

Sustainability

The Big Picture

Jolene Noble *Alberta Farm Sustainability Extension Working Group*

What is Sustainability?

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs

- ▶ Three Pillars of Sustainability:
 - ▶ Environmental
 - ▶ Social
 - ▶ Economic

Sustainability is not a new concept to the agriculture industry



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Is sustainability just a phase?

Unilever, Google, Nestlé Join Forces to Transform Global Food Systems

by Libby MacCarthy



Accelerating transformational change in global food systems
Ambitious. Transformative. Global.



PepsiCo, Nestle among companies in sustainable food program

Jan. 20, 2017 - by Jeff Gelski

You heard right – a box of corn flakes can be sustainable, too

UNILEVER BRANDS KNOWN AS SUSTAINABLE ARE GROWING 30% FASTER THAN OTHERS

One in three consumers choose brands based on sustainability: Unilever study

By Louis Gore-Langton, 17-Jan-2017

Post a comment

What feeds Kellogg's sustainable brand strategy

The global food giant's head of digital marketing reveals what it takes to make your campaign stand out in a highly competitive industry

Unilever CEO: Enormous Returns on Sustainable Investment

10:21 PM MST
January 15, 2017

As the biggest names in global business descend on Davos, attention could soon turn to sustainability and investing in the future. A report by the Business &

Is sustainability just a phase?

Canadian Poultry Sustainability Symposium



Environmental Sustainability

Environmentally Sustainable Potato Production



Sustainable Agriculture



pigs • pork • people • planet



Sustainability



eggfarmers.ca

Sustainability

Animal care

Your go-to forum on sustainable beef in Canada



CRSB
CANADIAN ROUNDTABLE
FOR SUSTAINABLE BEEF

Alberta Farm Sustainability Extension Working Group

Working on behalf of our producer membership, we are committed to assessing and meeting areas of need for on-farm sustainability extension and education.

Assessing producer readiness

Providing sustainability extension

*Increasing awareness of sustainability standards
and social license among producers*

