

# IN THE NEWS

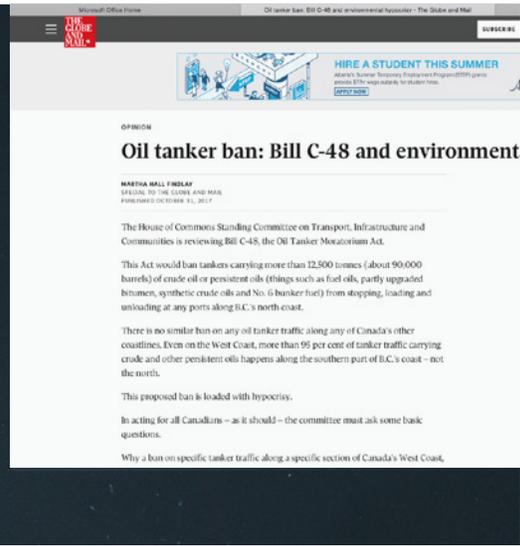
- IN THE NEWS
- COMMENTARY
- MEDIA SNAPSHOT

CANADA WEST FOUNDATION MEDIA REPORT ➤ OCTOBER 1 TO DECEMBER 31, 2017

**OP-EDS**  
Q4 2017

**21**  
total

**360K**  
readership

screen shots: edmontonjournal.com, theglobedaily.com, transparency.org

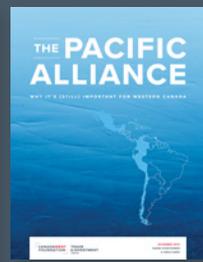
**RESEARCH REPORT Releases**

**Western's Canada's Trade Agenda:** TPP11 and beyond

**The Pacific Alliance:** Why it's (still) important for western Canada

**Sprouted:** The plant ingredient opportunity taking root on the Prairies

*Submission to the Standing Committee on Transport, Infrastructure and Communities regarding Bill C-48, the Oil Tanker Moratorium Act*


**NEW TRANSPARENCY REPORT: CANADIAN THINK TANKS LAGGING BEHIND**

December 8, 2017

Which Canadian think tanks are transparent about who funds them? Which lag behind their peers in Canada? And how do Canada's think tanks compare to those in other countries, where it comes to funding transparency?

Transparency is a widely-relevant topic. **Think Tank Transparency in Canada: Laggards behind the US and UK** reveals which Canadian policy institutions are transparent and which are not. In particular, it identifies five highly opaque think tanks that between them have enough to influence the policy-making process in Canada through at least one appearance in front of parliamentary committees, and collectively generated nearly 60,000 media mentions.

Overall, despite significant gains in transparency over the past year, Canadian think tanks still lag behind their peers in the United States and United Kingdom in terms of their funding disclosures.

POLICY GROUP	SCORE	COMMENT
Centre for International Governance Innovation	★★★★★	HIGHLY TRANSPARENT
Desmog Canada	★★★★★	HIGHLY TRANSPARENT
International Institute for Sustainable Development	★★★★★	HIGHLY TRANSPARENT
Publics What You Pay - Canada	★★★★★	HIGHLY TRANSPARENT
Asia Pacific Foundation of Canada	★★★★	BROADLY TRANSPARENT
Canada West Foundation	★★★★	BROADLY TRANSPARENT
Transparency International Canada*	★★★★	BROADLY TRANSPARENT
Canadian Centre for Policy Alternatives*	★★★	BROADLY TRANSPARENT
C.D. Howe Institute	★★★	BROADLY TRANSPARENT
Public Policy Forum	★★★	BROADLY TRANSPARENT
Fraser Institute	★★	BROADLY TRANSPARENT
Conference Board of Canada	★★	BROADLY TRANSPARENT
Manitoba Economic Institute	★	HIGHLY OPAQUE
Pembina Institute	★	HIGHLY OPAQUE

Note: Within rating levels, organizations are listed in alphabetical order.

\* TI Canada has a 5-star disclosure format, but more than 15% of its funding comes from an anonymous source.

\*\* The Canadian Centre for Policy Alternatives has committed to disclosing its funding to a 4-star standard by August 2019 at latest.

Problems: Transparency reports have been assessed **only by the media**. Numerous think tanks and transparency organizations have **not** released our work. Full research information on think tanks, transparency and lobbying, including more case studies, is available in our **four essential publications**.

