



Agriculture and Agri-Food Data Strategy

Election 2019

Our Ask: Establish a data working group between relevant departments and agencies to design and implement a long-term agriculture and agri-food data strategy

and inform key strategic decisions for Canadian industry.

- More granular data on consumption, trends, trade, and consumer preferences would act as a catalyst for growth and greater competitiveness.

BACKGROUND

- A key input for global competitiveness is data.
- Unfortunately, Canadian data, particularly in agriculture and agri-food, is difficult to find, incomplete or onerously expensive for associations and businesses to purchase.
- A robust and fully funded data strategy must be implemented by the Government if we are to be competitive on the global stage and reach our agri-food export target of \$75 billion by 2025.
- Data similar to what is collected in Australia and the US for agri-food would allow the fresh produce industry to identify new market opportunities and grow their business.
- Currently, much of the data captured by Statistics Canada only goes to the Food & Beverage level and does not break down by industry or commodity group.

ACTION REQUIRED

- CPMA encourages political parties to commit to establishing a data working group including AAFC, ISED, and other relevant departments and agencies to prepare and implement a comprehensive, long-term data strategy that will fuel our competitiveness