

# CANZA

Canadian Alliance for Net-Zero Agri-food

A Solution Space by **Generate Canada**

## Collaborative Action for Canada's Agricultural Future

Impact Report 2025



Founded in 2023, CANZA brings together Canadian farmers, industry partners, researchers and organizations committed to accelerate climate action in agriculture. CANZA's ambition is simple but bold: work with the agri-food sector to advance solutions across the system to strengthen outcomes for the land we all depend on.

# Turning a Shared Belief into a National Opportunity

CANZA grew out of a shared commitment to support and amplify sustainability leadership already happening across Canadian agriculture, and to work together towards even greater impact. What began as an idea has grown into a national alliance connecting farmers, industry partners, researchers, and government to create real, measurable change. Today, CANZA is turning ambition into action, ensuring progress takes root on the land we all depend on.



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## Message from David Hughes

CANZA is a Solution Space created by Generate Canada and a small group of founding partners who shared the belief that Canada could be a global leader in regenerative agriculture—and that doing so would require significant innovation and investment to catalyze shifts in our agri-food system. Since its launch in October 2023 CANZA has grown both in terms of size and ambition, with farmers and a diverse range of leading actors across Canada's food supply chain signing on to be part of our new Million Acre Challenge.

As with our other Solution Spaces, CANZA is guided by an overriding ambition to foster a *'strong and inclusive economy that thrives within nature's limits.'* We know that good intentions and thoughtful efforts to ensure better stewardship of the environment are necessary, but not sufficient. Getting the economics of this right will be key to our success.

Striking the right balance—and creating enduring solutions to complex challenges—cannot be achieved by any one group, sector, or industry alone. For this reason we are focused on ensuring that farmers, industry partners, researchers, and policymakers from all levels of government are actively engaged and supported by our outstanding secretariat and group of partners.

CANZA has achieved a great deal in a short period of time, establishing strong momentum for the work ahead. The opportunity is significant, and a collaborative foundation is now in place—one that can help Canada advance shared goals while supporting the long-term prosperity of both people and the land they depend on.

**David Hughes,**  
President & CEO, Generate Canada



## Message from Nick Betts

This period marked a meaningful step forward for CANZA and for the partners who make this work possible. Canada's agri-food sector has a longstanding history of leadership in innovation and stewardship, a foundation that continues to shape progress today.

What has changed, and what has created this moment of opportunity, is the recognition that rising climate pressures and shifting market expectations require deeper coordination, shared evidence, and practical solutions that can scale. CANZA was created to support this work, not by replacing the collaborations already underway, but strengthening what already exists across the sector and advancing the competitive and productive future of the agricultural system for everyone.

The momentum emerging from this collaboration is significant. Farmers, food and beverage processors, retailers, researchers, organizations, and government are working together in ways that reflect both the urgency of the challenges ahead and a shared responsibility to the land that sustains communities across the country. Early pilots are generating the evidence needed to test CANZA's core hypothesis: that climate-smart agriculture can improve productivity, reduce risk, and contribute to long-term resilience. Advisory networks are shaping strategic direction. And partners are aligning around outcomes that strengthen both environmental and economic resilience.

As CANZA moves into its next chapter, the focus turns to scale—scaling solutions, scaling partnerships, and scaling the environmental outcomes that matter most to farmers, communities, and the wider agri-food system. The groundwork is in place, the momentum is real, and the opportunity is significant.

The commitment remains steady: to bring people together, to support informed decision-making, and to help ensure that the land—and everyone who depends on it—can thrive for generations to come.

**Nick Betts,**  
Executive Director, CANZA



# Turning Ambition into Action

## The Case for Collective Action

Canada's agri-food sector has a long history of innovation and stewardship. Today, rising climate pressures and shifting market expectations are intensifying the need for greater coordination and shared strategic opportunity. What's needed now is clear: work together, test solutions at scale, and ensure every part of the sector can benefit.

CANZA exists to unite Canada's agri-food sector and accelerate shared evidence, coordinated partnerships, and investment that advance climate-smart solutions at the scale of today's challenges and demands.

## The Scale CANZA is Working to Influence



**150 million acres**

**Agricultural land stewarded by Canadian farmers**

This is the land base where climate-smart practices can restore soil health, build resilience, and store carbon.



