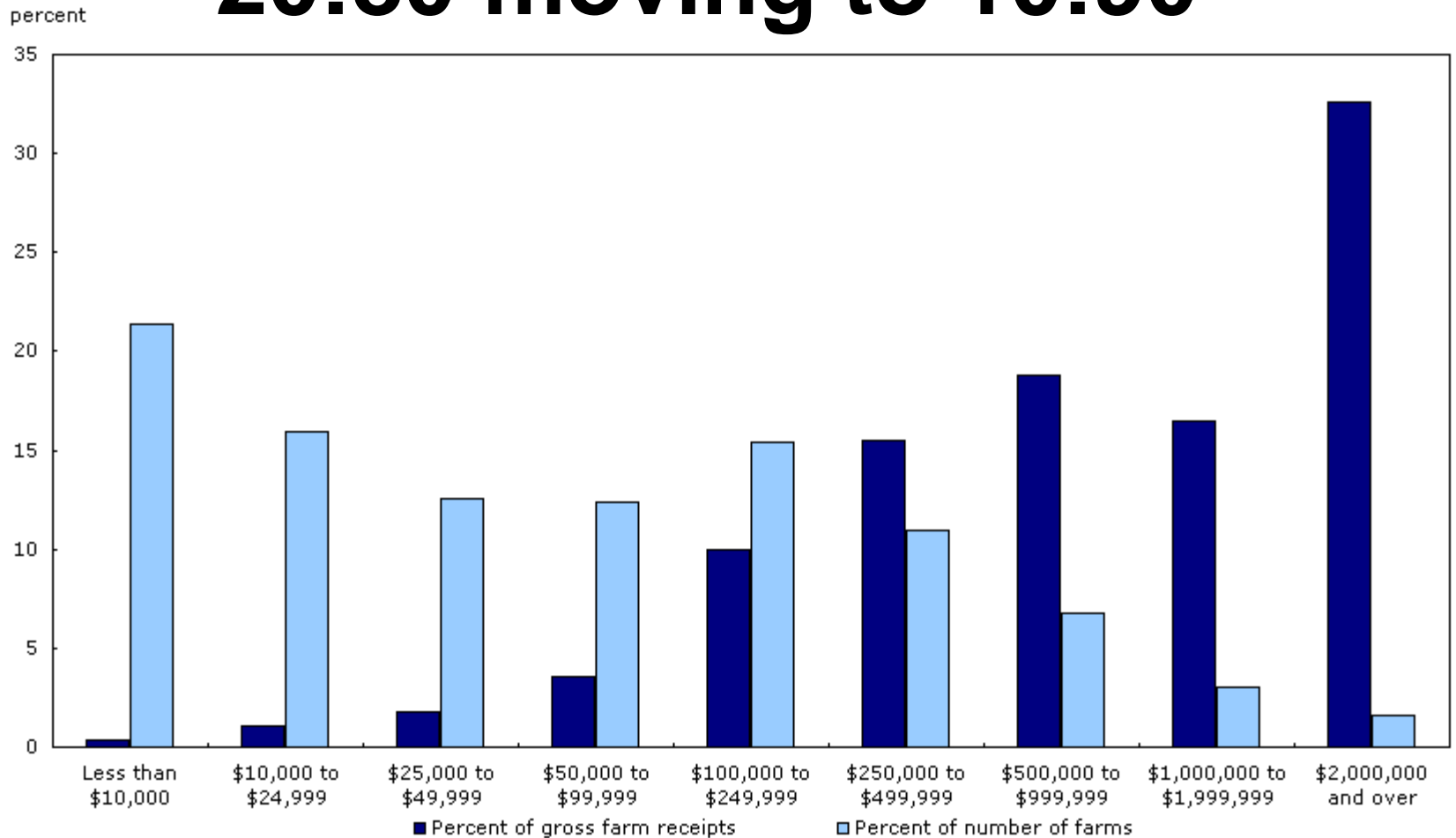


Are Farmers the New 1%? Reflections on
the Social Licence Movement in
Agriculture

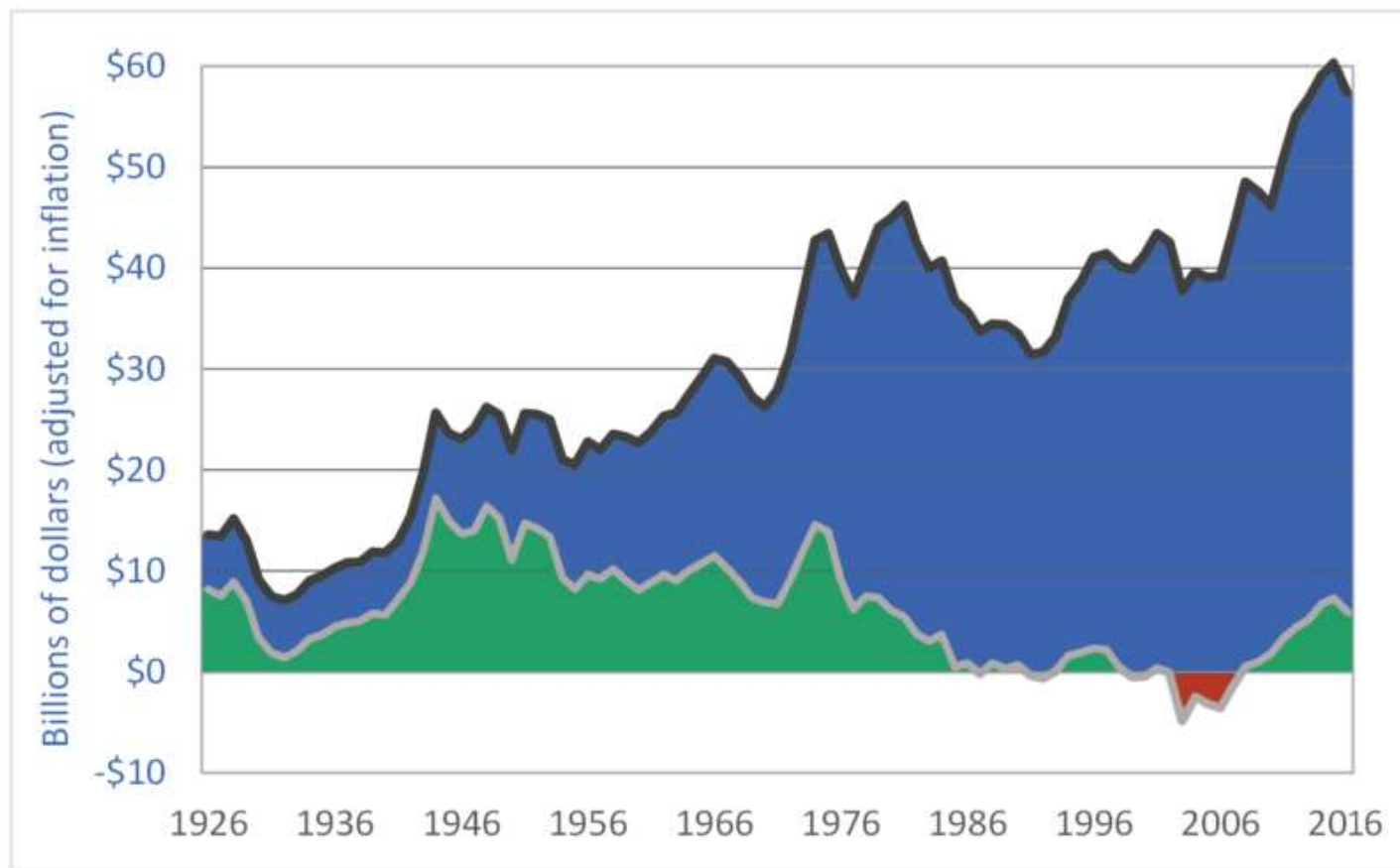
Rene Van Acker, Dean of The Ontario Agricultural College

