

categories: environmental farm management, soil quality, water quality, greenhouse gas emissions, agroecosystem biodiversity, and production intensity. Among their many uses, these indicators shed light on the sector's environmental performance and its adoption of environmentally sound practices, and provide information to help develop agricultural policy and better target government programs.

Promoting environmental and resource stewardship encourages farmers and others in the sector to meet or exceed federal environmental regulations in their operations by using an environmental management system based on best management practices. Stewardship efforts already being made by the sector not only build an environmental ethic in the sector and help to demonstrate civic responsibility and improve public relations, they also open up marketing opportunities.

Developing innovations and solutions supports research, development, and technology transfer to address environmental challenges and foster sustainability in the agriculture and agri-food sector. The Government of Canada's primary interest is in carrying out research for the public good, generating technologies that are effective, affordable, and readily available to farmers. It supports 18 agricultural research stations across the country, which often cooperate with provincial governments, universities, and the sector itself, allowing the costs and the results of research to be shared. In particular, cooperation and joint funding with industry help to stretch research funds and align government research priorities with the sector's real needs. They also speed up the process of transferring new technology out of the laboratories and into the hands of people who will use it, and help to raise the profile and acceptance of industry-generated technologies and products.

Seizing market opportunities equips Canada to compete well under globalization of markets and growing trade liberalization. Canada is working to

- increase the industry's awareness of environmental marketing and trade opportunities and constraints, and to enable it to respond quickly
- help demonstrate the environmental quality of products, practices, and services provided by the agriculture and agri-food sector
- influence domestic and international initiatives, such as multilateral agreements, in the interests of environmental progress and the Canadian industry.

Integrated Pest Management in British Columbia

In the early 1900s, the codling moth was accidentally introduced to British Columbia, where it has caused untold damage to apple and pear crops. The Sterile Insect Release Program unites the efforts of governments, the tree fruit industry, fruit growers, and property owners in the province to deal with this pest problem. Each week during the growing season, 12 to 14 million sterile moths are released in 1700 commercial orchards in southern British Columbia. Sterile moths mate with fertile wild moths, but the resulting eggs do not develop and the moth population drops.

Moths are reared at a \$7.4-million facility opened in 1993 near Osoyoos, British Columbia, and the \$3.4-million operating costs are shared by local growers and owners through taxes. In combination with other techniques, such as intensive monitoring, mating disruption, and the use of less-toxic pesticides, this program aims to reduce codling moth populations to levels for which chemical control is not needed.