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Harnessing Your Ideas Workshop Process

Tapping Collective Insights
Traversing Common Interests



Trace R&D 2009 – Winnipeg, Manitoba

SPARKS to Frame Your Thinking

Intellectual Cross Pollination • Synergy
Connectivity • Best Practices
Big Picture • Creativity & Innovation
Idea Exchange • Needs-Driven
Leverage Diversity • Integrity
Distinct & Better • Springboard
Collaboration • Informed
SOLUTION ORIENTATED



Information Streams

1. Trace R & D 2009 Conference
2. Pre-Workshop Survey
3. **Strategic Workshop**
→ **Dialogue, Participant Workbook**
4. Post-Workshop
→ Communication, Stakeholder Involvement

Best Thinking Forward



“Survey Says”

Sewing the Seeds for Fertile Discussion

- Cast a broad net, captured excellent input!
- Verified or enhanced foundation work
- Diversity of thought and stakeholder interests, provocative comments, challenged assumptions, sage advice
- “Mmmmmmmmm”



Emerging Themes

- Think global
Harmonized realistic standards and technologies, politics, integration across borders, public good
- Recognize dynamics, complexity
Interplay between environment, social, economic
- Connectivity & interoperability - critical
Technologies and infrastructure, security, integrity
- “No one size fits all model”
Size, scale, sector, standards, essential needs, practical, accurate, comprehensive, National/
Provincial requirements, regulations, policy



Emerging Themes, con't...

- Address “bottom up and top down”
Drivers, demands, challenges
- ROI
“Traceability systems provide tools to improve business management”...

“Traceability is a tool to identify quality and consistency within commodities. Traceability will create accountability within the production chain.”

“The cost involved may be less than you think, but the benefits all round could have positive effects on agriculture products and your competitiveness.”



Emerging Themes, con't...

- *“Who ultimately pays?”*
Who bears the cost? Reaps the benefits?
Cost-share across the value (supply) chain
- *“Patchwork of buyer requirements”*
Consumer interest and perceptions, loyalty,
demand, confidence, willingness to pay, education
- Leverage learning
Apply learning from other jurisdictions, knowledge
transfer – imperative, benchmark others including
other sectors



Bringing It Home

- Stakeholder Involvement:
“All stakeholders need to better understand full potential/benefits”
Communication, dialogue, active participation, buy-in, needs-driven
- Planning, people, leadership, change
→ Sustainable Results
“Technology that works in Canada, all the time”



Perspectives on Traceability R & D Panel Discussion

TASK

- At your table share your impressions, come up with a question for the panel

- BREAK -



CRITICAL ISSUES

What critical issues must be addressed to advance Trace R & D in the next 5 years?

- Implications
- Impact if addressed



Critical Issues – Room's Eye View

1. Insert over lunch
2. Xx
3. Xx
4. Xx
5. xx



A Compelling Vision

As Seen by Your “Customers”

Seeking a shared understanding of the future → Meaningful, inspirational

- Feedback on DRAFT vision statement
- Strategic Outcomes – Specific results expected in the 6 elements of R & D

“Where there is no vision, everything defaults to politics”



A Compelling Vision

Canadian Traceability R & D / Strategy

- Strategic Outcomes
- Guiding Principles
- Framing Success

→ What will Trace R & D look like in 2015 if we do it right?



Traceability R & D Apex

- Positioning
What will make us stand out in the eyes of our customers, stakeholders, markets?
 - Success Factors
 - Collaborative Work
 - Buy-in and Stay-in
- Channel investment of resources, effort and collaborative work across various fields of work



Moving Forward

Next Steps

1. Merge information streams → Best thinking captured in Strategy document
2. Best practices employed in process for completing and implementing a coordinated Strategy
3. Solidify critical issues, shared vision - strategic outcomes, guiding principles, positioning
4. Work on outcome measures of success, core strategies, priority actions
5. The Industry-Government Advisory Committee (IGAC) to spearhead a *Traceability R & D Core Strategy Development Leadership Team* tasked with drafting a five-year Canadian Traceability R & D Strategy document and driving its dissemination. Completion of the DRAFT Strategy document is anticipated October 31, 2009.



Next Steps, con't...

- A Plan for monitoring and reporting on progress towards the vision and Strategy revitalization will accompany the roll out of the Canadian Traceability R & D Strategy document.
6. Stakeholder involvement → *Core Strategy Development Leadership Team* to solicit input and feedback in building the DRAFT Strategy
 7. Networking and information exchange to support collaboration - *“Ensure that interested stakeholders are frequently updated/consulted on the process/challenges and success as traceability is advanced in Canada.”*
 8. Ideal: Shared accountability, responsibility for success
- “ We all have a vested interest in making it work efficiently.”



Moving Forward

- Recap the Day
- Final Words
- **Submit Workbooks to Table Facilitators**
Sole record of individual and group input

Look to the Trace R & D 2009 website:

- Selections from Workshop presentations as approved by speakers, will be posted on the Trace R & D 2009 website
- Survey and Workshop summary

Sincere Thanks for Your Active Participation!

