CONNECTING
agriculture+
people+
policy.

2023/2024
Annual Report
Join the discussion
at simpsoncentre.ca
As we celebrate our fourth year, we continue to focus on change: what drives it, what hinders it, how it is understood, and why it is adopted. At the Simpson Centre, we study and promote evidence-based agricultural and food policy with approaches that also continue to adapt and change.

We’ve embraced a holistic way of addressing the many challenges and opportunities of the agri-food sector, understanding that only multi-stakeholder, cross-sector communication can create lasting change. Through innovative and highly collaborative partnerships, we aim to create a more sustainable and resilient future.

We also continue to champion the ever-evolving technology and innovation ecosystem, researching the power of digital technologies to catalyze change across the agrifood value chain, from farm to fork. New tech means new opportunities for efficiency, productivity, and inclusive growth.

Our research initiatives cover the spheres of animal health and welfare, trade policies, carbon emissions reduction, digital transformation, and agro-ecological transition. In all of these efforts, we thank our stakeholders, partners, and team members who have carried us this far. Together, we embark on the next chapter with renewed vigour and optimism, poised to shape a more sustainable and prosperous future for Canada’s agrifood sector.

Thank you for your continued support and partnership.

Dr. Guillaume Lhermie, Director of the Simpson Centre, and Professor of Animal Health Economics and Policy; Head of Cattle Health Research Group at the University of Calgary’s Faculty of Veterinary Medicine

Alors que nous célébrons notre quatrième année, nous continuons de nous concentrer sur le changement: ce qui le motive, l’entrave, comment il est compris et pourquoi il est adopté. Au Centre Simpson, nous promouvons des politiques agricoles et alimentaires fondées sur des données probantes et des approches adaptatives.

Nous adoptons une approche holistique pour aborder les défis et opportunités du secteur agroalimentaire, en comprenant que seule une communication multipartite et intersectorielle peut créer un changement durable.

Grâce à des partenariats novateurs et collaboratifs, nous visons un avenir plus durable et résilient. Nous défenons également l’écosystème de la technologie et de l’innovation, en recherchant le pouvoir des technologies numériques pour catalyser le changement dans l’ensemble de la chaîne de valeur agroalimentaire.

Les nouvelles technologies offrent des possibilités d’efficacité, de productivité et de croissance inclusive. Nos initiatives de recherche couvrent la santé animale, les politiques commerciales, la réduction des émissions de carbone, la transformation numérique et la transition agroécologique.

Nous remercions nos intervenants, partenaires et membres de notre équipe qui nous ont menés jusque-là. Ensemble, nous entamons le prochain chapitre avec vigueur et optimisme, prêts à façonner un avenir plus durable et prospère pour le secteur agroalimentaire du Canada.

PROFESSOR JULES PRETTY, ENVIRONMENT AND SOCIETY, UNIVERSITY OF ESSEX:

“THE HEALTH OF OUR PLANET DEPENDS ON THE HEALTH OF ITS ECOSYSTEMS, AND SUSTAINABLE AGRICULTURE IS KEY TO MAINTAINING THAT HEALTH.”

MESSAGE FROM A PRAGMATIC SCHOLAR.
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 21st-century policymaking and public education.

Over the past year, the Simpson Centre hosted 14 events, both online and in-person, engaging 1,008 participants from government, industry, research, and the public. In the 2023-24 period, the Simpson Centre published 14 reports and papers. Our work garnered significant media attention, with 107 mentions, achieving a total desktop and mobile reach of 58.7 million.

From March to May 2023, the Simpson Centre conducted an engagement campaign for the Alberta Elections program. Through proactive communications and stakeholder engagement, the program achieved 1,651 impressions on X (Twitter) and LinkedIn, attracted 769 website visits, and reached a media audience of 369,900.

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

**OUR MISSION.**
To mobilize 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 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. 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, agriculture’s impacts on environment and population health, and 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 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 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.
FOOD SECURITY, SUSTAINABLE PRODUCTIVITY, HEALTH AND NUTRITION ARE PARAMOUNT.

