

# Strategic Growth and Research

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**March 2009**



# Contemporary Agriculture



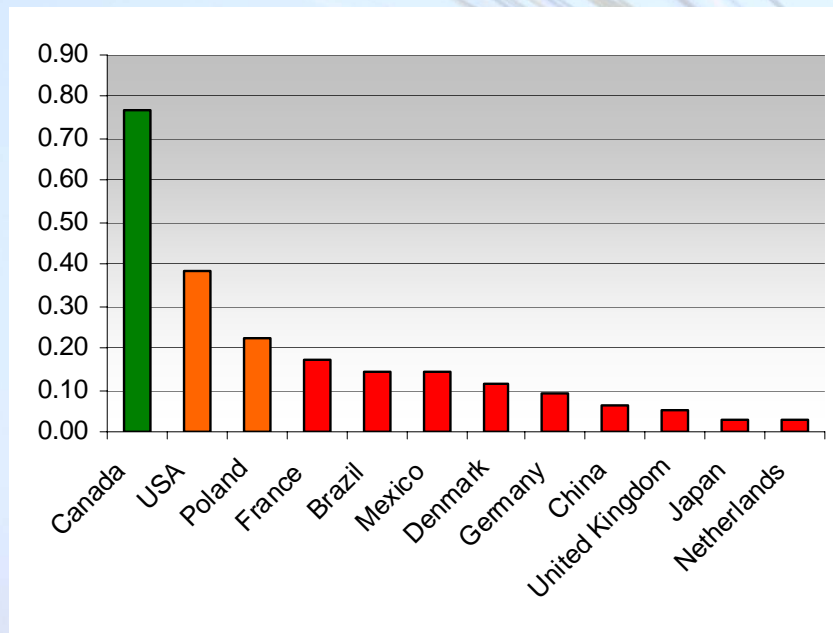
**The science, business and art required for the sustainable and profitable maximization of societal and consumer benefits derived from the agri-resource base**

# Context

- Demands increasing of contemporary agriculture
- Global physical resource base for contemporary agriculture is decreasing
- Canada has natural advantage
- Reduction in the availability of researchers
- No unifying voice in Canada for intellectual capital in contemporary agriculture
- Political support of science and professions required to meet demand

## Comparative Advantage: Greater Sustainability – Less Impact on Nature

Canada is blessed by nature with less density of people and livestock than any other country.



Sustainability Index

Index: (Available arable land) / (human and livestock population)

- ✓ greater availability of fertile arable land relative to human and animal requirements
- ✓ better animal health
- ✓ winter
- ✓ less intrusive production
- ✓ abundant and clean water

# Who provides the intellectual capital?

The screenshot shows a Microsoft Internet Explorer browser window displaying the website of the Agricultural Institute of Canada (AIC). The browser's address bar shows the URL <http://www.aic.ca/sciences/index.cfm>. The website header features the AIC logo and the tagline "Informed. Credible. Current." with a background image of a farm. The main content area is titled "Providers of Intellectual Capital" and includes the following text:

February 19, 2009

**Providers of Intellectual Capital**

Many professions and many scientific disciplines are required to make the best possible use of the agri-resource base.

If Canadians - and our export markets - are to be able to derive food, bio-products such as renewable fuels and bio-materials, and environmental goods and services from agriculture, people with professional expertise and science from a broad array of disciplines are urgently needed ... from agrologists, bioengineers, crop protection scientists to zoonotic disease specialists. They may be soil or animal scientists, agronomists, food scientists, economists, geographers, farmers, geneticists, engineers, health professionals, public policy analysts, government regulators or business managers or owners. They may work in government, business, not-for-profits or academe. Collectively, they invest their intellectual capital to satisfy individual and societal demands of contemporary agriculture, for example from improving yields to discovering and extracting new value streams from agri-based products.

They all share a common science-based concern on how to increase the sustainable output from the agri-resource base and how to ensure that the end-products derived from that resource meet consumer and societal needs. Now and into the future. Goods and services that are green, safe, and healthy. Products that make our lives richer.

