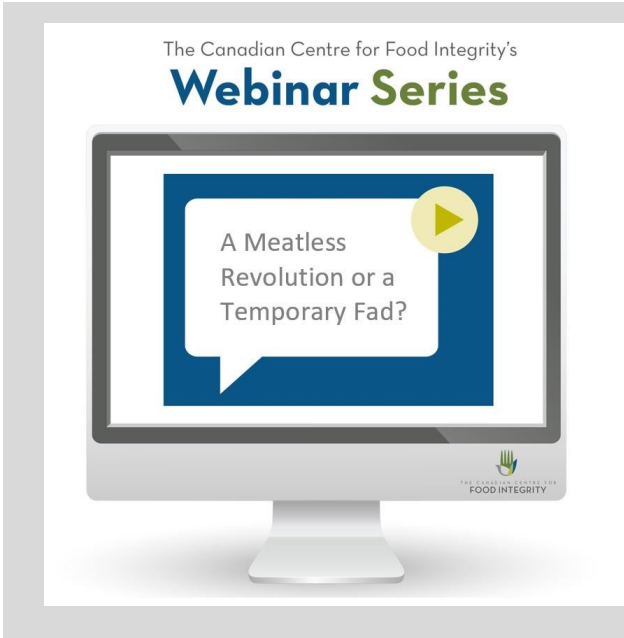




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**Webinar Save the Date: Tuesday
March 10th, 2020 at 11:00 a.m. EST
A Meatless Revolution or a
Temporary Fad?**

Join us for this webinar as David Coletto from Abacus Data, discusses what consumer attitudes tell us about potential shifts in consumer behaviour in Canada towards plant-based alternatives.

Details:

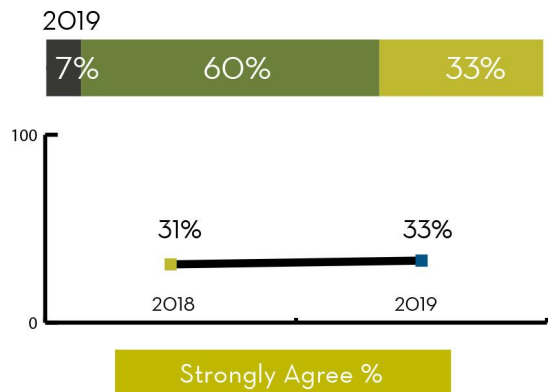
- Tuesday March 10th, 2020 at 11:00 a.m EST
- Register in advance for the webinar:
- https://zoom.us/webinar/register/WN_koW3RKAKs7izfIPbjgVq8A

PUBLIC TRUST RESEARCH

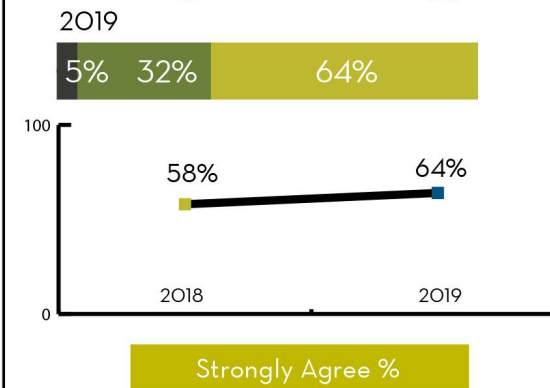
To what extent does animal welfare influence consumer choices?

From our [2019 Public Trust Research](#), we learned that 64% of the population strongly agrees that if farm animals are treated decently, they have no problem consuming meat, milk and eggs. This number is up 6% from 2018. Likewise, we discovered that 33% of Canadians feel assured that Canadian meat is derived from humanely treated animals.

"Canadian meat is derived from humanely treated animals."



"If farm animals are treated decently and humanely, I have no problem consuming meat, milk and eggs."



Why the recent hype surrounding plant based products?

The hot topic on many Canadian's minds right now is plant based products. Key insights from **research being launched next month** reveal that animal welfare is not in the top 3 reasons why consumers are choosing plant based foods. If you'd like to know what the top three reasons are, be sure to tune into our [upcoming webinar](#) with David Coletto where we talk animal vs. plant protein.

INDUSTRY NEWS

Read the latest in the headlines...

- [Canada's Agriculture Day](#), celebrated this past month on February 11th, serves as a reminder to consumers that good food is grown close to home. Here is additional coverage about #CdnAgDay from [Newfoundland](#), [Ontario](#), [Saskatchewan](#) and [Alberta](#).
- Read [this piece](#) by Farm & Food Care Saskatchewan Executive Director Clinton Monchuk, about how the latest trust-in-food data is unsettling.
- [Misinformation requires teamwork](#) says Jonathan Sweat, Vice-President of business management, Agricultural Solutions Canada, for BASF Canada.
- 'The door is wide open for farmers to talk to the public' says Owen Roberts in [this latest column](#).

WHAT MEDIA IS SAYING

- Milk's next frontier: Lab-made food could change the way we eat – and it's quickly becoming a reality [reports this Globe and Mail article](#).
- Canada could be a huge climate change winner when it comes to farmland [says new study](#) co-authored by University of Guelph professors.
- [New research](#) shows that consumers and countries with more money waste more food.
- CBC's The National recently [featured a segment](#) discussing Canadian farmers as they open up about struggles with mental health.

MISCELLANEOUS

- What does the journey of 'public trust' in Canada's food system look like? [These presentations](#) are

available on our website to download for more information.

- Have an event you're planning and think public trust in Canada's food system would be a good discussion topic for your audience? [Contact CCFI](#) to have one of our staff deliver a presentation on our latest research, trends and insights!

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

