Unless we capitalize on our strong innovative potential, Canada’s agricultural production will be unable to meet the world market’s growing demand and sustain momentum in today’s changing global trade environment.

Meeting Canada’s long-term challenges of a competitive global economy and enhance job growth requires:

- An inclusive demand-driven innovation system supported by a science-based policy framework, an enabling regulatory environment, and governance structures that promote continuous technological progress while encouraging the adoption of innovations at the farm level.

- A combination of funding mechanisms, including matching investment strategies, to suit the particular needs and characteristics of our sector and to ensure all types of research are adequately supported.

- An attractive climate for private investment in agriculture to increase the number of innovative companies willing to capitalize on our research capacity, stimulating Canada’s competitiveness and enhancing job growth.

- Participatory research approaches that engage all stakeholders in research projects and knowledge transfer activities, ensuring that new knowledge and technologies respond effectively to end-users’ needs.

- Guidance and career counselling information, investments in education through grants, scholarships and infrastructure, and Canada-wide strategies to raise the profile of agricultural innovation to help address human resource challenges in the sector.