

CONNECTING

*agriculture+
people+
policy.*

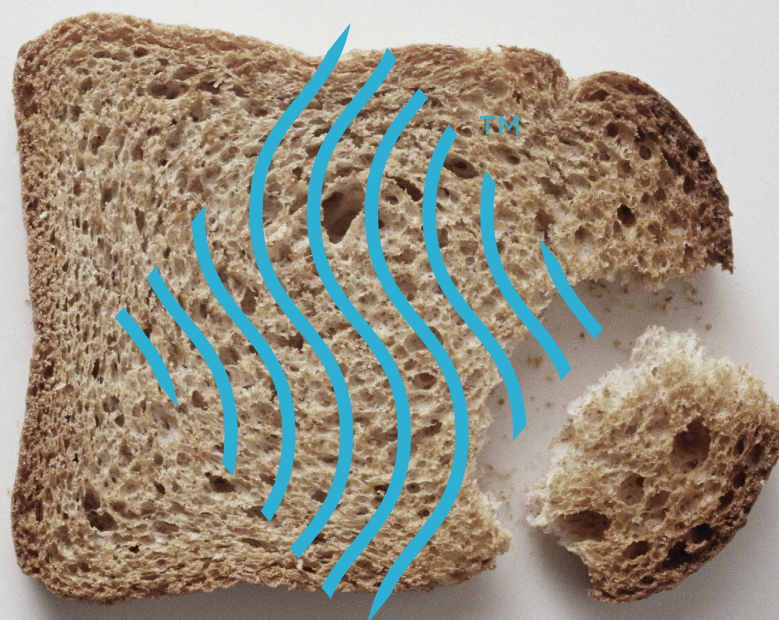
2023/2024
Annual Report

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THE
SIMPSON
CENTRE.



THOUGHT
FOR
FOOD.



School of
Public Policy



UNIVERSITY OF
CALGARY

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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.



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

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.

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 défendons 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 jusqu'ici. 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.

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 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 789 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. 📖

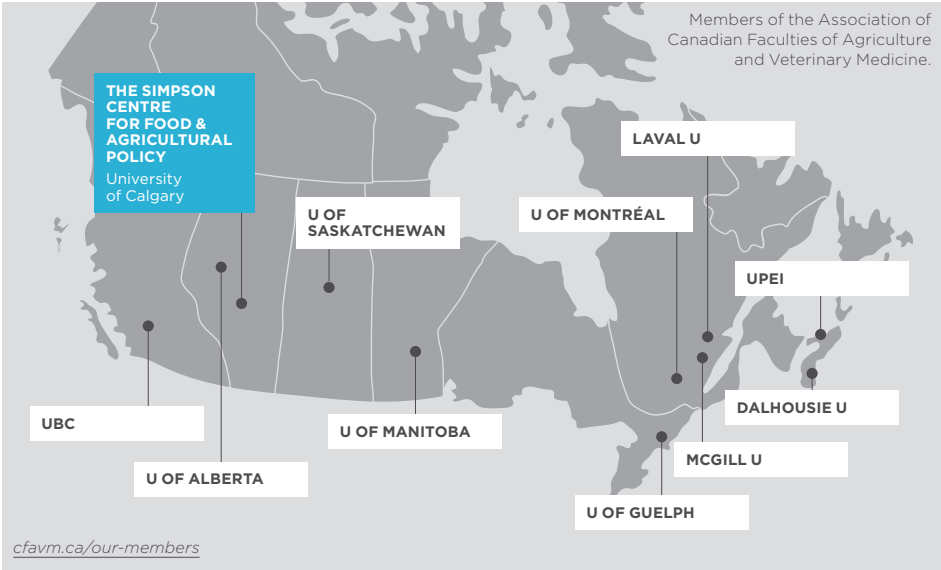
- + Learning for active food citizenship
- + Controversies in agriculture

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.



2023
TO 2024
KEY
MOMENTS.



\$

AG &
ECONOMICS.

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."

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



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

Should the amount of arable land used for agriculture go up or down? 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 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?

THE WHAT. RESEARCH INITIATIVES.

ALBERTA DIGITALIZATION AGRICULTURE.

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.

ONE
ROUNDTABLE

ONE
PANEL
DISCUSSION.

THREE
WEBINARS.

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.

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 (SAS) 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.

ROUNDTABLE.

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

Roundtable // October 2023.

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



**AG &
SOCIETY.**

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. 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 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.