**180,000 farms**

**Farmers at the forefront of climate-smart innovation**

Canada's diverse farms harness practical, risk-reducing approaches that strengthen productivity.



**\$140 billion**

**A sector with enormous economic weight and untapped potential**

Investing in soil health and climate-smart practices strengthens agriculture's future competitiveness.

# Key Highlights



## Building the Evidence

These early projects generate verifiable impact data that will form the evidence base for developing an effective environmental outcomes marketplace.

### Piloting Success on Saskatchewan & Manitoba Farms

- 5,257 acres across 2 operations
- 50% fewer soil samples required for reliable soil carbon measurement
- \$24,000 total saved in soil analysis costs

### Innovation in Soil Carbon Measurement

- 14,838 acres enrolled across 3 soil zones
- 100% baseline measuring complete
- 8 farmers participating
- 12 researchers contributing to deliverables

### Soil Carbon & Ontario Community Pastures

- 7,808 acres participating
- 5 community pastures



## Long-Term Goals

By measuring consistently across farms, practices, and regions, CANZA will begin to see the building blocks of scalable climate-smart action.

### Million Acre Challenge (Cohort 1)

- 130% toward target acres (surpassed 14,500 acre goal)
- 162% toward target farmers (surpassed 24 farmers)
- 8 different climate-smart practices identified for implementation in 2026



## Collaboration & Partnership Strength

CANZA is convening partners enabling coordinated action at a scale individual organizations cannot achieve alone.

- 6 MOUs supporting aligned action across the value chain
- 2 active advisory committees
- 17 organizations precompetitively aligned across sectors
- 100+ workshops, panels, and learning sessions delivered across Canada



## Knowledge Mobilization & Farmer Insights

CANZA is rapidly building and sharing the knowledge required to de-risk adoption for farmers and investors alike.

- 6 reports and evidence summaries developed
- 38 farmers provided input on program design
- 541 email subscribers
- 310 CANZA newsletter subscribers
- 2,000+ LinkedIn followers engaged daily

**As CANZA moves into its next chapter, the focus shifts to scale—scaling solutions, partnerships, and outcomes that deliver both economic and environmental value.**



# Backed by Science. Built for Scale. Designed for Real-World Impact.

## Meeting Farmer Leadership with Sector Support

Less than 2% of Canadians farm, and they carry the weight of feeding us all. Many are already leading the way with climate-smart practices that build resilience and protect the land. But turning early leadership into larger-scale impact requires support from the entire food value chain.

Food processors, distributors, and retailers understand that building a climate-resilient food system requires action from every part of the value chain—including their own. They also know that adopting new climate-smart farming practices often places disproportionate risk on farmers, even though the benefits ripple across the entire system.

That's why industry leaders stepped forward as CANZA's founding partners, to help share the risk, invest in solutions, and accelerate change that strengthens the entire system. They recognize the value farmers create and the responsibility that industry holds in helping scale climate-smart agriculture.

It's also why programs like the Million Acre Challenge are built with farmers from day one. Because progress only works when it works on real farms, in real systems, and for real people—and when everyone who benefits also plays a part in making it possible.

## Building the Evidence Base for Climate-Smart Agriculture

Real progress in climate-smart agriculture requires researchers willing to test new ideas, partners who believe in the potential of innovation, and farmers willing to invest time and energy to open their fields to rigorous, time-consuming data collection. Over the last two years, this kind of collaboration has laid the scientific foundation underpinning everything CANZA is building.

In 2023, CANZA partnered with University of Saskatchewan and Dr. Asim Biswas, OAC Chair in Soils and Precision Agriculture at the University of Guelph, and his team of students to pilot a more efficient way to measure soil carbon. This first pilot spanned 5,000 acres with Hebert Grain Ventures in Saskatchewan. Using machine learning and satellite-based environmental data, the research team developed a protocol that optimizes soil sampling—reducing the number of samples required to accurately represent a field by roughly 50%.

In 2024, CANZA partnered again with the University of Guelph, this time at a McCain Foods' Innovation Hub potato farm in Manitoba. While the test field was much smaller (257 acres), they once again found they could reduce the number of soil samples while accurately measuring soil carbon.

