

CONNECTING AGRICULTURE+ PEOPLE+ POLICY.

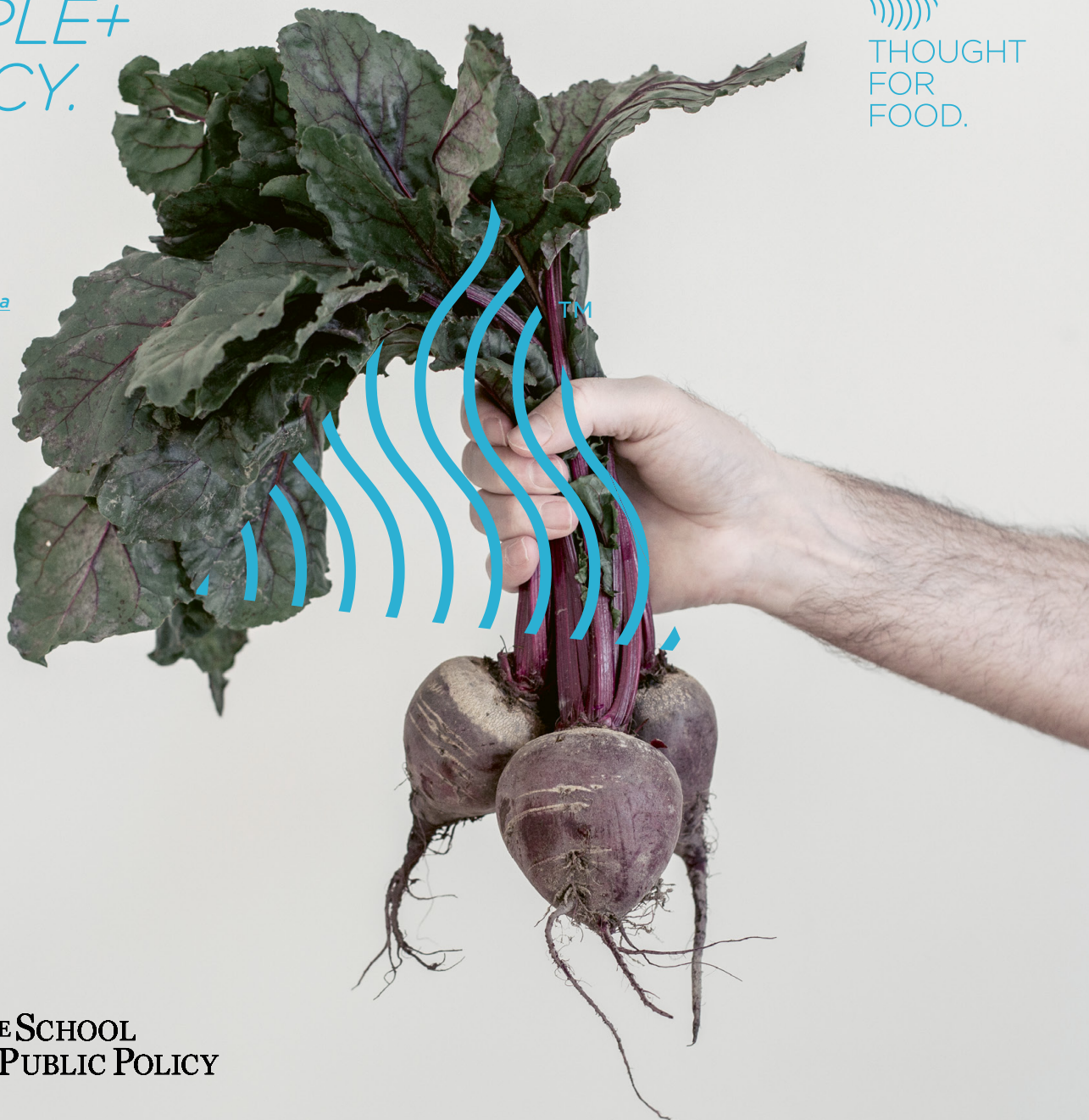
2022/2023
Annual Report

Join the discussion
at simpsoncentre.ca

THE
SIMPSON
CENTRE.



THOUGHT
FOR
FOOD.



- 01. Message from a pragmatic scholar.
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M. S. SWAMINATHAN,
AGRICULTURE SCIENTIST:

“
IF AGRICULTURE
GOES WRONG,
NOTHING ELSE WILL
HAVE A CHANCE TO
GO RIGHT.”

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

Perenniality: the condition of being constantly renewed, or continuing without interruption. This is what we accomplished last year. Like perennial crops that don't need to be replanted, we made the most of a good start to ensure long-term added value.

We've achieved recognition as a research policy institute dedicated to agriculture and we've accomplished so much! We've published several research reports and we've organized major events at which policymakers, industry decision-makers, academics, and producers debated issues that inform agricultural policies.

