriculture. How do our growing choices impact the environment and population health? Can we develop a common framework for evaluating farm management practices for soils, plants, animals, humans and ecosystems?



RESEARCH PROGRAMS. THE WHAT.

CARBON PROGRAM: CANADIAN AGRICULTURAL PARTNERSHIP WITH GOVERNMENT OF ALBERTA.

What is the relative importance of agriculture's impacts on greenhouse gas emissions? Are they going up? Or going down? What are the contributing factors that influence these outcomes? The carbon program aims to first understand the industry baseline for carbon emissions from various agriculture products, and second, develop policy recommendations to reduce those emissions, with a key part of the program being research dissemination and public outreach.

The goals of the carbon program are to:

- Understand agriculture's key environmental practices and impacts.
- Consider specific topics designed to help the industry protect or improve water quality and soil health, and in doing so, reduce greenhouse gas emissions.
- Research policies designed to reduce agriculture emissions.
- Engage stakeholders on various central issues.

CANADIAN BURDEN OF ANIMAL DISEASE.

Research program led by the Simpson Centre and University of Calgary — Faculty of Veterinary Medicine, in collaboration with University of Guelph, University of Saskatchewan, and University of Liverpool.

With a key focus on contextualizing losses and spending due to infectious diseases within the overall public and private sector resource allocation to cattle health activities, we will estimate the 'Animal Health Loss Envelope' across Canadian farms, before partitioning and attributing key diseases within this envelope. This study will be an important contributor to the international initiative, as one case study providing economic context for public-and private-sector spending associated with animal health issues. Significantly, the project will build expertise in animal health economics in Canada, an area which currently sees a significant deficit of expertise.

The goals of the Canadian Burden of Animal Disease program are to:

- Characterize metrics of biomass within the cattle sector over time, by province, and between types of enterprise.
- Estimate the animal health loss envelope distribution in beef and dairy cattle operations.
- Attribute the animal health loss envelope in the cattle sector to major endemic diseases.



RESEARCH DISSEMINATION. THE HOW.

“Strengthening Canada’s Food System by Reducing Food Waste”

Kerri L. Holland, September 2021.

“Shaping Agricultural Policies in the Anthropocene Era: What Can We Learn from the DPSIR Framework?”

Guillaume Lhermie, October 2021.

“A Primer on Carbon Tax Relief for Farmers”

Sarah Dobson, November 2021.

“Greenhouse Gas Emissions from Canadian Agriculture: Estimates and Measurements”

Ymène Fouli, Margot Hurlbert, and Roland Kröbel, November 2021.

“Alberta’s Role in the Global Agri-foods Marketplace — Part A: Digging Deeper”

Amsalu Dareskedar, Karen Spencer, and Josh Bourassa, September 2021.

“Alberta’s Role in the Global Agri-foods Marketplace — Part B: Illustrated in Data”

Amsalu Dareskedar, Karen Spencer, and Josh Bourassa, September 2021.

“Alberta GHG Emissions and Canada’s National Targets”

Josh Bourassa, November 2021.

“Analysis of Current Policy Options and Alberta Needs”

Nimanthika Lokuge, Sven Anders, December 2021.

“Alberta Agriculture Carbon Report Card and Graphic Table”

Karen Spencer, Joshua Bourassa, Guillaume Lhermie, December 2021.

“Carbon Credit Systems in Agriculture”

Sarah Van Wyngaarden, December 2021.

“Alberta’s Agriculture Sector GHG Emissions - A Starting Place” Guillaume Lhermie, Joshua Bourassa, Nimanthika Lokuge, Sarah Van Wyngaarden, Karen Spencer, Sarah Dobson, Sven Anders, March 2022.

“Global Agricultural Greenhouse Gas Emissions: Enteric Methane”

Joshua Bourassa and Elena Vinco, March 2022.

“Global Agricultural Greenhouse Gas Emissions: Direct Fertilizer-Based Emissions”

Joshua Bourassa and Elena Vinco, March 2022.

“Carbon Offset Roundtable”

Roundtable, February 2022.

“Urban and Rural Farms: Marrying Sustainability and Efficiency”

Webinar, June 2021.

“Measuring Food’s Environmental Impacts — A Starting Point”

Webinar, July 2021.

“Best for Who? Farming Best Management Practices”

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“What’s the Beef about Beef?”

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“Soil Carbon Sequestration: What is it, and could it actually work?”

Webinar, November 2021.

“Are Farms Driving our GHG Emissions: Climate Policy for Canadian Farmers”

Webinar, December 2021.

“4 Per Thousand — Saving Us All?”

Webinar, February 2022.

FOUR
PUBLICATIONS

NINE
REPORTS

ONE
ROUNDTABLE

EIGHT
WEBINARS

CANADIANS FIND
ANSWERING QUESTIONS
ABOUT FOOD AND
AGRICULTURE DIFFICULT.



AG LITERACY.

A better understanding of agricultural management practices, technology and processing enables better decision-making and policymaking.

OUR AREAS OF IMPACT. THE WHY.

