



Social *Licence* Security

Government's Role In Building Public Trust

Shelley Jones | July 2015

What the food industry *doesn't* want you to know:

**YOU'LL NEVER LOOK AT
DINNER THE SAME WAY AGAIN.**



FOOD, INC.

RATED PG



Social Licence

Doing the
Right Thing



Building
Awareness



Manitoba Hog Moratorium

HOGS

Gov't holds back pork sector: Maple Leaf

President Michael McCain takes aim at policies that restrict barn builds and use of temporary foreign workers

BY ED WHITE
WINNIPEG BUREAU

The Manitoba and Canadian governments are sabotaging their hog industry's chances at success, says Maple Leaf Foods president Michael McCain.

Their failure to work with farmers, processors and exporters to create a world-leading industry has already led to declining production. It will get worse unless those governments assist industry to better compete internationally.

"Those other jurisdictions (like Denmark and the U.S.) will beat us to the punch if they maintain that balance between production and processing, pigs and people, while we tie ourselves in knots with moratoriums, labour program changes, status quo thinking on risk management and timid approaches on raising investment capital," McCain said in a speech to the Manitoba Pork Council annual meeting April 15.

Maple Leaf Foods, which owns Canada's biggest hog slaughter plant



GM Free Zones in B.C.

UBCM can't stomach genetically engineered foods 9



By [Jeremy Nuttall](#), 24 hours Vancouver
Thursday, September 19, 2013 6:10:20 PDT PM



Emotion vs. Science



Ontario Neonicotinoid Restrictions

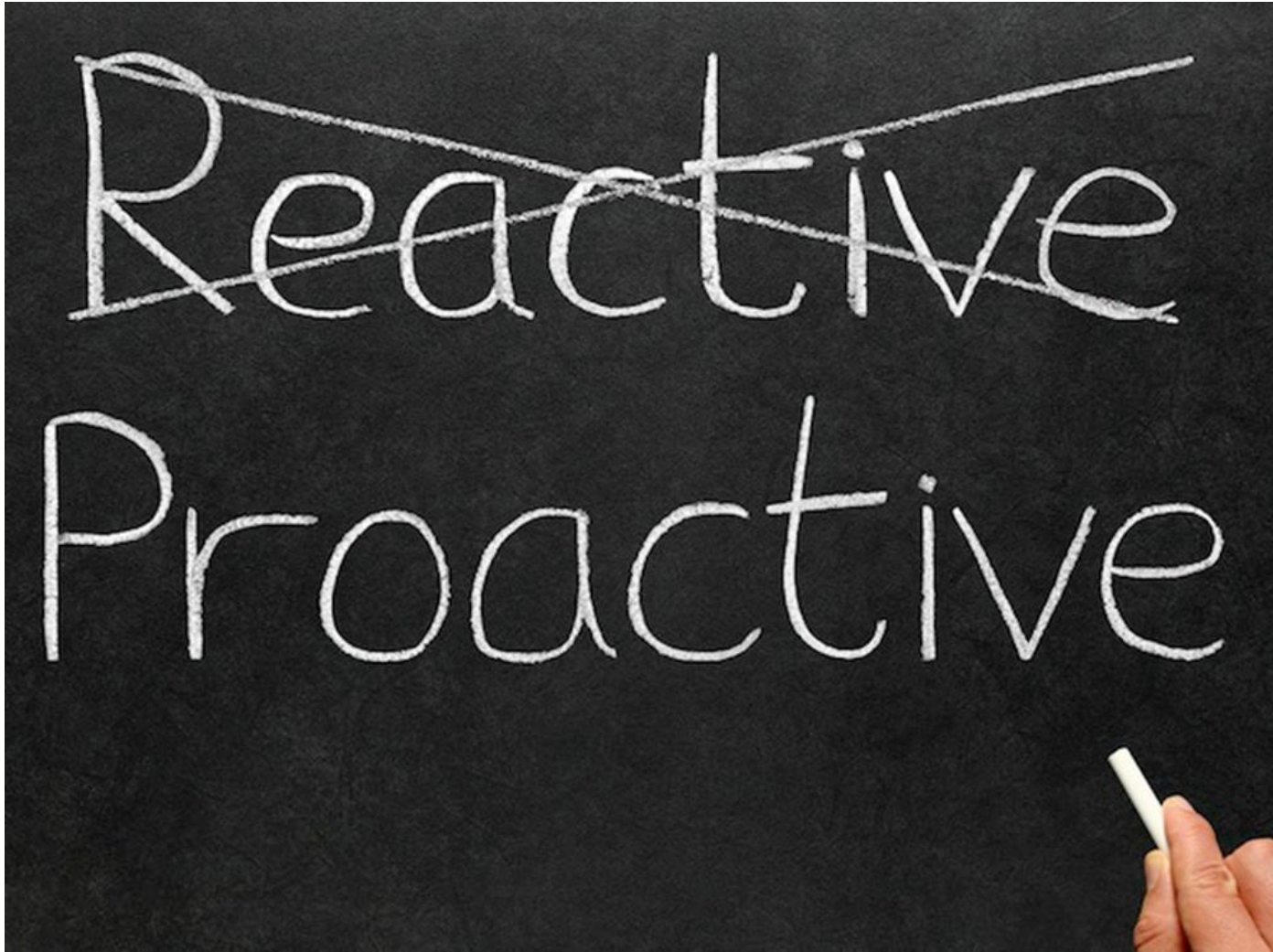
Grain farmers taking Ontario to court over restriction of pesticides linked to bee health



