



Working together to protect market access for your crops

Photo courtesy of Syngenta



How Sustainability Creates Demand for Your Crops

Consumers in Canada and around the world have a growing appetite for food produced with sustainability in mind.

As demand escalates for sustainably grown food and food ingredients, food processors and retailers are increasingly including sustainability as part of their product sourcing and purchase specifications.

Sustainability will have **an effect on the trade policy** of many food importing countries. Consideration for how food production affects the well-being of the people and environment where it was grown will begin to **impact what can and cannot be imported into a country.**

This has become a significant issue for grain farmers (all grains, oilseeds, pulses, special crops). Sustainability is starting to **affect the product specifications** of grain buyers and the product they are sourcing.

Adhering to sustainable crop production practices can help both producers and the Canadian economy. These practices, including **no-till farming and precision agriculture,** **reduce both labour and input costs** and will result in a competitive product that the world will want to buy.

Connecting the Grains Value Chain



What is Sustainability?

Sustainability is about meeting the needs of today without compromising the needs of future generations.

For grain farmers, that means **three key factors: economic, social, and environmental**. This includes **running a profitable operation** while following production practices that ensure social responsibility (i.e. community impact, employee health and safety) while focusing on **environmental priorities** such as water management and biodiversity, greenhouse gas emissions and soil health.



Who is Part of CRSC?

This is a highly collaborative effort and the entire industry is at the table. The CRSC is committed to ensuring **all producers and industry stakeholders have a voice**, are heard, and understand the role they can play in Canadian crop sustainability. The CRSC members will **gain access to information, programs, tools, calculators and sustainable best management practices**.

The CRSC members represent organizations and companies interested in Canada's grain sector who wish to support our vision of **safeguarding market access and demand**.



Protecting Your Market Access

One of the CRSC's leading priorities is to **help Canadian producers fortify their market access** by meeting the new specifications of food companies and needs of importing countries.

We are providing a unified voice for sustainability in the Canadian grains industry by bringing together stakeholders, including producers, grain handlers, processors, environmental organizations and government, in order to **define one sustainability protocol** that the entire industry can use.

The CRSC will define a set of sustainability metrics and benchmarks for what constitutes sustainable practices for producers and all grain industry stakeholders. This will be **especially valuable to farmers growing multiple crops** as there will only be one set of sustainability guidelines to consider.

"Modern Canadian agriculture has a good sustainability story to tell. The CRSC will help us tell that story to our customers, here at home as well as around the world, helping to protect market access, in a way that does not place unnecessary burdens of paperwork and bureaucracy on producers."

– Cam Dahl,
President of Cereals Canada