

**From:** [REDACTED]  
**Sent:** Thursday, September 27, 2018 4:48 PM  
**To:** Engages-Mobilisation (WD/DEO) <wd.engages-mobilisation.deo@canada.ca>  
**Subject:** Western Canada Growth Strategy

Hello,

Here are the answers to questions to growth Western Canada:

1. What does a stronger western Canadian economy look like 10 years from now?

Diversification of our economy with sustainable and clean tech energy and agriculture.

2. What are the best ways to spur new growth in western Canada?

The Agri-Food supply chain is ripe for data transparency and product traceability from the field to the end consumer. As an example Alberta exports \$4.96B annually in primary farm commodities, all of which has the potential to be converted into value added products for export or local consumption at a mark up of more than 600% (typically the farm get \$.15 for every dollar spent at the grocery store), representing a \$24.8B growth opportunity for just Alberta alone. Creation of a new value-added Sustainability Certification program will differentiate locally produced commodities and establish the ability to convert basic raw primary commodities into value-added goods. As an example, Organic Certification has increased the value of raw commodities by more than 100%, simply by certifying specific production standards. Traceability certification requires additional infrastructure for storage, elevation and processing to ensure supply chain integrity. In doing so, Western Canada has the potential to create thousands of jobs and make significant economic development contributions.

Thank you,

[REDACTED]

[REDACTED]

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