



IICA CANADA
Country
Strategy

2011-2014

IICA Canada Accountability Seminar
June 2 2011

Overview

- Context
- Focus Areas & Rationale
- Strategies
- Summary of Performance Targets
- Work Plan 2010
- Acknowledgements

THE CONTEXT

2010 – 2014 MEDIUM TERM PLAN

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Promoting competitive and sustainable agriculture in the Americas

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Strategic Objectives

1. To improve the productivity and competitiveness of the agricultural sector
2. To strengthen agriculture's contribution to the development of territories and to rural well-being
3. To improve agriculture's capacity to mitigate the effects of, and adapt to, climate change, and make better use of natural resources
4. To improve agriculture's contribution to food security

SUPPORT FROM SEDE CENTRAL

- Design, analysis and evaluation of public policies and strategies
- Strengthening and modernization of institutions
- Creation and development of capabilities
- Knowledge management for agriculture and rural well-being.
- Support for the countries on specific issues and investment projects.



Innovation for
Productivity and
Competitiveness



Agricultural
Health and
Food Safety



Agribusiness and
Commercialization



Agriculture,
Territories and
Rural Well-being

Agriculture, Natural Resource Management and Climate Change

Agriculture and Food Security



IICA Canada Priorities

- ❑ Fostering meaningful, impactful programs
- ❑ Building Awareness & Positive Image of IICA Canada
- ❑ Facilitating dynamic & relevant Technical Co-operation Activities
- ❑ Implementing targeted Communication Program

Focus Areas 2011 - 2014

1. To improve productivity and competitiveness in the Agricultural Sector
2. To improve Agriculture's contribution to Food Security
3. To be responsive to Technical Assistance requests consistent with available competencies
4. To cultivate mutually beneficial technical collaborations

Rationale

- Innovation proven catalyst
- Food Security still of concern in LAC
- Win-Win Relationship desired
- Canada – leader in Agriculture
- Value of “Internationalization” of R & D

PUTTING OUR PLAN INTO ACTION

- Focus Area #1 : To improve Productivity and Competitiveness in the Agriculture Sector

STRATEGY

- ❖ Strengthen ties with private sector
- ❖ Identify activity areas of mutual benefits
- ❖ Promote of Innovation System approach with SMEs

FOCUS AREA 1

PERFORMANCE TARGETS

(2011 – 2014)

- 5 Countries receive packaged commodity info
- One new V-A prospect for LAC identified
- One new V-A prospect for Canada identified
- 10% increase in exposure to Innovation Systems to selected SME in Commodity group
- One New Supply contract from LAC
- Support increased imports of 3 agri-food products from LAC

PUTTING OUR PLAN INTO ACTION

- Focus Area #2 : To improve agriculture's contribution to food security

STRATEGY

- ❖ Improve links with & understanding of development agencies
- ❖ Facilitate activities to support LAC optimizing VC
- ❖ Co-ordinate info session on Biotechnology, Food Safety
- ❖ Utilize IICA Agri-business Office & thematic networks to share Best Practices in Value Chain Mgmt.

FOCUS AREA 2

PERFORMANCE TARGET

2011-2014

- Collaboration/support to at least one major Food Security Project
- At least 2 Project Concepts on Food Security prepared each year
- Value Chain Management training to at least 3 IICA member countries
- To provide information in selected area in at least 10 member countries

PUTTING OUR PLAN INTO ACTION

- Focus Area #3 : To be responsive to technical requests consistent with available competencies

STRATEGY

- ❖ Collate listing of Canadian expertise and resources
- ❖ Match requests from LAC with Canadian expertise/resources
- ❖ Orient for optimal results/impact

FOCUS AREA 3

PERFORMANCE TARGETS

2011-2014

- Initial response to 100% of eligible requests
- List of Agriculture, Agri-Food expertise & specialized facilities prepared
- Action requests within 3 months where competencies available

PUTTING OUR PLAN INTO ACTION

- Focus Area #4 : To cultivate mutually beneficial technical collaborations

STRATEGY

- ❖ To deliver revised grant program for internships, sabbaticals, industry exchanges
- ❖ To manage a specialized grant program to enhance impact on Food Security
- ❖ To develop more effective tools to improve impact of collaboration grants

FOCUS AREA 4

PERFORMANCE TARGETS

2011-2014

- Approve a minimum of 8 requests per year
- Approval of one collaborative project with demonstrable benefits
- Database with host institutions in 6 Regions
- Documentation of all past collaboration experiences
- Promotion in one institution per Province and per LAC country

WORK PLAN 2011

SETTING THE STAGE FOR ENHANCED IMPACT

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Impacting Productivity & Competitiveness

