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Intrigued by some of our previous CCFI webinars such as 'Connecting with Values', 'A Meatless Revolution or Temporary Fad' or '2019 Public Trust Research', etc? These recorded webinars can be accessed for free at any time on our [CCFI website](#).

## PUBLIC TRUST RESEARCH



### Insight Report | Antibiotics

Canada's food system understands that the subject of antibiotics in food is a growing and re-occurring concern among Canadian consumers.

Our latest [Insight Report 'Antibiotics'](#), addresses these concerns by discussing stringent protocols implemented by the food system at the farm, processing facilities and testing centers to help keep Canadian food healthy, safe and affordable.

### What Public Trust Initiatives Exist in Canadian Agriculture & Food?

With CCFI now being the national coordinator for public trust initiatives in Canada's food system, CCFI has been working to develop a project that the Public Trust Steering Committee previously introduced. This endeavor will explore current public trust programs throughout the Canadian food system, the resources available and areas recommended to be prioritized. The findings will enable CCFI and Canada's food system to better understand and measure the efforts in place and promote continuous improvement with public trust.

Stay tuned!

## INDUSTRY NEWS

Get up-to-date with thought-provoking articles about our food system:

- Our very own CEO, John Jamieson [spoke to The Western Producer regarding the new campaign, #ItsGoodCanada](#) and what it aims to achieve.
- This Western Producer article discusses: [Is North America's food supply system a disaster or a success story?](#)

## WHAT MEDIA IS SAYING

Read some of the news stories surrounding COVID-19 and its impact on Canada's food system:

- Various media outlets covered the announcement from the Canadian government in early May, regarding the \$252 million aid package, aimed to help ease multiple pressures for the agriculture sector during COVID-19, including this [Toronto Star article](#), [National Post article](#) and [Globe and Mail article](#) among many other outlets which covered the timely news for the sector.
- [Bloomberg News](#) discusses the turmoil that may be ahead in Canada's Food Supply Chain, pointing to summer shortages.
- ["Food supply concerns are bringing the multi-faceted nature of Canadian agriculture into focus"](#) says writer and grain farmer, Toban Dyck.
- Prime Minister Trudeau is urging consumers to ['Buy Canadian' amid COVID-19](#).
- How ordering pizza during COVID-19 is creating an [explosion in demand for Canadian wheat](#).
- Huffington Post Canada talks about how [Canadian food prices are soaring amid official 'deflation.'](#)
- 1 in 10 Quebecers turned to food banks during this COVID-19 pandemic, half for the first time [says this survey](#).

## MISCELLANEOUS

- Our Partner Engagement Coordinator, Paighton Smyth, shares her thoughts on Canada's food system and its current opportunity to make a lasting impact on consumers, [Building Trust Through a United Front](#).
- We are excited to welcome back our Research Coordinator, Ashley Bruner, from maternity leave. Congratulations on the new addition to your family Ashley. We're looking forward to working with you and are thrilled to have you back!

We are pleased to welcome [Chicken Farmers of Canada](#) as the newest CCFI partner.