Our key research areas for mobilizing impacts addresses the “Why,” “What,” and “How” of the Simpson Centre’s activities. The first of our three key pillars is “Agriculture and Economics.”

AG & ECONOMICS.

THE WHY. AREAS OF IMPACT.

+ Increase Canadian and global food security. 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, manufactured food products, and live animals and animal products.2

With the global population projected to increase by two billion people from 2019 to 2050, Canada is uniquely positioned to help alleviate the global threat to food security. 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.3

2. agriculture.canada.ca/en/sector/overview.
3. agriculture.canada.ca/en/sector/overview.

2023 TO 2024 KEY MOMENTS.

AG LITERACY
MAY 11, 2023

AGSMART, OLDS COLLEGE
Keynote speech, Joshua smartphones.
AUGUST 1, 2023

CARBON PROGRAM
SEPTEMBER 24, 2023 AND OCTOBER 10, 2023

BIOMASS ROUNDTABLE
Agriculture + Biomass + Carbon Neutrality.
CALGARY, OCTOBER 24, 2023

INNOVATION WEEK YYC
Panel Discussion: “AgriFutures: Growing with Technology” AgTech + Innovation.
CALGARY, NOVEMBER 15, 2023

AG & SOCIETY
“We Have the Power to Shape a Food System for Both People and the Planet,” by Guillaume Lhermie.
HILL TIMES, MARCH 18, 2024

AG LITERACY FOR HEALTHIER PEOPLE AND PLANET
Program started. Funded by Grant of Government.
FEBRUARY 8, 2024

ALBERTA ELECTIONS
First engagement campaign with industry groups, ag societies, & non-profits.
MARCH TO MAY 2022

ALBERTA ELECTIONS
“Federal and Provincial Responsibilities in Canadian Agriculture,” webinar.
JUNE 15, 2023

REGENERATIVE AGRICULTURE (RA)
Program start. Examining RA practices in Alberta.
JULY 2023

AG & SOCIETY
PREVENTIVE VETERINARY MEDICINE, AUGUST 31, 2023

ALBERTA DIGITALIZATION AGRICULTURE (AD3A)
Program start. Funded by Government of Alberta.
OCTOBER 1, 2023

AG & ECONOMICS
“Closing the Loop: The Bioeconomy and Agriculture” 1st in 3-part webinar series.
NOVEMBER 13, 2023

AG & SOCIETY
“Sustainable Innovation in the Canadian Agri-Food Sector: Past, Present & Future.” By Jared Calberg.
PREVENTIVE VETERINARY MEDICINE, AUGUST 31, 2023

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3. agriculture.canada.ca/en/sector/overview.
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? How do we ensure a resilient and sustainable food system? What is the role of conservation agriculture in ensuring food security for future generations?

This program aims to identify challenges and opportunities for the digitalization of Canada’s agriculture. Better understanding and management of data in agriculture and agricultural technology (agtech) can lead to increased productivity and sustainability, as well as more cost savings across the sector. 2023-2026.

The Simpson Centre aims to

• Communicating the knowledge we gather in reports, webinars, policy briefs, press releases, and online media for the benefit of all stakeholders.

AGRI-FOOD RESEARCH.

This project aims to map the landscape of agri-food research funding programs. Our primary objective is to assess the alignment of funding initiatives with key focus areas in the Sustainable Agriculture Strategy (SASS) and the Guelph Statement. 2023-2024.

The Simpson Centre aims to quantify the tangible benefits, both commercial and public, stemming from public and private investments in agri-food research, as well as conduct a jurisdictional scan of Canadian funding. This includes a comparative analysis with select OECD nations to gauge Canada’s standing in terms of competitiveness and innovation in the agri-food sector.

