



April 2019 | E-News

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Canada's Agriculture Day: bigger and better in 2019

CCFI was a proud partner of Canada's AgDay again in 2019, with kudos to the event organizers at Ag More Than Ever for another top notch job. There were online conversations and celebrations held across the country.

- The 'Before the Plate' documentary was offered as a free download to watch in the month of February online. There were a total of 16,400 views during this time.
- CCFI President Crystal Mackay was a guest on the popular TVOntario program, "The Agenda with Steve Paikan" on the future of food policy and Canada's Food Guide discussions. [Watch it here.](#)

Social media...check out what people were saying on Twitter by clicking on the image below.



Ag More Than Ever ✓

@AgMoreThanEver

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#CdnAgDay Recap!



Canada's Agriculture Day: bigger and better in 2019

We invited agvocates and partners to celebrate agriculture and food on February 12. And wow, did you step up to the plate and deliver.

agriculturemorethanever.ca

Webinar: Responding to the Latest Food Waste Research | Tips and Strategies for Food Manufacturers

Join us on **Wednesday, April 3rd** for a 45-minute webinar that will provide processors and manufacturers an overview of what the latest research says, how the food industry is responding and practical steps to take action in your own operations.

Wednesday, April 3rd, 2019, 11:00 - 11:45 AM EST

Agenda:

- The latest research on the food waste crisis in Canada and what it means for manufacturers & processors
- Practical ways your plant can save money and tons of food (literally!)
- Real-world data detailing the financial benefits of food waste prevention and reduction
- Cost-share opportunities available for facility food waste assessments

Please click on the image below to register today!



NEW



THE CANADIAN CENTRE FOR
FOOD INTEGRITY



PROVISION
COALITION
MAKING FOOD SUSTAINABLY

WEBINAR

Responding to the Latest Food Waste Research

Tips and strategies for food manufactures



NEWS



4-H Canada announces the mentors to the recipients of the 2018 Leadership Excellence Awards of Distinction

Ottawa, Ontario - February 7, 2019 - 4-H Canada is proud to announce the list of esteemed mentors for the 2018 Leadership Excellence Awards of Distinction (L.E.A.D.) recipients. Every year, 4-H Canada matches its L.E.A.D. recipients with a respected industry or community leader to mentor them as they navigate their post-secondary education and early career choices.

As one of the leading positive youth development organizations in Canada, 4-H Canada's L.E.A.D. scholarship includes mentorship as an essential part of the program in helping guide these outstanding young people towards fulfilling their goals and career path. Building responsible, caring and contributing youth with the support of mentors is at the core of 4-H Canada's values and pairing the L.E.A.D. recipients with established and successful pioneers is an extension of those principles. [View the full news release here.](#)

New Action Canada reports shed light on future of food

After a 10-month study of the future of food that started last June in Ottawa and saw the group travel to from Laird, SK to St-Alexandre, QC and many places in between, this year's Action Canada Fellows are ready to share their three reports:

- * Making Informed Food Choices;
- * Food Innovation in Canada's Arctic: The case for a social enterprise cluster; and
- * Permanently Impermanent: Migrant agricultural workers in Canada.

[Read the article here.](#)

Why won't consumers listen?

By Robert Arnason

It happens at almost every farm meeting in Canada.

Someone gets up from their chair, walks over to the podium and delivers a 30-minute talk about "the importance of social media."

The speaker typically uses words like "engagement" and then tells farmers how to use Twitter and Facebook to win friends and influence people.

This has been happening for years at agricultural conferences across Canada. Because of all those presentations, thousands of producers now use social media to connect with consumers and explain the food production practices on their farm.

But are those efforts making a difference?

When it comes to things like pesticides, hormone use, antibiotics and genetically modified foods, the impact has been minimal. [Continue reading here.](#)

(Editor's note: This article references the new CCFI online conversations research).

EVENTS



SAVE THE DATE!

**Saskatoon, SK
November 13-14th**

Canadian Centre for Food Integrity
www.foodintegrity.ca
519.265.4234 | learnmore@foodintegrity.ca