CLAIRE BROWNELL | June 29, 2015 3:44 PM ET
More from Claire Brownell



Health Canada's Pest Management Regulatory Agency and the Ontario government started investigating the role of the pesticides in mass bee deaths at 242 bee yards in 2012 before passing regulation restricting the use of neonics in Ontario. Philippe Huguen/AFP/Getty Images



For Discussion

What is government's role?

The Path to Growth

Improve
UNDERSTANDING
and appreciation

Maintain public
support and
TRUST

Secure
SOCIAL LICENCE

GROW
Saskatchewan's
agriculture
industry

Agriculture Awareness Strategy

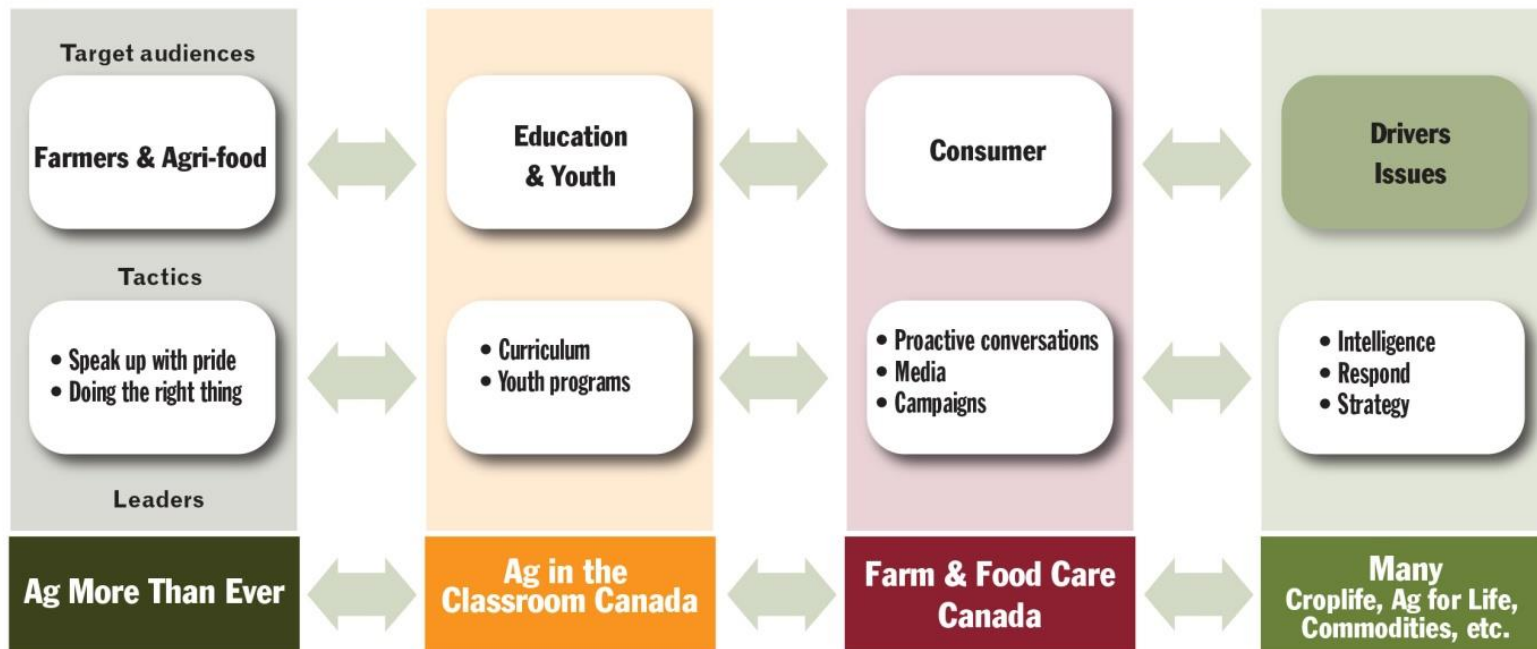
I Industry organization and engagement

II Enterprise efforts to promote agriculture

III Advance agriculture awareness nationally

IV Youth and education strategy

Public Trust and Confidence in Canadian Food & Farming



WHAT DO WE NEED? SUPPORTERS & ENABLERS

Individuals	• Champions
Business & Organizations	• Industry Partners
Government	• Canada • Provinces
National Charity	• Farm & Food Care Foundation

Government Responsibilities

**Doing the
Right Thing...**

Regulation

Extension

**Building
Awareness...**

Communication

Coordination



Your Food Grown Here





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