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## PUBLIC TRUST RESEARCH

### 2019 CCFI Public Trust Research Insights

We were pleased to unveil our 2019 Public Trust Research at our recent CCFI Public Trust Summit in Saskatoon, SK. The research has been the most viewed and downloaded of any CCFI research done yet. Highlights from the 2019 research includes:

- 91% of Canadians surveyed said they know little or nothing about modern farming practices
- The research positively showed that 60% of Canadians are interested in knowing more about agriculture and the agri-food industry
- 35% of people feel Canada's food system is heading in the right direction
- The top five areas of concern for consumers in their lives, in order are: rising cost of food, keeping healthy food affordable, rising health care costs, rising energy costs, and safety of food imported from outside Canada
- In terms of food system concerns, Canadians identified: climate change, food safety, humane treatment of animals, having enough food to feed Canada, and having enough food to feed people outside Canada

To learn more about the 2019 research, download the [2019 Public Trust Research Report](#), or watch a [recording](#)

[of a recently-held webinar](#) about the research.

## Insight Report | GMO's

GMO's are a hot topic in both the agriculture-food industry and among Canadian consumers. Our latest [Insight Report](#) discussing GMO's shows you who's talking about GMO's, where Canadians are sharing information and the top sources of content when it comes to GMOs.

The [Insight Report](#) is designed to provide background information for the agriculture & food industry and share best practices for connecting with Canadians using credible information.

This innovative content is intended for sharing with your members, network and consumers.



## INDUSTRY NEWS

- CCFI was pleased to recently announce the appointment of five new members to the CCFI Board of Directors, bringing its total to 11. [Read more about the 5 new Board of Directors who have joined us.](#) (see photo below)



- [Public Trust Summit invigorates the farm and food conversation](#) says Real Agriculture after the recently held 2019 Public Trust Summit.
- Canadian consumers now care more than ever about their food, but most say they know little to nothing

about modern farming practices, [reports the Western Producer](#).

- Farm Credit Credit's most recent trade report highlights how [new markets hold potential for Canadian agriculture](#).
- Agriculture Can Bridge Canada's Great Divide says Bryce Eger, President, Canada, Corteva Agriscience™ in [this recent National Post article](#).
- At the beginning of December, the Ontario Government Introduced Legislation to Protect Ontario's Farmers, Farm Animals and Food Suppl from animal rights activists with increased fines for trespassing. [Read more about the new legislation here](#).
- What consumer attitudes tell us about potential shifts in consumer behaviour in Canada towards plant-based alternatives. [A meatless revolution or a temporary fad?](#)

## WHAT MEDIA IS SAYING

- "Public opinion has become the molasses through which the agricultural industry must wade" says Toban Dyck, a panelist at the recent 2019 Public Trust Summit and Manitoba farmer. [Read his latest piece in the Financial Post here](#).
- The [Average Canadian family will pay about \\$480 more for groceries in 2020](#), according to Canada's 2019 Food Price Report released recently by Dalhousie University and the University of Guelph. [Read the report in its entirety here](#).

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