

Plant science innovation

Unlocking opportunity for Canada

Why plant science matters

From advanced seeds to safe and effective crop protection tools, plant science innovations allow Canadian farmers to be more productive, safeguard the environment and strengthen food security. These tools are critical not only for agriculture, but also for public health and urban

green spaces. Our members are at the forefront of this progress, developing solutions that help farmers succeed while powering Canada's economic and sustainability goals, generating significant value for Canadians.

81%
of Canadians

say being a leader in agricultural innovation will improve the competitiveness of our economy



\$150B GDP
every year

from agriculture and food

2.3M
Canadians employed

in agriculture and food, which is more than auto, forestry, steel, aluminum and oil & gas combined

85%
of Canadians

say they'd like to see more use of science and technology in agriculture



With the right support for innovation, Canada can compete globally, feed a growing world and seize the opportunities Canadians overwhelmingly see in agriculture, with more than 9 in 10 Canadians believing this sector holds huge potential.

The challenge

Canada is falling behind.



Without bold action to unleash innovation and drive productivity, one of Canada's most promising growth sectors risks being left behind its global competitors.

- Productivity growth is on the decline and at its lowest levels in nearly 40 years.
- Canada's global market share in agriculture has fallen by 12% since 2000 and our position in global agriculture and agri-food trade has slipped from 5th to 7th place.
- Canada is among the worst performing countries in the OECD when it comes to regulatory burden, ranking 32 out of 38 member countries for administrative regulatory burden.

The opportunity

We can grow Canada stronger, starting now.



\$30B GDP
for farmers
over the next decade

Returning to peak productivity levels represents a \$30 billion opportunity for Canadian farmers and with the right conditions the agriculture and agri-food sector has the potential to more than double its GDP contributions over the next decade. To unlock this opportunity, Canada must adopt an approach to regulation that encourages innovation while at the same time continuing to protect health and safety. The Canadian Food Inspection Agency (CFIA), Health Canada, and the Pest Management Regulatory Agency (PMRA) must adopt a competitiveness lens in their decision-making and their approaches must match the speed of innovation to give farmers timely access to safe, proven tools they need to thrive. This means:

\$100B GDP
growth
for Canada

- Regulators considering food security and economic impacts while ensuring health and safety, with clear performance targets and full accountability for meeting them.
- Leveraging reviews and best regulatory practices from other trusted, risk-based jurisdictions.
- Delivering world-leading regulatory performance standards by requiring the PMRA to meet 100% of its performance targets, improving efficiency and making Canada among the most attractive countries for innovation and investment.
- Sunsetting redundant, bureaucratic processes, such as those initiated under the PMRA Transformation Agenda, and re-focusing core mandate activities to ensure timely farmer access to innovation.

With decisive action, the federal government can:

- Unlock \$30B in direct economic gains for farmers
- Strengthen food security and affordability for Canadians
- Position Canada as a world leader in agricultural innovation

Now is the moment to act.
Canadians want it, farmers need it, and the economy depends on it.
Let's make agriculture Canada's strategic advantage.



For more information contact:
CropLife Canada
1201-350 Sparks St., Ottawa, ON K1R 7S8
613-230-9881 | croplife.ca