Ensuring that the Simpson Centre is relevant and impactful to its stakeholders in the long term is what distinguishes us from some other academic institutes. We stabilized our research portfolio, developed infrastructure and expertise in knowledge mobilization, and multiplied our public engagements.

We want to ensure that agriculture is recognized for the value it brings and receives the attention it deserves. Agriculture, a major economic sector in Canada, is part of the solution for global challenges and has untapped potential.

We owe our successes to all of the Centre's supporters who shared their ideas and enthusiasm at our events and who also shared the research we generated. The Simpson Centre is here for all of us and it will be here for the growing seasons to come.

Pérennité : la condition d'être constamment renouvelé, de continuer sans interruption. C'est ce que nous avons accompli cette année. Comme les cultures pérennes qui n'ont pas besoin d'être replantées chaque année, nous avons capitalisé sur nos premières années pour assurer une valeur ajoutée à long terme.

Nous avons été reconnus comme un institut de politique agricole universitaire et nous avons accompli tant de choses. Nous avons publié plusieurs rapports de recherche et organisé des événements majeurs au cours desquels responsables politiques, industriels, universitaires et producteurs ont débattu de questions qui influencent les politiques agricoles.

Le Centre Simpson cherche à rester pertinent pour ses parties prenantes et à avoir un impact à long terme. Nous avons stabilisé notre portefeuille de recherche, développé notre infrastructure et expertise en matière de mobilisation des connaissances et multiplié nos engagements publics.

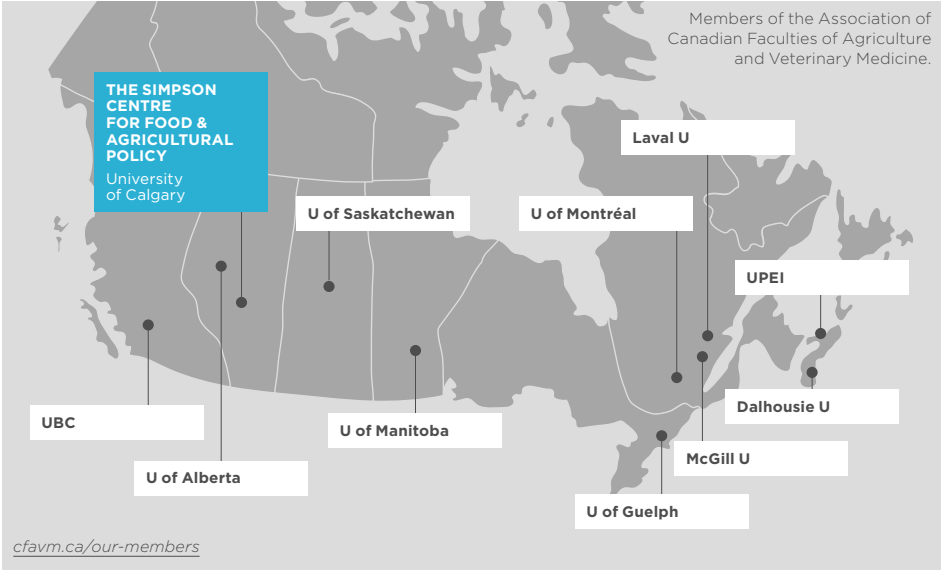
Nous voulons faire en sorte que l'agriculture soit reconnue pour la valeur qu'elle apporte et qu'elle reçoive l'attention qu'elle mérite. L'agriculture, un secteur économique majeur au Canada, fait partie des solutions aux défis mondiaux et possède un potentiel inexploité.

Nous devons nos succès à tous les supporters du Centre qui ont partagé leurs idées et leur enthousiasme lors de nos événements et qui ont également partagé les recherches que nous avons effectuées. Le Centre Simpson est là pour nous tous et il sera là pour les saisons à venir.

ALL ABOUT THE SIMPSON CENTRE.

The Simpson Centre for Food and Agricultural Policy is a research policy institute affiliated with the University of Calgary's School of Public Policy. Created in 2020, the Centre has a dual mandate to mobilize research about Canadian agriculture and agri-food to inform policymaking and public education.

In the past year, the Simpson Centre hosted 16 events, including six in-person events. A total of 630 participants from government, industry, research, and the general public attended these events. The Simpson Centre's output of papers continued its momentum, from 18 papers released in 2021-22, to 24 papers released in 2022-23. One year into the launch of Twitter and LinkedIn accounts, the Simpson Centre has accumulated over 54,000 impressions on social media, extending research impacts to a broader and more diversified audience. More than



5,000 visitors, of whom 71.5% were 18-44 years old, visited the Simpson Centre's website. We are reaching a younger audience in our discussions about agriculture.

OUR VISION.

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

OUR MISSION.

Mobilizing research for better policymaking and decision-making to realize a more sustainable agriculture industry. Connecting researchers, citizens, industry stakeholders, and government to scientific issues critical to the future of Canada's agriculture & 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

The Simpson Centre amplifies academic research and makes it accessible.