Those pilot projects became the backbone of CANZA's four-year, \$4 million federal research grant, now entering its second year. This grant, which received up to \$1,999,250 in funding under Agriculture and Agri-Food Canada's **Agricultural Clean Technology (ACT) Program** – Research and Innovation Stream, coupled with funding from Maple Leaf foods and Nutrien, supports continued validation of the optimized sampling protocol; the development of a handheld soil-carbon measurement tool using digital imaging and spectroscopy; and creation of a secure digital platform for data storage, analysis, and soil-carbon mapping for farmers. The goal is simple: make measurement more accessible, more affordable, and far less intrusive for farmers.

None of this work would be possible without the people who make it real: the farmers who shared their fields, the researchers and students who carried out data collection and analysis, and the industry partners who believed in this work from the start.

This is progress through collaboration—shared effort, shared insight, and shared commitment to building solutions that work in the real world.



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

Funded under the Agricultural Clean Technology (ACT) Program by Agriculture and Agri-Food Canada.

## Scaling What Works on the Ground

While CANZA is working with partners like the University of Guelph to build the long-term tools farmers will need, the work on the ground can't wait. Climate-smart agriculture is already happening, and farmers shouldn't have to wait for real support. That's why CANZA is building rigorous scientific foundations for the future and supporting farmers who are ready to lead right now.

Farmers guided the design of the **Million Acre Challenge** since day one. The result is a practical, farmer-driven program that supports farmers already implementing climate-smart practices—the early adopters whose leadership accelerates learning for the whole sector.

That leadership showed up immediately. The first cohort, launched in fall 2025, quickly exceeded its 2026 enrollment and acre targets, a clear signal of both demand and momentum. The cohort includes farmers recruited through **Ontario Corn Fed Beef**, **GVF Group**, and,

the Sustainable Food Lab (SFL), a globally recognized, non-competitive partner known to major CPG companies for its collaborative, farmer-centred approach. Together, these partnerships reflect a shared commitment to help farmers scale practices that reduce emissions, improve soil health, and strengthen long-term resilience.

At the same time, the CANZA team has been mapping regenerative agriculture incentive programs across Canada—identifying what exists, where gaps remain, and the supports farmers actually need to adopt new practices. This work is establishing a baseline for a more coordinated system of incentives that lowers barriers and makes climate-smart agriculture easier to try, easier to maintain, and easier to scale.

Together, these efforts reflect CANZA's role in a complex transition: building the scientific rigour required for long-term measurement and verification, while streamlining the process with farmers who are ready to lead today and developing the infrastructure that takes trials to adoption. Because progress is about moving forward with what works and strengthening it as we go.



## Setting the Stage for Impact

The last two years have been about doing the work that makes meaningful progress possible—listening to farmers, aligning industry partners, testing ideas with researchers, and learning where CANZA can make the most difference. With the right pieces in place, climate-smart agriculture can grow in a way that's practical, measurable, and grounded in real farm experience.



# CANZA's Journey

From its earliest ideas to on-the-ground work, CANZA's journey has been defined by collaboration with farmers, industry, researchers, and government. These milestones illustrate how that shared effort has taken root.

## 2022

CANZA conceptualized and designed by **Generate Canada** in partnership with founding partners, the **Smart Prosperity Institute**, and **Arrell Food Institute**

Early partnerships and advisory groups established

Measurement tool selection and implementation planning completed with University of Guelph and University of Saskatchewan to advance Measurement, Verification and Reporting (MRV) framework.

## 2023

CANZA approved as a Solution Space of Generate Canada and initial leadership structure established



Public launch of CANZA in October 2023

MRV technology testing and sampling with **Hebert Grain Ventures**

MRV Blueprint Discussion document published

Climate Smart-Farming Initiative Framework for Building a MRV System for Soil Organic Carbon report published

# 2024

Manitoba pilot launched with McCain Innovation Hub grower

Taking Action on Methane Emissions - Untapping Canada's Agricultural Biogas Opportunity report published

CANZA strategy, frameworks, and workstreams developed

MRV System for Soil Carbon (Agriculture and Agri-Food Canada) project initiated



Nick Betts joins as Executive Director

# 2025



Million Acre Challenge launched

## What Are Climate-Smart Farming Practices?

Climate-smart farming refers to agricultural practices and techniques that are designed to address the challenges posed by climate change, minimize its impact on agricultural productivity, and reduce greenhouse gas emissions. This involves using methods that enhance farm resilience in the face of climate adversities, use resources more efficiently, and help produce food sustainably while caring for the environment and the well-being of farming communities.