- A Changing Farming Landscape

20:80 moving to 10:90



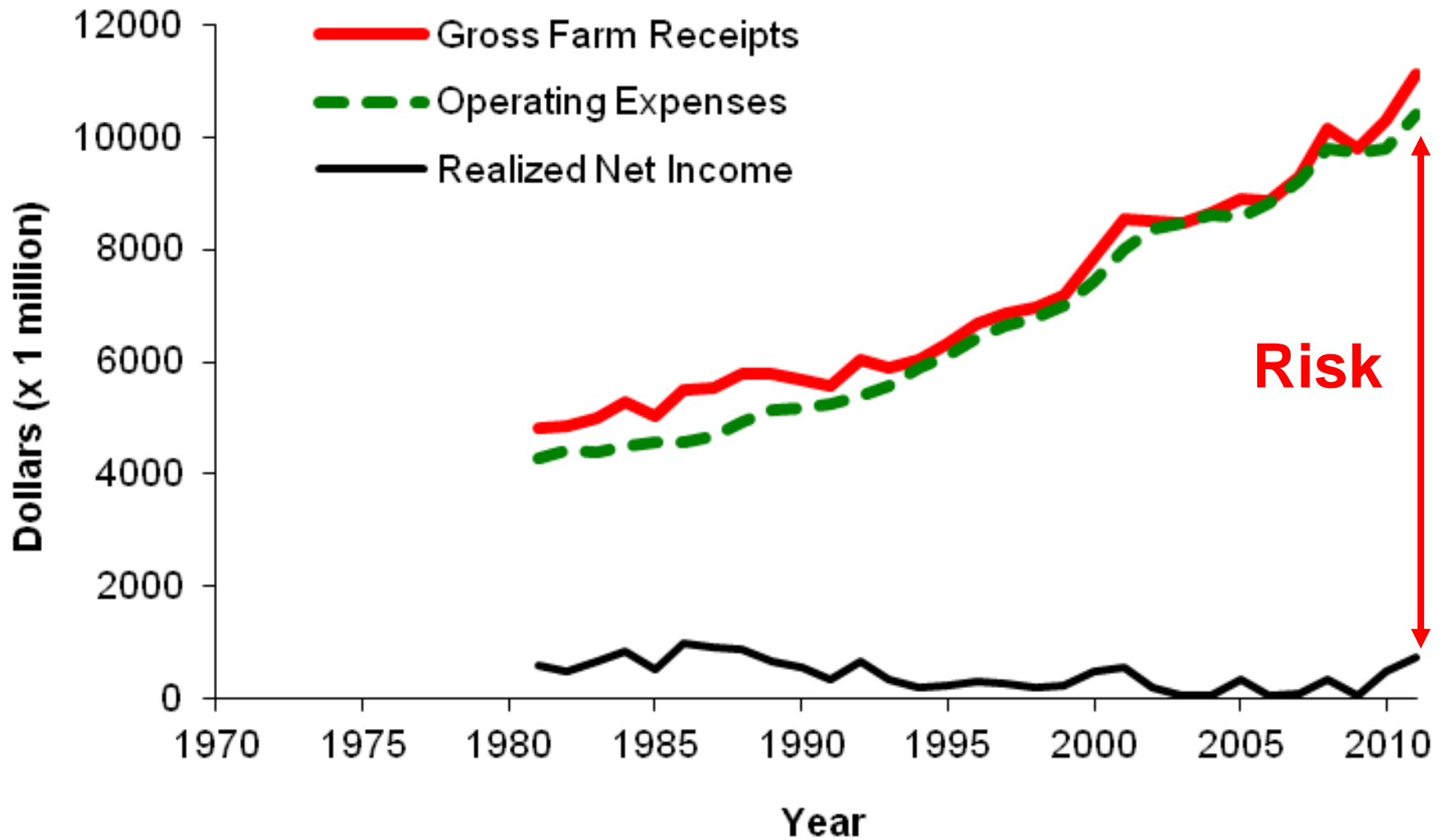
Source: Statistics Canada, Census of Agriculture, 2011



Canadian net farm income ■ and gross revenue ■
inflation adjusted, net of government payments, 1926–2016

Graph sources: Statistics Canada, CANSIM matrices, and Statistics Canada, *Agricultural Economic Statistics*, Catalogue No. 21-603-XPE

ONTARIO FARM INCOME AND EXPENSES



Trends

Fewer and Larger Farms:

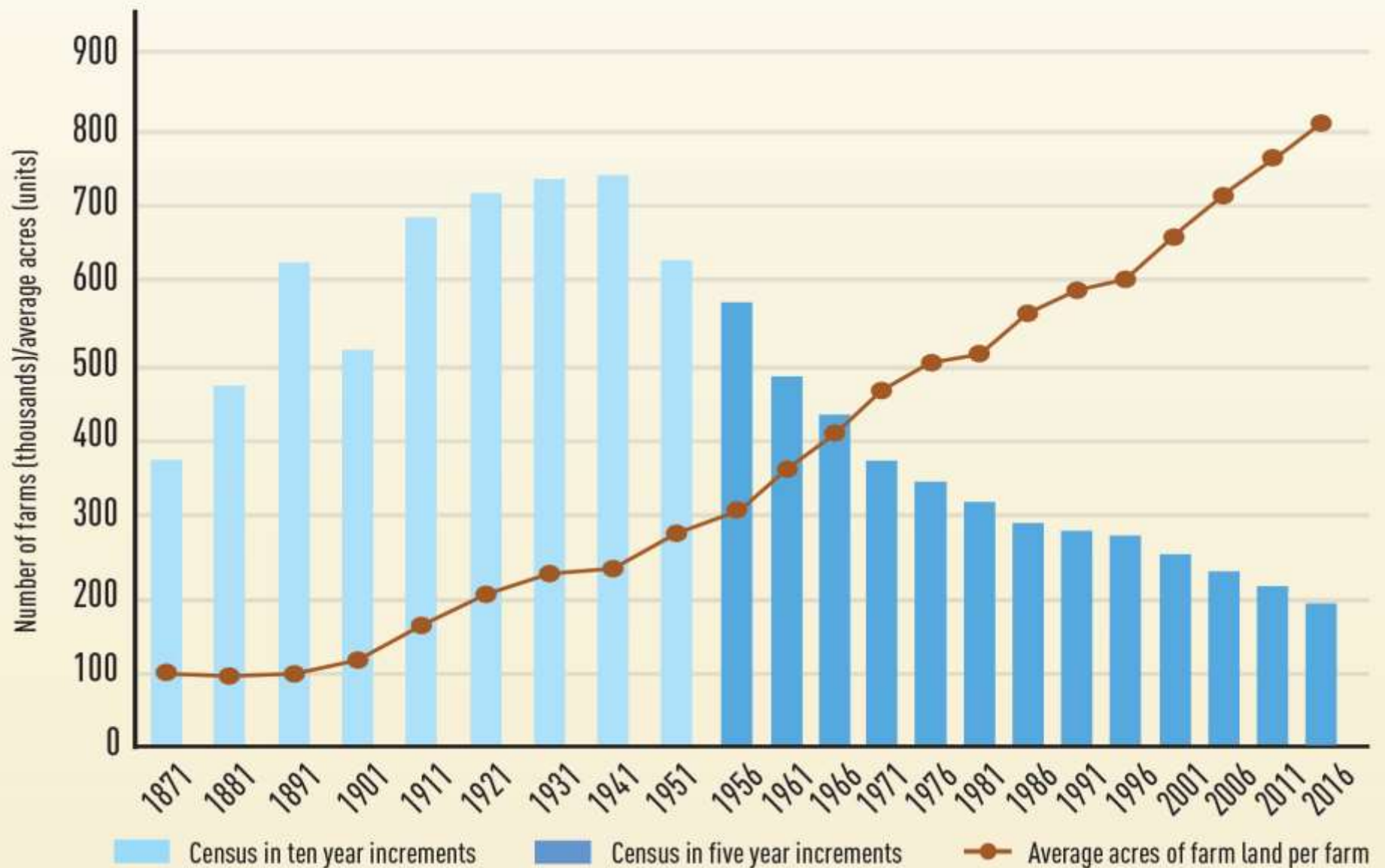
Technology Intensity



Biological Diversity and Integration



Total number of farms and average acres per farm, 1871 to 2016 census years



Proportion of farm operators by age group, Canada, 2011 and 2016

	2011	2016
	% ¹	
Age group		
Under 35 years	8.2	9.1
35 to 54 years	43.5	36.3
55 years and older	48.3	54.5
Total farm operators	100.0	100.0

1. Totals may not equal 100% due to rounding.

Source(s): CANSIM table [004-0239](#).

US Farmers still mostly O.W.M.

Table 2

Principal Operator Characteristics by Years on Current Farm, 2012

	All Farms	Years on Current Farm		
		1 to 5	6 to 10	11+
Number	2,109,303	226,670	295,388	1,587,245
<i>percent of principal operators in group</i>				
Age				
< 35 years	6	24	14	1
35 to 64 years	61	64	70	59
65 years+	33	12	16	40
Gender				
Female	14	18	17	12
Male	86	82	83	88
Race / ethnicity				
White (non-Hispanic)	92	90	90	93
Minority ^a	8	10	10	7
Primary occupation				
Farming	48	37	37	51
Other	52	63	63	49
Worked off the farm				
Yes	61	77	73	56
No	39	23	27	44
Average age (years)	58.3	46.9	50.8	61.4

^a Includes Hispanic, American Indian/Alaska Native, Black, Asian, Pacific Islander, and multi-race.
Source: USDA NASS, 2012 Census of Agriculture.

- 2016 - 78,000 women operating farms in Canada

= 28.7 % of Canadian farmers

Up only marginally from
27.4 % in 2011

(Statistics Canada)

- A Changing Off-Farm Landscape

- A Changing Relationship between Farmers and Everyone Else?



Canada's food guide

Food choices

Eating habits

Recipes

Tips

Resources

Eat a variety of healthy foods each day

Have plenty of vegetables and fruits

Eat protein foods

Make water your drink of choice



Choose whole grain foods



Consumer



Specialized livestock
production



Specialized grain farming



The Growing Divide between Food and Farms

Farms may feed people but they have very little to do with growing the price you pay for food. Fluctuating prices of agricultural commodities like corn, wheat or soybeans often fuel news stories but the reality is the food price increases Canadians see have been relatively consistent over the years. Put simply, food and farm prices are not the same and the relationship between the two continues to weaken. Today, the farmers' share of the food dollar is around 20% – it is higher for less processed foods (near 50% for eggs) and lower for more processed foods (2% for corn, which is used as a sweetener). While the effect of low commodity prices may be felt in farming regions and associated industries, it has little impact on Canadians when they are checking off their grocery lists.

Von Massow, M., et al. 2019. University of Guelph, Food Focus Report

**FARMERS
FEED
CITIES!**



**NO
GMO**

**LET US
DECIDE!
LABEL FOODS
CONTAINING GMO'S**

**GMO
OMG
WTF**

**STOP
MONSANTO**

**KEEP
POISON**

**NO MORE
MONSANTO**

**NSAID
L YOUR
GOOD PEOPLE
SAY NO**

“reality, for anyone and everyone is how the world occurs to them.”

