National Index on Agri-Food Performance

September 16, 2020
The Canadian Agri-Food Automation and Intelligence Network (CAAIN) brings together technology and agri-food companies focused on creating and integrating automated and digitized solutions in Canada’s agri-food sector.
CAAIN CORE PROJECT AREAS:

1. Smart farming: precision ag technology, data analytics
2. Automation and robotics: enhancing productivity
3. Data integration and analytics: AI and predictive models
4. Sustainability, traceability and producer premiums
SUSTAINABLE AGRIFOOD TRACEABILITY PLATFORM (SAFT)
CURRENT SITUATION: CORPORATE SUSTAINABILITY INITIATIVES

Alignment of Global NGO’s to leverage Private Sector Financing to Value Chain Impacts – “Scaling Ambition”

- Aggressive Value Chain Targets affecting Farms and Ranches being set by (with more coming on);

- Opportunity to scale investment and Farm actions with the right Platform

- MARKET ACCESS ADVANTAGE…
  - To whoever can demonstrate compliance
Framework Technical Architecture

Digital Data Capture and Data Analytics

Data Inputs

Modelling

Results

Data Dashboards
- Sustainability
- Economic performance
- Food Safety
- DATA SECURITY & OWNERSHIP

Peer-to-peer benchmarks
- Sustainability
- Economic performance
- Other KPIs

Operations management
- Suggestions
- Training

Traceability
Aggregated Food products tagged with sustainability metrics

PRIVATE-SECTOR INVESTMENT IN PRODUCERS/VALUE CHAIN
THE SAFT PROJECT WILL......

- Utilize Canadian Sustainability Protocols and Metrics
- Modify Sustainability Calculators for the Canadian Market
- Integrate Farm Management Systems and Sensor Data into the SAFT Platform
- Engage Agri-food Producers and Processors to Adopt Sustainability Best Practices
- Capture Producer and Processor Data and Track that Data Along the Supply Chain
- Generate Dashboards and Reports to Include Permissioned Peer-to-Peer Benchmarking
- Improve Operations for Stakeholders Across the Supply Chain
- Monetize Sustainability Interventions Across the Supply Chain
FUNCTIONING EXAMPLE

CANADIAN BEEF SUSTAINABILITY ACCELERATION PILOT

An initiative led by Cargill, VBP+, BIXS, BEEF INFOCHANGE SYSTEM
Example of a Functioning Program—Incentives for Sustainable Production

Canada is the first country in the world to deliver Certified Sustainable Beef through the supply chain www.crsbcertified.ca

- Retailers contribute funds to reward producers for fully Certified Sustainable Beef
- BIX tracks all cattle and issues cheques to producers on behalf of retailers

Social License Challenges
Diverse stakeholders

McDonalds
Canada Verified Sustainable Beef Project 2015

Commercialization of the Certified Sustainable Beef Program by Cargill Monetization with TrustBIX

Canadian Beef Sustainability Acceleration Pilot Project (CBSA) 2017-2019
www.cbsapilot.ca
Certified Sustainable - Mass Balance
Farm to Fork Data Hub Collaboration
Opportunities for Collaboration

- Input of sustainability metrics
- API integration
- Data integration
- Academic research network participation
- Support to individual steps of the SAFT build
- Development of BMPs
Questions?

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