Over nine months, Simpson Centre researchers will:

• Identify major funding institutions and agri-food research projects from 2013 to the present;

• Identify the priorities of public and private funding institutions in Canada’s agri-food sector;

• Evaluate alignment of research with governments’ priorities as defined by Agriculture and Agri-Food Canada; and

• Assess academic and non-academic literature to map the competitive advantages in select OECD agri-food sectors and their associated (if any) innovation ecosystems.

THE HOw. RESEARCH DISSEMINATION.

Rountable.

Biomass and Carbon Neutrality - Putting in Place an Evaluation Framework. (with Institut Trottier, Polytechnique Montreal)


Panel Discussion.

Innovation Week YYC: AgriFutures: Growing with Technology

Panel Discussion // November 2023.

Webinars.

Bioecology’s Influence on Agriculture: A Path to Sustainability

Webinar // January 2024.

Beyond Waste: The Role of Agricultural Residuals in the Bioeconomy

Webinar // February 2024.

Closing the Loop: The Bioeconomy and Agriculture

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

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

With generous funding from the Government of Alberta, the program’s goals include fostering data management best practices, developing policy recommendations, and enhancing transparency in the agri-food space. Over the course of three years, the Simpson Centre will conduct extensive research and request the feedback of participants in the agriculture value chain to inform three key areas:

• Currently commercialized agtech and farming data will be reviewed in Canada and internationally to create a comprehensive assessment for the industry;

• Talking and listening to key industry players through interviews, roundtables, and collaborative “Living Labs” to understand requirements, challenges, and suggestions; and

• Communicating the knowledge we gather in reports, webinars, policy briefs, press releases, and online media for the benefit of all stakeholders.

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THE HOW. RESEARCH DISSEMINATION.

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AGRICULTURE IMPACTS AND IS IMPACTED BY LAND USE, TRANSPORTATION, HEALTH, AND WASTE MANAGEMENT.
The goals of the carbon program are to:
• Understand agriculture’s key environmental practices and impacts;
• Consider specific topics designed to reduce greenhouse gas emissions;
• Research best management practices and policies designed to reduce agriculture emissions; and
• 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 University of Guelph, University of Saskatchewan, and University of Liverpool. 2022-2024.

Research examines how prices are influenced by different product characteristics. Importantly, the study explores price changes following the enactment of the Law on the Future of Agriculture, Food and Forestry (LAAAF) on October 13, 2014, which mandated the end of rebates on antibiotics starting January 1, 2015. This analysis will aid in predicting the veterinary antibiotic market and provide policy implications to support the long-term availability of antibiotics, price adjustment, consultations, and a consensus-finding mechanism on prices in the future. The goals of the study are to:
• Analyze the price determinants of antibiotic veterinary medicine; and
• Investigate the price changes after the implementation of LAAAF.
Ag Literacy supports the mobilization of research 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 formulate opinions, make decisions, and participate in civic and economic affairs.

Meanwhile, the relatively large risks posed by food security, the availability and affordability of food products, as well as the sustainability of the agricultural industry are generally underestimated by consumers. The Simpson Centre seeks to reconnect people with how their food is made. 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 agricultural and agri-food sector.

The Simpson Centre developed three reports focused on providing a neutral and evidence-based analysis of each party’s election promises for the future of the ag sector. Nearly 300 primary producers in Alberta participated in a survey, and the second report highlighted their priorities. These reports were intended to be a tool for agricultural organizations and stakeholders to use as a jumping-off point for discussions in the lead-up to the Alberta elections.

- **Report 1** – The Role of Political Parties in Shaping Agriculture Policy
- **Report 2** – Primary Producers’ Voices on Policy in Alberta
- **Report 3** – An Overview of Party Visions

THE WHAT. RESEARCH INITIATIVES.

Alberta Elections

Monday, May 29, 2023, the Alberta government held its 31st general election. Albertans across the province headed to the polls to elect their next premier and MLAs. The Simpson Centre is committed to strengthening Canada’s agriculture and agri-foods sectors through research and policy analysis. The provincial election offered an opportunity to provide stakeholders with evidence-based education on how each of the parties’ commitments would affect the agriculture sector.

