

NINTH ANNUAL CANADIAN AGRI-FOOD POLICY CONFERENCE

# AGRI-ENVIRONMENTAL POLICY AND PROGRAMS

FEBRUARY 13-15 FÉVRIER 2019

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CHÂTEAU LAURIER | OTTAWA, ON

# POLITIQUES ET PROGRAMMES AGRO- ENVIRONNEMENTAUX

NEUVIÈME CONFÉRENCE ANNUELLE SUR LES POLITIQUES  
AGRICOLE CANADIENNES

# SPONSORSHIP OPPORTUNITIES

## INTRODUCTION

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Since it was first held in 2011, the Annual Canadian Agri-Food Policy Conference (CAPC) has become a premier national policy outlook for the agri-food sector. While most previous conferences have focused largely on agriculture and agri-food policies, this conference will focus on the agri-environmental policies and programs and the connections between agriculture and the environment. Sessions will address:

- Agri-Environmental Policies and Programs Evaluation
- Agriculture and Wetland Conservation
- Natural Capital in Agriculture
- Climate Change Mitigation/Adaptation at the Farm Level
- Beneficial Management Practices (BMP) Adoption
- Land Use – Land Use Change and Fragmentation
- Behavioural Economics

Presenters will consist of a blend of distinguished scholars and industry stakeholders highlighting critical issues and potential policy solutions facing the agri-food system in Canada today. Attendees will have an opportunity to network with numerous stakeholders from the North American agri-food and environmental sectors as well as economists and government policy and program managers and regulators. Highlights include:

- Two keynote sessions
- Four interactive sessions
- Research posters
- Meet & Greet Reception
- Wine & Cheese Reception
- Breakfasts, snacks and lunch
- Preconference workshop
- Time to learn and network

## CONFERENCE ORGANIZATION

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**Conference Chair:** Peter Boxall, CAES Past-President, University of Alberta

**Logistics and Onsite:** Valerie Johnson, CAES Executive Director

### Who We Are

The Canadian Agricultural Economics Society is an association of individuals with a professional interest in topics related to the economics of agriculture, food, natural resources, and the environment. Established in 1929 to advance knowledge in agricultural economics through various activities, the CAES has evolved to include the study and application of food, resource and environmental economics issues. Members are economists and other social science professionals in universities, government, non-government agencies and the private sector, as well as undergraduate and graduate students, and are Canadians and others, in Canada and elsewhere.

### What We Do

Our activities support research excellence, professional development and knowledge exchange and let you get involved, stay informed – and be part of the conversation. If you are interested in topics related to the economics of agriculture, food, natural resources, and the environment, and you would like to network, share your work and learn from others who are solving problems and anticipating new challenges in these areas, the CAES is your professional home.

# CONFERENCE AGENDA

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## WEDNESDAY, FEBRUARY 13

9:30–15:00 **PRECONFERENCE WORKSHOP: CLIMATE CHANGE MITIGATION IN CANADIAN AGRICULTURE: INTEGRATING RECENT FARM BEHAVIOUR RESEARCH INTO POLICY**

*Organized by Debra Davidson and funded by Weston Foundation*

Participants will learn about the findings of an extensive social scientific research project exploring opportunities and barriers to climate change mitigation on Canadian farms. The project focused on beef and grain producers in Alberta, but the findings have broader implications for other Canadian regions and agricultural sectors. Participants will then engage in knowledge-sharing discussions intended to identify ways to integrate the findings from this and other research projects on farmer behaviour into policy, and prioritize future directions for research, and science-policy relations.

18:00 – 20:00 **MEET & GREET RECEPTION**  
Includes conference packet pick-up

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## Thursday, February 14

7:30 – 9:00 CONTINENTAL BREAKFAST AND REGISTRATION

8:30 – 8:45 **WELCOME COMMENTS**  
*Peter Boxall, CAES Past-President*

8:45 – 10:00 **KEYNOTE 1: APPLYING BEHAVIORAL AND EXPERIMENTAL ECONOMICS TO U.S. AGRI-ENVIRONMENTAL PROGRAMS: BENEFITS, CHALLENGES, AND LESSONS LEARNED**

*Speaker: Dr. Kent Messer, University of Delaware*

Since 2014, the U.S. Department of Agriculture has funded a national Center of Excellence to promote the application of behavioral and experimental economics to the country's agri-environmental programs. As co-director of this Center, Dr. Kent Messer will discuss how investments in this type of research can lead to the discovery of cost-effective improvements that can be incorporated into a wide array of government policy. He will also discuss the challenges that have been encountered and the lessons learned from the U.S. experience.

10:00 – 10:30 NETWORKING BREAK

10:30 – 12:00 **SESSION 1: THE ROLE OF FARMERS AS AGENTS IN POLICY EFFECTIVENESS**

*Organizer and Chair: Debra Davidson, University of Alberta*

*Speakers: Getu Hailu, University of Guelph; Christopher Bryant, University of Guelph - Retired; Kelly Bronson, University of Ottawa; Julia Baird, Brock University*

Canadian agricultural producers have a significant degree of influence over policy agenda-setting, and implementation. As a group, however, farmers are highly diverse, not only in their operations, but in their values, beliefs, priorities and practices, ensuring that 'one size fits all' policy strategies will enjoy limited success. In this session, social scientists from multiple disciplines will offer a more nuanced understanding of farmers as complex agents, and how accommodating this complexity can lead to more effective policymaking.

