

# Northern Directions Directions Nord

## Presentation Session: Rural Revenue Generation

### DATE:

Friday, November 18th, 2022

### TIME:

9:00–10:30 AM

### FORMAT:

Four 15-minute oral presentations followed by a 30-minute discussion

### SESSION DESCRIPTION:

This session presents different research, case studies, and stories on rural revenue generation in Northern Ontario or other rural, remote, northern, and island communities. It touches on themes such as rural economic development, sustainable rural development, innovative rural business models, lasting rural income generation, and others. It also provides participants with the opportunity to join the discussion, give their input, and share their knowledge, best practices, or stories with the other participants.



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# Presentations :

## Presentation 1

Time: 9:00–9:15 AM

Title: Shaping Regional Agriculture and Sustainability through Canadian Technology

Authors: McKenzie Huneke (University of Waterloo), Tara Vinodrai (University of Toronto), and Heather Hall (University of Waterloo)

Abstract: As advanced technologies reshape the agri-food sector, Canadian ag-tech producers offer promising solutions for growers to enhance efficiency, reduce costs, and address the challenge of sustainably increasing food production. However, little academic and policy research examines the leading-edge technologies that Canadian firms design for agriculture, how these solutions enable specific business advantages and sustainability benefits, or their geographic links with rural and remote farming contexts. This research project explores the landscape of Canadian ag-tech producers, including the scale and types of technologies enabling agricultural solutions, their target use cases on farms, and intended business and sustainability benefits for growers. It also investigates the relationships between ag-tech firms' structure, management team gender diversity, and spatial context of technology production and use. We assembled a unique dataset of 202 firms based on Crunchbase, supplemented by analysis of ag-tech producer websites. Our findings identify the characteristics of firms likely to offer significant potential for business and sustainability impact in Canadian agriculture. This research can inform rural policymakers by enhancing understanding of how technology producers, regional governments, industry associations, and intermediaries can facilitate user-producer alignment to drive enhanced sustainability in agriculture.



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