

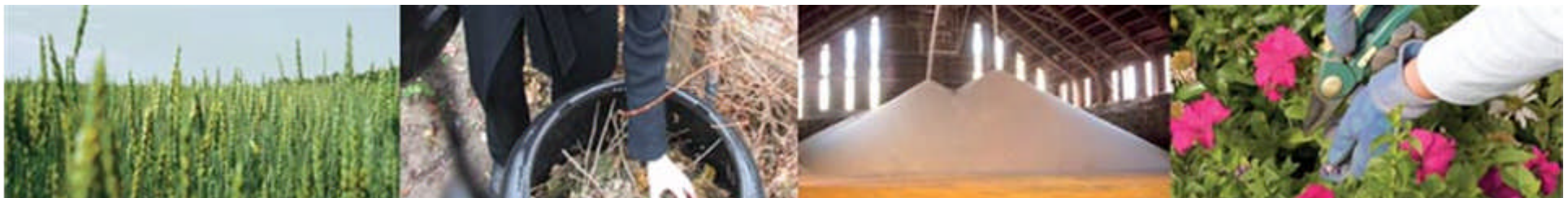
Canadian Fertilizer
Products Forum



Forum canadien sur
les produits fertilisants

Prioritysetting & Issueidentification

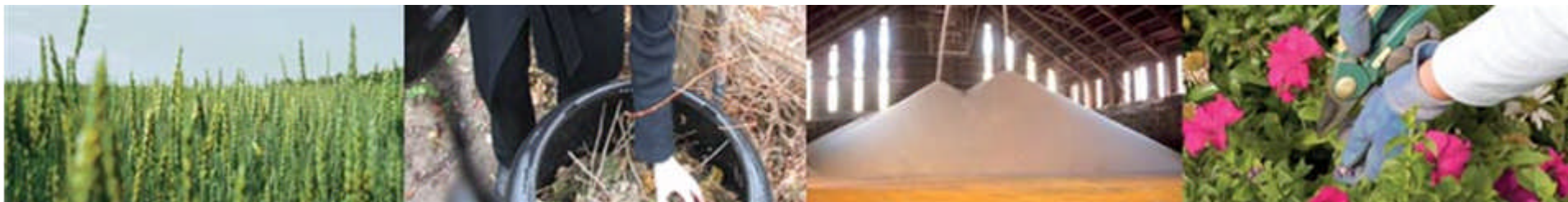
Clyde Graham
Executive Director
CFPF





CFPF Mission Statement

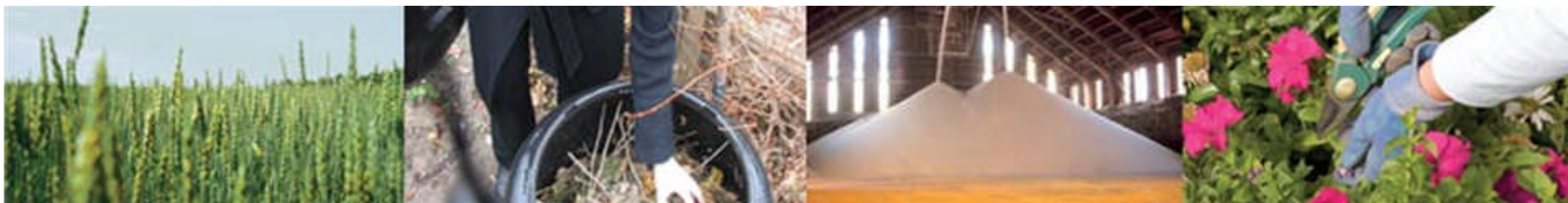
1. **Improve the efficiency** of the Canadian regulatory system and policies for fertilizers and supplements to encourage innovation, economic and environmental sustainability, and international leadership;
2. **Enhance the reputation** of the industry and public confidence in its products via communications to a broad range of stakeholders;
3. **Plan for the future** by analyzing emerging opportunities, new technologies and strategies on how agricultural producers can remain competitive.