Targeting Small & Medium
Sized Enterprises

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Focus Area 1

Main Activities - 2011

- Review Canada-Mexico Pulse Case Study
- Meet with DFAIT, Commodity/Producer Groups
- Investigate suitable Canadian commodity/product for LAC market
- Sensitization of selected commodity chain to System of Innovation
- Scope LAC for niche agricultural inputs suited for export to Canada



Improving Agriculture's contribution

FOOD SECURITY

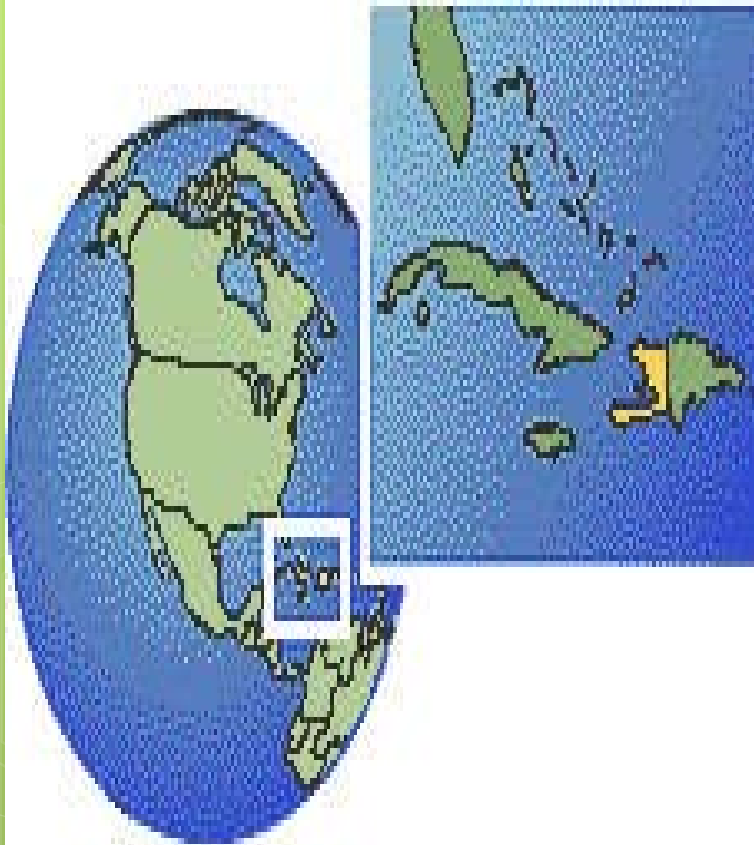
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Focus Area 2

Main Activities - 2011

- Meet with key development agencies
- Finalization of organizational procedures for Food Security Project (Haiti)
- Prepare guide for project proposals (Can)
- Identify suitable Canadian partner in Value Chain Management (VCM)
- Scope LAC commodities for VCM intervention

- Technical Assistance



Responding to LAC Needs

Horizontal Co-operation

Focus Area 3

Main Activities - 2011

- Establish SOPs for handling requests
- Collate list of Canadian expertise, facilities, projects in T/C areas
- Match requests
- Promote technical assistance programme to industry and academia in Canada

- Technical Collaborations



**Mutually
beneficial**

Horizontal
co-operation

Focus Area 4

Main Activities - 2011

- Administer Internship Program
- Review & document impact of past technical collaborations
- Establish Special Research Collaboration project
- Promote T/C prospects in agriculture and agri-food

KEEPING YOU INFORMED!

- Accountability Seminar
- Quarterly Stakeholder Meetings
- One-on-one Meetings (Ambassadors, Pvt. & public sector leaders)
- Bi-annual consultations
- Quarterly Electronic Newsletters
- Website
- Participation in Technical Meetings



MONITORING AND EVALUATION

Monthly Reports
Quarterly Progress Report
Annual Report
Evaluation of office

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- Agriculture and Agri-Food Canada
- Department of Foreign Affairs and International Trade
- Canadian International Development Agency
- Trade Facilitation Office of Canada
- University of Guelph
- International Development Research Centre (IDRC)
- North American Plant Protection Organization (NAPPO)
- Canadian Food Inspection Agency (CFIA)

Quebec

- Développement International Desjardins Inc. (DID)
- Financière agricole du Québec Développement international (FADQDI)
- University of Laval
- McGill University
- L'Union des producteurs agricoles (UPA)
- OXFAM Quebec

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- Alberta Association of Colleges and Technical Institutes (AACTI)
- Agriculture and Food Council of Alberta
- University of Alberta
- Mount Royal University Centre for Research & Innovation, Grand Prairie Regional College
- Olds College School of Innovation
- NorQuest College
- Lakeland College
- Environmental Services of Associations Alberta

Saskatchewan

- AgWest Bio & Genome Prairie
- National Research Council/Plant Biotechnology Institute

Manitoba

- Pulse Canada
- Manitoba Pulse Growers
- Canadian Consulting Agrologists Association
- Manitoba Chambers of Commerce



THANK YOU !!

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