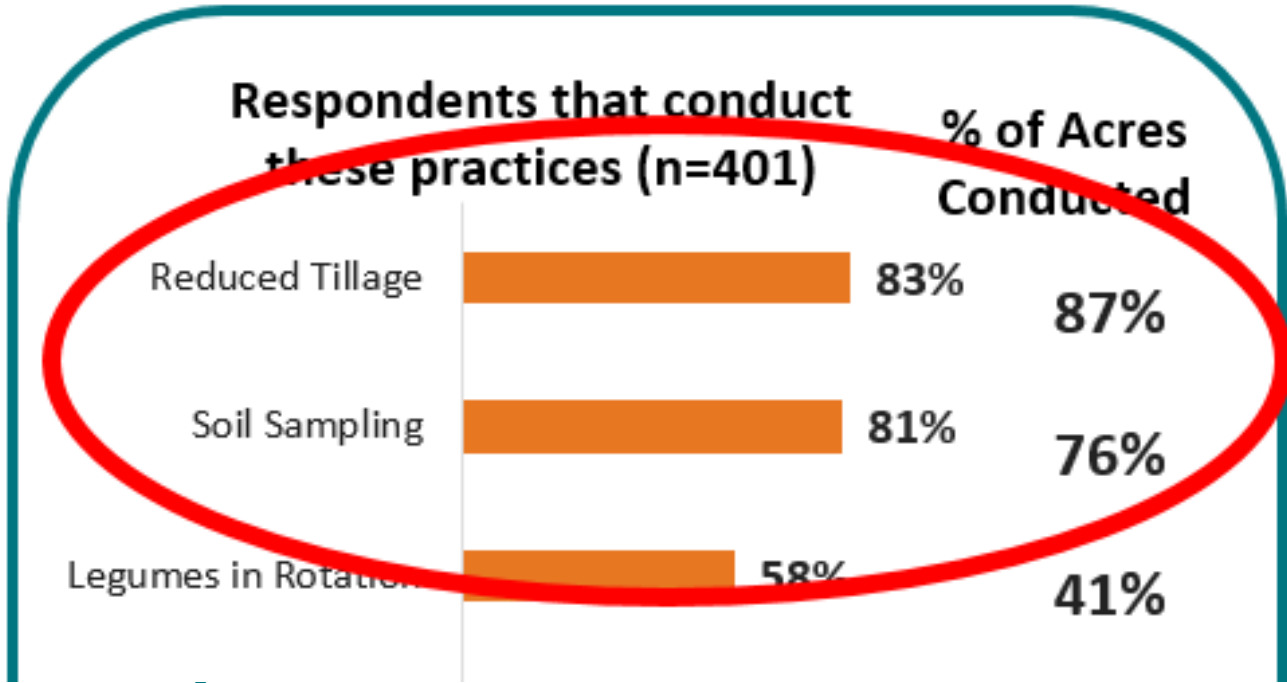
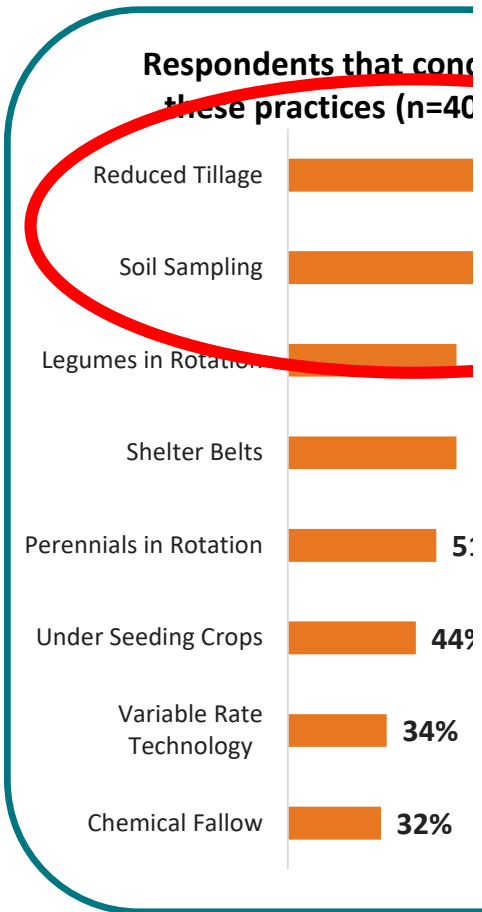
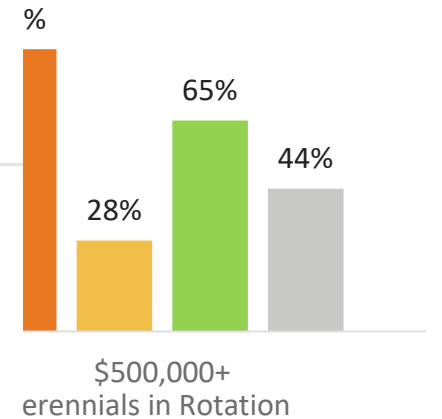
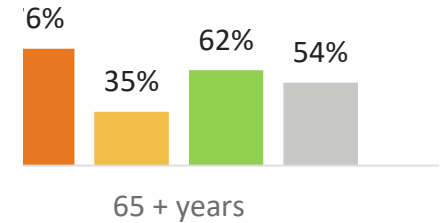
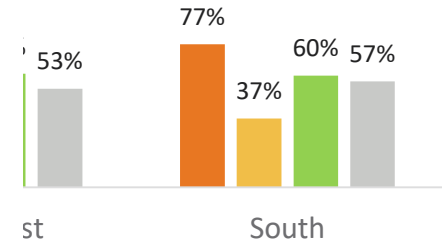


