

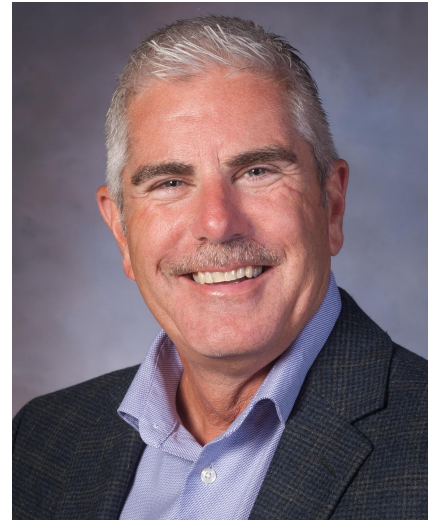


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A Special Note from the Canadian CFI

We hope this note finds you well as we practice social distancing during these unprecedented times amid COVID-19. There is a great deal of uncertainty right now.

If there is one thing that has become apparent throughout this from a food perspective, it is how reassured we should all feel with the safe and reliable food system we have in Canada. In a time of crisis, Canadians are realizing just how important the work is of our essential services like nurses, healthcare officials, pharmacists, farmers – the list goes on. For Canadians to be optimistic that grocery store shelves will be restocked, and that food will remain as a known staple in their daily lives while they're faced with many unknowns, is helping Canadians feel confident that they can get the food they need – that is true *public trust*.



As the coming weeks and perhaps months present us with new challenges, I encourage our members and industry partners to collaborate more than ever. If there was a time for our Canadian food system to be united and strong, it is now. Thank you for your continued efforts in the role you play for our food system. If you have any questions or comments as to how the Canadian Centre for Food Integrity can assist you in navigating through these circumstances, please do not hesitate to contact me with your thoughts and ideas.

John Jamieson
President, CCFI
john@foodintegrity.ca

PUBLIC TRUST RESEARCH

Insight Report | Alternative Proteins

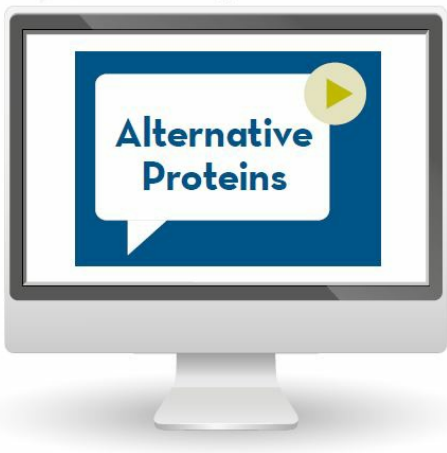
How many Canadians eat meat daily? Weekly?
How many Canadians are vegetarians? Vegans?

In the 2019 CCFI research, we found the answers. Our latest Insight Report '[Alternative Proteins](#)' explores results; provides Canada's food system with easy to use resources; and shows up-to-date media tracking results on this timely hot button topic.



The Canadian Centre for Food Integrity's

Insight Report Backgrounder

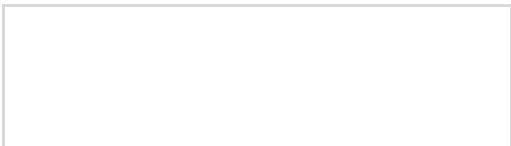


WHAT MEDIA IS SAYING

As COVID-19 becomes the timeliest of news for us all, here are some articles relating to our food system's response amid COVID-19:

- Ottawa to [exempt temporary foreign workers](#) from some COVID-19 travel rules, helping the 60,000 temporary foreign workers that the Canadian agriculture sector relies on annually.
- In response to challenges farmers are facing amid the COVID-19 pandemic, Prime Minister Justin Trudeau announced a [\\$5-billion increase to Farm Credit Canada in lending capacity for farmers and food producers](#).
- Canada's big grocers say there's enough food stock to go around, reassuring Canadians [in this article](#).
- Chicken Farmers of Canada has been [applauded for their recent \\$20,000 donation](#) to the Ottawa Food Bank to assist families in need during the COVID-19 pandemic while [more food banks are requiring donations and assistance](#).
- Food Banks Canada [launched a \\$150-million drive](#) to raise money to feed the vulnerable during the COVID-19 pandemic.
- Canadian Food Focus [wrote this piece](#) about whether you can get COVID-19 from food or not.
- Loblaws Executive Chairman Galen Weston Jr. is receiving praise as he continues to keep consumers updated during COVID-19 with these [quick videos](#) and [blog updates](#).
- [Three major Canadian grocery chains](#) implemented wage increases for employees still working the cash registers and keeping the shelves stocked during the ongoing COVID-19 pandemic along with [food processors](#).
- A number of restaurants and food chains across Canada have donated surplus food to food banks and organizations in need in places like [Nova Scotia](#), [Vancouver](#), [Ontario](#) and [Saskatchewan](#).

EVENTS





Webinar Save the Date: Wednesday April 22nd, 2020 at 11:00 a.m. EST

"Connecting with Values: Digging deeper on the jobs to be done to effectively engage to earn trust" with Christina Crowley-Arklie of [Crowley + Arklie Strategy & Co.](#)

Join us for our third webinar of the year as we feature one of the breakout session speakers from our 2019 Public Trust Summit. Christina Crowley-Arklie will take you through an hour-long webinar with a discussion on:

- the current state of change and disruption taking place within Canadian agriculture & food and with the Canadian consumer;
- what are values and why the need to communicate leading with values;
- the importance of values-based marketing in reaching consumers;
- examples of brands leading with values; and
- some takeaways and to do's to begin connecting with values within your organizations, brands and businesses and of course, with consumers.

Details:

Wednesday, April 22nd, 2020 at 11:00 a.m. EST

Register in advance for the webinar: https://zoom.us/webinar/register/WN_1yVKsyCcQc2oXLP9gqCAtw

Canadian Centre for Food Integrity
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