Issues identified in 2006

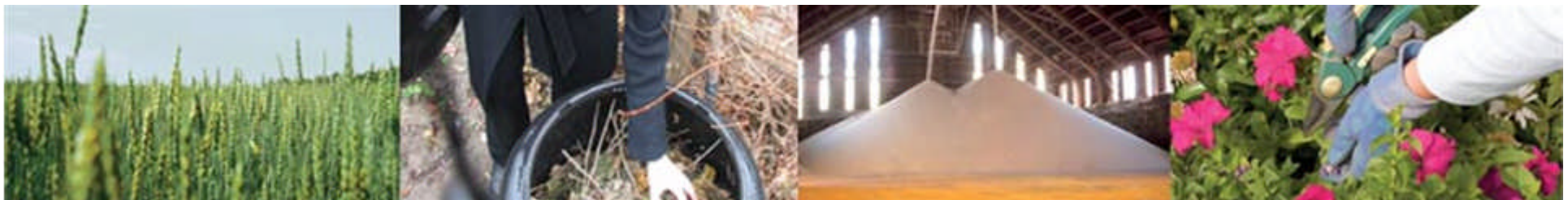
- Streamlining the regulatory process
- Facilitating introduction of innovative products to market
- Strengthening marketplace enforcement
- Maintaining high standards for product safety and consumer protection
- Increasing flexibility to include alternative delivery mechanisms (third party accreditation, quality assurance programs, industry self-regulation)
- Increasing transparency, communication and stakeholder engagement





Recommendations sent to CFIA

- Efficacy
- T-4-103
- Enforcement regarding non-compliant products
- CFIA service standards
- Path forward for the CFQAP
- Fertilizer definitions
- Biosolids discussion document on Waste vs. Product

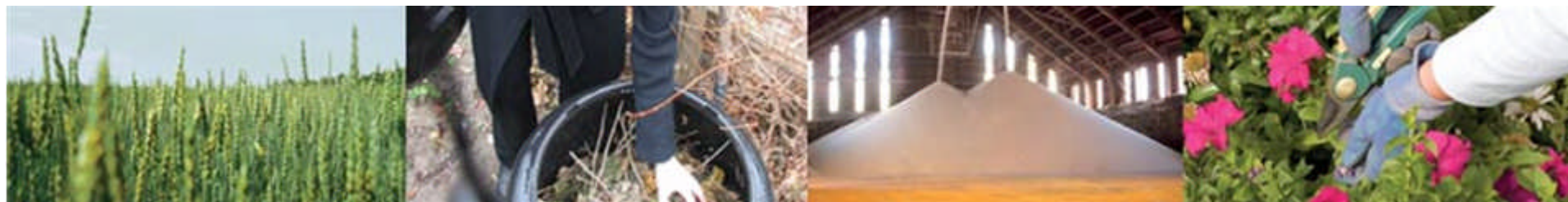




Ongoing Issues

The following issues will be discussed tomorrow with CFIA:

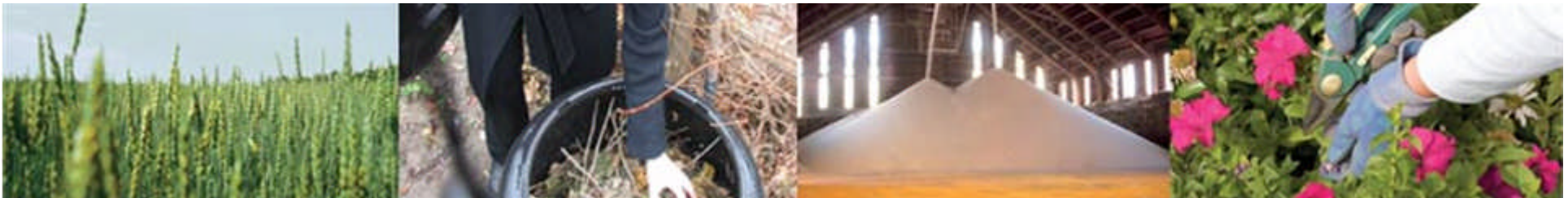
- Micronutrient specific efficacy requirements and slow controlled release fertilizers
- Program delivery, enforcement & compliance
- Low & No phosphate lawn fertilizer policy/ fertilizer stewardship
- Dual property microbial products/ rhizobia specific requirements