Steve Zaffron, Vanto Group

The
**Omnivore's
Dilemma**

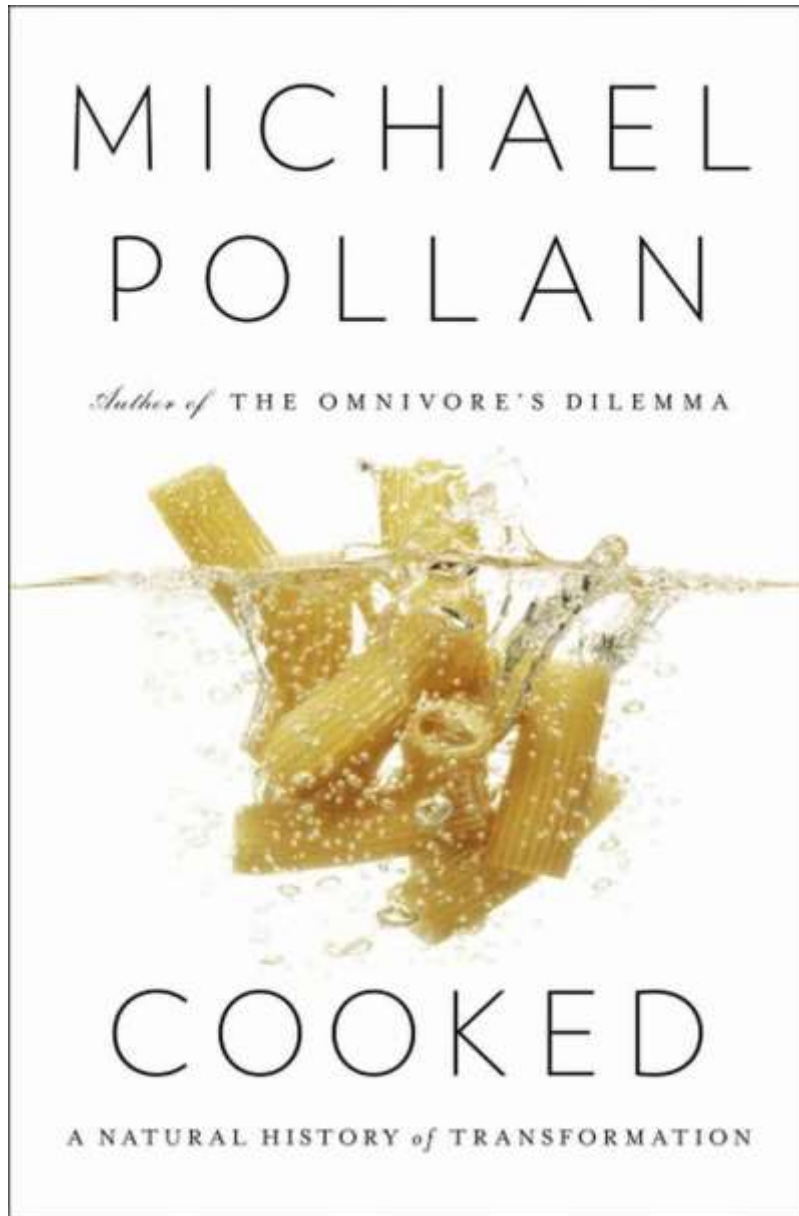
A NATURAL HISTORY *of* FOUR MEALS

MICHAEL POLLAN

Author of
THE BOTANY OF DESIRE



**“Good to Eat
and
Good to Think”**



**“The Cook is
the Link
between
Humans and
Nature”**



The Pioneer Woman's Best Soups and Stews

Indulge in a bowl of pure comfort with Ree Drummond's easy, family-friendly recipes.

[GET RECIPES](#)



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Chopped

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Holiday Baking Champ...

Plenty of Gratitude
S5 E2 | AIRED 11/12/18 | 42:19



Valerie's Home Cooki...

Surf's Up
S7 E11 | AIRED 11/11/18 | 21:15



The Pioneer Woman

Breakfast, Lunch, Dinn
S17 E8 | AIRED 11/10/18 | 2

ON TONIGHT

09:00 PM E/T
Guy's Grocery Games

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CLEAR SKIES AHEAD?

Two weather elements will shape
the 2014 planting season.

PLUS

**Service Truck Provides
Mobile Repair Shop**

**Shave Row Width To
Push Plant Populations?**

**Machinery Sales Offer
A Mixed Outlook**

Published
by



MARCH 2014

MODERN FARMER MEDIA

WHERE AGRICULTURE MEETS POP CULTURE



[AROUND THE TABLE – NEWS](#)[FEATURED STORIES](#)[NEWS RELEASES & OUR VIEWS](#)[OUR LEADERSHIP TEAM](#)[WHO WE ARE](#)[SUSTAINABILITY](#)[OUR BRANDS](#)[FOOD SAFETY](#)[INVESTORS](#)[CAREERS](#)[AROUND THE TABLE – NEWS](#)

2017/06/06

Maple Leaf Foods Pursuing Ambition to Be the Most Sustainable Protein Company on Earth

Advancing Sustainable Meat Principles, reduces GHG emissions by 33% and advocates for moderating meat consumption as part of a balanced, sustainable diet

Mississauga, ON (June 6, 2017) – Maple Leaf Foods (MFI: TSX) today announced its ambition to be the most sustainable protein company on earth, based on a sweeping set of principles and an expansive sustainability agenda that has yielded substantial advancements in nutrition and environmental impact, elevated animals care, and step-changed the Company's investment in social change.

"The world we live in is facing profound social and environmental challenges, as we seek to sustainably feed a burgeoning global population," said Michael H. McCain, President and CEO. "Our food system has drifted from its roots, to nourish wellbeing, to farm sustainably, to view food as a universal good for all. We must serve the world better."

- One in three people globally are overweight, while over 800 million are undernourished.¹
- The food system accounts for approximately 30% of global greenhouse gas emissions; livestock production contributes more CO2 emissions than all the world's transportation combined.¹
- North American's consume four times more meat than non-industrial countries, which is unsustainable, while global meat consumption is forecast to rise 80% by 2050.¹
- There is a rising lack of trust in the food industry, which has not operated with the level of transparency or accountability to consumer health and nutrition that society needs.¹

"We deeply believe that Maple Leaf can be a leader in advancing more sustainable protein and that this will provide exciting growth opportunities for companies prepared to lead," continued Mr. McCain. "This is true to who we are, reflects our strengths and builds on the material progress we have made over the past several years."

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Le Choix du Président®

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HIGH IN PROTEIN - EXCELLENT
SOURCE OF VITAMIN B12



TENEUR ÉLEVÉE EN PROTÉINES
EXCELLENTE SOURCE DE VITAMINE B12

Farmed in Canada
Élevé au Canada



113 g

OAC
Ontario Agricultural College

Food
Agriculture
Communities
Environment

- Social Licence Issue as a Case Study



GMO's

GM food safe to eat, say world's leading scientists

Ben Webster, Environment
Editor

May 18 2016, 12:01am,
The Times



Commercial planting of GM crops has been blocked for years in the European Union by countries that oppose them
CHRISTOPHER FURLONG/GETTY IMAGES

Genetically modified food is safe for human consumption and there is no conclusive evidence that it poses a risk to wildlife, according to the most comprehensive review of research to date.