## With Thanks to Our 2025 Partners & Alliance Organizations

CANZA's progress to date would not be possible without the leadership, collaboration, and commitment of its partners across the agri-food system.

We gratefully acknowledge the founding partners, industry collaborators, researchers, delivery organizations, and supporters who have contributed their time, expertise, and resources to advance climate-smart agriculture in Canada. Their collective leadership is helping build the infrastructure, trust, and coordination required for lasting change.

- |                                |                                    |
|--------------------------------|------------------------------------|
| Agropur                        | McCain Foods                       |
| Arrell Food Institute          | Metro                              |
| BCG Centre for Canada's Future | Nature United                      |
| Co-operators                   | Nutrien                            |
| Generate Canada                | Royal Bank of Canada               |
| GVF group of companies         | Smart Prosperity Institute         |
| Loblaw Companies Limited       | Telus Agriculture & Consumer Goods |
| Maple Leaf Foods               |                                    |

# Farmers Leading Climate Smart Agriculture

Canada's food future depends on the people who know the land best—farmers who are already advancing beneficial practices that nurture the land, their businesses, and the broader food value chain. Their participation in the inaugural **Million Acre Challenge** program cohort will support CANZA in refining, measuring, and scaling climate-smart farming practices, helping others along the path to climate-smart, environmentally friendly agriculture.



“Since our inception in 2001, the Ontario Corn Fed Beef (OCFB) program has prioritized doing things the right way. CANZA brings expertise and support that help our certified farmers scale and expand the regenerative practices many have already been using for years. The opportunity to measure efficiencies, improve yields, and generate environmental outcomes aligns directly with OCFB’s commitment to Continuous Improvement and our Model of Circularity—linking crop production and cattle feeding in a way that strengthens operations and opens new revenue streams. For OCFB, the Million Acre Challenge was a natural fit.” John Baker, Ontario Corn Fed Beef

## Van Osch Farms

**Van Osch Farms** is a multi-generation family operation built on a clear philosophy: be efficient, be sustainable, and be good stewards of the land and animals in their care. That mindset has shaped an operation that blends long-standing farm knowledge with a willingness to adopt new tools and refine their practices year after year.

Their system is intentionally cyclical. Corn grown on the farm feeds their cattle. Wheat rotations supply straw for bedding and provide the ideal window for manure application and cover crops. This sets the next year's corn crop up for a yield bump of 20–30 bushels per acre. Their approach is grounded in careful measurement and data-driven decisions—so they know what's working, what's not, and where to improve.

But the Van Osch story is also a reminder of what's at stake. Extreme weather, shifting markets, and narrow planting windows are now ongoing realities for farmers. The Van Osches are strengthening their operation in response, building resilience into every acre through careful management and long-range planning.

As part of the inaugural cohort, the Van Osches are helping shape what farmer-led innovation looks like at scale. When farmers are supported, not directed, progress accelerates, resilience grows, and the benefits extend far beyond the farm gate.



“We want to take care of the environment. It's the right thing to do.”

**Brendon Van Osch**

## Eusi Farms

**Eusi Farms** is a second-generation beef and cropping operation. Their philosophy is practical and future-focused: make decisions with intention, think long-term, and steward with excellence. That mindset guides everything from their cropping practices to their major investments.

Eusi Farms' land is rolling, variable, and prone to water movement—conditions that require careful timing, thoughtful rotations, and a deep respect for soil structure. Their approach is strategic: minimize soil disturbance, keep living roots in the ground whenever possible, and manage nutrients in ways that reduce loss. As Tobias Burgin explains, every year brings new conditions, and you adjust as you go.

