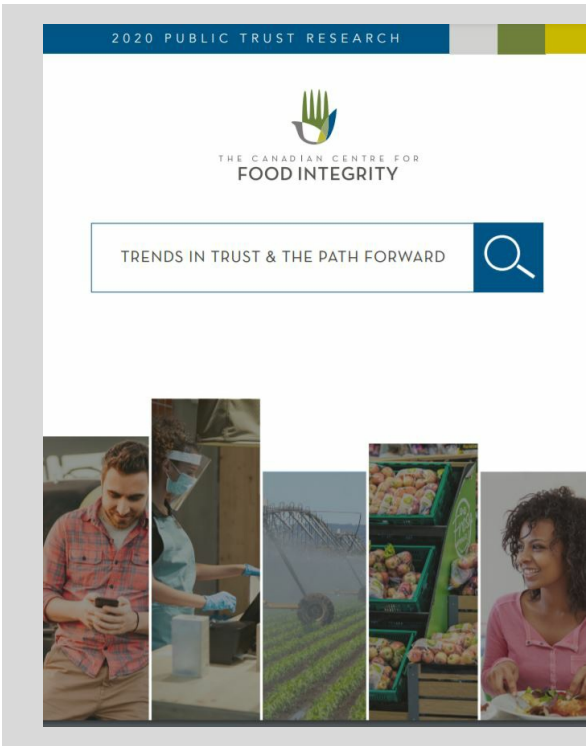




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2020 Public Trust Research

The recently-unveiled 5th edition of the [2020 Public Trust Research Report, Trends in Trust & The Path Forward](#) indicates that of the 2,903 Canadians sampled, the proportion of Canadians who feel that Canada's food system is headed in the right direction has reached a five-year high. 47% of Canadians are confident about the overall direction of the food system, after a significant 12-point increase compared to 2019.

For an extensive look at the results, [download the report here](#) and [watch the webinar here](#).

EVENTS

Webinar Series



Wednesday December 9th, 2020 @ 11:00 a.m. EST | Impact of Consumer Research on GMO & Product Messaging

Jenn Armen, Vice President of Okanagan Specialty Fruits, will be presenting on the impact of consumer research on GMO and product messaging.

[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:

- Minister of Agriculture Marie-Claude Bibeau says [Canadian agriculture will be the “powerhouse of the economy”](#) as the country recovers from the COVID-19 pandemic, pointing to specific opportunities for the industry to grow.
- The Canadian government will invest \$10.8 million toward innovative business models that [prevent or divert food waste at any point in the food supply chain.](#)
- [Nourish Food Marketing](#), in partnership with [Kahntact](#), have released their annual [2021 Nourish Network Trend Report](#), which dives into a dozen key trends that will shape the Food, Beverage, and Agriculture landscape in 2021 and beyond.
- Members of the food and agricultural community across Canada, are [mourning the loss of Anita Stewart](#), a member of the Order of Canada and Food Laureate at the University of Guelph who passed away recently.

WHAT MEDIA IS SAYING

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

- Food and Agricultural Economist, Jayson Lusk, explains the idea of a [Sustainability Facts Panel.](#)
- [Telus Corp. launched a new agriculture division](#), saying it wants to use communications, data collection and artificial intelligence to bring more efficiency to the world's food industry.
- New technologies are critical to help increase food security, says John Jamieson, President and CEO of

the Canadian Centre for Food Integrity, in this [Globe and Mail piece on helping farmers feed the world sustainably](#).

MISCELLANEOUS

[The Canadian Agricultural HR Council](#) (CAHRC), is conducting research to quantify and document the impact of COVID-19 on Canadian agriculture. To learn more and take the survey, [click here](#).



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