



AGRICULTURAL EXCELLENCE CONFERENCE

**FARMING FOR OUR FUTURE:
CANADA'S 150TH**

OTTAWA, ONTARIO | NOVEMBER 21-23, 2017



@FMC_GAC #AgExConf17



INTERNATIONAL INSIGHTS: POSITIONING CANADA FOR SUCCESS IN THE GLOBAL MARKETPLACE

Clair Doan
Nuffield Scholar



@clairdoan @NuffieldCanada
#AgExConf17





International Insights: Positioning Canada For Success In A Global Marketplace

D. CLAIR DOAN – 2016 NUFFIELD SCHOLAR, @CLAIRDOAN

NOVEMBER 23RD, 2017



Nuffield  **Canada**
AGRICULTURAL SCHOLARSHIPS

Around the world and HOME again..



Questions To Consider

What is Canadian Agriculture?

Feeding 9 billion by 2050, do we have a role?

How does Canada fit into global food production?

What are consumer expectations?

Does Canadian farming have a future?



Singapore – The Hub of Asian Exports



India – A Sensory Overload: Sights & Sounds



India – The Gap in Social Welfare



India – A Diverse Agri Sector



1.3B People & Food Accessibility



Qatar – Oil, Money & Desert



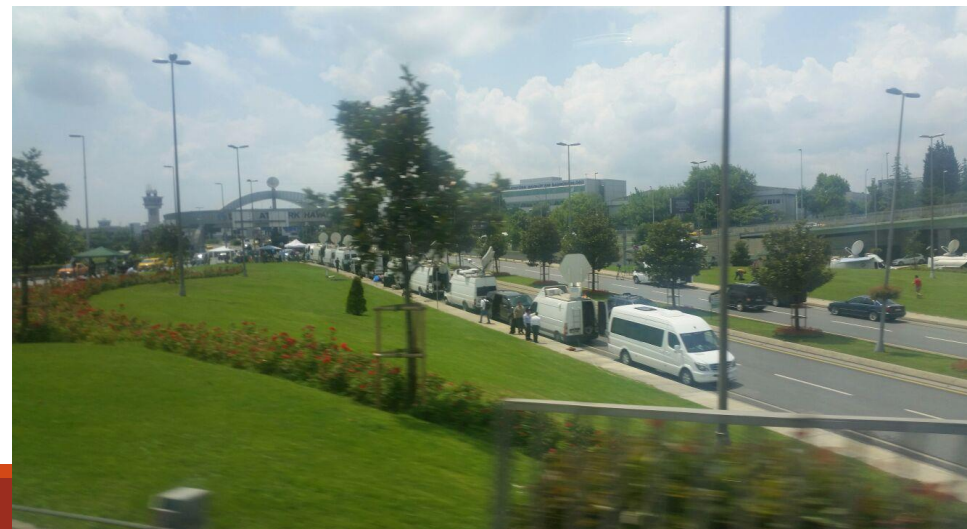
Qatar – A Connection to Food



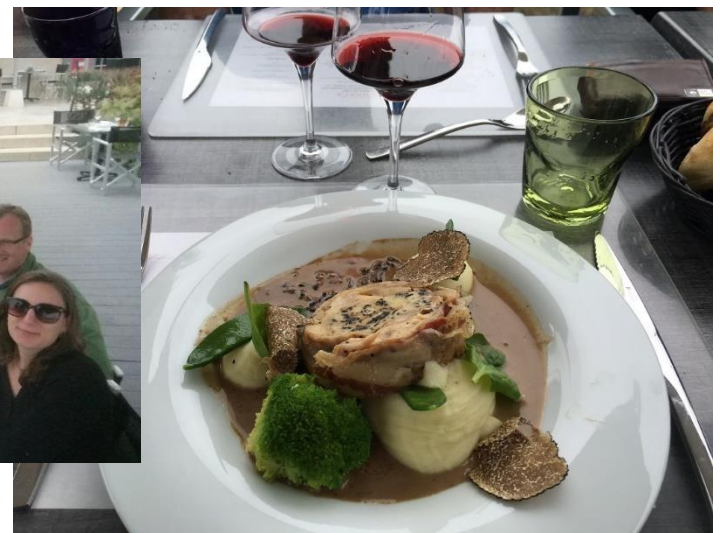
Turkey – Opportunity Awaits



Turkey – The Concept of Humanity



France – Culture Matters



France - Steeped in Tradition



Holland – Intensity




Holland – The Demanding Consumer



Ireland – Dairy & Green Future





Technology Transfer – Dairy Discussion Groups

Discussion groups members make more money

+ €247/Ha or + 2.5 cpl


Discussion group members

- Learn from one another
- Share ideas
- Support each other
- Benchmark performance

Discussion group facilitator

- Time efficient

	Group members	Non members
Milk sales (litres/ha)	9,964	8,584
Milk solids (kg/cow)	380	355
SCC ('000 cells/ml)	217	297
Concentrate (kg/cow)	773	913
ing AI)	90	81