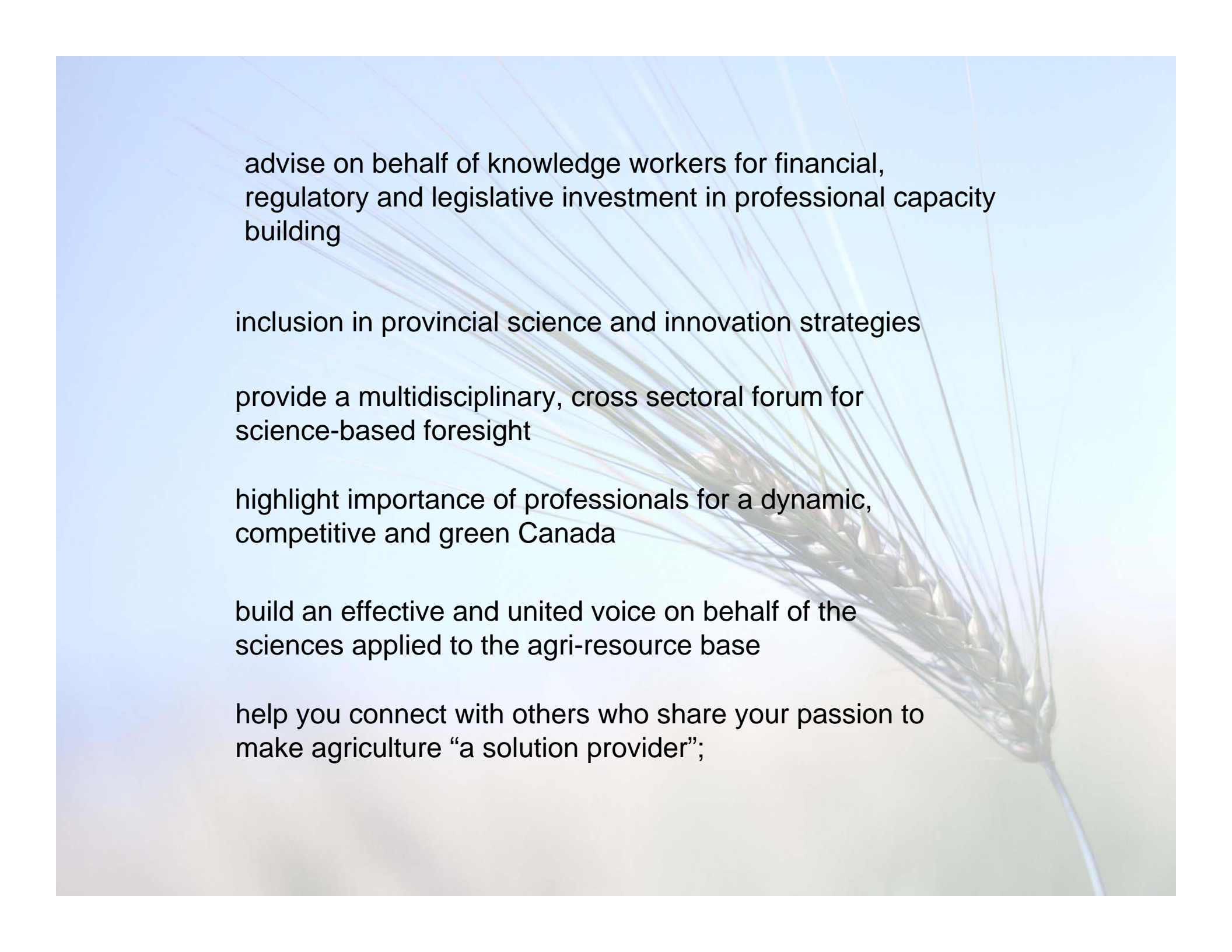
This page will provide a growing inventory of the sciences and professions that make possible the profitable and sustainable use of the agri-resource base for food, fuel, fibre, pharmaceuticals and environmental goods and services. This is the intellectual capital without which we cannot make the best use of the agri-resource base upon which we and future generations rely.

**Agricultural Economics**

The browser's taskbar at the bottom shows several open applications: Microsoft Office Word, Microsoft Office Excel, and Internet Explorer. The system clock indicates the time is 6:41 PM.

