

Food for thought

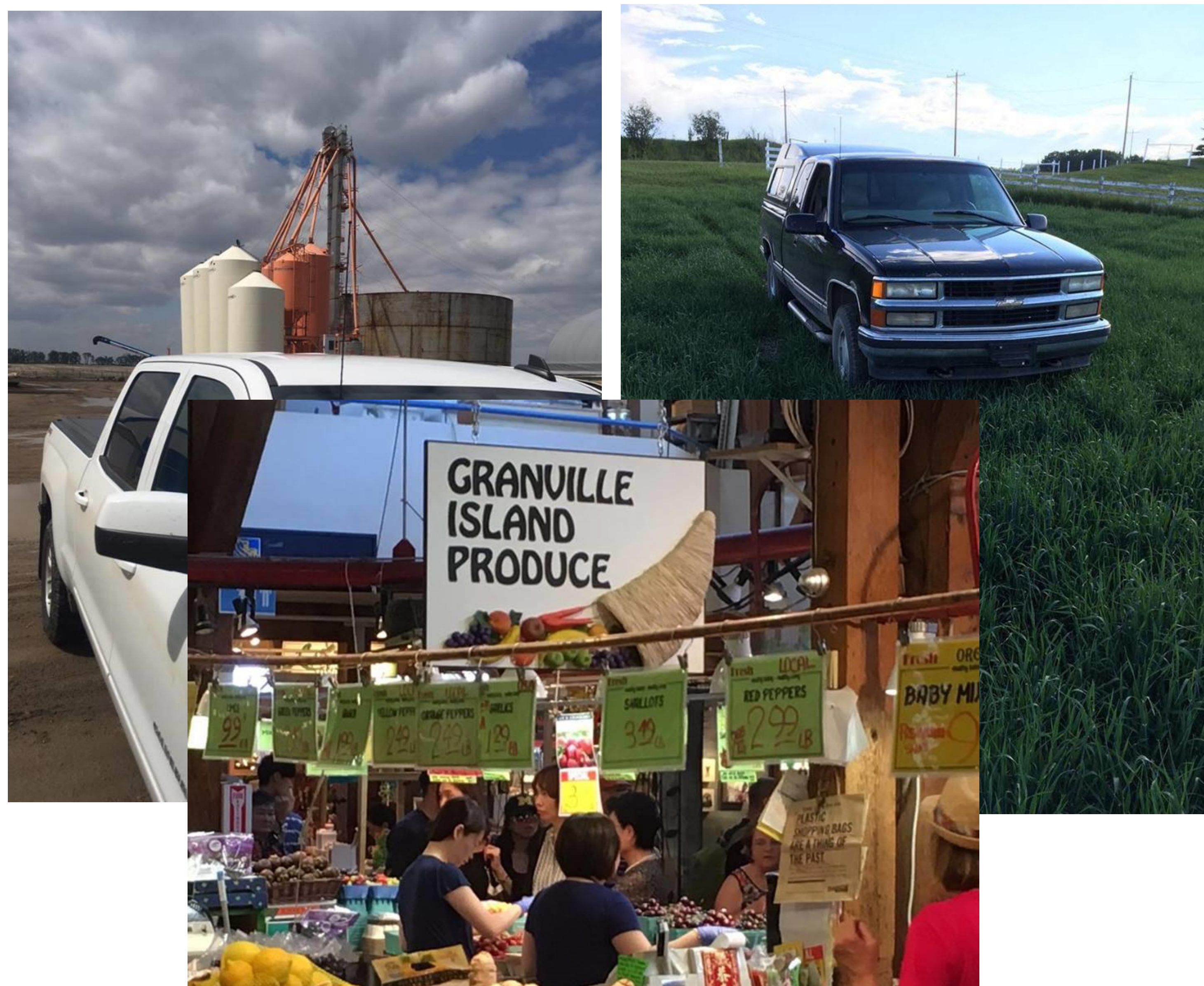
Why is Bayer CropScience seeing challenges to its products on sustainability grounds despite them publishing a volume of scientific data supporting their products?

What is Being Seen

- Changing social license to operate
- Challenges to regulatory approvals from secondary legislators
- Declining market acceptance and lost revenues

My Investigations

What I found in my investigations was that Bayer CropScience has failing to engage with the stakeholders that were now affecting their products on the market. Namely, they were not engaging with urbanites and ENGOS. This lack of engagement came out of these groups not being a part of their traditional value chain. However, this has started to change as these groups who don't buy their products and often have never been on a farm are now affecting the regulatory approvals of their products and their success in the marketplace.



New Stakeholder Engagement Strategy

- Focus on a collaborative approach with members of the new agricultural value chain
- Change the messaging to resonate with urban as well as rural partners
- Listen to what other groups have to say instead of continuing to tell them what you think they want to hear
- Communicating the science is good but realize that most people do not have the background or time to sit down and read a full scientific paper
- Work to channel the energy of environmentalists towards positive outcomes together instead of fighting it

Learning Across the Country



- Cross country learning experience
- Exposed to different agricultural practices coast to coast
- Exploring the transferability of decisions
- Investigating the urban-rural divide and how urbanites think about food

A Lesson on Bees in Canada

Selected Items [Add/Remove data]
Geography ¹ = Canada ²

Estimates	2011	2012	2013	2014	2015
Beekeepers ³	7,713	8,312	8,489	8,898	8,533
Colonies ³	637,920	690,037	667,397	696,252	721,106
Production of honey, total (pounds x 1,000) ⁴	79,824	90,759	76,468	85,551	95,296
Value of honey, total (dollars x 1,000) ⁵	150,691	176,206	181,283	209,241	231,953

Footnotes:
 1. Figures are compiled by Statistics Canada from provincial data, except for New Brunswick and Prince Edward Island where data are collected through a Statistics Canada mail survey.
 2. Does not include Newfoundland and Labrador.
 3. Beekeeper and colony numbers may include pollinators that may not extract honey.
 4. Production excludes inventory.
 5. Value excludes inventory sales except for in Quebec.

Question: Are bees in crisis in Canada? Though media headlines would like you to believe we are on the verge of collapse bee numbers in Canada are growing and have been growing over the past decade. Does this mean that we need to stop caring or monitoring them? No but it is important when looking at the tradeoffs around regulating pesticides that we consider the facts and not the rhetoric.