Effective groups

1. Clear purpose

2. Annual plan

3. Regular meetings

4. Everyone takes part





UK – A Divided Farming Nation



When Scotland is Not England



The Mission Statement of Glenrath Farms

- ① Give the customer what they want
- ② When they want it
- ③ How they want it

& on time

- John Park Campbell

Australia – Where Water Matters



Australia - Diverse & Concentrated



New Zealand – Punching Above Their Weight



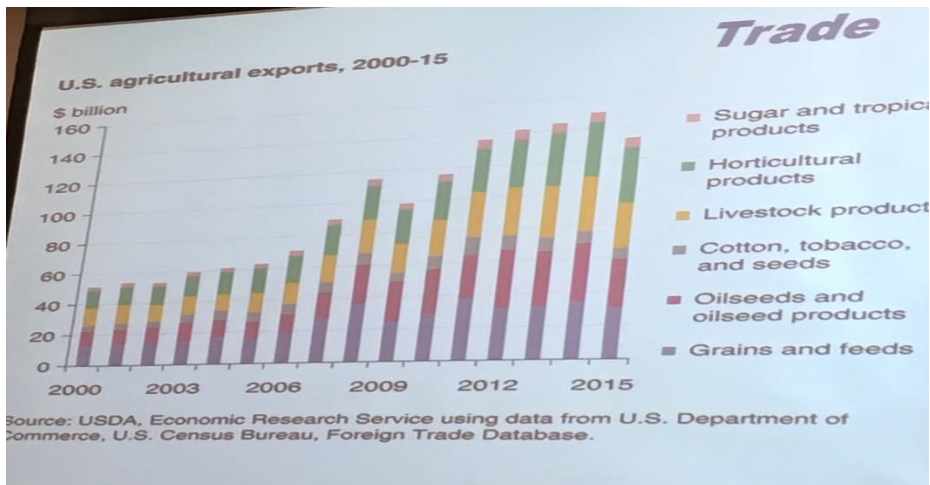
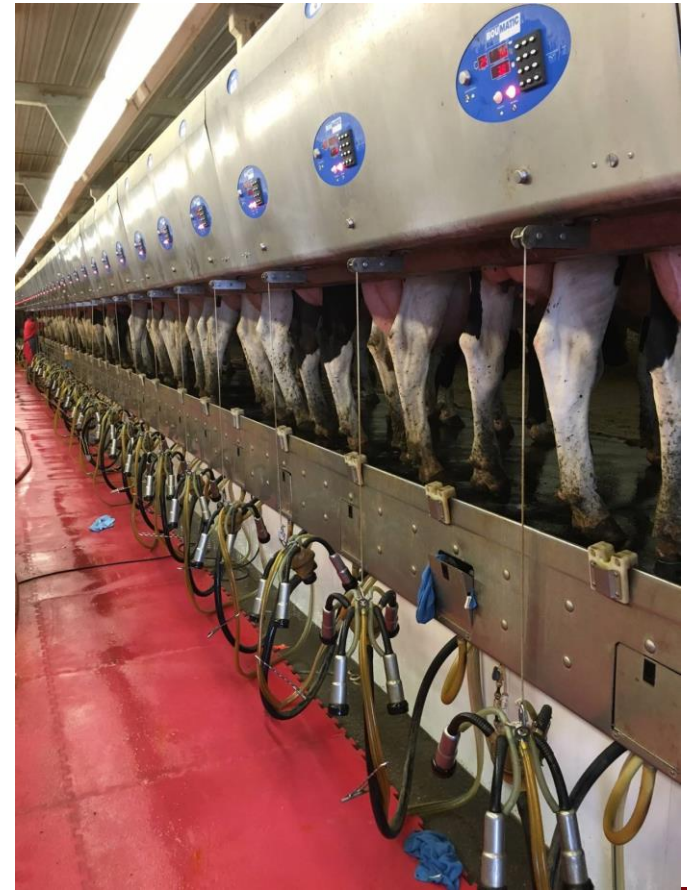
New Zealand – Without Subsidy



USA: A Lobbyists Playground



USA: Large Agricultural Economy



For The Love Of Turkey



Distinctly Canadian

- Natural Resources – Land & Water
- Human Capital – an educated workforce
- Political Stability – a democratic society, despite political affiliation
- A Diverse Agriculture Sector – crops, livestock, vegetable, value added
- Cultural Awareness – The world exists beyond our borders
- Changing Consumer Trends – Influenced by many aspects of society



The Future

- Stand up Canada – The confidence to do so
- Recognizing that change is occurring – Trend setter or follower
- Developing relationships through the value chain
- A National Food Strategy to depoliticize food production
- The balance of a social, cultural and economic food system
- Being unique to the market and not always large scale



Nuffield Canada

Expand your Agriculture Horizon, Embark on a Journey of Learning and Personal Development

Nuffield Canada offers scholarships to agricultural leaders to expand their knowledge and network with top individuals around the world, to promote advancement and leadership in agriculture.

Mission

To foster agricultural leadership and personal development through international study.

Relationships with Australia, New Zealand, Ireland, UK, Holland, France, Brazil and USA

Travel – Approximately 12 weeks of international travel over 18 months

Engaging Canadian Farmers and Industry Stakeholders – an expectation to engage, communicate with those involved to add value to Canadian Ag



Contact

www.clairdoan.com

Twitter @clairdoan

Facebook Clair Doan

<http://youtu.be/t0D4HLrjE3g>

519-671-2827





FARMING FOR OUR FUTURE: CANADA'S 150TH

OTTAWA, ONTARIO | NOVEMBER 21-23, 2017



@FMC_GAC #AgExConf17