OUR MODEL FOR DELIVERING IMPACTS.

The Simpson Centre enables a different kind of policymaking for Canadian food & agriculture. Our innovative approach introduces new kinds of policy processes that are adapted to the 21st century. That means embracing the digital information age, the complex issues of national and global food security, and agriculture's impacts on environment and population health. It also means embracing the rising uncertainty created by fast-changing regulations and exchange rates, as well as disruptions in supply chains. To get policy work done in the 21st century, it requires a different set of tools.

Reliable data and research are made accessible through the Simpson Centre to support a common ground for moderating discussions with stakeholders who have very different perspectives on an issue. Our voice is neutral. We do not take sides in the debates. We're more interested in why the debates about issues in agriculture are happening in the first place.

We are a connector between academia, private industry, government, and citizens. By including all participants in the food supply chain, from scientists to producers, input and service providers, processors, transporters, retailers, marketers, and consumers, we can build connections to accomplish adaptive policymaking and respond to the increasingly complex goals of a sustainable agriculture & food system.



2022
TO 2023
KEY
MOMENTS.



AG &
ECONOMICS.

Our key research areas address the ‘Why,’ ‘What,’ and ‘How’ of the Simpson Centre’s activities. The first of our three pillars is Agriculture & Economics.



THE WHY: AREAS OF IMPACT.

- + Increase Canadian and global food security to meet the future demand for food.
- + Strengthen farms and communities to improve livelihoods.

AGRICULTURE IS ONE OF THE MAIN PILLARS OF THE CANADIAN ECONOMY.

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 fifth-largest exporter of agri-food and seafood in the world, Canada supplies the world with a diverse array of products, including soy, wheat, pulses, and manufactured food products, as well as live animals and animal products.²

Over the last 10 years in Canada, agriculture and agri-food exports have grown by 103%.³ The world’s population will increase by two billion people between 2019 and 2050, and Canada is uniquely positioned to help alleviate the global threat to food security.

1. Bryce Eger, “Canadian Farmers Stepped Up for Their Country. Now It’s Time to Support Them,” Farms.com, July 8, 2020. 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.
3. Canadian Agri-Food Trade Alliance, “Agri-Food Exports,” n.d., cafta.org/agri-food-exports/
4. Government of Canada, Agriculture and Agri-Food Canada, “Overview of Canada’s Agriculture and Agri-Food Sector,” n.d. agriculture.canada.ca/en/sector/overview

Meanwhile, the agriculture 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. Farms cover 62.2 million hectares or 6.3% of Canada's land area, concentrated across the Prairies, Quebec, and southern Ontario.⁴ Should the amount of arable land used for agriculture increase or decrease? How can we strengthen the livelihoods of farmers and attract more people to the industry?

The average farm size has doubled over the last 50 years due to increased consolidation and technological advances. Do we want to adapt our policies to encourage the growth of mid-sized farms? Is urban farming growing in importance? What is the growth capacity of vertical farming? Do we want to increase the availability and competitiveness of Canadian agri-food products on the domestic market?

- ONE
ROUNDTABLE
- ONE
ROUNDTABLE
PROCEEDINGS
- ONE
FOCUS GROUP
- SEVEN
PUBLICATIONS

THE WHAT: RESEARCH INITIATIVES.

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

While some agriculture sectors have completed 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 supports a Canada-wide I/O analysis of important agri-food sectors using up-to-date multipliers and identical methodology.

The goals of the input-output economic analyses 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 agriculture subsector to the Canadian economy beyond the farmgate value;
- Inform policies that support industries and their employees.

THE HOW: RESEARCH DISSEMINATION.

ROUNDTABLE.

The Protein Roundtable
Roundtable // April 2022.

ROUNDTABLE PROCEEDINGS.

“Beef and Plant Protein: Stronger Together”
Emma Windfeld, John Bailey, Elena Vinco, and Shawn Wiskar // July 2022.

FOCUS GROUP.

Poultry Sector Focus Group
Focus Group // July 2022.

PUBLICATIONS.

“Spatial Evaluation of Animal Health Care Accessibility and Veterinary Shortage in France”
Mehdi Berrada, Youba Ndiaye, Didier Raboisson, and Guillaume Lhermie // July 2022.

“The Value of Canadian Agriculture: Direct, Indirect, and Induced Economic Impacts.”
Emma Windfeld and Guillaume Lhermie // November 2022.

“Economic Evaluation of Antimicrobial Use Practices in Animal Agriculture: A Case of Poultry Farming”
Guillaume Lhermie, Youba Ndiaye, Jonathan Rushton, and Didier Raboisson // December 2022.