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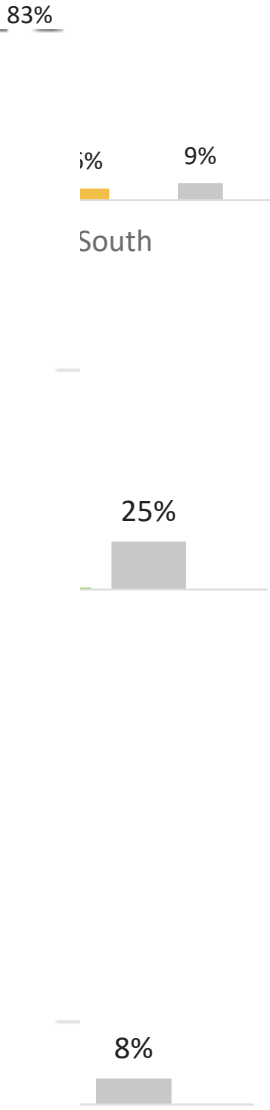
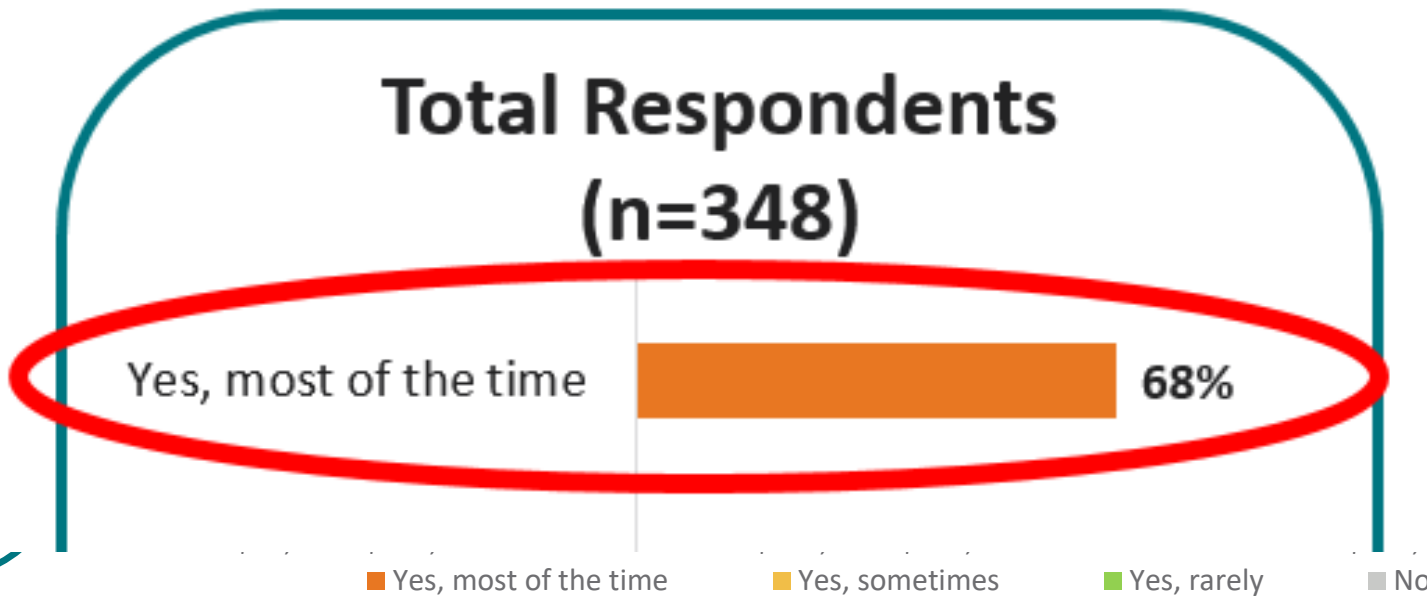