Contents lists available at [ScienceDirect](#)

Public Relations Review



Research in brief

In the belly of the “beast”: A look at Monsanto’s public engagement awakening

Sylvain Charlebois^a, Rene Van Acker^b

^a College of Business and Economics, University of Guelph, Canada

^b Ontario Agricultural College, University of Guelph, Canada



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ABSTRACT

This study is motivated by the importance of communication with societal stakeholders when food is involved. This case adopts an internal view of Monsanto’s challenge of engaging with consumers and the broader public when discussing biotechnologies and specifically, genetically modified organisms (GMOs). Multiple interviews were conducted at Monsanto’s world headquarters in St. Louis, Missouri, to understand the challenges within



upload.wikimedia.org/wikipedia/commons/thumb/e/ea/...
hu.wikipedia.org

pbs.twimg.com/profile_ima...
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Farmers vs. Syngenta over GMO Corn ...
organicconsumers.org



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aghires.com

Syngenta GMO Corn Seed Lawsuit ...
devaughnjames.com

Syngenta Seeds: Chinese-owned, Amer...
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Grow More Experience Sites Highlight ...
syngenta-us.com



deal ...

Syngenta Deal to Bring GMO ...
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plans divestment of Flowers seeds business
flowerweb.com

Syngenta gets shareholder approval ...
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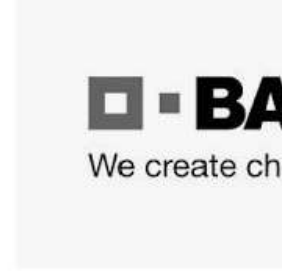
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BASF launching Poncho VOTIVO 2.0 | Iowa ...
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ability Is...



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kctv5.com



Bayer Pharma replaces head of Ame...
thepharmaletter.com



Bayer – Global Home
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Bayer on the Forbes Best Em...
forbes.com



Bayer-Monsanto deal rests on BASF
fruitnet.com



Bayer presses on with Monsanto ...
phys.org



Bayer in North America
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Bayer India
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Bayer steps away from potential deal ...
animalpharm.agribusinessintelligence.informa.com



Bayer - Wikipedia
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Bayer Canada Career Portal
career.bayer.ca



A match made in hell | Corporate Europe ...
corporateeurope.org



Brand New:
underconside





Monsanto Ignore Evidence Linking ...
ion.com



Monsanto's RoundUp: Collusion ...
wilderutopia.com



Monsanto GMO Seeds in Nigeria, Breaking ...
caribflame.com



Roundup "Cancer Causing" ...
newspunch.com



to Company - Home | ...
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Monsanto ~ Home
monsanto.ca



Monsanto's Cruel, and Dangerous ...
vanityfair.com



glyphosate-cancer science as IARC ...
geneticliteracyproject.org



EU to ban Monsanto's glyphosate ...
rainforest-rescue.org



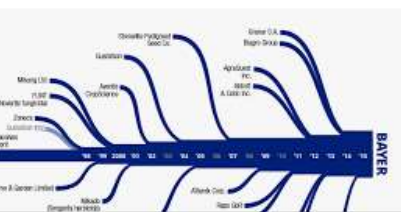
Judge Rules Weed Killer Caus...
people.com



Did Monsanto know its weed killer could ...
dw.com



Monsanto (Idanha-a-Nova) - Wikipedia
en.wikipedia.org



- The end of operating as B2B
- The fallacy of educating the consumer

Especially in the new media reality

- Paths Forward?

- What does society want from Agriculture?

Increasing Urban Interest

Multi-Functional

Agricultural Deliverables to Society:

- safe, reliable, cheap raw commodity
- safe, high quality food
- land (soil) stewardship
- clean water
- high quality, safe niche products
- clean energy platforms
- food security and sovereignty
- connection to the land
- health and wellness products
- healthy environment
- cultural diversity
- economic potential
- vibrant rural communities

What we Farm

How we Farm

- What do we or should we claim as “Agriculture”?





- What Else?

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Le Miel
de Bonneau

Le Miel
de Bonneau



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Soy sexy: Soy-based condoms reduce waste and are allergy friendly

University of Guelph students win soybean competition with Soydoms

Kate Bueckert · CBC News · Posted: Mar 22, 2018 4:04 PM ET | Last Updated: March 25

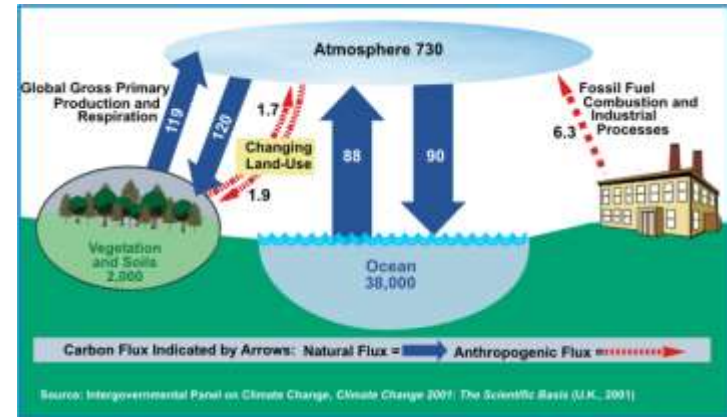
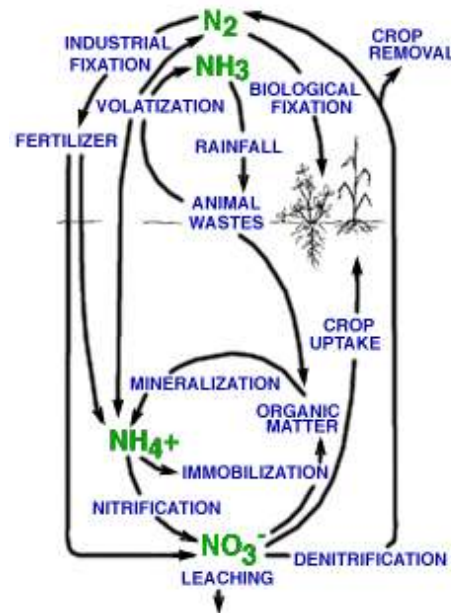
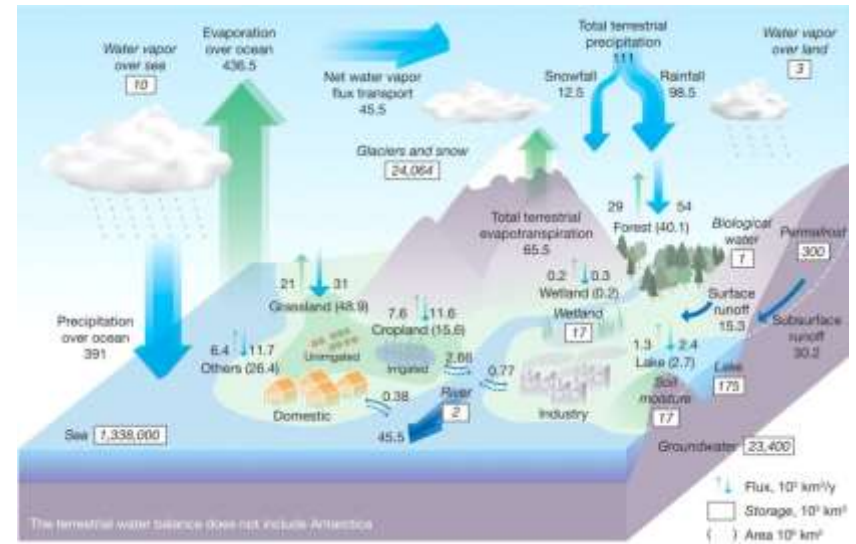