“The Marginal Abatement Cost of Antimicrobials for Dairy Cow Mastitis: A Bioeconomic Optimization Perspective”
Ahmed Ferchiou, Youba Ndiaye, Mostafa A. Mandour, Nicolas Herman, Guillaume Lhermie, and Didier Raboisson // January 2023.

“Évaluation socio-économique de la réduction d’usage des antibiotiques dans la filière porcine : le plan Ecoantibio 1”
Guillaume Lhermie, Youba Ndiaye, Jonathan Rushton, and Didier Raboisson // March 2023.



Research programs in Agriculture and Society look at agriculture's impacts on people and the environment.



THE WHY: AREAS OF IMPACT.

- + Conserve and enhance water, soil, and habitat. Promote the sustainable management of natural resources.
- + 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, industry professionals, researchers, and consumers seek to negotiate a dynamic balance between human welfare, productivity, profitability, and environmental sustainability. Avoiding the degradation of natural resources, such as fertile soil, clean water, and natural pollinators are shared priorities 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?



THE WHAT: RESEARCH INITIATIVES.

CARBON PROGRAM: CANADIAN AGRICULTURAL PARTNERSHIP, GOVERNMENT OF ALBERTA.

What is the relative importance of agriculture’s impacts on greenhouse gas emissions? Are they increasing? Or decreasing? What are the contributing factors that influence these outcomes? The carbon program aims to first understand where the industry baseline is for carbon emissions from various agriculture products, and second, develop policy recommendations to reduce those emissions. A key part of the program is the dissemination of research and public outreach aspect of its work.

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 best management practices and policies designed to reduce agriculture emissions;
- Engage stakeholders on various issues of impact.

CANADIAN BURDEN OF ANIMAL DISEASE.

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

With a key focus on contextualizing losses and spending due to infectious diseases within the 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 important 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 in which there is currently 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.

THE HOW: RESEARCH DISSEMINATION.

PANEL DISCUSSION.

Carbon Program: Panel Discussion at UFA

Panel Discussion // January 2023.

ROUNDTABLES.

Water Wealth in Agriculture Roundtable // October 2022.

Carbon in Agriculture Roundtable // February 2023.

ONLINE EVENTS.

Fertilizer Futures and Frameworks–N2O Emissions Webinar // November 2022.

Can We Have Our Beef and Reduce Methane Too? Webinar // January 2023.

Reducing Food–Related Emissions: Indicators and Carbon Labelling Webinar // February 2023.

ONE
PANEL DISCUSSION

TWO
ROUNDTABLES

THREE
ONLINE EVENTS

FIVE
PUBLICATIONS

NINE
REPORTS

PUBLICATIONS.

“Carbon–Credit Systems in Agriculture: A Review of Literature”
Nimanthika Lokuge and Sven Anders
// April 2022.

“Greenhouse Gas Emissions from Canadian Agriculture: Policies and Reduction Measures”
Ymène Fouli, Margot Hurlbert, and Roland Kröbel // May 2022.

“Carbon Credits Systems in Agriculture”
Sarah Van Wyngaarden // June 2022.

“Benefits of Preconditioning Cattle under Stochastic Feedlot Performance”
Leslie J. Verteramo Chiu, Loren W. Tauer, Karun Kaniyamattam, Guillaume Lhermie, and Yrjo T. Gröhn
// October 2022.

REPORTS.
“Global Agricultural Greenhouse Gas Emissions: Enteric Methane”
Joshua Bourassa and Elena Vinco
// April 2022.

“Global Agricultural Greenhouse Gas Emissions: Direct Fertilizer–Based Emissions”
Joshua Bourassa and Elena Vinco
// April 2022.

“Near–Term Methane Reduction Options: Opportunities & Challenges for Reducing Enteric Methane from Alberta Beef and Dairy”
Courtney Kowk, Elena Vinco, and Joshua Bourassa // April 2022.

“The Ruminant Rationale: Global Ruminant Emissions and The Future of Agriculture”
Elena Vinco // May 2022.

“Near–Term Nitrous Oxide Reduction Options: Opportunities & Challenges in Meeting Canada’s Fertilizer Based Emission Reduction Target”
Joshua Bourassa, Elena Vinco, and Luc Fournier // May 2022.

“Are Offsets Enough? A Partial Cost Benefit Analysis of Enhanced Efficiency Fertilizer Adoption for Dryland Wheat Production in Alberta”
Nataliia Arman, Joshua Bourassa, Elena Vinco, Nicole Morrison, and Guillaume Lhermie // October 2022.

“Additives and Offsets: A Partial Life Cycle Analysis of 3NOP Supplementation in Alberta Beef Production”
Elena Vinco, Joshua Bourassa, Nataliia Arman, Nicole Morrison, and Guillaume Lhermie // November 2022.

“Agricultural Stakeholder Outreach: Attitudes & Perceptions towards Methane Reductions in Beef”
Elena Vinco, Nicole Morrison, Joshua Bourassa, and Guillaume Lhermie
// January 2023.

