

PEIFA Update

CHARLOTTETOWN, PEI

NOVEMBER 1, 2013

Background

- ▶ PEIFA formed in 1941
- ▶ Represents individual farm members
- ▶ Commodity Organizations also members
 - ▶ New additions for 2013
 - ▶ PEI Strawberry Growers Association
 - ▶ PEI Beekeepers Association
- ▶ PEIFA membership on farm level represents 90% of the production on PEI
- ▶ First and foremost an industry association with a focus on policy development and lobbying
- ▶ Represent Island farmers on many provincial, regional and national committees
- ▶ Members of the Canadian Federation of Agriculture and Atlantic Federations of Agriculture

Member Services

- ▶ Very strong Member Benefits portfolio
 - ▶ Save members \$\$ Thousands by leveraging
- ▶ Farmer Assistance Program
- ▶ Health and Dental Program for members, family and farm employees
- ▶ Strong History of Program Delivery
 - ▶ Advance Payments Program
 - ▶ Environmental Farm Plan Program
 - ▶ Farm Safety Program

Environmental Initiatives

- ▶ Sprayer Calibration Program
 - ▶ Very strong support for program among stakeholders
 - ▶ Financial support needed from all players for program to continue
- ▶ 4R MOU
 - ▶ Partners Include CFI, PEI Potato Board, Kensington North Watershed, Departments of Agriculture and Environment
- ▶ Nitrate Project with Kensington North Watersheds Association
 - ▶ Agrologist on the ground with farmers
- ▶ Action Committee on Sustainable Land Management
 - ▶ Active participation

Local Attitudes

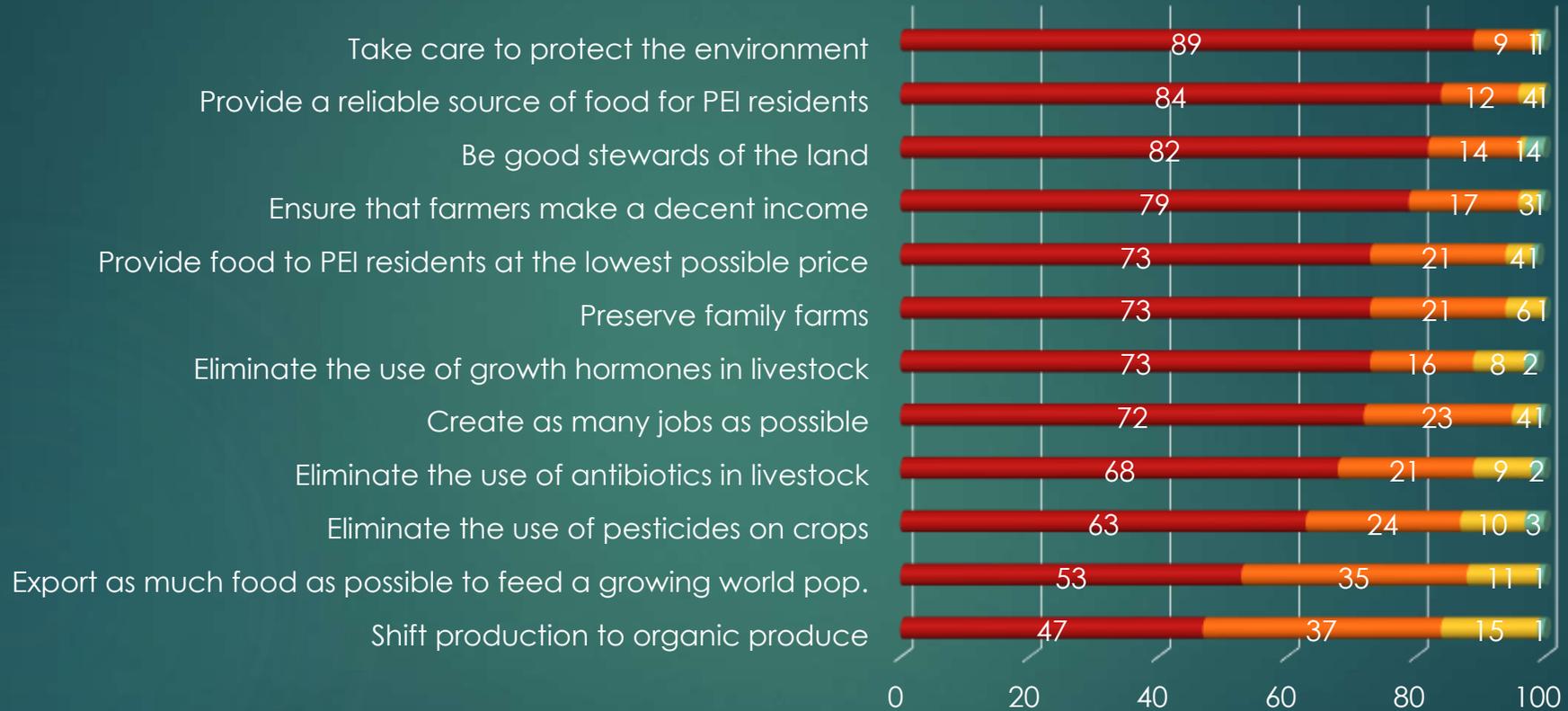
- ▶ November, 2011 completion of PEI Ag Investigation Report
 - ▶ Health care, economy and environment top three concerns for Islanders
 - ▶ Agriculture is a broadly favorably viewed industry in PEI
 - ▶ Farmers are trusted
 - ▶ Contribution to the economy main reason for positive view
 - ▶ Environment is an issue that continues to negatively impact Islanders attitude of agriculture

