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EVENTS

Upcoming Webinar:

Greenhouse Gas Emissions from Canadian Agriculture: Estimates and Measurements

Wed., April 27, 2022 @ 11:00 a.m. EDT

Canada has committed to reducing its greenhouse gas (GHG) emissions to net zero by 2050 which will require deep decarbonization in all sectors, including agriculture. Agriculture is responsible for approximately 10% of Canada's emissions. This panel discussion explores agriculture and its emissions in Canada and specifically western Canada, and what the emission reduction policies and practices might look like. Drs. Ymène Fouli and Roland Kroebel search for GHG emission estimates for Canada's major agricultural products and review the global context for these figures.

[Register Here!](#)

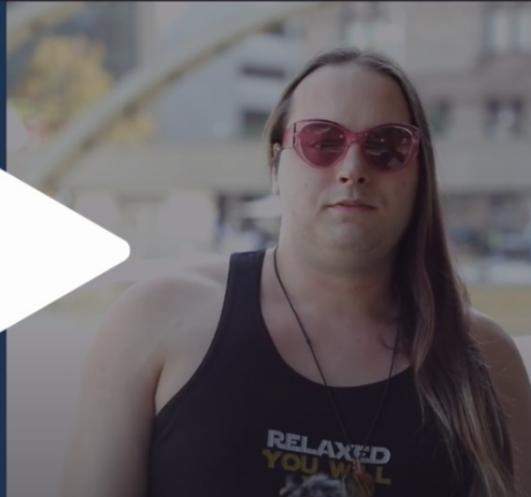
*We will now be charging a \$20.00 registration fee for non-members. CCFI Members will receive complimentary registration, by using a promo code provided to them in a separate email.



PUBLIC TRUST RESEARCH

How does the environmental impact of your food affect your decision making?
Click on the video below to find out.

How does the environmental impact of your food affect your decision making?



WHAT MEDIA IS SAYING

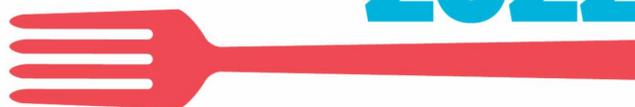
Check out today's trending topics and get up to date with the latest round of thought provoking articles about the Canadian food system. Please note that the views and opinions expressed in these articles are those of the authors and do not necessarily reflect the position of the CCFI:

- Everyone is talking about [sustainable agriculture](#)
- [Scientists urged to help fight misinformation](#)
- Nutrition Confusion? [How to decode fact from fiction on the internet](#)
- [Building sustainability](#) throughout the food chain
- [How expensive are food products getting in Canada?](#)
- [Most Canadians are cutting back their food spending](#) as inflation soars: poll
- The state of journalism 2022 survey: [find out about journalism trends](#)
- Nearly one third of [Ontario shoppers are buying less fresh fruit and veggies](#)

MISCELLANEOUS



FEB 22
2022



Results from Canada's Ag Day

Canada's Agriculture Day was a success on social media, thanks to the involvement of our members, partners, and the agri-food system. See below for a summary of the numbers:

On Twitter, #CdnAgDay trended #1 for a total of 5 hours. It was a top trend for 12 consecutive hours, and a grand total of 20 hours. Overall, 42.3 million people viewed Canada's Ag Day-related content online, and the day was mentioned more than 7,300 times. Additionally, there were an estimated 43 million impressions on Twitter. This was the Canadian Centre for Food Integrity's first Canada's Ag Day, and we are pleased to report

that our initial goals were exceeded.

We look forward to celebrating the next #CdnAgDay with you on February 15, 2023!

It's Good Canada Update

We are currently updating the [It's Good Canada](#) website to include a new series of food system Q&As. These are videos where experts from the Canadian food system respond to questions asked by consumers. In addition, we will be incorporating new infographics that touch on the most popular topics in the Canadian food system. Stay tuned and make sure to follow [It's Good Canada](#), on Instagram, Facebook, and Twitter!

Canadian Centre for Food Integrity
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