Chloe Quilliam, left, and Ashley-Ann Rutherford have developed Soydoms, soy-based condoms. (Joe Pavia/CBC)

Two University of Guelph students have developed soy-based condoms that are better for the environment and can be used by people with latex allergies.

Agriculture Operates in and Affects Global And Local Cycles

- Water
- Carbon
- Nutrients



Agriculture affects the Environment

For the Vast Majority of People in the World Agriculture is their Environment

- And.....









Are there new opportunities to position agriculture as a sector for economic growth?



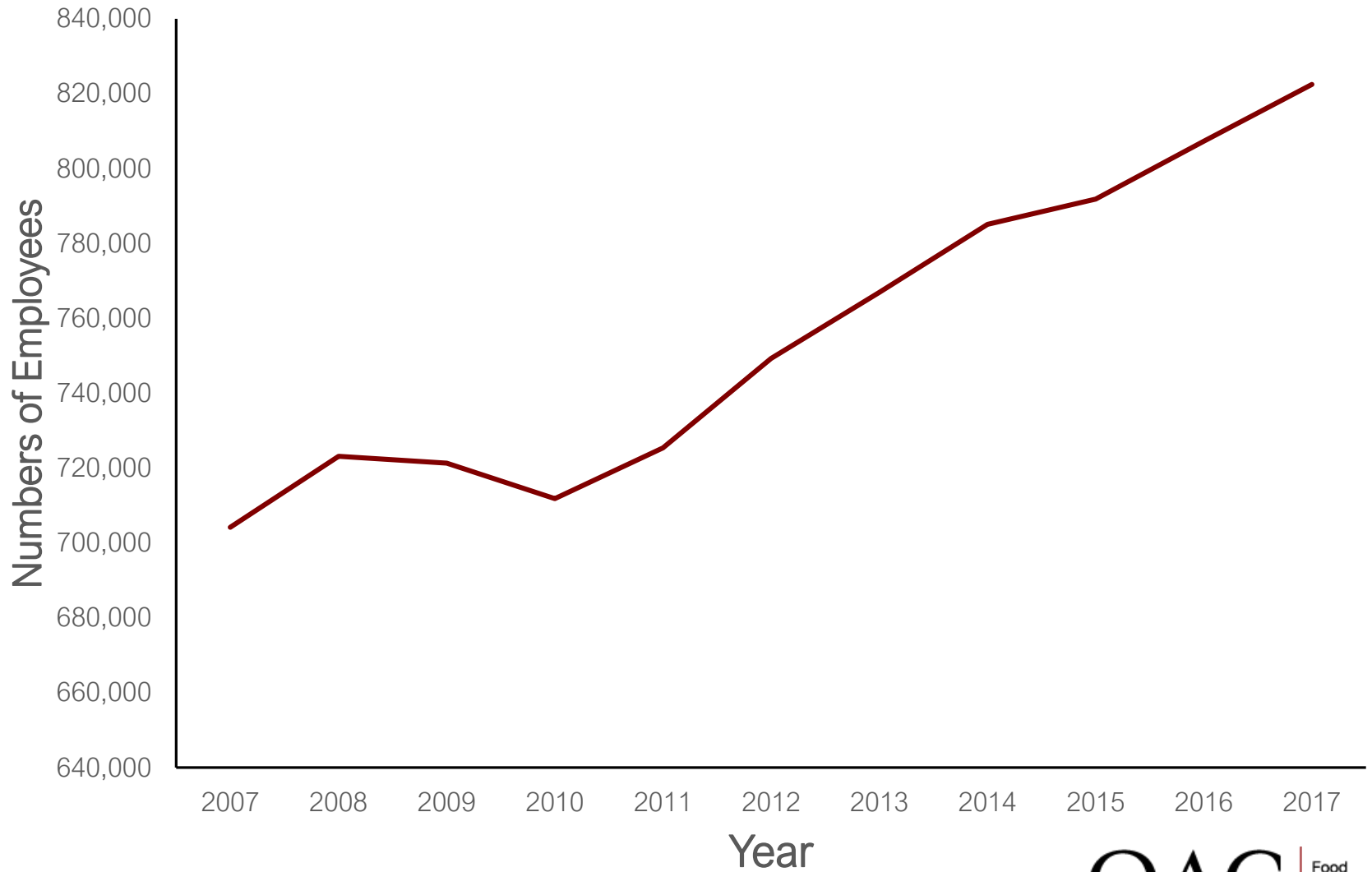
UNLEASHING THE GROWTH POTENTIAL OF KEY SECTORS

ADVISORY COUNCIL ON ECONOMIC GROWTH
February 6, 2017

High-potential sectors should be identified in terms of their economic prospects and their strengths relative to global opportunities.