Ongoing Issues

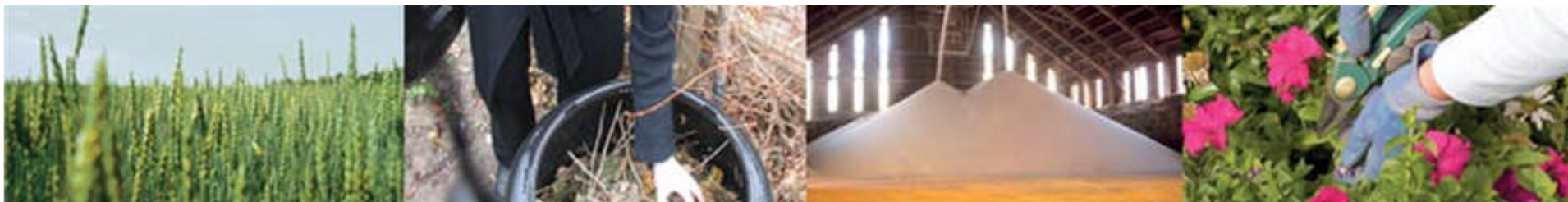
- Science-based regulation
- Marketplace enforcement
- Changes to supply chain bypassing CFIA checkpoints
- Environmental labelling on packages
- New sources of nutrients (bio-solids & compost)
- Quality assurance (less focus on blends)
- New technologies (slow release fertilizer, enhanced efficiency fertilizer & nanotechnology)
- Impact of biofuels
- Growth in organic agriculture
- Fertilizer value





BiggerPicture Issues

- Listeriosis crisis
 - Reform of inspection regime
 - Drop in public confidence
- Food security
- Environmental concerns

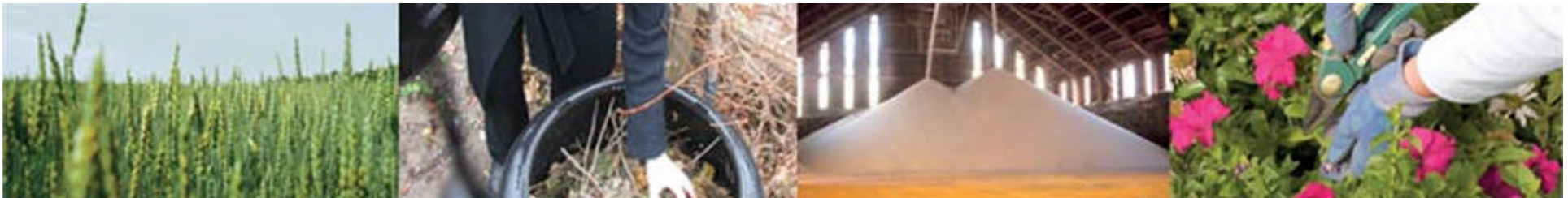




Impact of listeriosis crisis on CFIA

"A full-scale public inquiry into the major failings of Canada's food inspections system is necessary to protect Canadians from future epidemic threats, and the Canadian public should settle for nothing less than that."

-The Canadian Medical Association editorial,
Sept. 17, 2008

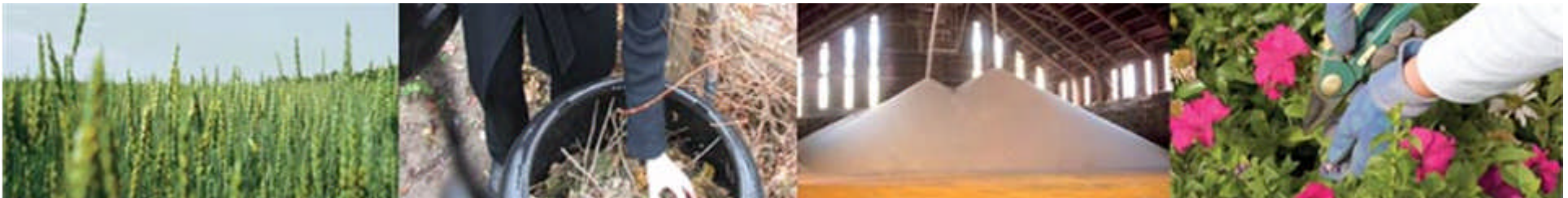




Impact of listeriosis crisis on CFIA

Stephen Harper on listeriosis, August 26, 2008:

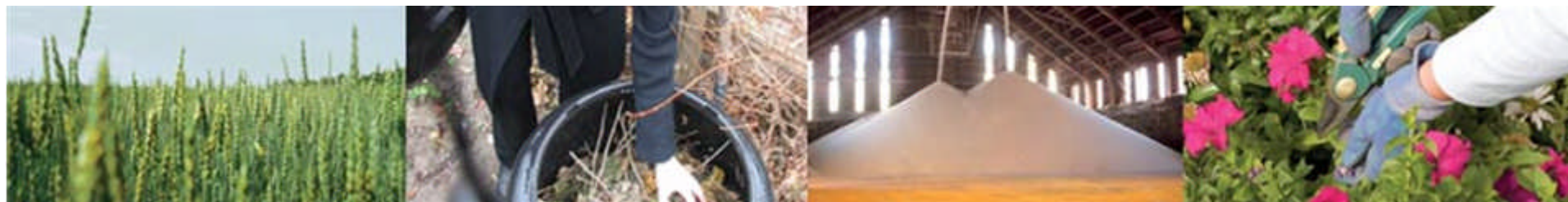
- "This is a serious concern. That's why I indicated ... that **it's necessary to reform and revamp our food and product inspection regimes.**" (The Canadian Press)
- "Obviously, we want to make sure that the companies maintain their responsibilities and that we fully review all the facts here, and understand what went wrong and **how it can be prevented from happening in the future.**" (CBC News)





Consumerconfidence

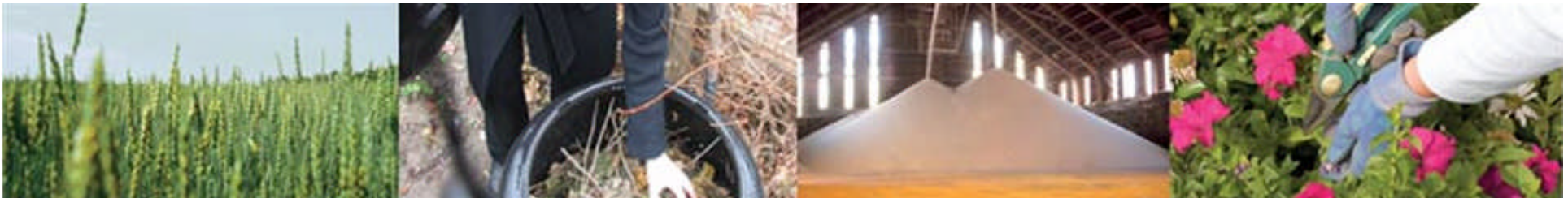
- "I would not probably buy any of that product for at least six months," one woman told CBC News, citing the "fear factor." (CBC, August 26, 2008)
- "It's listeriosis with Maple Leaf today, but I mean there might be another problem tomorrow," said Lesley Flowerdew, 72. (The Canadian Press, August 26, 2008)
- "We recognize that we have to rebuild confidence.... I think the only thing I can point to is time. Food safety is a journey, it is not an event." (Maple Leaf President Michael McCain September 18, 2008)