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Regenerative Agriculture

This project aims to understand and define regenerative agriculture practices in Alberta from production to policy. Agriculture in Canada tends to rely on inputs and production practices that degrade soil and wider ecosystems. Policies incentivize farmers to increase yield and revenue while unintentionally neglecting longer term risk mitigation. However, interest is growing in regenerative agriculture, which seeks to improve soil quality, reduce reliance on synthetic inputs, nurture on-farm relationships, reduce off-farm impacts, bolster climate resilience, and enhance crop quality.

At issue is a clear definition of regenerative farming, which is currently an unofficial and voluntary designation with little policy support from governments to promote uptake and viability. The Simpson Centre aims to address the following questions:

- What do producers and agri-food professionals mean by “regenerative farming”?
- What regenerative agriculture (RA) practices are currently being used?
- What business models are RA farmers using?
- What are the barriers and constraints to expansion of RA farming practices?
- Where are the gaps and opportunities for enabling policy design and implementation?

**AG LITERACY FOR HEALTHIER PEOPLE AND PLANET**

Using the analytical and outreach skills of our team and partners, this program aims to: 1) improve how people choose their food, and 2) rethink the design of agricultural policies. By developing a pragmatic, efficient, and resilient knowledge engagement program, the Simpson Centre and its strategic academic partners will create targeted messaging to engage with consumers from day one. This program is designed to create open and transparent two-way communication with stakeholders. Supported by major funding from the Bank of Montreal, our five-year program will offer the public a unique opportunity to engage in the policy arena and share information through innovative methods.

**Specific objectives:**

- Educate consumers about food production using controversy mapping. This approach will help users navigate the complexities and context of specific controversies, leading to a deeper understanding.
- Shape long-term agricultural policies by involving citizens through a citizens’ assembly. This form of participatory democracy ensures political decisions are made through extended, fair, and deliberative discussions, making citizen participation more meaningful.

**THE SIMPSON CENTRE 2023/2024 ANNUAL REPORT**
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WEBINARS.
Agriculture Policies: What Farmers Want
Webinar // April 2023.
Federal and Provincial Responsibilities in Canadian Agriculture
Regenerative Ag: On the Ground vs. In the Books

PUBLICATIONS.
“Developing an Immersive Virtual Farm Simulation for Effective Public Education about the Dairy Industry”
Anh Nguyen, Michael Francis, Emma Windfeld, Guillaume Lhermie, Kangsoo Kim // October 2023.

REPORTS.
“Poultry Focus Group Report: Challenges Facing the Sector”
“BeeF Focus Group Report: Challenges Facing the Sector”
Rachel Drummond, Guillaume Lhermie, Caitland Reynolds, Elena Vinco, Shawn Wiskar // May 2023.

“Alberta Elections Report 2: Agriculture Matters: Primary Producers’ Voices on Policy in Alberta”

ENERGY IN AGRICULTURE.
APRIL 13, 2023
Roundtable event that helped to broaden our understanding of energy production and energy consumption on the farm using the latest research and project initiatives. Participants explored optimized energy solutions stemming from cross-sectoral collaborations between Energy and Agriculture that could support a whole-system approach for the energy transition. Pathways for sustainability gains (e.g., energy efficiency for emissions, land, water, soil, and waste management) can be found with improved collaborations and actioned efforts across energy and agriculture sectors.

The following questions were addressed:
• What do we need to do to achieve the energy transition for agriculture? Listening to different perspectives.
• How do we define success? What indicators can be used to track progress in the energy transition for agriculture?

BIOMASS AND CARBON NEUTRALITY.
OCTOBER 24, 2024
Jointly hosted by the Institut de l’énergie Trottier, Polytechnique Montréal, this event gathered information and sought to validate the contents of the biomass white paper (draft) with input from stakeholders concerning the current state of the biomass sectors (forestry, agriculture), the positions of the different groups concerning biomass usages in Canada’s transition to carbon neutrality, the challenges that they currently face or anticipate encountering, and the contributions of biomass usages during this transition.