Priority sectors	Employment contribution Jobs, Direct and indirect	GDP contribution % of Canadian GDP	Growth CAGR, 2010–2015
Agfood	 2.1 million	 6.7	2.7%
Advanced manufacturing	 1.7 million	 10.5	3.7%
Energy and renewables	 0.9 million	 13.7	2.6%
Healthcare and life-sciences	 1.8 million	 6.8	1.7%

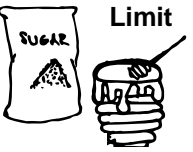
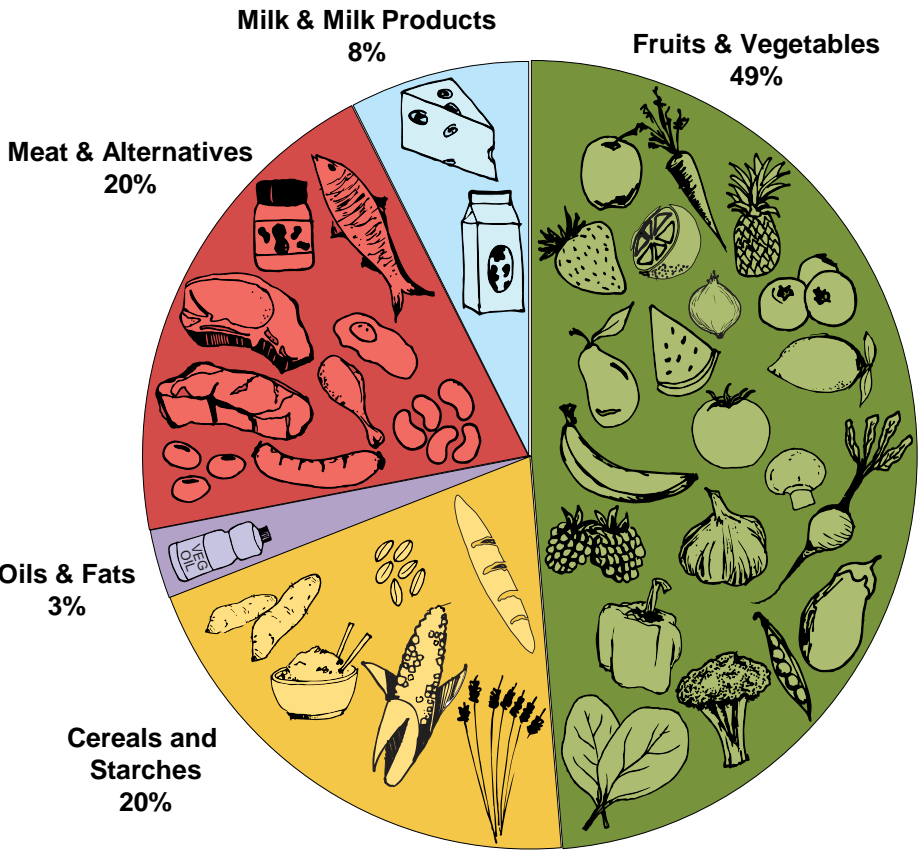
Total Employment Ontario Agri-food Sector 2007-2017



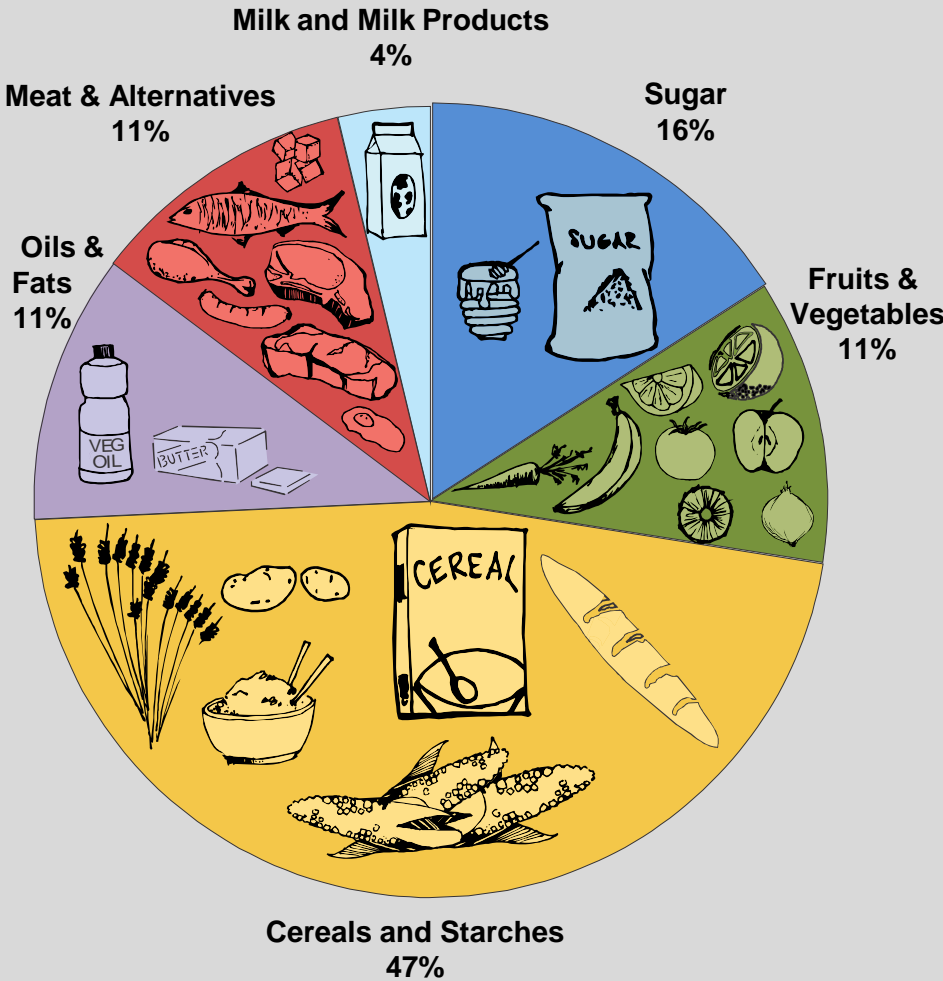
- Paths Forward?

- Is Agriculture aligned with societal and market trajectories?

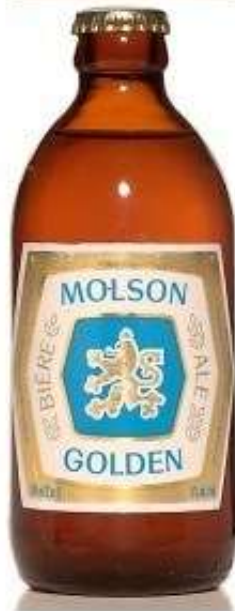
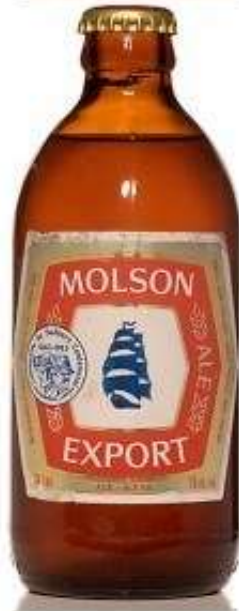
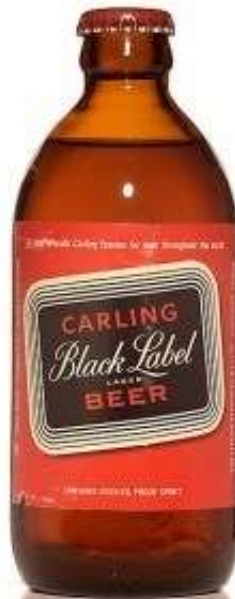
What we should be eating (Harvard's Healthy Eating Plate Model)