Products are under scrutiny

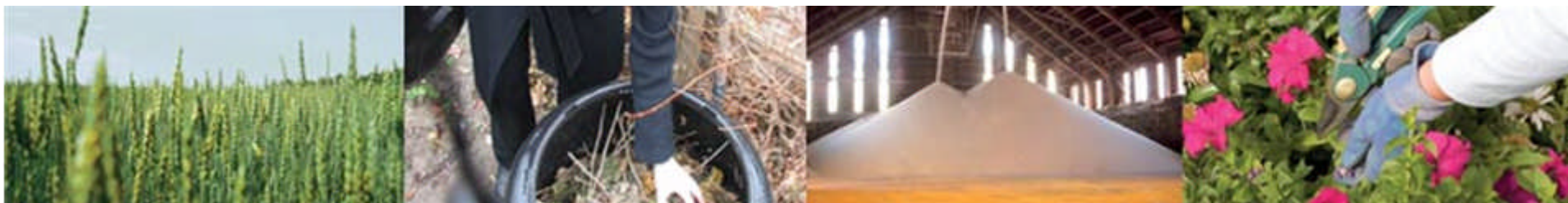
- “The CFIA works together with provinces and municipalities to ensure that all fertilizers and supplements meet the **highest standards for safety and efficacy.**” – CFIA website





We are not immune

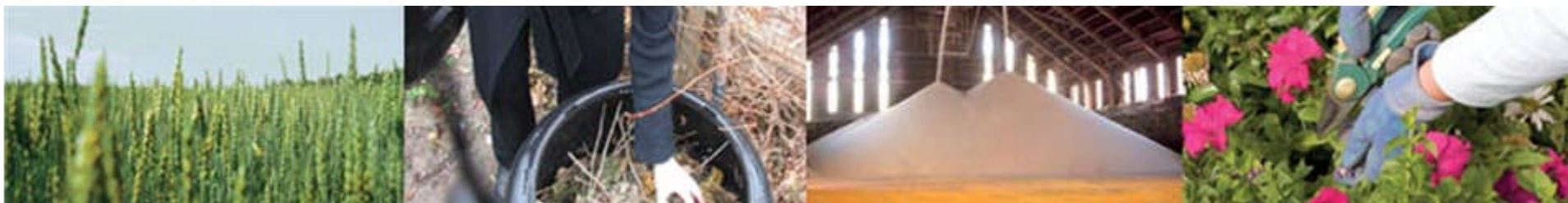
- **China's Poisoned Children**
- *"The facts are horrifying. Formula adulterated with melamine, an ingredient used in plastics and **fertilizers**, has sickened some 54,000 Chinese infants, killing at least three."* Oct. 10, 2008 report.
- Melamine is not used as a fertilizer in Canada!





Trade challenges

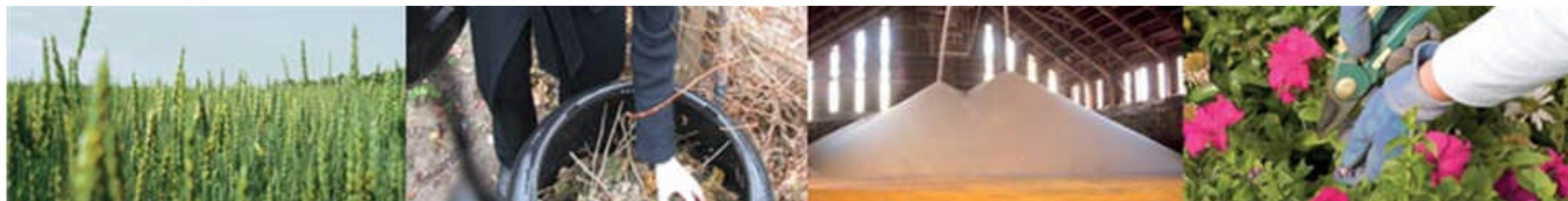
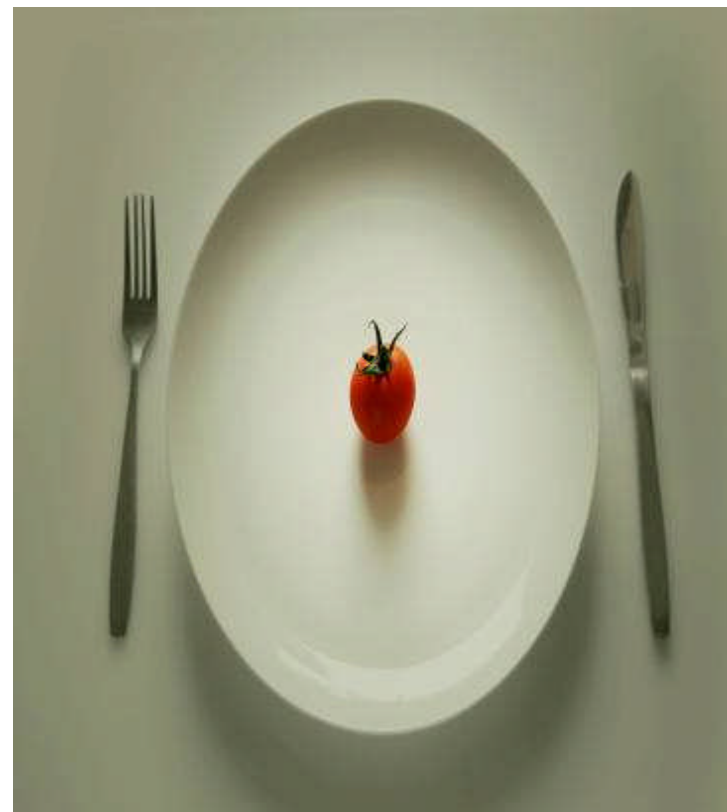
- EXPORTS: Customers demanding zero tolerance.
- IMPORTS: New supply chain models are challenging the regulatory system
 - containers
 - 500kg bags
 - Retail being bypassed





