Parliament Hill Day & Policy Conference

The 5th Annual Parliament Hill Day & Policy Conference took place October 25th and 26th, 2016, bringing together members from across the organic industry and parliamentarians to discuss organics in Canada and share organic policy asks.

2016 Highlights

- Tweets over the two day event earned over 6,000 impressions
- 9 Members of Parliament participated in the Policy Conference
- Welcome Letter from the Minister of Agriculture & Agri-Foods

Organizers

Parliament Day & Policy Conference is organized by the Canada Organic Trade Association.

Sponsors

Champion Sponsors

**FFM**

Leader Sponsor

**Fruit d'Or Organic**

Support Sponsors

Yorkshire Valley Farms  The Big Carrot  Left Coast Naturals
Organic food and beverage sponsors:

Beretta  Beau’s  Mil St. Brewery  Summerhill Winery

DOM Organics  Nature’s Path  Made Good  L’Acadie Vineyards

Social Media

#COTAHillDay was employed once again to build engagement, as well as to increase awareness and visibility for the event. The hashtag was picked up and use by participant and MPs alike, sharing live updates, photos and comments.
Canadian Vintners @CVAwine · Oct 25
A wonderful reception on Parliament Hill highlighting organics in Canada (incl. organic #Cdnwine) w/ MP @PatriceFinnigan @CanadaOrganic
You, MP Pat Finnigan, Summerhill Winery and 2 others

The Big Carrot @the_bigcarrot · Oct 26
We are so proud to be part of @CanadaOrganic #cotahillday #organic

Jill Guerra @_jillguerra · Oct 26
Marie-Eve @CanadaOrganic: #organic sector data needed to support sector & encourage sustainable & resilient ag systems 🌈 #COTAHiIlDay
Greetings to everyone attending COTA’s Parliament Day from the Minister of Agriculture and Agri-Food! @L_MacAulay @AAFC_Canada #COTAhillDay

Message from the Minister

On behalf of the Government of Canada, greetings to everyone attending the Canada Organic Trade Association’s Parliament Day. Your organization does a great job promoting and pioneering Canada’s organic sector. Thanks in many ways to your advocacy and dedicated members, Canada’s high-quality organic products are among the most recognized in the world.

One of my top priorities is to promote and support a sector that delivers high-quality food grown in sustainable ways.

The federal government is investing in your industry in a number of ways. The Organic Science Cluster under Growing Forward 2 is helping Canadian organic farmers become more competitive and profitable. I was pleased to announce a federal-provincial investment in organic research at the University of Manitoba during the National Organic Week in September. The Government is also making investments under Growing Forward 2’s AgMarkNet Program to help the sector capture opportunities in priority export markets and support organic standards.

The future is bright for the organic sector, which is now a $6 billion global market. To help you compete in the global market, the government is working to develop a new policy framework for agriculture, which will come into effect in 2018. I’d like to thank you for your participation in the ongoing consultations. Your input will help governments develop the policies and programming that will support agriculture’s success in the future. I also want to recognize your great work on the Organic Value Chain Roundtable, which is helping to advance organic sector priorities.

Thank you for all that you do, and welcome to Ottawa!

Minister of Agriculture and Agri-Food
COG @CanadianOrganic · Oct 26
Thanks to @CanadaOrganic Trade Association for hosting a fantastic Organic Policy Conference and reception on Parliament Hill!

Stuart McMillan @StuartMcMilla15 · Oct 26
What a fantastic trade policy conference and opportunity to meet parliamentarians organized by @CanadaOrganic Trade Association.

Byron Hamm @HammByron · Oct 27
Proud to be part of such an important movement and to be working with incredible people to grow #Organic. #COTAHillday was a great success

Canada Organic Trade @CanadaOrganic
#Organic industry members at yesterday's #COTAHillDay Policy Conference