“Agricultural Stakeholder Outreach: Attitudes & Perceptions towards Nitrous Oxide Reductions in Crop Production”
Elena Vinco, Nicole Morrison, Joshua Bourassa, and Guillaume Lhermie
// January 2023.

Ag Literacy programs aim to increase our understanding of decisions made on the farm, best management practices, technology, and agri-food processing. The public needs practical knowledge of agricultural processes and concepts to form opinions, make decisions, and participate in civic and economic affairs.

CANADIANS FIND
ANSWERING QUESTIONS
ABOUT FOOD AND
AGRICULTURE DIFFICULT.



THE WHY: AREAS OF IMPACT.

- + Make high-quality research accessible to diverse audiences to improve information and discussions in the public domain.
- + Spark people's curiosity. Not knowing enough about a topic 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 policymaking for agriculture and the food system.

Most Canadians today experience food as a product that is bought off the shelf. They purchase food as a rather mundane activity that acquires significance only 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, consumers generally underestimate the relatively large risks posed by food security and the availability and affordability of food products, as well as the sustainability of the agriculture industry.

Through consumer food choices, we can collectively influence how food is cultivated, processed, and distributed. By improving agricultural literacy, we can 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 agriculture & agri-food sector.

THE WHAT: RESEARCH INITIATIVES.

INDUSTRY FOCUS GROUPS FOR AGRICULTURE.

We aim to bridge the gap between industry and public perspectives when informing Canada's agricultural & agri-food policies. Canadian decision-makers and investors will benefit by receiving information from the field and credible policy feedback from industry professionals themselves. This program consists of a series of 10 focus groups with industry-specific attendees invited to participate in online moderated discussions. Industry reports will be created with focus group findings, including an analysis of existing policies and recommendations on how they can be adjusted to meet stakeholder needs. A summary report for animals and crops will also be provided to interested stakeholders and government.

The goals of the industry-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 agriculture subsectors to increase public engagement through mainstream events and communications.

VIRTUAL REALITY DAIRY FARM EXPERIENCE.

Do you want to visit a dairy farm, but don't have the time, money, or connections? We're bringing the dairy farm to you with a virtual reality (VR) experience at the Calgary Central Library. You will even have the chance to meet a dairy farmer and one of the VR program developers in person!

Wearing a VR headset, you can learn about Alberta dairy farming and explore a dairy farm in virtual reality. You will see a milker, a calf nursery, how cows eat, sleep, and drink, and how medication is used. You'll meet virtual farmers, a dairy nutritionist, and a veterinarian who will explain their roles in keeping cows healthy.

The Simpson Centre teamed up with the Schulich School of Engineering at the University of Calgary to create the virtual reality program. The information in this program came from dairy farmers, veterinarians, nutritionists, and scientific research papers.

The objective of the VR exhibit is to connect people to critical issues in Canada's agriculture & food system by using innovative technology — virtual reality — to offer experiential learning that's accessible and engaging.



ONE

REPORT

ONE

PUBLIC EVENT

SEVEN

ONLINE EVENTS

THE HOW: RESEARCH DISSEMINATION.

REPORT.

“Alberta Elections Report 1: Where We Stand”

Shawn Wiskar, Amlika Nair, and Hanan Ishaque // March 2023.

PUBLIC EVENT.

Dairy Barn Virtual Reality Experience

Interactive Exhibit // November 2022.

ONLINE EVENTS.

Successful Regenerative Farms

Webinar // April 2022.

Stuck in the Middle? Farm Sizes in Canadian Agri-Food

Webinar // May 2022.

Work It — Labour and Farming in Canada

Webinar // June 2022.

AgTech and the Importance of On-Farm Experimentation

Webinar // July 2022.

Growing In: What Can We Learn from Urban Indoor Agriculture?

Webinar // September 2022.

Agri-food Movers and Shakers: Urban Food Hubs and Food Policy Councils

Webinar // October 2022.

Frozen North, Food for All?

Webinar // November 2022.

ROUNDTABLE DISCUSSIONS.

PROTEIN ROUNDTABLE. APRIL 7, 2022

Identifying opportunities for Alberta’s beef and plant protein industries to create synergies across subsectors and to build a list of recommendations that would enable economic growth, intended to inform investors and policymakers. In the context of current and future global demands, Canada’s and Alberta’s current positions and future opportunities will be assessed.

The following questions will be answered:

- What are the ambitious, achievable goals for Alberta regarding protein production and transformation?
- What are the desirable infrastructures and services required to leverage Alberta’s protein industry?
- How can animal and plant protein industries learn from each other?

WATER WEALTH IN AG ROUNDTABLE. OCTOBER 5, 2022

Jointly hosted by the Simpson Centre and the Global Institute for Water Security, University of Saskatchewan. This event aims to identify challenges and opportunities surrounding water management and to build a list of recommendations that inform investors and policymakers in the context of current and future global demands.