*“The Canada West Foundation’s independence to do our research with “no strings attached” is, quite simply, non-negotiable... We do in-depth, evidence-based research and analysis and we work hard to be good at what we do. This gives us credibility. With credibility, we have impact.”*

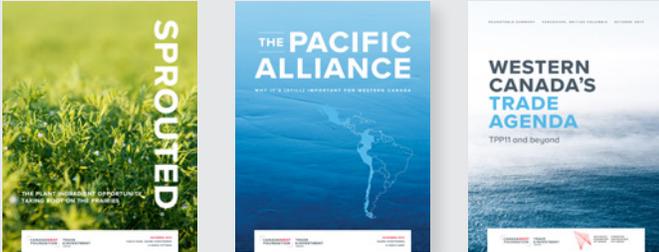
— “The value of independence and transparency in Canadian think tanks,” *cwf.ca*, December 19, 2017

**MEDIA MENTIONS**  
*online & print*

**325**  
total

**6.2M**  
readership

# IN THE NEWS



Transparency is essential for think tanks. At the Canada West Foundation, we are proud to acknowledge our supporters, and believe that in doing so, we reaffirm our commitment to independence in our research. As 2017 drew to a close, Transparify, a group that promotes think tank transparency, released a survey of 14 Canadian think tanks. We were pleased, and certainly not surprised, that the Canada West Foundation was one of only six rated as “transparent.” The results of the survey were released nationally; policy analyst Sarah Pittman wrote a blog on the value of transparency in think tanks, and the Foundation’s commitment to independent research.

Plant ingredients on the Prairies, a proposed oil tanker ban on the West Coast and a new podcast project are some of the many other highlights of our fourth quarter visibility.

On the research front, we published *Sprouted: The plant ingredient industry taking root on the Prairies*, by Carlo Dade, Naomi Christensen and Sarah Pittman. The report went to stakeholders and decision-makers across the West and Canada, along with a video, a podcast, an op-ed published in western regional newspapers and a blog. As demand for protein, including plant-based protein, and other plant-based ingredients, skyrockets, the Prairie provinces have the kind of opportunity that doesn’t come along often. The report recommends concrete steps that Ottawa, the provinces and industry can take so the Prairies can dominate the non-soy plant ingredient industry. Meanwhile, our work on the Pacific Alliance shed light on a little known trade agreement that holds a great deal of potential for Canada, the western provinces and our market diversification agenda. Carlo and Naomi’s report: *The Pacific Alliance: Why it’s (still) important for the West*, updated our 2014 work on the trade opportunity, which has taken on new urgency since Canada became an associate member in June 2017. The authors’ op-ed on the report was published in *Policy Options*.

Trade continued to dominate headlines through the end of 2017. In November, news on the Trans-Pacific Partnership lurched from optimism to confusion to dismay in a contentious round of talks in Vietnam. The Foundation’s research – which laid out economic modelling for why Canada stands to benefit from a TPP

even without the U.S. – was drawn on numerous times in the heated national and international debate that ensued. Among the interviews Carlo fielded, he also wrote an in depth op-ed for *Policy Options* describing the cost to Canada’s trading reputation. In October, we published an outlook on the way forward for Canada on trade – a piece that stemmed from a roundtable discussion held in Vancouver earlier in the year. With Canada’s progressive trade agenda under scrutiny, Martha Hall Findlay spoke to CBC’s national current affairs program, *The Current*, with some perspective on a better way to achieve those goals outside of trade talks. And as the latest round of NAFTA talks forge ahead in 2018 under an undeniably gloomy cloud, our analysis of potential impacts on western trade continues to generate media attention. Naomi wrote an analysis on what the end of NAFTA could mean for jobs in western Canada that was published in *Maclean’s*. Carlo did several interviews, including with Vancouver’s *Jill Bennett Show*, *iPolitics* and *CBC Saskatchewan*.

In October, we launched our new podcast, *What the West?*, a policy and current affairs show hosted by a rotating crew of Foundation policy analysts. The podcast lets us bring in interesting, smart guests and dive deep into some of the big issues like carbon pricing, the future of Confederation and President Trump’s impact on trade. In the fourth quarter, we published 21 op-eds, including Nick Martin’s look at why Alberta’s first renewable energy auction was a success, and had multiple speaking engagements, such as Janet Lane’s discussion on competencies to a Resource YYC audience. Martha wrote an op-ed on the environmental hypocrisy of Bill C-48, a potential tanker ban on the West Coast. Also on Bill C-48, Naomi made a submission to the federal committee that is examining the act and laid out the Foundation’s concerns. Both the op-ed and submission were widely circulated. Meanwhile, our blog was a hive of activity, including analysis on softwood lumber, Manitoba’s climate plan and the lessons the canola industry holds for a new agriculture industry.

Finally, we were delighted to welcome longtime board member Oryssia Lennie as our new board Chair. Lennie, former deputy minister for Western Economic Diversification Canada, succeeded Geoff Plant, Chair from 2014 to 2017.

# COMMENTARY

*Highlighted Opinion Articles in Major Newspapers*



## PRAIRIES CAN TAKE THE LEAD IN PROCESSING PLANT INGREDIENTS

*By Sarah Pittman and Naomi Christensen  
Edmonton Journal  
December 12, 2017*

A major opportunity – the kind rarely seen in the agriculture industry – is sprouting up on the Prairies: plant ingredient processing.

Global demand for plant ingredients is escalating. International firms have assessed the Canadian Prairies as the perfect place to meet this appetite and are already beginning to invest hundreds of millions of dollars here. Getting in on the ground floor will position Western Canada to dominate the global plant ingredient industry. It is an opportunity we would be foolish not to build on.

If the Prairie provinces want to truly capitalize on this opportunity, they need to work together. Each province could independently create a small plant ingredient industry, but a pan-Prairie industry would be a major global player.