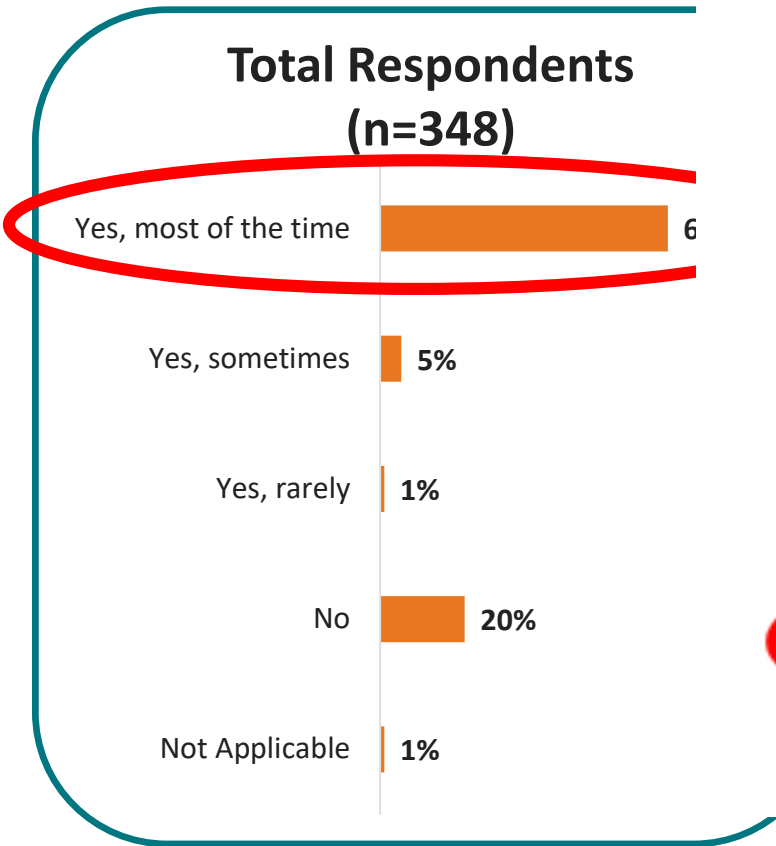
Soil Management Practices on-farm
 Respondents that Conduct these Practices