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? With generous funding from the Government of Alberta, 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, with a key part of the program being the dissemination of research and the public outreach aspect of its work. 2021-2023.

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; 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.

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 are estimating 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; and
- Attribute the Animal Health Loss Envelope in the cattle sector to major endemic diseases.

A FEATURE-BASED PRICING ANALYSIS OF ANTIBIOTIC VETERINARY MEDICINES.

This study aims to analyze the prices of veterinary antibiotic medicines in France at the veterinarian level using a quasi-hedonic model. 2023-2024.

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.

ONE
ROUNDTABLE

THREE
WEBINARS

ONE
ROUNDTABLE
PROCEEDING

SEVEN
PUBLICATIONS

THE HOW. RESEARCH DISSEMINATION.

ROUNDTABLE.

Energy in Agriculture
Roundtable // April 2023.

WEBINARS.

GHG Emissions & Agriculture: How is Canada Doing on the International Stage?
Webinar // May 2023.

Produce More, Emit Less: Strategies to Reduce Nitrous Oxide Emissions from Crop Production
Webinar // September 2023.

Produce More, Emit Less: Reducing GHG Emissions from Livestock Production
Webinar // October 2023.

ROUNDTABLE PROCEEDINGS.
“Roundtable Proceedings: Carbon in Agriculture”
Hanan Ishaque // July 2023.

PUBLICATIONS.

“Climate Policy and Canadian Crop Production: A Qualitative Study of Farmers’ Attitudes and Perceptions Towards Nitrous Oxide Reductions”
Elena Vinco, Nicole Morrison, Joshua Bourassa, Guillaume Lhermie // July 2023.

“Planning to Fail: A Case Study of Canada’s Fertilizer-Based Emission Reduction Target”

Joshua Bourassa, Nataliia Arman, Hanan Ishaque, Guillaume Lhermie // July 2023.

“Risk Factors Associated with Calf Mortality Rates in Western Canadian Cow-Calf Operations”
Minfeng Tang // August 2023.

“Energy and Environmental Policy Trends: Farms, or Solar Farms?”
Sara Hastings-Simon, Hanan Ishaque, Guillaume Lhermie // October 2023.

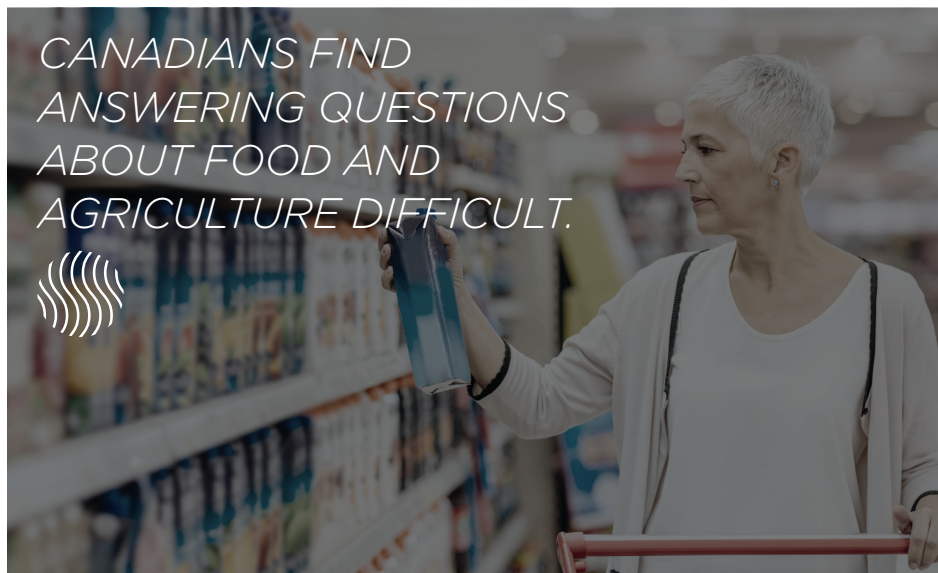
“Sustainable Innovation in the Canadian Agrifood Sector: Past, Present & Future”
Jared Carlberg // January 2024.

“Assessing the Viability of Smaller Municipalities: The Alberta Model”
Kimberly Jones, Mukesh Khanal, Kevin McQuillan // February 2024.

“Effectiveness of Rural Internships for Veterinary Students to Combat Veterinary Workforce Shortages in Rural Areas”
Mehdi Berrada, Didier Raboisson, Guillaume Lhermie // March 2024.



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.



THE WHY. AREAS OF IMPACT.

