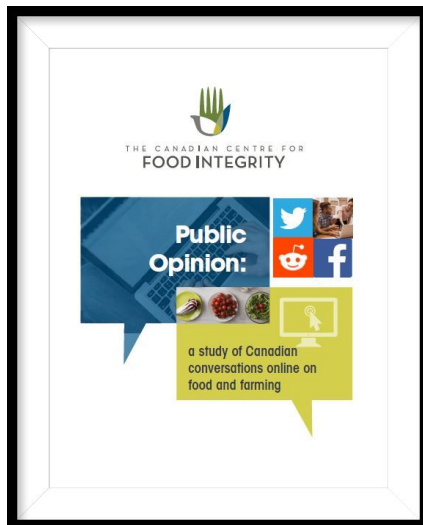




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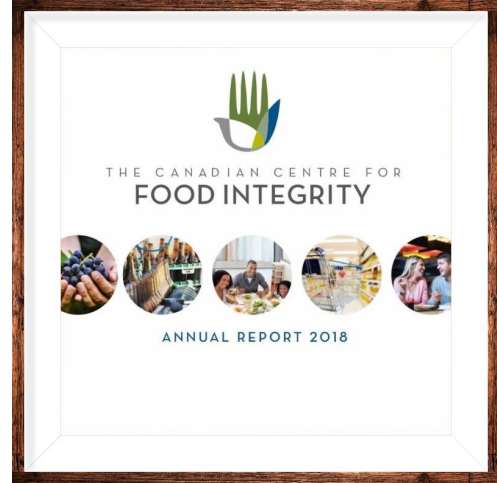
## Canadian Conversations Online Study



The new 2019 'Public Opinion: a study of Canadian conversations online on food and farming' report has now been released! Click [here](#), or on the image to download the full report.

## Canadian CFI Annual Report 2018

2018 was an exciting year for building on our foundation and creating momentum for the Canadian Centre for Food Integrity. We gained traction on our four strategic priorities as we delivered value in our mandate to help Canada's food system earn trust. Click on the image to check out the [2018 Annual Report](#).



**SAVE THE DATE!**

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

Help us take Insights to Actions at the 2019 CCFI Public Trust Summit!  
We would welcome your support to create the forum for dialogue for earning trust in Canada's food system. Thought leaders from across the agri-food sector and coast to coast will come together to connect, learn and plan for actions to collectively raise the bar on earning trust for the future.

Please click [here](#) to see an overview of sponsorship opportunities.

Our sector has identified public trust as a key pillar for future success, growth and innovation. Show your leadership and investment in this work with a CCFI Public Trust Summit sponsorship in 2019, with thanks and recognition with your food system peers.

**OUR PARTNERS**

**CANADIAN  
FOOD FOCUS**

Have you heard about Canadian Food Focus?

Research from the Canadian Centre for Food Integrity and others shows that consumers seek information about their food from friends, family and social media. To connect with these consumers in an engaging, conversational manner, a new website and social media presence called [CanadianFoodFocus.org](http://CanadianFoodFocus.org) went live in March.

The goal of this new platform is to tackle the disconnect between farming and food by creating a gathering place to tell Canadian food and farming stories. Information is focused on helping people feel confident in the food they consume, whether the topic is recipes, cooking techniques, health issues, people in the food industry or farming practices. The tone is conversational and includes many different food and farm influencers. The site complements and shares information from existing resources, such as [BestFoodFacts](#) and Canadian food producer groups. Our objective is to draw people to this content through conversational articles and through partnerships with food influencers. Farm & Food Care Saskatchewan is leading this project.

Help spread the word! Follow us on Facebook, Instagram, Twitter, Pinterest and YouTube. Share our content with your friends and family and promote Canadian Food Focus on your website, blogs or newsletters. Tag with **#EverythingGrows**

## Before the Plate



The month of February was a big one for all of us at Before the Plate with our free preview blowing all of our expectations out of the water! A big thank you to everyone who watched and shared.

A quick look at how we did since our launch on February 1st:

1. Trailer views - 271,900
2. Documentary views - 16,400
3. Facebook shares - 2,244
4. Email capture rate - 14% (vs 1.77% industry average)

Documentary views by demographic:

- Toronto had 1,300 views and our next biggest location at 452! That is a huge success capturing the attention of a primarily urban audience.

## NEWS



### **Press release: Enviro-Stewards Wins The Global SDG Sustainable Development Goal Award!**

Enviro-Stewards is the only Canadian Company to win The Global SDG Sustainable Development Goal Award.

"We are especially excited to be recognized in the category of partnering to achieve the sustainable development goals (SDGs). As outlined in our [TEDx talk](#), focusing on individual goals in isolation can damage other development goals. Conversely, collaborations with customers, grassroots organizations, and foundations can be designed to simultaneously benefit each of the SDGs."

[View the full press release here.](#)

**Canadian Centre for Food Integrity**

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