That thoughtful adaptability is also why the farm has never been afraid of innovation. Before making any major shift—whether it's testing a new practice, adjusting nutrient management, or adopting a new technology—they gather information, talk to neighbours, and run the numbers. The goal is always the same: build a system that can withstand volatility while supporting the next generation.

Eusi Farms shows what practical, thoughtful climate-smart farming looks like: not flashy, not reactionary, but grounded in stewardship, careful evaluation, and a commitment to always move forward.



“The decisions we make today have rewards our kids will see.”

Tobias Burgin

## Morning Glory Stream Farming

**Morning Glory Stream (MGS) Farming** is a fourth-generation family farming operation. Their operation is diverse by design—grain and oilseed crops, a small cattle herd, seed and fertilizer dealerships, and a research farm that runs field-sized trials to evaluate new practices. This diversification has been intentional, helping build the resilience their soils and business need.

MGS Farming has a long history of adopting practices ahead of the curve. Decades ago, after a heavy rainfall event washed away “truckloads of soil” from their fields, John Gal shifted the farm toward low-till—a turning point the family recognizes as foundational. Today, John continues that work with his wife and two daughters through low-till, cover crops, winter grazing, and applying fertilizer strategically to keep nutrients where crops can use them, even in unpredictable weather.

As both farmers and agribusiness operators, the Gals play a unique role in supporting other farmers. Their dealership and research program allow them to test new approaches themselves—whether it's cover cropping, controlled-release fertilizers, or new crops entirely—and share what they learn. Proving an idea on their own acres strengthens the recommendations they make to customers.

Farming isn't like other businesses. You can't “fail fast, fail often”—in field crops, you often have just one growing season each year. Risk is outsized, which is why starting small, refining, and expanding over time is essential. By pairing deep experience with a willingness to test, measure, and adapt, the Gals are showing how climate-smart practices take root—and how farmer leadership drives change across communities.



“We're willing to dive in and try something new.”

John Gal



# Looking Ahead

## From Laying the Groundwork to Scaling What Works

Farmers across the country are already leading the way—testing new practices, building resilience, and showing what climate-smart agriculture looks like in real conditions. Their leadership informs CANZA's path forward. With two years of groundwork now in place, the next phase of CANZA's work shifts from preparing the foundation to scaling what works—expanding participation, streamlining systems, and supporting long-term adoption across Canada.

Climate-smart agriculture falters when the systems around farmers make new practices too risky or complex. It succeeds when technological, social and economic barriers are addressed through solutions that scale.

## A Governance Model Built for Agility

As CANZA moves into its next phase of implementation, its leadership model is evolving to reflect the alliance's growth and the breadth of its partnership base. Building on the foundational leadership of the founding partners and the early guidance of the Executive and Operating Committees, CANZA will transition in 2026 to a new Strategic Council.

This model is designed to bring together the full spectrum of CANZA partners—the Founders, champions, industry leaders, and researchers in a refined, integrated structure that strengthens alignment across the alliance.

The shift will enable CANZA's Secretariat to move with greater speed, clarity, and flexibility, while preserving the inclusivity and collaboration that has defined CANZA since its inception. The Strategic Council will ensure that all partners continue to have meaningful avenues to contribute their expertise, shape priorities, and guide an initiative built for, and powered by, the entire sector.

## Collaboration Lowers Barriers and Builds Trust

Trust and collaboration are core conditions for scale.

Remember, **less than 2% of Canadians farm**—yet everybody eats. Every person and business depends on the success of Canadian agriculture, even as companies compete for market share. This shared interest in resilient farms and healthy soils is the common ground on which CANZA operates.

Farmers carry most of the risk when they adopt new practices, while the benefits extend across the value chain. Progress depends on reducing this imbalance.

CANZA brings together grower associations, industry partners, researchers, agronomists, and retailers to coordinate support, align expectations, and create a more efficient, low-burden system—streamlining paperwork and reducing administrative friction across the value chain. Strengthening these relationships lowers barriers and creates the conditions for broader participation.

The **Million Acre Challenge** is one example: it will help farmers trial climate-smart practices with flexibility and reduced risk, and early momentum has been strong. Participation and acre commitments have already surpassed 2026 targets, reflecting leadership from first movers.