- + Make high-quality research accessible to diverse audiences to improve information and discussions in the public domain.
- + Educate people on topics that they don't want to know about. '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, 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 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.

The Simpson Centre developed three reports focused on providing a neutral and evidence-based analysis of each party's election priorities 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.

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; and
- 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 HOW. RESEARCH
DISSEMINATION.

PANEL DISCUSSIONS.

**Terroir Symposium: Bridging
Connections between Food
and Farming**

Panel Discussion // October 2023.

**UCalgary Industry Day: Find Your
Future in Agriculture**

Panel Discussion // November 2023.

WEBINARS.

Agriculture Policies:

What Farmers Want

Webinar // April 2023.

**Federal and Provincial Responsibilities
in Canadian Agriculture**

Webinar // June 2023.

**Regenerative Ag: On the Ground vs.
In the Books**

Webinar // March 2023.

TWO

PANEL
DISCUSSIONS

THREE

WEBINARS

ONE

PUBLICATION

ONE

ROUNDTABLE
PROCEEDING.

FOUR

REPORTS

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.

ROUNDTABLE PROCEEDING.

**“Roundtable Proceedings:
Energy in Agriculture”**

Hanan Ishaque, Amlika Nair // July 2023.

REPORTS.

**“Poultry Focus Group Report:
Challenges Facing the Sector”**

Shawn Wiskar, Amlika Nair, Hanan
Ishaque // May 2023.

**“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”**

Shawn Wiskar, Amlika Nair, Hanan
Ishaque // May 2023.

**“Alberta Elections Report 3: Agriculture
Matters: An Overview of Party Views”**

Shawn Wiskar, Amlika Nair, Hanan
Ishaque // July 2023.



ROUNDTABLE
DISCUSSIONS.

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:

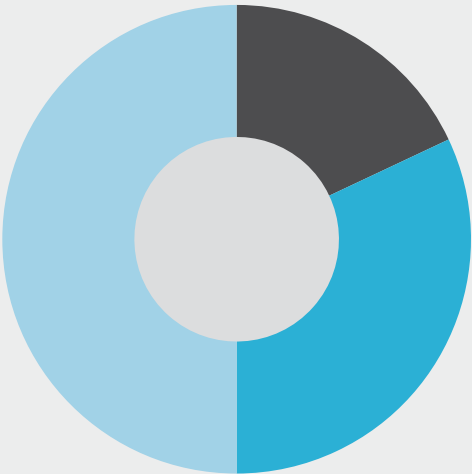
107 media hits with 58.7 million desktop and mobile reach

MEDIA
COVERAGE.

MEDIA HITS.

BY TYPE OF CHANNEL:

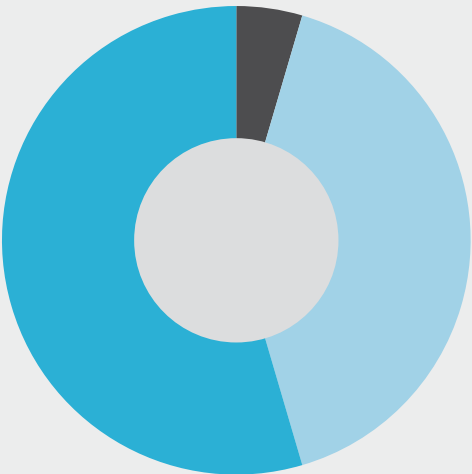
- National
- Provincial
- Municipal



PUBLIC ENGAGEMENTS.

BY ACTIVITY:

- Interview
- Keynote Speech
- News Commentary



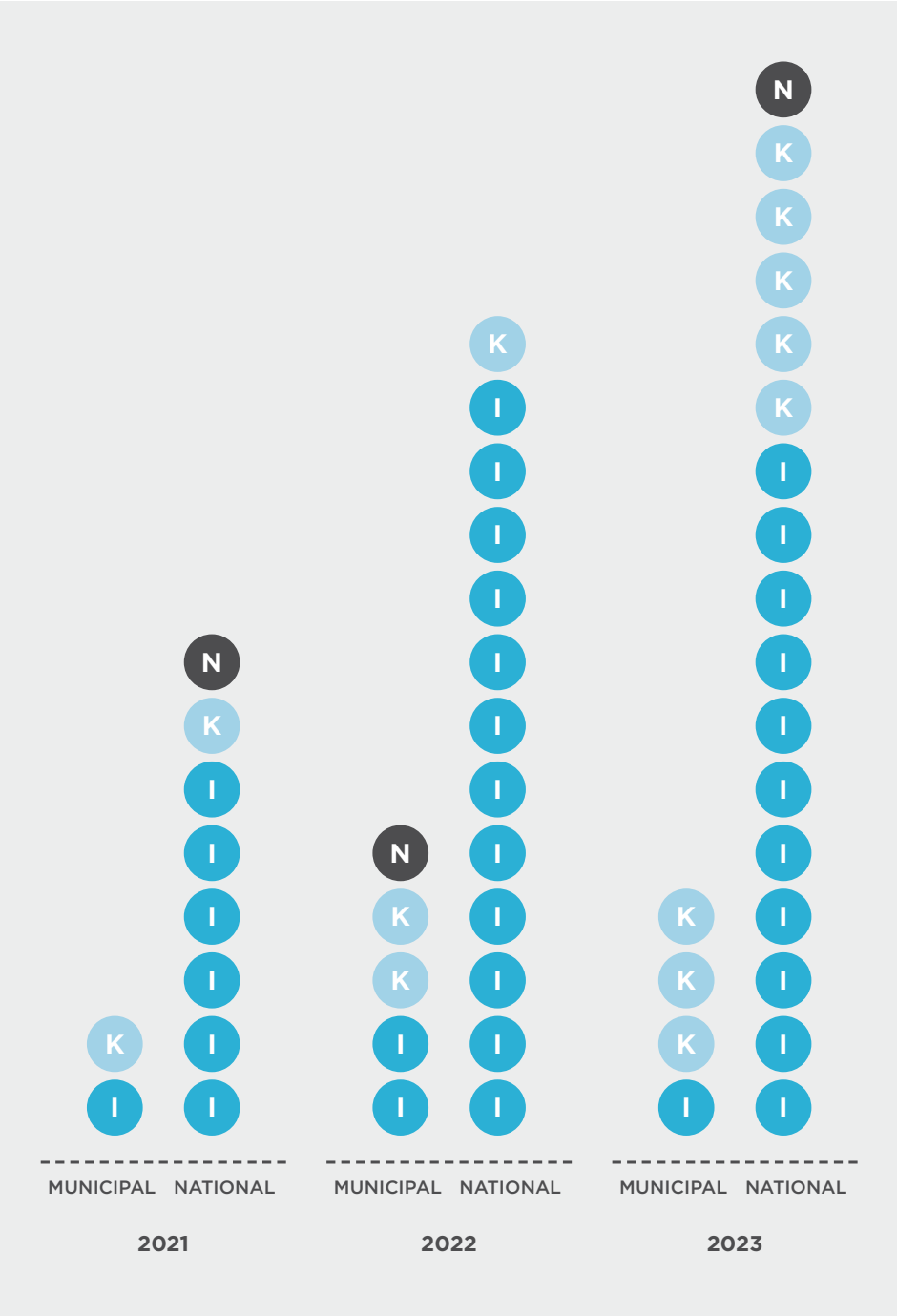
MEDIA COVERAGE.

PUBLIC ENGAGEMENT YEAR-ON-YEAR REVIEW.

ACTIVITY:

- I Interview
- K Keynote Speech
- N News Commentary

We are gaining increased national media coverage.



OUR EVENTS.

FOURTEEN
EVENTS

NINE
WEBINARS

TWO
ROUNDTABLES

THREE
PANEL DISCUSSIONS

- 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?**
Webinar // May 2023.
- Federal and Provincial Responsibilities in Canadian Agriculture**
Webinar // June 2023.
- Produce More, Emit Less: Strategies to Reduce Nitrous Oxide Emissions from Crop Production**
Webinar // September 2023.
- Produce More, Emit Less: Reducing GHG Emissions from Livestock Production**
Webinar // October 2023.
- Biomass Roundtable with Institut Trottier (Polytechnique Montréal)**
Roundtable // October 2023.
- Terroir Symposium: Bridging Connections Between Food and Farming**
Panel Discussion // October 2023.

- Closing the Loop: The Bioeconomy and Agriculture**
Webinar // November 2023.
- Innovation Week YYC: AgriFutures: Growing with Technology**
Panel Discussion // November 2023.
- UCalgary Industry Day: Find Your Future in Agriculture**
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- 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.



OUR
EXPERTS.

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.

OUR
WORKING
PARTNERS.

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.

OUR
FUNDING
PARTNERS.

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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OUR
ADVISORY
COUNCIL.



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
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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
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MARLISE HUNTER
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