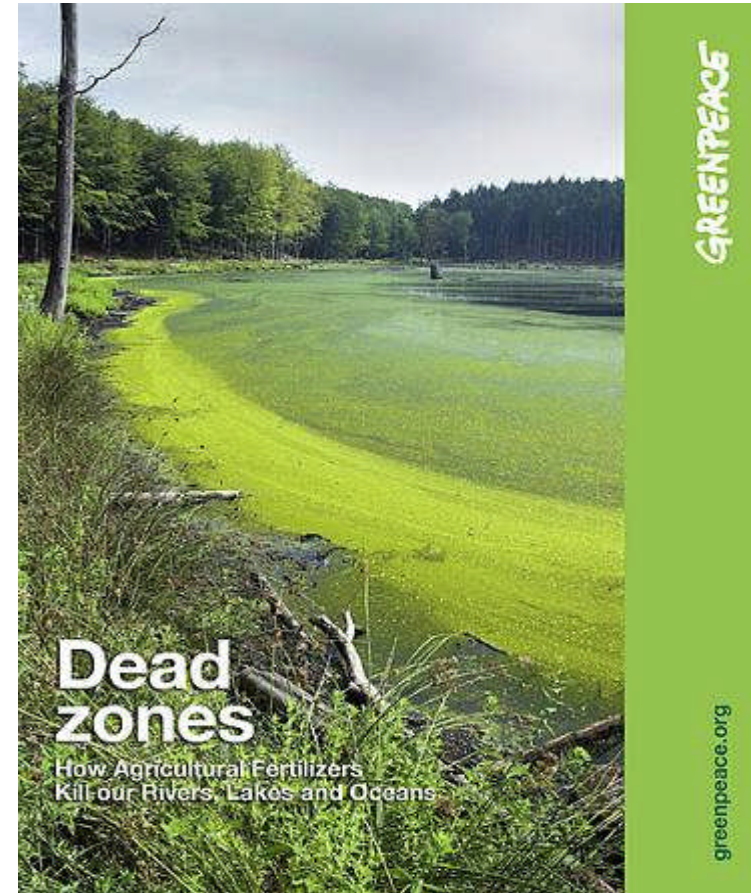
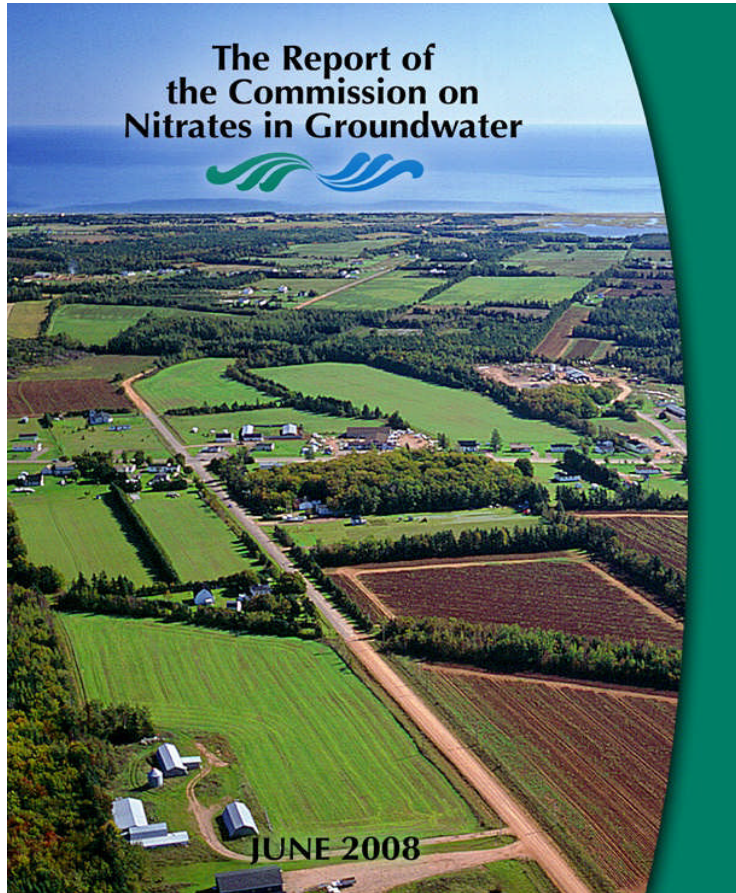
Foodsecurity