North American and European consumers are looking for green and sustainable sources of protein and emerging markets are increasingly more able to afford protein.



## REDUCE OUR GREENHOUSE GASES, BUT SELL OUR ENERGY TOO

*By Nick Martin  
Edmonton Journal and the Province  
November 11, 2017*

The National Energy Board (NEB) released its updated long-term energy outlook recently with a pretty stunning conclusion — fossil fuel consumption in Canada will peak in the next two years. Yet at the same time, the NEB projects Canadian oil production will continue to increase through 2040.

These forecasts may seem counterintuitive, but in reality, they show us exactly how Canada's energy and climate policy should work.

Combusting oil for things we do every day like driving cars and heating homes produces greenhouse gases. On the other hand, pulling it out of the ground and selling it to the world that consumes it brings big economic benefits. Canada's domestic climate policies should be expected to reduce our own demand for the very same resources we are developing.

Yet, the rest of the world's energy demand is going up, and our energy policies should be expected to allow Canada to reap the economic benefits of our natural resources while there is a global appetite for them.



## OIL TANKER BAN: BILL C-48 & ENVIRONMENTAL HYPOCRISY

*By Martha Hall Findlay  
Globe and Mail  
November 1, 2017*

The House of Commons Standing Committee on Transport, Infrastructure and Communities is reviewing Bill C-48, the Oil Tanker Moratorium Act.

This Act would ban tankers carrying more than 12,500 tonnes (about 90,000 barrels) of crude oil or persistent oils (things such as fuel oils, partly upgraded bitumen, synthetic crude oils and No. 6 bunker fuel) from stopping, loading and unloading at any ports along B.C.'s north coast.

There is no similar ban on any oil tanker traffic along any of Canada's other coastlines. Even on the West Coast, more than 95 per cent of tanker traffic carrying crude and other persistent oils happens along the southern part of B.C.'s coast – not the north.

This proposed ban is loaded with hypocrisy.

In acting for all Canadians – as it should – the committee must ask some basic questions.



# MEDIA SNAPSHOT

## Highlighted Articles



### 'CHEESE NINJAS' TO THE RESCUE: WHY CANADA'S SUPPLY MANAGEMENT SYSTEM NEEDS REFORM

*The Financial Post*  
Jesse Snyder  
December 20, 2017

Joe Makowecki may buy cheese by the truck-load, but that doesn't mean it's easy to find.

Cheese is so scarce that the chief executive of Edmonton-based perogy maker Heritage Frozen Foods Ltd. has to secure cheese supplies through third-party brokers — often called “cheese ninjas” by Heritage employees for their ability to search through the back channels of certified sellers.

“We have guys that we know and we trust,” said Makowecki, whose company produces some three million perogies every day.

Scrounging for cheese is part of doing business in Canada's supply-managed dairy system for food manufacturers such as Heritage.

...

Currently, would-be dairy farmers need to buy a certain minimum quota before they can enter the market — a prohibitively steep up-front cost.

*“Here are people that want to grow their business, they want to expand, they want to compete internationally, and they can't because domestically the intimidation is too great,” Hall Findlay said.*



### ALBERTA EXPORTERS HOPE NAFTA CAN BE SAVED BUT PONDER LIFE WITHOUT IT

*CBC News*  
Tony Seskus  
December 15, 2017

As trade officials gather in Washington in search of easy wins amid difficult NAFTA talks, Alberta exporters are sharpening their focus on what happens should the United States drop out of the pact.

Trade officials are meeting in the U.S. capital for stripped-down discussions through Dec. 15 on some of the deal's less volatile trade issues.

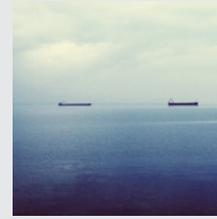
But amid hope of pre-Christmas progress, there is rising speculation President Donald Trump plans to withdraw the U.S. from NAFTA, with leading investment bank Goldman Sachs the latest to suggest such an outcome is likely.

Now some industry officials believe it's prudent to begin planning for what the future looks like without the 23-year-old trade deal.

...

Exactly how a U.S. withdrawal would impact these industries is an open question, but observers say one thing seems clear: trade won't get cheaper.

*“Our trade with the U.S. is not going to stop. It will, however, get more expensive,” wrote Naomi Christensen, a senior policy analyst with the Canada West Foundation, in a recent analysis.*



### REDESIGNED TPP DEAL GOES TO 11

*Reuters*  
November 15, 2017

A new Trans-Pacific Partnership (TPP) is a big deal, even without the US. Losing the world's biggest economy seriously reduces the overall impact of the trade pact, which US President Donald Trump jettisoned at the start of his presidency. For Japan, Australia, Canada and others, however, it is valuable anyway, and over time the framework could expand.

...

*Who are the biggest winners? Uncle Sam's closest neighbours. A separate study by the Canada West Foundation, a think tank in Calgary, suggests compared to the original deal, the biggest beneficiaries would be the four signatories in the Americas. This quartet keeps its existing access to US markets and makes inroads across the Pacific, without having to share these benefits with US companies.*