Soil Management Practices on-farm (1 of 2)
 Respondents that Conduct these Practices



Application of fertilizer based on soil tests

Application of fertilizers based on soil tests



Why does this matter?

- ▶ Readiness
- ▶ Production Efficiencies
- ▶ Market Access
- ▶ Social License to Operate
- ▶ Policy and Regulations
- ▶ Improving Land Stewardship for the Next Generation
- ▶ Maintaining the reputation of a premium Canadian product



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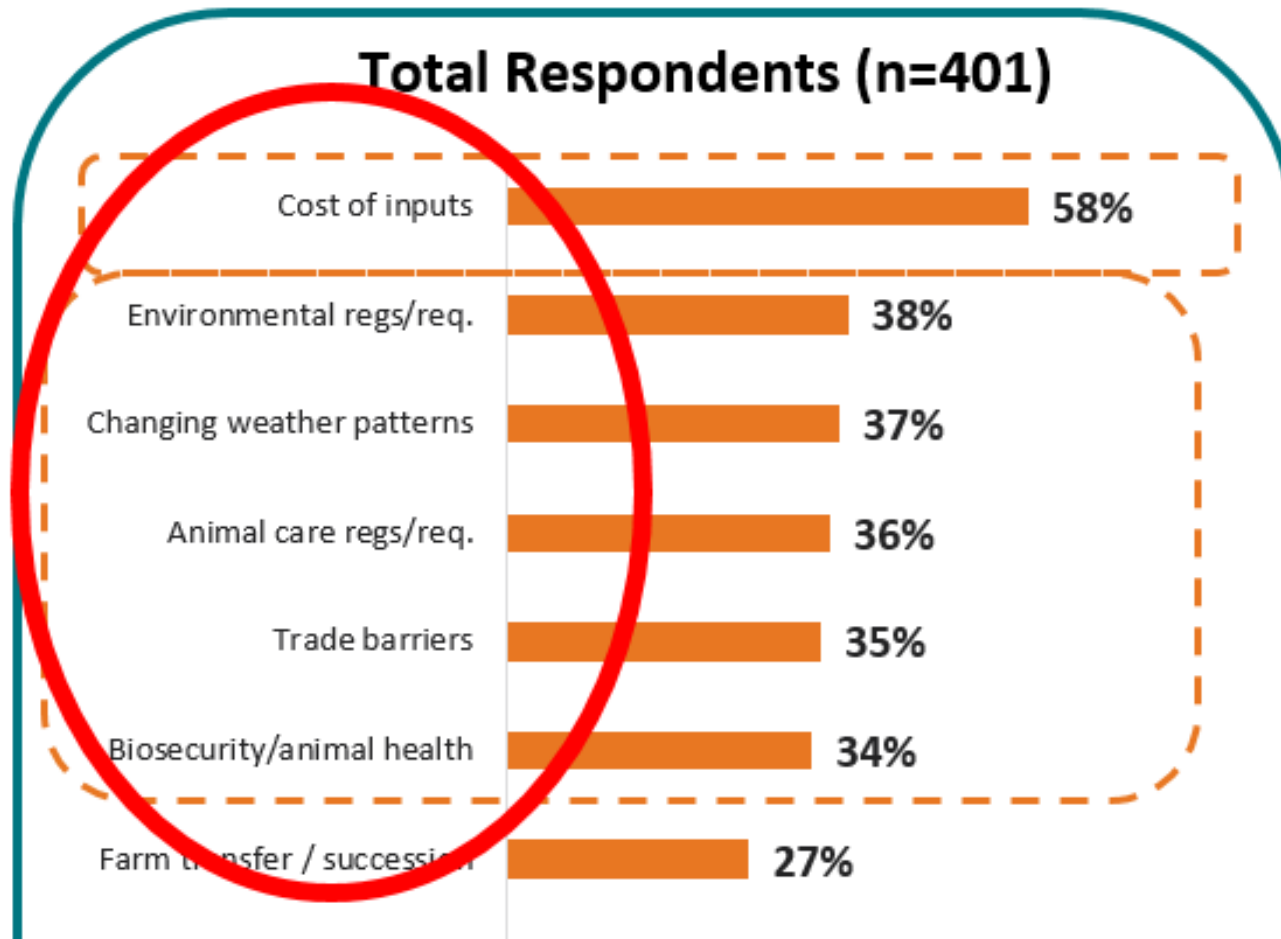
AWARENESS & Perception

Issues that could impact farm in next 3-5 years (% that rated 8,9,10)



AWARENESS & Perception

Issues that could impact farm in next 3-5 years (% that rated 8,9,10)



Northwest	South
Input Costs 53% Trade barriers 39% Env. Regs 38%	Input Costs 59% Biosecurity 50% Env. Regs 41%
65+ yrs	
Input Costs 59% Env. Regs 43% Changing Weather 36%	
\$500,000+	
Input Costs 59% Trade barriers 42% Env. Regs 40%	

Q1. I AM GOING TO READ YOU A LIST OF POTENTIAL TOPICS THAT COULD IMPACT THE WAY YOU FARM OVER THE NEXT 3-5 YEARS. PLEASE INDICATE THE EXTENT YOU EXPECT EACH TOPIC COULD IMPACT YOUR FARM USING THE FOLLOWING SCALE FROM 1 TO 10 WHERE 1 REPRESENTS 'VERY LITTLE IMPACT' AND 10 REPRESENTS 'VERY SIGNIFICANT IMPACT'.

Food is personal

Consumers now crowdsource knowledge
Tremendous interest, but lack of context

*The social license of producers to operate is
intrinsically linked with consumer perceptions more
than ever before*

Peers Are Now as Credible as Experts

Percent who rate each spokesperson as extremely/very credible 2016 vs. 2017



Website and E-Tool

- ▶ What is sustainability?
- ▶ Why sustainability and how does it affect you?
- ▶ Self Assessment Checklist and Action Plan
- ▶ Resource Material

Coming Soon...



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ALBERTA CANOLA
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Grain Farmers of Ontario Self Assessment Tool

By Groupe Ageco



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