- UN predicts world population to increase by 2.2 billion people over the next 30 years
- Food costs are rising
- Increase in demand for more diverse (protein based) diets





Environmental Concerns





PublicConcerns



Phosphorous, not nitrogen, to blame for algae blooms, study finds

Globe and Mail, July 22, 2008

Algaeblooms concern LakeWinnipeg cottagers

*September 5, 2006 / 3:16 PM
CBC News*

Fertilizer key contributor to global warming
Greenpeace report

PHOTO: BOB GARDNER / GLOBE AND MAIL

The hungry planet

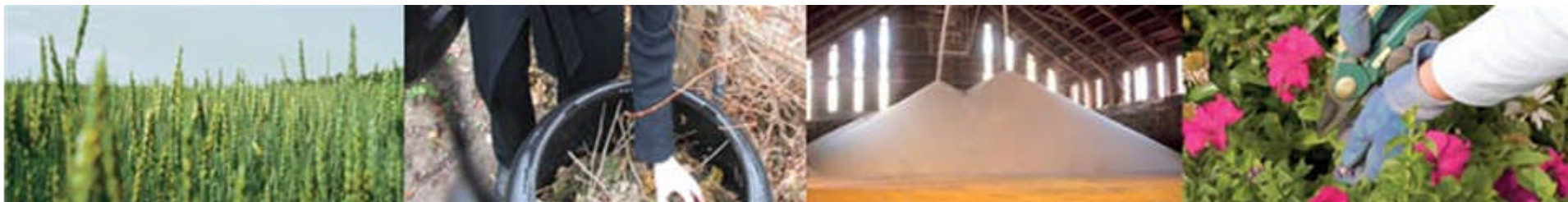
Is fertilizer the 'most important business on Earth?'

Sean Silcoff, Financial Post

Published: Saturday, May 24, 2008

No easy solutions to food price rise

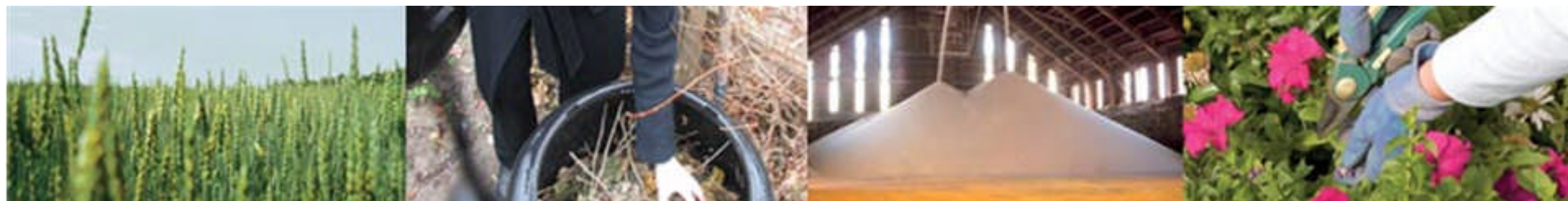
2008 Houston Chronicle





Discussion

- What should be CFPF's priorities going forward?
- What outstanding or new issues should CFPF address?
- What is the role of CFPF in resolving these issues?