12:00 – 13:30 LUNCH

13:30 – 15:00 **SESSION 2: POLICIES TO INCENT PRACTICE CHANGE AT THE FARM LEVEL**

*Speakers: Alfons Weersink, University of Guelph; Paul Thorogood, DUC; Lara Ellis, ALUS  
Speakers sponsored by the Solomon Sinclair Farm Management Institute*

This session will briefly introduce the major policy and program approaches to incenting the adoption of beneficial management practices at the farm level in Canada. The discussion will focus on cost share approaches, community engagement, and fixed payments for targeted environmental improvements.

15:00 – 15:30 NETWORKING BREAK

15:30 -17:00 **SESSION 3: WETLAND CONSERVATION OFFSETTING AND ASSOCIATED VALUATION: FINDING THE RIGHT COMBINATION OF POLICIES, INCENTIVES AND PROGRAMS**

*Organizer and Chair: Pat Kehoe, DUC  
Speakers: John Thompson, Watrecon Consulting; Dave Poulton, Poulton Environmental Strategies Inc;  
Dr. Shari Clare, Fiera Consulting  
Discussion Facilitator: Greg Thompson, Thompson and Mortimer Consulting Inc.*

Canada's wetlands represent 25% of the globe's total wetland resources and annually generate over \$25 billion dollars in benefits including: clean water, flood mitigation, soil moisture, biodiversity and carbon sequestration. However, the rate of wetland loss has reached 90% in some of the settled areas of the country. Policy solutions for the protection, conservation and responsible management of Canada wetlands remain a persistent biodiversity and landscape management challenge. This Session will focus on three key areas: 1) The major factors enabling wetland losses today, 2) The effectiveness of policies, programs and incentives in avoiding, mitigating and offsetting wetland loss, and 3) Landscape-level solutions that balance wetland conservation, protection and management with the operating needs of Canadian agricultural producers.

17:00 – 19:00 **WINE & CHEESE RECEPTION  
Agri-Food Policy Poster Competition**

Researchers are invited to prepare posters around the theme of "Agri-Environmental Policy and Programs". The top presenter will win a trip to the 2019 CAES Annual Meeting in Ottawa from July 9-12, 2019.

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## Friday, February 15

7:30 – 9:00 CONTINENTAL BREAKFAST AND REGISTRATION

8:30 – 9:45 **KEYNOTE 2: EVALUATION OF AGRY-ENVIRONMENTAL POLICIES AND PROGRAM IMPACTS: BUILDING CREDIBLE EVIDENCE IN AGRY-ENVIRONMENTAL POLICY**

*Speaker: Dr. Chad Lawley, University of Manitoba  
Session sponsored by the Institute for the Advanced Study of Food and Agricultural Policy*

Identifying causal impacts of agri-environmental programs requires an understanding of what would have occurred in the absence of the programs. This talk will discuss several approaches to constructing these counterfactuals, drawing on prior evaluations of conservation programs in Canada and the US. Agri-environmental policy should draw from well-designed studies based on credible counterfactual models. Opportunities for future evaluations of Canadian agri-environmental programs will be explored.

- 9:45 – 10:00 **TOP THREE POSTER PRESENTATIONS**
- 10:00 – 10:30 NETWORKING BREAK
- 10:30 – 12:00 **SESSION 4: NATURAL CAPITAL IN AGRICULTURE: WHAT DOES IT MEAN AND HOW CAN IT BE USED?**

*Speaker: Marian Weber, InnoTech Alberta*  
*Discussant: Ken Belcher, University of Saskatchewan*

Natural capital accounts provide indicators of the extent and value of natural assets that contribute to the economy, and in theory can inform decision makers whether natural assets are being managed efficiently and sustainably. Natural capital accounts are of interest at corporate, sub-national, national, and international levels. However, with limited resources these accounts are unlikely to be developed by provincial or national statistical agencies unless there is demonstrated utility from measuring and monitoring natural capital. This session explores the demand for and feasibility of creating agricultural land accounts, and policy relevant questions and end uses that could be feasibly tested through pilot projects.

