



Developing National Metrics and Benchmarks

National Index on AgriFood Performance
September 16th, 2020

The Canadian Roundtable for Sustainable Crops (CRSC)

The CRSC was formed in 2013 to facilitate cross-commodity collaboration on sustainable agriculture issues facing grains sector participants

- ▶ **Members** include input suppliers, growers, commodity organizations, grain companies, food processors/food service and sustainability organizations
- ▶ **Activities** include dialogue and outreach, sustainability measurement research and analysis and communicating measurement results
- ▶ **Scope** includes annual field crops (grains, oilseeds, pulses)

Market requirements drive CRSC metrics

- ▶ Canadian grains industry is export-oriented - 2017 exports exceeded \$32 billion, about 50% of all Canadian agriculture and food exports and over 50% of Cdn. production of grains/75% of grain and products
- ▶ Canadian buyers' market requirements are congruent with international buyers
- ▶ With very few exceptions, the grains industry is bulk-handling based, with any one shipment sourced from many, unidentifiable producers (>120k producers)
- ▶ Markets are looking for sustainable production, but individual farm certification is not yet a requirement except for limited markets and crops
- ▶ Canada has a good story to tell on grains sustainability, but difficult to find easily accessible, coherent, consistent information

Approach: identify/develop fact-based information on Canadian grain production sustainability performance that responds to market requirements, for use by marketers



Canadian Grains Sustainability



Social Responsibility

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Environmental Sustainability

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Economic Viability

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Industry Initiatives

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Market Requirements

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Source Data

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Library

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Selection of Metrics Platform Contents

Metrics are on production only

Based on international grain sustainability protocols used in international markets

All five are individual farm, practice-based.

- ▶ Sustainability Agriculture Initiative (SAI) platform farm sustainability assessment (FSA)
- ▶ Unilever Sustainable Agriculture Code
- ▶ International Sustainability and Carbon Certification (ISCC)
- ▶ Roundtable for Sustainable Soy
- ▶ FEFAC Soy Sourcing Guidelines

12 Sustainability Reports

GHG Emissions
and Air Quality

Soil Quality and
Productivity

Nutrient
Management

Land Use and
Biodiversity

Pest and
Agrochemical
Management

Water Quality
and Quantity

Waste and
Pollution

Financial
Viability

Community
Relations

Labour
Relations

Working
Conditions

Work Safety
and Security

Three types of data used

1. The legal and program infrastructure in which the industry operates
2. Aggregate outcomes of the activities of the industry
3. Aggregated practices of producers

Public data - AAFC, Statistics Canada, provincial and federal regulations

CRSC data - CRSC Survey of Grain Producers (2017), CRSC Carbon LCL analysis (2016/17)

Industry data - Fertilizer Use surveys, Field to Market Sustainability Reports, other

Data time frame - most recent available data (2011 to 2017); time series where available; updated periodically

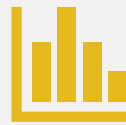
Geographic area - provincial and sub-provincial in larger provinces

Crops - wheat, canola, durum, barley, corn, peas, lentils, oats, soybeans, flax

Metrics Development Considerations



Metrics selection



Methodology



Source

Metrics Selection

- ▶ **Fit to purpose:** why? who? what matters?
- ▶ **Known to audience:** if not known, then intuitive
- ▶ **Feasible:** can be measured
- ▶ **Scope:** what part of the supply chain; what products
- ▶ **Geography:** Canada; sub-national; production areas

Methodology

- ▶ **Standard:** Is there existing international standard for the metric
- ▶ **Relevance to Canada:** selection of appropriate options within a methodology; alternatives
- ▶ **Alternative:** neutral/credible source; acceptable to audience
- ▶ **Time frame:** reference period; static or change over time
- ▶ **Absolute or relative**

Source

- ▶ **International:** variations in methodology; complex agendas
- ▶ **Governments:** most credible source; un-published data often the most valuable; timeliness
- ▶ **Academics institutions:** credible but narrow; cost
- ▶ **Industry:** credibility cautions; expensive but flexible in content and timing



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