The following questions will be answered:

- How should we deal with competition and trade-offs surrounding water usage?
- Which policies and investments are required to generate wealth in agri-food through optimized water management?

CARBON IN AG ROUNDTABLE. FEBRUARY 16, 2023

This one-day event in Edmonton translates extensive research conducted by the Simpson Centre’s team (2021-2022) into tangible best practices delivered to key audiences: policymakers from the Alberta government, organizations and businesses operating in cattle and crops, AgTech companies, and researchers working on sustainability initiatives in agriculture who will help inform next steps for policy-making.

The following questions will be answered:

- What could incentivize the adoption of climate-friendly policies without hurting producer economics?
- What are the potential barriers to adopting climate-friendly practices on the farm?
- Do we have an innovation ecosystem in Canada? Is it working to reduce greenhouse gas emissions in the food system?





**FEEDBACK FROM OUR
ROUNDTABLE PARTICIPANTS:**

“I really enjoyed the event and hope I have an opportunity to attend similar events in the future. I hope there are more opportunities for my company to collaborate with the University (including specific educational programs), and with agricultural and government groups.”

“A great event. Participant discussion in breakout sessions was more focused on defining the problem than identifying concrete solutions, which is always the more difficult part. Where the Simpson Centre can pull out solutions to market challenges, that could provide a great opportunity to workshop on specific solutions to overcome these barriers.”

“Everything was great. Good set up, seamless transition of speakers and presentations. I felt we could have contributed more ideas in the roundtable discussions, but maybe I’m just an overachiever.”

“Do this more often it was a great event.”

“You have a solid and well qualified team. Looking forward to engaging with you in the future!”

OUTREACH ACTIVITIES.

THREE

NEWS
COMMENTARIES

SEVEN

KEYNOTE SPEECHES

SIX

INTERVIEWS

The Simpson Centre is positioning itself as a knowledge broker for information about Canadian agriculture and agri-food. We disseminate research to the public, industry professionals, and government to encourage discussions between stakeholders from very different areas of expertise and user perspectives. We promote collaboration for 21st-century policymaking. The role of scientific experts in making, curating, and co-producing research, as well as mediating discussions about agriculture, is a key ingredient in achieving a sustainable and resilient food system.

Research findings are disseminated in an accessible and engaging way to establish a common ground between actors in the supply chain, producers and consumers, industry and government. We promote the sharing of information to make connections between diverse audiences and support new conversations about agriculture.

NEWS COMMENTARIES.

01.

Article written by Tarra Drevet, published in the University of Calgary’s *UToday News*.
– April 2022

02.

Larry Martin, member of the Simpson Centre Advisory Council, published a column in the *Calgary Herald*: “Opinion: How to Make Alberta a Global Leader in Value-added Agriculture Products.”
– December 2022



03.

A news article was published in the *Arch Magazine* of the University of Calgary on the Virtual Reality Dairy Farm Experience, a public event hosted by the Simpson Centre.
– October 2022



KEYNOTE SPEECHES.

01.

Guillaume Lhermie participated in a panel discussion at the Calgary Chamber of Commerce's event, "Cultivate: Agriculture Summit," talking about environmental, social and governance metrics vital to attracting investment and fostering a more sustainable agriculture sector: "ESG: Planting Seeds of Sustainability."
- April 2022

02.

Presentation given to C.D. Howe Institute's Energy Policy Council by Guillaume Lhermie, addressing the biggest barriers to reducing emissions outside of energy and transportation.
- April 2022

03.

Guillaume Lhermie delivered a presentation hosted by the Veterinary Public Health Institute entitled "Underserved Areas and Veterinary Shortages: From Policy to Science or from Science to Policy?"
- April 2022

04.

At the International Symposium of Veterinary Epidemiology and Economics, Guillaume Lhermie delivered a keynote speech: "Multidimensional Policies to Tackle the Antimicrobial Resistance Challenge."
- August 2022

05.

Guillaume Lhermie was a panel speaker at an event hosted by Agri-Food Innovation Council to discuss "The Economic and Competitive Impact of Globalization on Research & Innovation."
- November 2022

06.

Guillaume Lhermie was a speaker at the 3rd Antimicrobial Resistance Course: A 'One Health' Challenge.
- November 2022

07.

Guillaume Lhermie delivered a keynote speech at the World Water Day event hosted by the University of Calgary: "Accelerating Change: World Water Day Research Talks."
- March 2023

INTERVIEWS.

01.

Guillaume Lhermie conducted 10 interviews with CBC Radio Canada, covering topics like avian flu in Alberta, challenges posed by the shortage of veterinarians, the impacts of veterinary medicine on public health, the Monkeypox outbreak in Canada, viral and bacterial risks to agricultural and companion animals, and 'One Health.'
- between April 2022 and March 2023

02.