- + Make high-quality research accessible to diverse audiences.
- + Educate people on topics that they don't want to know about. "Not knowing" enough often leads to not knowing what questions to ask. Do I want to know where my food comes from? Will I share what I know?
- + Include different stakeholders with contrasting perspectives in agricultural policymaking.

Most Canadians experience food as a packaged product bought off the shelf. The purchase of food is a rather mundane activity that only acquires significance in exceptional circumstances. Food scandals widely publicized in the media, such as food-borne illnesses caused by contaminants and residues, overestimate relatively small actual risks.

Meanwhile, the relatively large risks posed by the availability and affordability of food products, as well as the sustainability of the agricultural industry are generally underestimated.

By improving agricultural literacy, we enable citizens and politicians to recognize the primary agriculture in their food products; evaluate options for food shortages and/or affordability; appreciate a diversity of farm management practices, processing and manufacturing; identify actors in the food supply chain; understand the effects of agriculture on the environment; learn about direct and indirect economic impacts of agriculture; and advocate for better policies for the agri-food and agricultural industry.

RESEARCH PROGRAMS. THE WHAT.

INDUSTRY FOCUS GROUPS FOR AGRICULTURE.

We are aiming to bridge the gap between industry and public perspectives when informing Canada's agricultural and agri-food policies. Canadian decision makers, as well as investors, will benefit by receiving information from the field and credible policy feedback from industry professionals.

A series of ten focus groups with sector-specific attendees invited to participate in online moderated discussions. Reports for each sector are created that summarize the findings of the focus group, including an analysis of existing policies and recommendations. A summary report for animals and crops will also be provided to government at the end of the series.

The goals of the sector-specific focus groups are to:

- Increase collaboration and information sharing between supply chain actors.
- Provide government bodies, NGOs, corporations and investors with an informed and organized set of industry perspectives on policies impacting agriculture.
- Communicate reliable and up-to-date information about Canada's agricultural sectors to increase public engagement through mainstream events and communications.

THROUGH THE FIELDS: CONTROVERSY MAPPING.

Controversy Mapping is a research approach that uses digital data in the public realm to investigate controversies. In recent years, the agricultural industry has faced more robust criticism as the public has expressed concerns over where their food comes from, how animals are being treated, and how agriculture is affecting the environment. Controversies in agriculture dominate the media, rather than questions about food supply or food security.

The goals of Controversy Mapping are to:

- Visually map key controversies.
- Identify the linkages between actors, positions, expert claims, and debates in different public spheres (e.g., social media, news, scientific reports).
- Offer insights into the conditions that first sparked a debate.
- Make explicit how different aspects of the network are linked (e.g., regulations, sectors, expertise).
- Identify the impacts of actors.
- Use the knowledge acquired to plan strategic interventions and make policy recommendations.



PUBLIC ENGAGEMENT.

The Simpson Centre speaks to the general public and specialized audiences through diverse media channels, stimulating broad attention to agricultural issues and policies. In 2021-2022, the Simpson Centre was mentioned in 83+ media reports. The Centre's website tripled its number of users in 2021-2022.

EIGHT
INTERVIEWS

ONE
NEWS COMMENTARY

THREE
KEYNOTE SPEECHES

**EIGHTY
THREE+**
MEDIA MENTIONS

NEWS COMMENTARY.

A newspaper article written by Dr. Guillaume Lhermie was released in *The Hill Times* on March 21, 2022. In this article, Dr. Guillaume warns that Canadian agriculture should not be turned into a 'tragedy of the commons.' A simple approach that could be adopted is to subsidize sustainable farming practices to ensure widespread adoption; a more complex, but likely more effective approach, is to ensure the prices of agricultural products reflect the environmental benefits delivered by our farming practices.

KEYNOTE SPEECHES.

Spruce Meadows, September 2021. The Simpson Centre presented to members of the agricultural industry in Southern Alberta at Spruce Meadows.

Paris Conference, September 2021. Dr. Guillaume Lhermie spoke at the Paris Conference on animal health care governance and policy.

National Academy of Veterinary Science, March 2022.

A keynote presentation was given on animal healthcare governance and policy by Dr. Guillaume Lhermie. Financer le système de santé animale: Quel compromis entre efficience économique et résilience aux crises sanitaires ? Réflexions extraites d'un groupe de discussions d'experts vétérinaires.

INTERVIEWS.

Dr. Guillaume Lhermie was interviewed by CBC Radio Canada on *"reduction in pollutant emissions from the agricultural sector in Alberta,"* May 13, 2021.

The Simpson Centre was interviewed by CBC Radio Canada for the pre-release of Briefing Paper *"Alberta Agri-Food Futures,"* May 2021.

Karen Spencer, then Project Coordinator, was interviewed by Primetime Local News: *"Alberta's Agri-Food Industry May Lead the Way in Post-Pandemic Economic Growth,"* August 27, 2021.

Josh Bourassa, Research Associate, interviewed by Real Agriculture to discuss **meeting a 30% reduction in emissions from nitrogen fertilizer by 2030**, Oct 6, 2021.

Dr. Guillaume Lhermie was interviewed by CBC Radio Canada on how **Albertan Veterinarians offer support to flood-hit BC**, November 25, 2021.

