

Competitive Transition Presentation to Executives

January 26, 2010



Competitive Transition Analysis Group



Outline

- Presentation of Report
- Discussion



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Terms of Reference

- Review, identify and categorize programs and services offered by NSDA in support of (i) transitional support, (ii) strategic public investment, and (iii) public goods and services
- Identify programs and services offered by other government departments
- Assess needs and identification gaps in programs and services
- Recommend alignment of current NSDA programming under the three pillars of Competitive Transition
- Recommend future programming and services to support Competitive Transition.



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CTAG Process

- 24 consultation sessions
 - ~300 participants across industry/gov't
 - individuals, groups, regions, staff, management,
- Assessed needs considering future opportunities, current resources and barriers
- Existing resources
 - levels of government, inter-department



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What Do We Need To Become More Competitive?

➤ Attitude and Cooperation

More cooperation between groups of farmers with similar business interests (direct retail for example) in moving up the value chain to capture higher margins for all.

➤ Communication and Coordination of Services

Greater communication and collaboration among all levels of government departments and agencies and between government and private sector.





What Do We Need To Become More Competitive?

- Financing Growth
- Removing Barriers
- Programs/Services That Support Transition

Industry needs lending institutions that are willing to assume a higher degree of risk, however many producers felt strongly that we should not continue investment in farms that are not competitive and sustainable.

An innovative and entrepreneurial focused Department of Agriculture.

Provision of navigational support to industry regarding the accessing of programs and services.





What Do We Need To Become More Competitive?

- Investment in Human Capital
- Education and Awareness
- Critical Information

Additional formal and informal training opportunities as well as extension support in the areas of business management, risk management, human resource management, marketing and customer service skill.

Greater understanding of consumer trends, market intelligence and cost of production.





What Do We Need To Become More Competitive?

➤ Key Infrastructure and Natural Capital

Increased infrastructure support for the development of new and emerging opportunities.

➤ Advancement through Research and Innovation

Support to develop new opportunities arising from the natural competitive advantages that Nova Scotia offers.





There's a lot out there ...

- NSDA programs and services must be more effectively communicated!
- Numerous programs and services in other departments/agencies that support competitive transition of the industry.



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Existing Program Services

- NS Economic and Rural Development
- NS Business Inc.
- NS Labour and Workforce Development
- NS Office of Immigration
- NS Environment
- Agriculture and Agri-Food Canada
- Atlantic Canada Opportunities Agency
- Regional Development Agencies



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To Support Transition to a More
Sustainable and Competitive Model
NSDA should focus on ...



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Extension

- Build a more effective extension model
 - Examination of the level of services being delivered. This requires an examination of the range and level of services currently being delivered.

- Business information and skills training,-
 - Financial management, human resource management, marketing, and understanding and capturing value-chain opportunities.
 - Staff
 - Farming Clientele





Facilitating Business

- Central path finding/navigation service that will link producers to experts, programs, services and funding.
- Reduce barriers to doing business
 - Production / Processing Distribution Regulations
- Facilitate investment in local market opportunities and support procurement policies that encourage local food consumption.



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Facilitating Business

- Reduce Regional Trade Barriers
 - Greater access inter-provincial markets
 - Coordinate efforts to reduce regulatory barriers and streamline development of agri-business opportunities.
- Review role / products of FLB
 - Define its niche in relation to commercial banks and the FCC, level of risk in lending, low equity loans, new and emerging opportunities.



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Development Programs

- Support programs must be simpler to understand and access.
 - Assistance to guide applicants through the process.
- Evaluate the effectiveness of cross-compliance
 - Is it meeting objectives and desired outcomes?



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Human Capital

- Production skills needed in growth areas of the industry
 - NSDA, NSFA, NS Labour and Workforce Development, NS Department of Education, and Office of Immigration.
- Promote agri-opportunities as a career, and attract immigrants to Nova Scotia agri-industry
 - Office of Immigration, Economic and Rural Development, Labour and Workforce Development



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Human Capital

- Improve communication between and among its branches and divisions, and with other government departments and NGO's.
- Build opportunities for employees to extend knowledge and contact with producers and agribusinesses



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Infrastructure

- Facilitate establishment or upgrading of processing facilities where markets and value-chains currently exist or are demonstrated to have potential.
- Facilitate development of community based cooperative direct marketing systems including storage capacity, transportation and distribution systems, and direct marketing venues.





Innovation

- Support for emerging opportunities and value-chain development, adaptation of new technologies, and commercialization of agri-based innovations.
- Facilitate innovation and commercialization for agri-based products to generate new value chains and market opportunities.



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Innovation

- ***Communication*** of results to all stakeholders
- Research and innovation policy which encourages the industry's involvement in the development of research proposals, and facilitates commercial opportunities.



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Public Goods and Services

- Facilitate new economic opportunities related to agriculture's capacity to address climate change
 - Green energy based on agriculture systems
- More work needed in defining what the public values and how agriculture can play a roll in delivering it.



Discussion



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