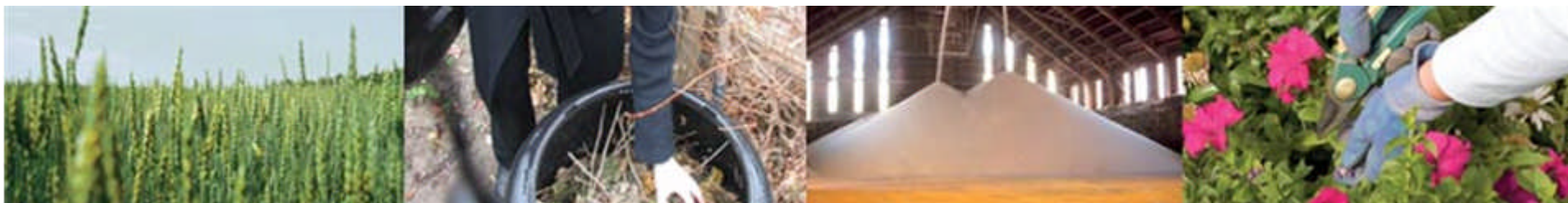


Thankyou.

Clyde Graham

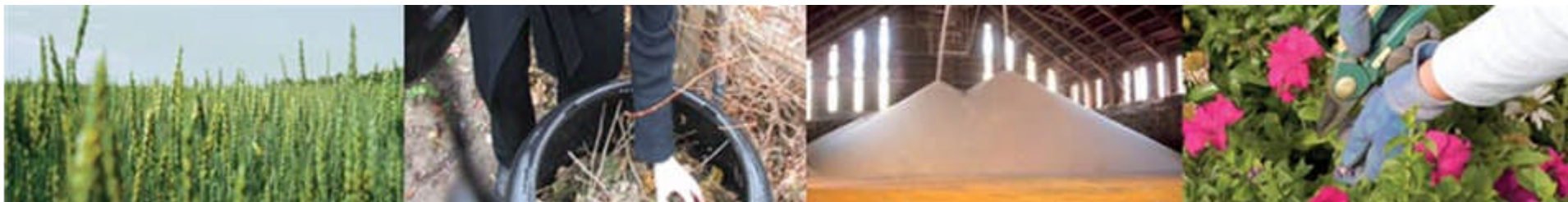
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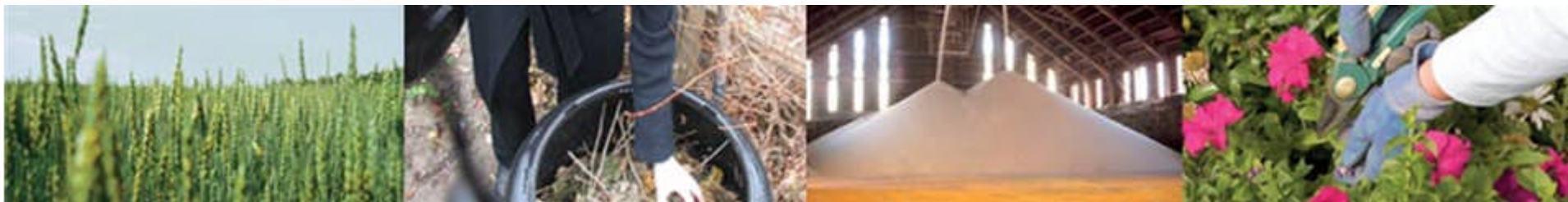


- Subpoint





- Subpoint





- Subpoint

