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Check out the CCFI webinar series to get in depth insights on the hottest topics in the food industry:

- Did you miss our latest webinar, 'Perception & Exposure: Agriculture in Canada,' presented by Peter Seemann from Grassroots Public Affairs? For access to a recording of the webinar for free, please [click here](#). The webinar discussed public opinion research around hunger, food security and the future of Canadian agriculture. If you're interested in viewing the research specifically, please see the following two links: [2019 National Poll Findings – Grassroots Greenhouse](#) and [2020 National Poll Findings – Grassroots Greenhouse](#) (basis for webinar presentation).
- Save the Date! CCFI is holding an exciting webinar with the Globe and Mail, coming up on September 29<sup>th</sup> at 1:30 p.m. EDT regarding food affordability and accessibility. Mark the date in your calendar and look forward to hearing further details from us soon.

The Canadian Centre for Food Integrity's  
**Webinar Series**



\*The Canadian Agri-food Sustainability Initiative is funded by the Canadian Agricultural Partnership (the Partnership), a five-year federal-provincial-territorial initiative.\*



**Wednesday September 23rd, 2020 @ 11:00 a.m. EDT**  
**Social and Economic Considerations for a Sustainable Canadian Agri-food Sector**

In addition to environmental stewardship, social and economic aspects of sustainability must be integrated into conversations about sustainable production practices. This webinar will bring together industry experts to explore how topics such as labour, worker health and safety, animal health and welfare, and supply chain logistics can all play a role in enhancing social and economic sustainability in the agri-food sector.

The Canadian Agri-food Sustainability Initiative (CASI) is a collaboration of leading farm and food organizations, food/beverage processors, agri-food sustainability programs, and retailers working together to create a one-stop system for Canadian agri-food supply chain sustainability data, programs, tools, and collaboration. Focused on the three pillars of sustainability (environment, economy, and society) it will enable the communication of credible, meaningful and verifiable claims about the manner in which products are produced. This will help the industry maintain and build public trust and consumer confidence in Canadian agri-food products.

*This project is funded by the Canadian Agricultural Partnership (the Partnership), a five-year federal-provincial-territorial initiative.*

[Register in advance by clicking here.](#)

## INDUSTRY NEWS

Get up-to-date with the latest round of thought-provoking articles and news stories about our food system:

- The government of Canada [announced the 25 young Canadians who will comprise the first-ever Canadian Agricultural Youth Council](#) (CAYC). These young Canadians will provide advice, enable on-going dialogue on food-related challenges and opportunities, share information and best practices, and advise on the strengths and weaknesses of policies and programs affecting the agriculture and agri-food sectors.
- Lisa Guenthe, Editor of Canadian Cattlemen discusses a little respect for consumers in [this opinion piece](#).
- The Canadian Agriculture minister announced details of a [\\$50 million program to redistribute surplus food to those in need](#) which included [chicken and eggs first](#).
- McDonald's Canada will [resume all-Canadian beef supply starting this September](#).

## WHAT MEDIA IS SAYING

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

- Economist David Rosenberg discusses [how the economy could cash in on a 'Buy Canadian' craze](#) and agriculture is on the list.
- This BC-based media outlet asks, ['Are We Ready for a Second Wave of Food Insecurity?'](#)
- [COVID-19 Is Changing Canada's Grocery Habits Forever](#) Food Experts Say.

## MISCELLANEOUS



CCFI recently announced we have signed a Memorandum of Understanding (MOU) with [Farmwork to Feed](#)

[Canada](#) (FTFC), a newly-created volunteer, not-for-profit Canadian-wide initiative supporting the farm and agri-food sectors amid the COVID-19 pandemic. The exchange of ideas and innovative work that can be done between CCFI and FTFC will further amplify and build a greater understanding of the Canadian food system that complements the work CCFI is doing in addition to our [‘It’s Good, Canada’](#) campaign.



If you haven't yet, give our 'Its Good, Canada' campaign a follow across our social media channels on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

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