Looking ahead, this collaborative foundation becomes the engine for national scale. As partners continue aligning incentives, sharing evidence, and coordinating support, the sector is building a trusted system that makes adoption easier for farmers and investment more predictable for industry. This is how Canada will move from pilot projects to a self-sustaining, outcomes-based marketplace, one where farmers are rewarded for environmental performance and where collaboration, not competition, accelerates progress.

The work underway today is not just lowering barriers, it's building the trusted infrastructure Canada needs to mobilize private capital, expand farmer participation, and accelerate climate-smart agriculture across millions of acres.

## A Marketplace Designed for Lasting Adoption

As the **Million Acre Challenge** progresses, farmers need a simple way to explore incentives, stay connected to support, and access information that helps them decide what to maintain over time. The **CANZA Marketplace**, launching in 2026, will provide that centralized digital location where farmers and agronomists can:

- explore incentive programs offered by corporate, government, and philanthropic partners,
- enroll in regional Million Acre Challenge initiatives,
- complete agreements digitally,
- share data securely to support baseline development, and continuous improvement.

Climate finance remains a major barrier. Food and agriculture account for roughly 30% of global emissions, yet only about **4% of overall climate finance** flows to the land sector. This gap limits the resources available to scale climate-smart practices—even when demand is strong.

The Marketplace will help address this gap by generating credible baselines and providing aggregated data about early adoption. Consistent measurement and verifiable results will help give corporate, government, and philanthropic partners the clarity they need to be able to offer and expand incentives with confidence.

As more incentives become available, more farmers will be able to connect with coordinated programs that help move climate-smart practices from short-term trials to long-term adoption.

The Marketplace's first iteration will focus on accessibility, coordination, and data—the essential steps toward a system that can support long-term value creation. All data shared by farmers will remain secure, private, and firmly under farmer control. The Marketplace is being designed so farmers choose what to share, when, and with whom, ensuring transparency and protecting privacy as adoption grows.

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## A System Prepared for What's Next

Climate-smart agriculture is complex—agronomically, operationally, socially, and economically. But the momentum built over the last two years has created a strong platform for the work ahead: practical solutions, stronger partnerships, and a system designed to help farmers lead Canada toward a more resilient agricultural future.



Whether you're shaping policy, producing food, or providing inputs, CANZA is your platform for collaboration, innovation, and leadership.

Join CANZA in advancing a more resilient food future for Canada –a productive, secure, and competitive future that delivers real benefits for farmers, communities, and the planet.

Contact us [info@canza.ca](mailto:info@canza.ca)

## Closing Reflection

### We're just getting started.

After building a solid base over the last two years, CANZA is shifting its focus to scaling solutions, partnerships, and environmental outcomes that strengthen both Canada's economy and its ecosystems. Work to date has demonstrated what's possible when stakeholders across the food value chain work together with a shared sense of purpose and urgency.

Next up: transforming early progress into lasting change. Turning promising pilots into national models. Expanding the tools and support farmers need to succeed. Transitioning short-term farm trials into long-term adoption. Deepening collaboration across the entire agri-food system. And ensuring that the economic, social and environmental value we create is shared across Canada's agricultural landscapes.

With industry partners who believe in the power of collaboration, and the ingenuity of Canadian farmers, we can scale what works, accelerate what's next, and deliver impact felt across the food value chain.



Together, we can make Canadian agriculture the global benchmark for sustainability, innovation, and collaboration.



# Land Acknowledgment

As a remote team working across many traditional territories, the CANZA team acknowledges with gratitude the enduring connection of First Nations, Métis, and Inuit peoples to the lands and waters of this country.

Our Toronto office is located on the traditional territories of the Mississaugas of the Credit First Nation, the Mississauga peoples, the Anishinabewaki, the Haudenosaunee, and the Wendake-Nionwentsio. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit. We honour their stewardship of this land—past, present, and future.

Our work engages partners and communities across Canada, each with their own histories, relationships, and responsibilities. We are committed to deepening our understanding of Indigenous connections to place and to recognizing the ongoing legacy of colonialism that continues to shape our work. We know we have further to go, and this includes evolving our acknowledgement as we learn and understand more.



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