



Election 2025: Briefing #1

There's an old saying in politics: "Campaigns Matter." The 2025 federal election is shaping up to test that idea like never before. The stakes could not be higher for Alberta's grain producers—trade, carbon taxes, transportation, and farm sustainability policies will all be shaped by the outcome of this election.

While Pierre Poilievre's Conservatives have led the polls for months, recent developments—including a new Liberal leader, shifting voter sentiment, and external economic threats—have made this election far from a done deal. Here is what it means for Alberta's grain industry.

The "New Leader Effect" – Will Mark Carney Change the Conversation?

- Liberal leadership change: With Mark Carney taking over, the 2025 election is no longer a vote on Justin Trudeau's policies—it's now a direct leadership contest.
- Carney has an extensive government and business background, giving him credibility on economic issues, which the Liberals will try to leverage to showcase him as the safest choice for Canada's economy.
- However, Carney is untested as a politician. His ability to endure a national campaign, connect with voters outside major urban centers, and withstand Conservative attacks will determine whether the Liberals have a path to victory.

Poilievre's Test: Can He Seal the Deal and Win the Election?

- What was once a Conservative lead has now turned into a dead heat. With the Liberals gaining momentum under Mark Carney, Poilievre is no longer the clear frontrunner—this election is now a fight for every vote.
- His campaign has successfully tapped into affordability concerns, frustration with government overreach, and economic uncertainty. However, with Carney positioning himself as a stable economic manager, Poilievre must now prove that he is not just the alternative but the best choice to lead Canada.
- His path to victory means winning the leadership contrast while expanding his appeal. He must convince voters he is the stronger leader while broadening his support beyond the Conservative base, especially in suburban Ontario, Quebec, and B.C.

Trump and Trade – A Wild Card for Canada

- The campaign was expected to focus on affordability, inflation, and economic growth, but President Trump's trade actions have pushed Canada-U.S. relations to the forefront and shifted the ballot box question.
- Liberals and Conservatives are racing to be the strongest pro-Canada voice and adapting their policy platforms to emphasize Canadian sovereignty, trade diversification, and resilience against U.S. pressure.
- With Trump's next trade actions expected on April 2, the response from candidates will be an early test of their leadership and could shape the outcome of the election.

What Comes Next for Alberta's Grain Industry?

With the election kicking off and no clear leader in the polls, Alberta's grain producers must stay engaged.

The policies that emerge from this campaign—on trade, transportation, and market access—will have long-term impacts on the industry.

As party leaders battle to prove who can best defend Canada's interests, farmers must ensure their voices are heard, their priorities recognized, and their challenges addressed.

We will continue to monitor the campaign closely, keeping you updated on the latest campaign updates, advocating for policies that protect