Topics of discussion included:
• Biomass and carbon neutrality: what we know so far on biomass usage in Canada.
• Review of the situation: discussion about gaps, uncertainties, and overlooked issues or sectors. Comments on the report, its strengths and weaknesses.
• Factors of economic viability/profitability: discussion about internal and external factors influencing biomass industries. What is currently overlooked in the development of new value chain.
GROWING IMPACTS.

SOCIAL MEDIA:
39,680 impressions on Twitter and LinkedIn.
AUDIENCE GROWTH RATE (YEAR ON YEAR):
44.2% LinkedIn
14.47% X (Twitter)

WEBSITE:
4,900 visitors
971 downloads

MEDIA COVERAGE:
12 interviews
9 keynote speeches

MEDIA HITS:
107 media hits with 58.7 million desktop and mobile reach

MEDIA COVERAGE.

MEDIA HITS.
BY TYPE OF CHANNEL:
● National
● Provincial
● Municipal

PUBLIC ENGAGEMENTS.
BY ACTIVITY:
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● News Commentary

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MEDIA COVERAGE.
# Our Events

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<th>Events</th>
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<th>Panel Discussions</th>
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<td>Fourteen</td>
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<th>MEDIA COVERAGE.</th>
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<td>We are gaining increased national media coverage.</td>
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<th>Activity</th>
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<td>Interview</td>
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### Energy in Agriculture Roundtable - Practices and Policies for Optimizing Energy on the Farm
- Roundtable // April 2023.

### Agriculture Policies: What Farmers Want
- Webinar // April 2023.

### GHG Emissions & Agriculture: How is Canada Doing on the International Stage?

### Federal and Provincial Responsibilities in Canadian Agriculture

### Produce More, Emit Less: Strategies to Reduce Nitrous Oxide Emissions from Crop Production

### Produce More, Emit Less: Reducing GHG Emissions from Livestock Production

### Biomass Roundtable with Institut Trottier (Polytechnique Montréal)

### Terroir Symposium: Bridging Connections Between Food and Farming
- Panel Discussion // October 2023.

### Closing the Loop: The Bioeconomy and Agriculture

### Innovation Week YYC: AgriFutures: Growing with Technology
- Panel Discussion // November 2023.

### UCalgary Industry Day: Find Your Future in Agriculture
- Panel Discussion // November 2023.

### Bioecology’s Influence on Agriculture: A Path to Sustainability
- Webinar // January 2024.

### Beyond Waste: The Role of Agricultural Residuals in the Bioeconomy
- Webinar // February 2024.

### Regenerative Ag: On the Ground vs. In the Books
- Webinar // March 2024.

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[224x39]simpsoncentre.ca
We wish to thank our working partners for disseminating our content and participating in our events.
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.

Elevating the voice of experts and scientific research is key to achieving our impacts.
We continue to expand our network of scientific experts each year. Our affiliation with the University of Calgary enables us to collaborate with talented professionals across multiple faculties. With gratitude and pride, we recognize the organizations that have contributed to our research and outreach programs.

Partnership is a critical aspect to achieving the Simpson Centre’s goals.
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. Please contact us if you would like to join our network of supporters.

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

DR. GUILLAUME LHERMIE
Director, the Simpson Centre for Food and Agricultural Policy

DON SMITH
Executive Vice-President & Chief Operating Officer, United Farmers of Alberta Co-operative Limited

JOHN SIMPSON
Founder, Chairman of the Board, CEO of the CANA Group of Companies

ALISON JACKSON
Managing Partner, Calgary at Ernst and Young – Tax, and Agribusiness

ARVIND GUPTA
Professor, Department of Computer Science, University of Toronto

DOUG HORN
Chairman, Canada Asia Synergy Group

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

LARRY MARTIN
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