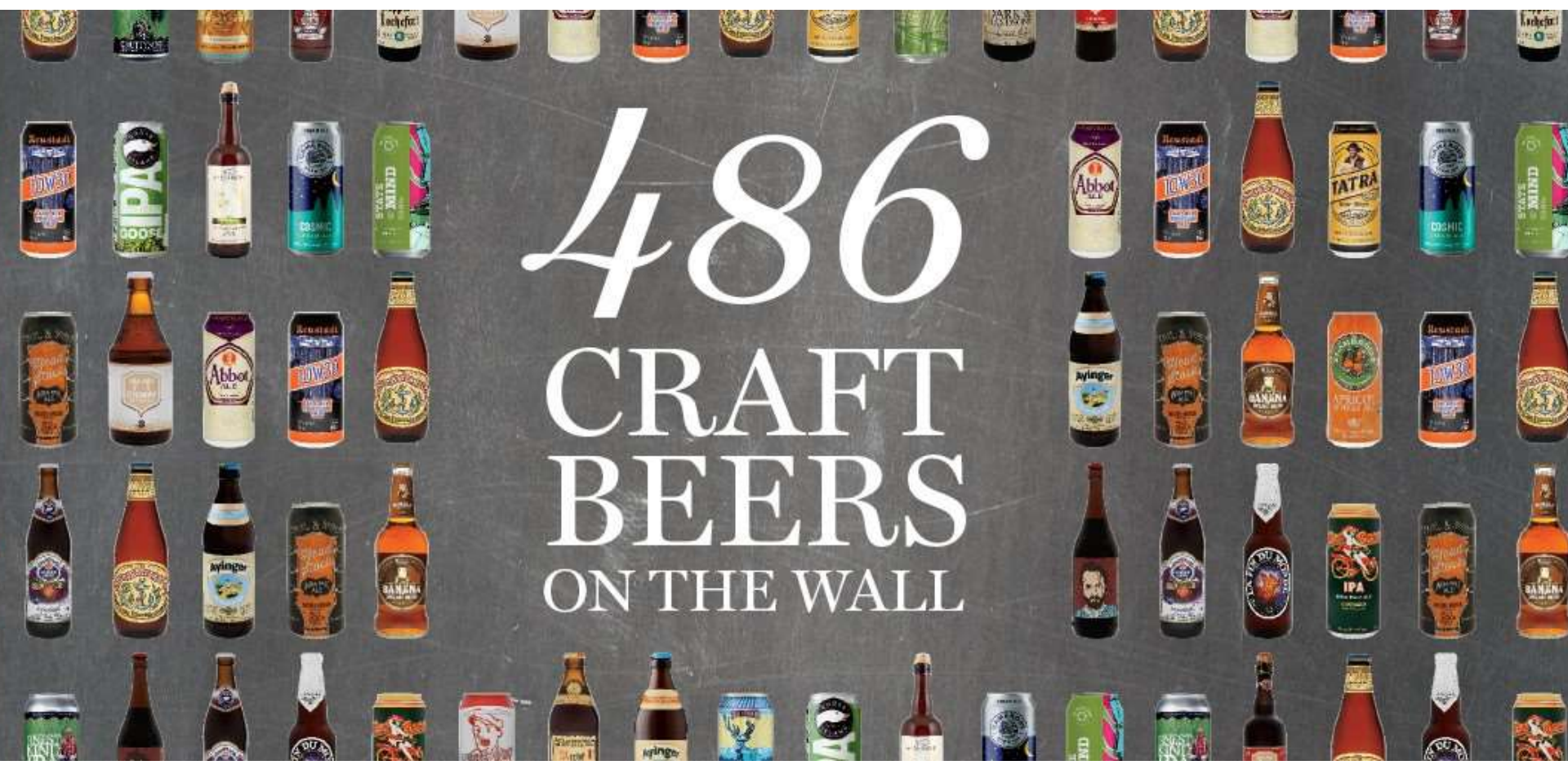


What we are actually producing (According to 2011 FAO)



- The market is not a monolith





486 CRAFT BEERS ON THE WALL

- The efforts for the commons were/are great...but are they enough?

- Where should farmers put their energies?

- Can Farmers Dig Their Heels In?

- What Role do Agricultural Organizations Play in New or Different Paths Forward?

- What is an Agricultural Organization?



Canadian Pork Council
Conseil canadien du porc



EGG FARMERS
OF CANADA



LES PRODUCTEURS
D'ŒUFS DU CANADA





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Ontario's agri-food sector is the **largest in Canada** - **\$34 billion every year**

More than **700,000** people work in the agri-food sector, making it the single most important economic driver in the province.



The recent **Mega Quarry** battle revealed our farmland and water resources are **not** properly protected.

Ontario loses **350 acres** of farmland **every day**.



Just **0.5 %** of Canada is comprised of Class 1 farmland. Most of this rare soil is in southern Ontario.

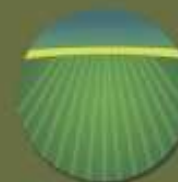


It's time to put



FOOD & WATER FIRST

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www.ndact.com

 [foodandwaterfirst](https://www.facebook.com/foodandwaterfirst)

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A Call For A Focus On

Farm Renewal, Business Development & Labour In the Next Agriculture Policy Framework

“

”

Investment in the next generation of farmers is investment in our future.

USDA Deputy Secretary Krysta Harden upon announcing an \$18 million investment for new farmers in 2015.

Signatory Organizations





Golden Horseshoe Agriculture & Agri-Food Strategy

Food & Farming: An Action Plan 2021



- The Golden Horseshoe Food and Farming Alliance (GHFFA) is a partnership between the Toronto Region Conservation Authority, the Friends of the Greenbelt, the Ontario Ministry of Agriculture, Food and Rural Affairs, and the regional municipalities and Federations of Agriculture in Niagara, Peel, Halton, York, and Durham, and the cities of Hamilton and Toronto.

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- Conclusions?

- Conclusions?
- The Landscape has changed and is Changing

- Conclusions?
- The Landscape has changed and is Changing (Society and the Market is Changing)

- Conclusions?
- Agriculture is Full of Opportunity

- Conclusions?
- Agriculture is Full of Opportunity –
And it Can fuel National Economic
Growth

- Conclusions?
- What will farmers & farmer Organizations make of the Opportunities?