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A note from our President & CEO, John Jamieson

Every day, it seems like a new part of our Canadian food system is being impacted by COVID-19. This is especially true with the recent closures of processing facilities across Canada.

Canadians are rightfully concerned about food security and cost as we live through this pandemic. Using their corporate communication channels, grocery stores and their trusted CEO leaders have assured consumers that shelves will be continuously replenished with necessary food items.

This restocking of grocery store shelves will only happen if all parts involved in the food system – production, processing, packaging, and delivery of food – receive the appropriate moral and financial support from governments and the Canadian public.

The media has also shown a strong interest in food and food security which, in turn generates interest from the general public and creates conversations around food. With this in mind, CCFI is working to develop a national communications campaign. The campaign has three major goals:

1. Engage with Canadians in the conversation around food, during a critical time when they are asking key questions;
2. Help Canadians better understand Canada's food system and how the food supply chain works; and
3. Unite members and stakeholders from across Canada's food system – from farmer to forklift driver – at a time where collaboration is vital.

The campaign will be in French and English with messaging focused on the commitment of the food system to work relentlessly to provide food to Canadians and people abroad. Production is well underway with a website, videos, and social media channels in place. We have people creating video clips with their smartphones demonstrating their role in the food system. If you want to create a video about yours, we'd love to see it – send it to us at learnmore@foodintegrity.ca.

When the time is right, we will launch this national campaign with the passion and excitement that the Canadian food system deserves. Over the next while, we will be reaching out to industry partners to see how we can work together to use this opportunity as a springboard for deeper discussion. The goal is to increase dialogue about the complexities of our Canadian food supply chain while providing access to resources for consumers to gain a deeper understanding and appreciation of the Canadian food system. Please stay tuned.

John Jamieson
President & CEO, CCFI
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EVENTS

Industry Webinar: Thursday May 14, 2020

Our US partner, the Center for Food Integrity is hosting a FREE webinar on May 14 called 'Shifting Priorities:

COVID-19 and the New Face of Sustainability' with a focus on the following:

- Current shifts in sustainability as the nation weathers the pandemic
- A predicted increase in sustainability demands post-pandemic
- The new “non-negotiables” for food companies and brands moving forward
- A three-pronged approach for navigating sustainability tradeoffs and making value-based decisions

[Register here](#) if you're interested in attending virtually.

INDUSTRY NEWS

Get up-to-date with these trending articles relating to our food system's response to COVID-19:

- The Canadian Federation of Agriculture is [calling on the federal government to give more support to the industry during COVID-19](#).
- The University of Guelph recently held a virtual webinar with several agri-food experts answering questions about food and agriculture during the COVID-19 pandemic. Watch it [here](#).
- [BASF Canada announced at the end of April](#) they are manufacturing and donating hand sanitizer to support the fight against COVID-19 in Canada.
- Several Canadian commodity organizations and industry partners have recently introduced new or supporting campaigns, in response to COVID-19, with the objective to build public trust with consumers:
 - Dairy Farmers of Canada created new [marketing campaign videos](#) to reassure consumers, that despite the COVID-19 pandemic, dairy farmers are 'Here for Canada'.
 - The Canadian Horticultural Council (CHC) has launched a social media awareness campaign entitled [#WeAreGrowers](#) to showcase the hard work of Canadian growers.
 - Canada's dairy, poultry and egg farmers have joined forces to support local restaurants across the country through the [Canada Takeout campaign](#), encouraging Canadians to order from their favourite local restaurants that offer takeout or delivery on #TakeoutDay.
 - Some of Canada's largest fast food chains have also come out with their brand-specific campaigns including Subway's "[We're Here For You](#)," Tim Horton's "[Proudly Serving Communities](#)," A & W's "[Thank You](#)," and Restaurants Canada's "[One Table](#)."

WHAT MEDIA IS SAYING

Check out some of the news stories surrounding COVID-19 and the Canadian Agriculture-food industry:

- Canadian government is funding [\\$50 million to help defray costs of quarantine for temporary foreign workers](#).
- Empty grocery store shelves don't indicate food security issues, but there are challenges looming, [says the Financial Post](#).
- The Western Producer discusses how [eating trends are undergoing a major shift during COVID-19](#).
- The [Canadian agriculture sector scrambling to offset consequences of COVID-19 crisis](#), says Canadian Press.
- Agriculture minister says Canada has enough food, but COVID-19 will still bring challenges. [Read here](#).

MISCELLANEOUS

We are pleased to welcome two new CCFI members, BASF Canada and Prince Edward Island Aquaculture Alliance.



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