Dr. Guillaume Lhermie spoke about the **Coutts blockade** on CBC Radio Canada, February 9, 2022.

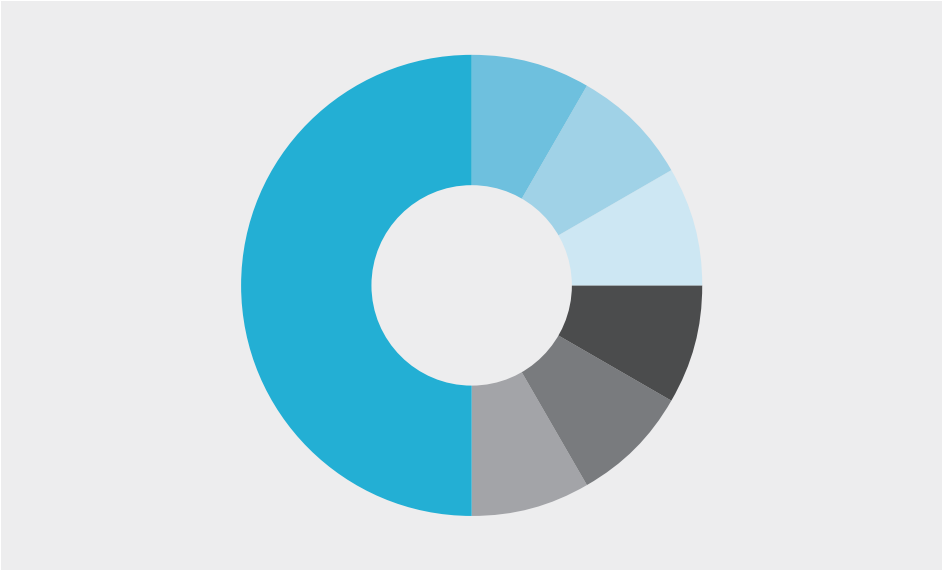
Dr. Guillaume Lhermie discussed **animal welfare** on CJSW's 'French Transe En Danse,' February 14, 2022.

Following the Canadian Roundtable for Sustainable Beef's Semi-Annual Meeting, Dr. Guillaume Lhermie was interviewed on CBC Radio Canada *"Towards more sustainable beef production,"* March 28, 2022.

MEDIA COVERAGE.

BY CHANNEL.

- CBC Radio
- National Academy of Veterinary Sciences
- Paris Conference
- Prime Time Local News
- Spruce Meadows
- The Hill Times
- UCalgary



BY TYPE OF COVERAGE.

- Interview
- Keynote Speech
- Article



OUR EVENTS.

FIFTEEN EVENTS

ONE ROUNDTABLE

TWO FOCUS GROUPS

TWELVE WEBINARS

***“Sustainable Ag Leads the Way:
Economic Recovery for Alberta”***

Webinar, April 2021.

***“Urban and Rural Farms: Marrying
Sustainability and Efficiency”***

Webinar, June 2021.

***“Measuring Food’s Environmental
Impacts — A Starting Point”***

Webinar, July 2021.

***“Best for Who? Farming Best
Management Practices”***

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Climate Policy for Canadian Farmers”***

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***“Craft Beer in Calgary:
How the scene is brewing”***

Webinar, December 2021.

“4 Per Thousand — Saving Us All?”

Webinar, February 2022.

***“Regenerative Agriculture
— What are the Impacts?”***

Webinar, March 2022.

Beef Sector Focus Group

Focus Group, March 2022.

Hog Sector Focus Group

Focus Group, March 2022.

“Carbon Offset Roundtable”

Roundtable, February 2022.



OUR PARTNERS.

Partnership is a critical aspect to achieving the Simpson Centre's goals.

We are part of a network with leading organizations in Canadian agriculture. We place great value on our partners, and the Simpson Centre's work is richer because of them. The School of Public Policy gratefully acknowledges the support of our funding partners. To the right, we feature current funders of the Simpson Centre's research. Please contact us if you would like to join our network of supporters.

Dr. Guillaume Lhermie

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John Simpson



Dr. Kee Jim &
G.K. Jim Farms





OUR ADVISORY COUNCIL.

We are fortunate to have an Advisory Council that helps steer the Simpson Centre on its course to organizational growth and delivering its impacts. The Simpson Centre is guided by leaders with broad and deep experience in Canadian agriculture.

GUILLAUME LHERMIE

Director, Simpson Centre for Food and Agricultural Policy.

ALISON JACKSON

Managing Partner of Ernst and Young in Calgary.

JOHN SIMPSON

Founder, Chairman of the Board, CEO of the CANA Group of Companies.

SCOTT BOLTON

President and CEO, United Farmers of Alberta Co-operative Limited.

ARVIND GUPTA

Professor, Department of Computer Science, University of Toronto.

DOUG HORNER

Chairman, Canada Asia Synergy Group.

G. KEE JIM

Managing Director, Feedlot Health & GK Jim Group of Companies.

LARRY MARTIN

Principal, Agri-Food Management Excellence Inc., and Dr. Larry Martin and Associates.

NUVYN PETERS

CEO of Community and Retail Banking, ESG Bank.



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