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Webinar | Looking Back to Understand what's Next

These days, all eyes are on Canada's food system - questions about food safety, affordability, and public trust abound. CCFI's research coordinator Ashley Bruner analyzes past research on these key food system issues and more.

Learn about the important trends and get a sneak peek into CCFI's upcoming public trust research that will help you better connect with a Canadian audience more keen than ever to understand where their food comes from.

[Watch the recording here.](#)

Public Trust Research

Our 2020 Public Trust research is well underway and will be launched this Fall. Included in this year's upcoming research will be COVID-19 specific research relating to consumers, their food perceptions, and their behaviour since the pandemic began. In the meantime, you can access the 2019 Public Trust Research Report [here](#).



INDUSTRY NEWS

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

- Ontario's Farmtario spoke with our CEO John Jamieson about the #ItsGoodCanada campaign and [its aim to share food system stories.](#)

- Alberta Farmer and Manitoba Cooperator [discuss CCFI's new campaign, launched to inform consumers on how the food system works.](#)
- The Western Producer writes that [food promotions should not be necessary — but they are.](#)
- The Royal Agricultural Winter Fair (RAWF) [recently announced the 2020 event will be cancelled](#) due to COVID-19. They also shared this [accompanying video.](#)
- The 50th [Canadian Western Agribition \(CWA\) will be postponed until 2021](#) due to COVID-19.
- Stronger public support could help agriculture contribute even more to the Canadian economy, society, [says CroLife Canada and industry partners.](#)
- Canadian Federation of Agriculture says Canadian farmers and the food supply chain need support to mitigate the massive disruptions from COVID-19 by launching [supportcanadianfood.ca.](#)
- Ontario has passed [legislation that will protect farmers from animal rights activists who trespass on their property.](#)

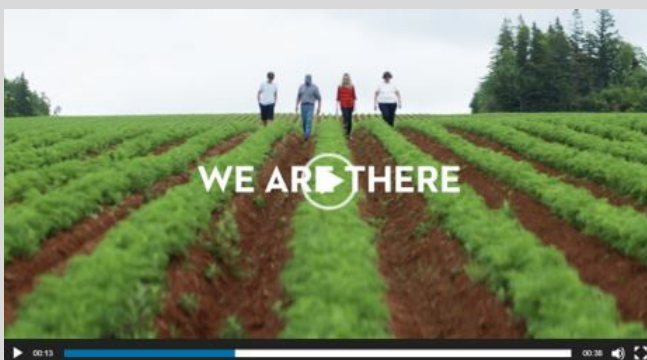
WHAT MEDIA IS SAYING

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

- Michael Young, president of Canada Beef, [spoke with the Financial Post](#) about the industry's lessons learned in the wake of the pandemic, and its future prospects on the export market.
- Canadian media outlets continue to cover stories [here](#), [here](#), [here](#) and [here](#) regarding the COVID-19 outbreak with Temporary Foreign Workers on Windsor-area farms in Ontario, where three workers have sadly passed away. This has led to the government announcing its [plans to overhaul the foreign worker program after farm coronavirus outbreaks.](#) Industry organizations such as Ontario Greenhouse Vegetable Growers (OGVG) and Ontario Fruit and Vegetable Growers' Association (OFVGA) [have responded.](#)
- [Mexico will resume sending workers](#) after Canada promises better COVID-19 protections.
- A recent coronavirus outbreak traced to a market in Beijing is [disrupting Canadian live lobster exports to China.](#)

MISCELLANEOUS

It's GOOD
CANADA



[It's Good, Canada](#) is a national campaign positioned to connect consumers to the Canadian food system at a time when dialogue around healthy, affordable food is dominating media headlines. The campaign features personal stories of Canadians working in the food system from coast to coast on both the front and back lines of the food supply chain – from farming, transportation, retail, processing, and production.

It's Good, Canada aims to provide credible resources for Canadians to source fact-based information on Canada's food supply system. Interested? Want to get involved? Contact John Jamieson at john@foodintegrity.ca.

Follow us on social media to stay up to date with the latest campaign news.



We are pleased to welcome [Turkey Farmers of Canada](#) as the newest CCFI member and [Eggs Farmers of Canada](#) for becoming an anchor sponsor.



EGG FARMERS
OF CANADA



LES PRODUCTEURS
D'ŒUFS DU CANADA

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