- 12:00 – 12:30 **CLOSING COMMENTS AND CONTEST WINNERS**  
*Kara Beckles, CAES President-Elect*

## CONFERENCE BUDGET

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### Anticipated Revenues

Delegate Registration	\$ 51,000
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### Estimated Expenses

Facilities and Audio Visual	59,000
Translation	2,000
Printing and Postage	3,000
Poster Contest	2,000
Speaker Expenses	11,000
Event Management	17,000
Office and Administration	5,000
<b>Total Estimated Expenses</b>	<b>\$ 99,000</b>

**Projected Sponsorship** **\$ 48,000**

**For more information, and to make sponsorship arrangements, please contact:**

Valerie Johnson  
 CAES Executive Director  
 contact@caes-scae.ca  
 https://caes-scae.ca

# SPONSORSHIP OPPORTUNITIES

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## Platinum – \$ 10,000

- ✓ Four complimentary registrations for the conference including evening receptions
- ✓ Free Exhibit table
- ✓ Prominent logo placement on conference kit for participants
- ✓ Conference kit promotional item
- ✓ Conference kit welcome letter to conference participants
- ✓ Opportunity for company representative to provide a welcome to conference participants
- ✓ Recognition of company representatives in attendance
- ✓ Prominent display of logo and sponsorship recognition on promotional material including posters, program brochures, event signage, and conference proceedings
- ✓ Prominent display of company logo on the conference website
- ✓ Prominent display of company logo and sponsorship recognition on all media relations material
- ✓ Special mention as an event sponsor during the conference

## Gold – \$ 5,000

- ✓ Three complimentary registrations for the conference including evening receptions
- ✓ Free Exhibit table
- ✓ Logo placement on conference kit for participants
- ✓ Conference kit promotional item
- ✓ Recognition of company representatives in attendance
- ✓ Prominent display of logo and sponsorship recognition on promotional material including posters, program brochures, event signage, and conference proceedings
- ✓ Prominent display of company logo on the conference website
- ✓ Prominent display of company logo and sponsorship recognition on all media relations material
- ✓ Special mention as an event sponsor during the conference

## Silver – \$2,000

- ✓ Two complimentary registration for the conference including evening receptions
- ✓ Conference kit promotional item
- ✓ Prominent display of logo and sponsorship recognition on promotional material including posters, program brochures, event signage, and conference proceedings
- ✓ Prominent display of company logo on the conference web site
- ✓ Prominent display of the company logo and sponsorship recognition on all media relations material
- ✓ Special mention as an event sponsor during the conference

## Bronze – \$1,000

- ✓ One complimentary registration for the conference including evening receptions
- ✓ Prominent display of logo and sponsorship recognition on promotional material including posters, program brochures, event signage, and conference proceedings
- ✓ Prominent display of company logo on the conference web site
- ✓ Prominent display of the sponsor's logo and sponsorship recognition on all media relations material
- ✓ Special mention as an event sponsor during the conference

## Wine & Cheese Reception Sponsor – \$4,000

One exclusive sponsorship opportunity available to host the evening reception on Thursday, February 14. This sponsorship includes:

- ✓ Two complimentary registration for the conference including evening receptions
- ✓ Brief address to conference participants at reception
- ✓ Conference kit promotional item

- ✓ Prominent display of company logo during reception
- ✓ Display of logo and sponsorship recognition on promotional material including posters, program brochures, event signage, and conference proceedings
- ✓ Logo placement on the conference web site
- ✓ Special mention as an event sponsor during the conference

## **Welcome Reception Sponsor - \$2,500**

One exclusive sponsorship opportunity available to host the evening reception on Wednesday, February 13. This sponsorship includes:

- ✓ Two complimentary registration for the conference including evening receptions
- ✓ Conference kit promotional item
- ✓ Prominent display of company logo during reception
- ✓ Display of logo and sponsorship recognition on promotional material including posters, program brochures, event signage, and conference proceedings
- ✓ Logo placement on the conference web site
- ✓ Special mention as an event sponsor during the conference

## **Keynote Session Sponsor – \$4,000**

Two sponsorship opportunities available. This sponsorship includes:

- ✓ Two complimentary registrations for the conference including evening receptions
- ✓ Keynote address named after the sponsor
- ✓ Conference kit promotional item
- ✓ Display of logo and sponsorship recognition on promotional material including posters, program brochures, event signage, and conference proceedings
- ✓ Logo placement on the conference web site
- ✓ Special mention as an event sponsor during the conference

## **Poster Competition – \$2,500**

One sponsorship opportunity available. This sponsorship includes:

- ✓ Two complimentary registrations for the conference including evening receptions
- ✓ Poster Competition is named after the sponsor
- ✓ Opportunity to announce the competition winners
- ✓ Prominent display of logo and sponsorship recognition on promotional material including posters, program brochures, event signage, and conference proceedings
- ✓ Prominent display of company logo on the conference web site
- ✓ Prominent display of the sponsor's logo and sponsorship recognition on all media relations material

## **Session Sponsor – \$2,500**

Several sponsorships available. Sponsors pay travel expenses of a specific speaker. This sponsorship includes:

- ✓ Two complimentary registrations for the conference including evening receptions
- ✓ Display of logo and sponsorship recognition on promotional material including posters, program brochures, event signage, and conference proceedings
- ✓ Logo placement on the conference web site
- ✓ Special mention as an event sponsor during the conference

## **Networking Break Sponsor – \$1,500**

Three sponsorship opportunities available. Each sponsorship includes:

- ✓ One complimentary registration for the conference including evening receptions
- ✓ Prominent display of logo during sponsored break
- ✓ Logo placement on the conference web site
- ✓ Special mention as an event sponsor during the conference