Following the release of a briefing paper, "Greenhouse Gas Emissions From Canadian Agriculture: Policies And Reduction Measures," Ymène Fouli, the lead author, had an interview on Alberta Primetime to talk about how the agriculture sector needs to increase production volumes to support a growing population while managing to decrease its carbon intensity.
- May 2022

03.

Sarah Van Wyngaarden had an interview with Newstalk 770 CHQR to discuss her published paper regarding Alberta's carbon offset market.
- June 2022

04.

Elena Vinco conducted interviews with *UCalgary News* and CBC News, talking about "The Ruminant Rationale: Global Ruminant Emissions and The Future of Agriculture."
- July 2022

05.

Emma Windfeld had an interview with *UCalgary News* to discuss her Protein Roundtable Report, "Beef and Plant Protein, Better Together."
- July 2022

06.

Emma Windfeld and Tarra Drevet had interviews with *The Western Producer*, talking about the Simpson Centre's public event for a Virtual Reality Dairy Farm Experience at the Calgary Public Library.
- December 2022





SOCIAL MEDIA:

54,000 impressions on Twitter and LinkedIn.

AUDIENCE GROWTH RATE:

448% Twitter

195% LinkedIn

WEBSITE:

5,000+ visitors

**USER DEMOGRAPHICS
(FOR WEBSITE):**

71.5%: 18 to 44 years old

28.5%: 45 to 65+ years old

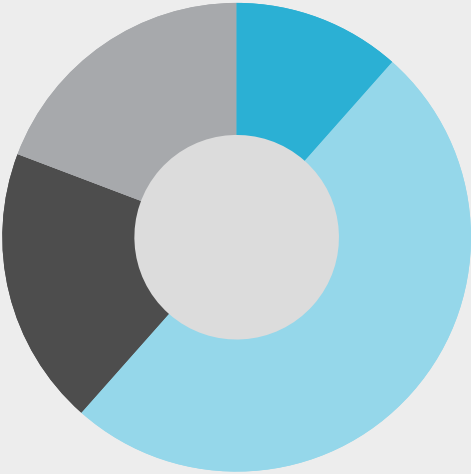
***We're reaching a younger audience
for discussions about agriculture!***

**MEDIA
COVERAGE.**

BY CHANNEL.

TYPE OF CHANNEL:

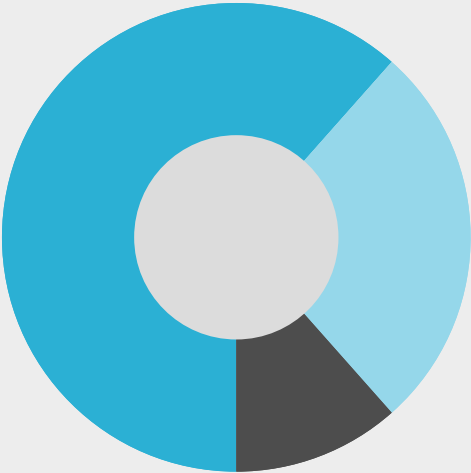
- International
- National
- Municipal
- University of Calgary



BY ACTIVITY.

ACTIVITY:

- Interview
- Keynote Speech
- News Commentary

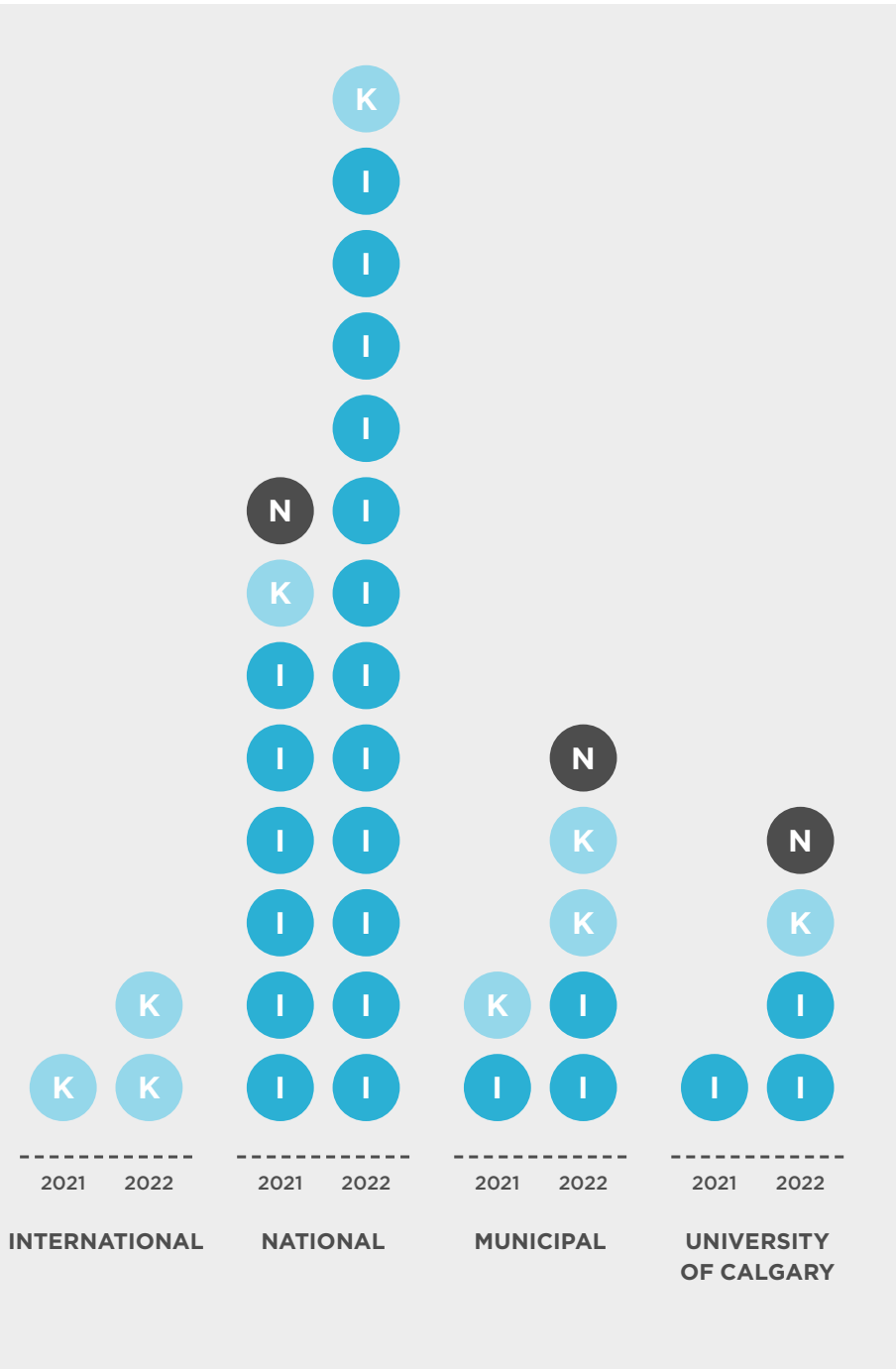


MEDIA COVERAGE.

**PUBLIC ENGAGEMENT
YEAR-ON-YEAR
REVIEW.**

ACTIVITY:

- I** Interview
- K** Keynote Speech
- N** News Commentary



OUR EVENTS.

SIXTEEN
EVENTS

TEN
ONLINE EVENTS

TWO
ROUNDTABLES

ONE
PANEL DISCUSSION

TWO
FOCUS GROUPS

ONE
PUBLIC EVENT

The Protein Roundtable
Roundtable // April 2022.

Successful Regenerative Farms-2021
Webinar // April 2022.

*Policy in Agriculture Webinar Series-
Part I: Stuck in the Middle? Farm Sizes
in Canadian Agri-Food*
Webinar // May 2022.

*Policy in Agriculture Webinar
Series-Part II: Work It-Labour
and Farming in Canada*
Webinar // June 2022.

Poultry & Egg Sector Focus Group
Focus Group // July 2022.

*Policy in Agriculture Webinar Series-
Part III: Ag Tech and the Importance
of On-Farm Experimentation*
Webinar // July 2022.

*Future Farms in Unfamiliar Places
Series-Part I: Growing In: What Can We
Learn From Urban Indoor Agriculture?*
Webinar // September 2022.

*Future Farms in Unfamiliar Places
Series-Part II: Agri-food Movers and
Shakers: Urban Food Hubs and Food
Policy Councils*
Webinar // October 2022.

Water Wealth in Agriculture
Roundtable // October 2022.

*Future Farms in Unfamiliar Places
Series-Part III: Frozen North,
Food for All?*
Webinar // November 2022.

*Carbon Program Series: Fertilizer
Futures and Frameworks-
N2O Emissions*
Webinar // November 2022.

Dairy Barn Virtual Reality Experience
Public Event // November 2022.

*Carbon Program: Panel
Discussion at UFA*
Panel Discussion // January 2023.

*Carbon Program Series: Can We Have
Our Beef and Reduce Methane Too?*
Webinar // January 2023.

Carbon in Agriculture
Roundtable // February 2023.

*Carbon Program Series: Reducing
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Webinar // February 2023.



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

We are networked 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. Here, we feature current funders of the Simpson Centre’s research. Please contact us if you would like to join our network of supporters.

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The Simpson Centre has a special role to play in the ecosystem for agriculture & agri-food to mobilize research for policymaking and decision-making in a framework to advance sustainable agriculture and to make research accessible, engaging, and useful to our diverse audiences.

We look forward to strengthening our working relationships and growing our network in years to come. Please contact us if you would like to amplify our voice and contribute to our conversations.

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