Challenges

- **Fish Kills**
- **Nitrates**
- **Soil Erosion**

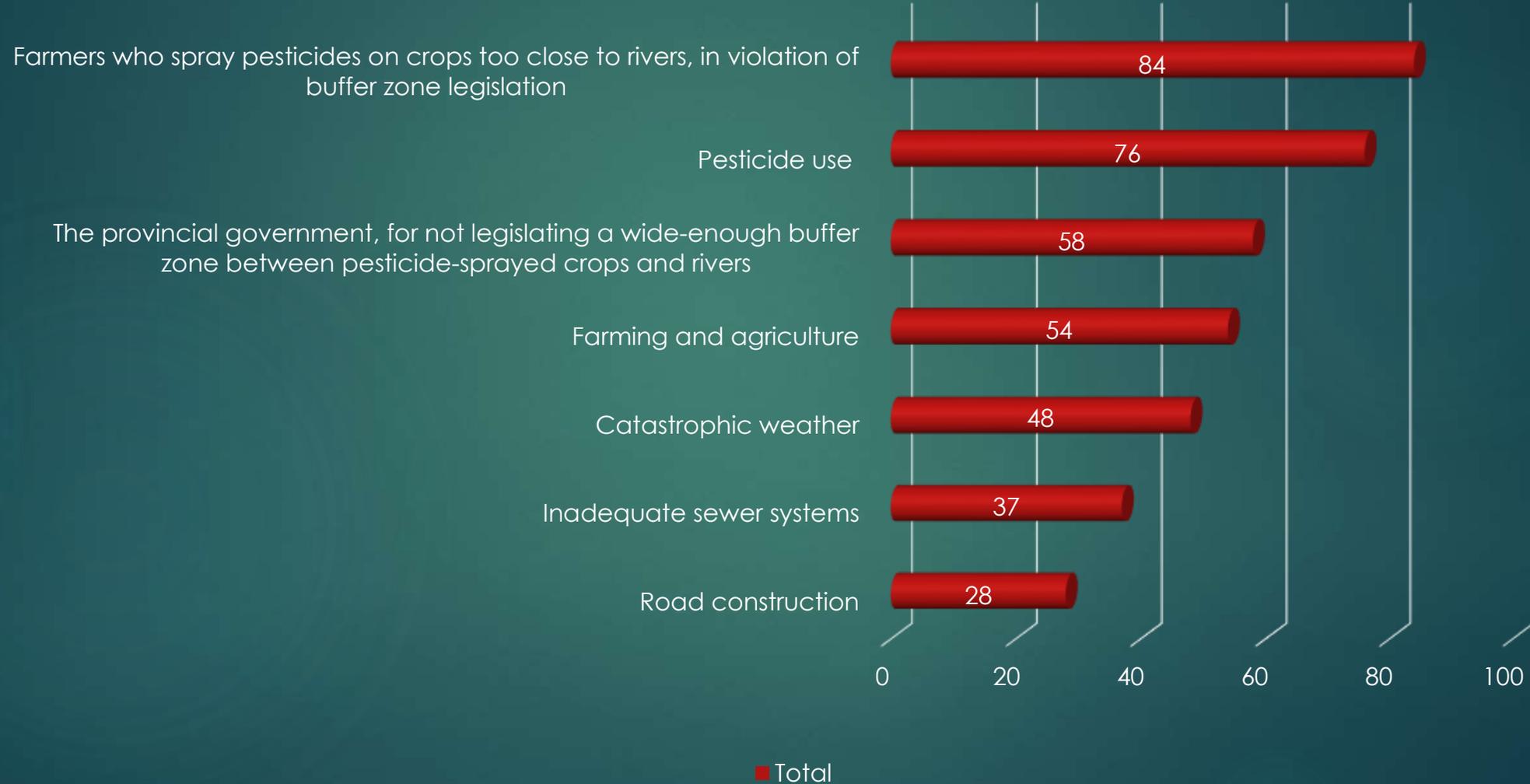


Please tell us how important the following objectives should be for PEI farmers using a scale of 1-9 with 1 being not important at all and 9 being very important



■ Very important
 ■ Somewhat important
 ■ Not at all important
 ■ Don't know

Please tell us whether each is a cause of fish kills on PEI.



- There is a clear imperative for the industry to address the environmental question
- Concerns about the environmental impact of farming far outstrip concern about any negative economic effects currently occurring to the agriculture industry
- Those environmental concerns are driving demand for increased regulation of farming practices
- There is very broad awareness among the population of fish kills, and there is a consensus that pesticide use by farmers is a primary culprit
- As a result, there is strong desire for the elimination of pesticides among those who are looking to regulate farming
- The environment, and particularly the impact on fresh water and fish of farm pesticide use, represents a huge vulnerability.
 - If the industry doesn't get out ahead of this, it will surely result in government imposed regulations
- Media coverage is extensive

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August 1, 2013

Fish kills and pesticides next to playgrounds

2 Comments

Two fish kills on PEI in the past few days and the following story from my friend Roger (who is a retired dean of science at UPEI and lives a few streets over), leaves me feeling completely demoralized thinking of how I live in a place that this happens.

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Addressing the Issues

- ▶ Small province fosters collaboration
 - ▶ Federation, CFI, Croplife, Watershed groups, Government have wonderful working relationships
- ▶ Initiatives mentioned earlier address key issues
- ▶ Industry is ready to address issues head on
- ▶ Communications are being ramped up

Possible actions

- ▶ Continue with the attitude that we ALL have a role to play
- ▶ Manufacturers, retailers and reps must have sound understanding of the environmental issues in the province
- ▶ Farmers need advice from all that is clear, precise, specific and, most importantly, operational on farm.
- ▶ Industry needs to continue to invest in research for better, safer products
- ▶ Communications assistance is **extremely important and valuable**