



# Senate Committee on Agriculture and Forestry Roundtable

March 11<sup>th</sup> 2019

# Agenda

- **12:15pm -12:30pm** - Welcome and Introductions
- **12:30pm – 12:40pm** – Overview of the Ontario Food and Beverage Industry – Norm Beal, CEO, Food and Beverage Ontario
- **12:40pm – 12:45pm** - Industry Federal Policy Priorities – Kathleen Sullivan, CEO, Food and Beverage Canada
- **12:45pm – 1:40pm** - Roundtable Discussion
  1. The comparative advantage of the Canadian value-added food sector
  2. The food sector’s capacity to generate value-added products in order to meet global consumer demand while remaining competitive in the Canadian market; and
  3. The support that should be provided to industry stakeholders in such areas as technology, marketing, environmental certification and intellectual property
- **1:40pm - 1:45pm** - Closing Remarks
- **1:45pm – 2:15pm** - Tour of Maple Leaf Think Food Centre

# Food and Beverage Ontario

## Who We Are

Established in 2003 as the Alliance of Ontario Food Processors, FBO has evolved into the organization of choice for members of the processing community - a community that contributes over \$40 billion annually and is the number one employer in Ontario.

FBO is the provincial, professional leadership organization for food and beverage processors across Ontario.

## Our Goal

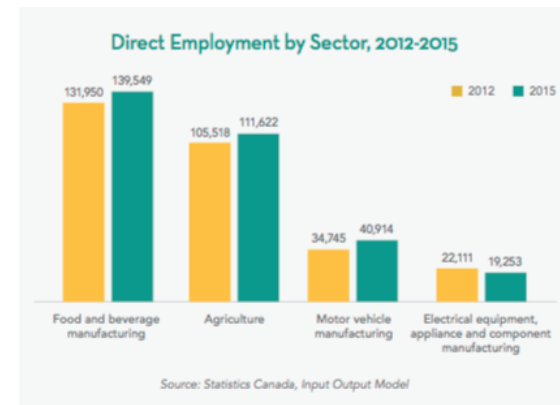
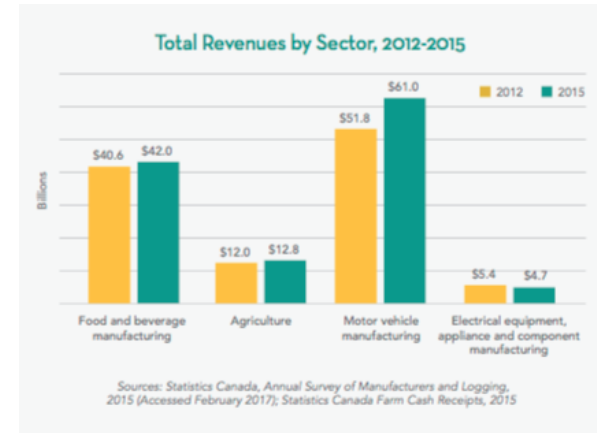
Our goal is to promote and support a competitive Ontario industry locally and within the global marketplace.

# Just a Few of Our Members...



# Ontario's Food and Beverage Processing Sector

- 3,800 businesses
- 130,000+ direct jobs
- 42 billion in revenue
- 9.6 billion in exports



# FBO's Mandate

## Measuring Success by 2023

**20% increase**  
in direct employment from  
139,000 in 2015

**15% increase**  
in sector revenues from  
\$42 billion in 2015

**15% increase**  
in exports from \$9.6 billion  
in 2015

Additional targets for research + innovation, environment + sustainability, HR + professional development and supply chain collaboration.

# Questions