# AIC Mandate

- a source of professional information, synthesis and analysis on science and professional policy issues pertaining to contemporary agriculture
- advice to governments on importance of contemporary agri-resource based sciences to providing solutions to food security, health, energy, economic growth and environmental challenges
- a clearer voice for those seeking to advance the scientific contribution required for more productive and sustainable use of the agri-resource base
- provide networking and learning opportunities for the providers of intellectual capital required of contemporary agriculture (e.g. the professional agrologists, food scientists, bio-fuel researchers, etc.)



advise on behalf of knowledge workers for financial, regulatory and legislative investment in professional capacity building

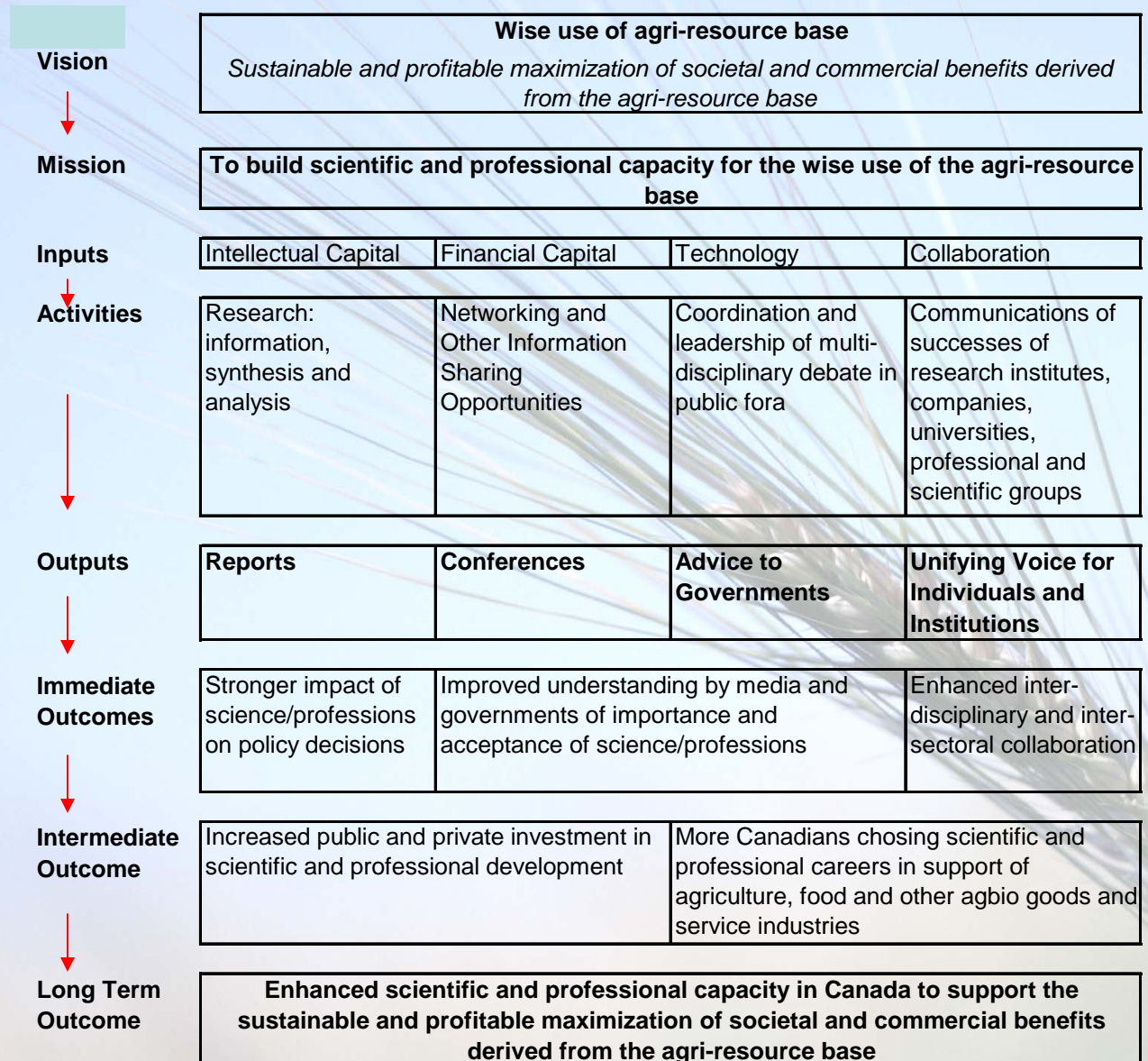
inclusion in provincial science and innovation strategies

provide a multidisciplinary, cross sectoral forum for science-based foresight

highlight importance of professionals for a dynamic, competitive and green Canada

build an effective and united voice on behalf of the sciences applied to the agri-resource base

help you connect with others who share your passion to make agriculture “a solution provider”;



# The Value Proposition



**Investments in a unifying voice across all supply chains**

**Increased media and public understanding that intellectual capital is as important as the land and the financial capital required for contemporary agriculture**

**Strategic Growth through Research**

**Sustainable and Profitable Rural and Urban Communities**