



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

2022
PUBLIC TRUST RESEARCH



The Canadian Centre for Food Integrity (CCFI) is a national not-for-profit charity with a mandate to help Canada's food system earn public trust by coordinating:


research, resources, & dialogue

VISION

Elevate Canada's food system to be the most trusted in the world.

MISSION

Build public trust in Canada's food system by leading through transparent two-way communications, research and resources.



Come to the table and help Canada's food system earn trust today, for the future.

JOIN. INVEST. DONATE.

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A photograph of two women in a professional setting. One woman, with dark curly hair and a black turtleneck, is leaning over a desk, smiling and looking at a laptop. The other woman, with brown hair and glasses, is sitting at the desk, resting her chin on her hand and looking at the laptop. A black coffee cup is visible in the foreground. The background is blurred, showing office lights.

THE 2022 PUBLIC TRUST RESEARCH

REPORT CONTENTS

National Online Survey

The Canadian Centre for Food Integrity's annual national public trust research is uniquely consistent and adaptable. Tracking key questions provides a long-term understanding of public perceptions over time as well as context for emerging food system issues and trends. Along with a commitment to key tracking questions, CCFI's public trust research remains proactive in addressing current and emerging issues through new research areas and analysis.

The 2022 public trust research was conducted online from July 4th–25th via Ipsos Public Affairs. A representative sample of n=2,918 Canadians aged 18+ were surveyed. Quotas and weighting were employed to ensure that the sample's population reflects the overall Canadian population according to census information.

Typical national survey base sizes are around n=1000. CCFI's larger base size allows for improved credibility interval and therefore more reliable data compared to other studies. In this case, the 2022 research

results are accurate to within +/-2.1 percentage points, 19 times out of 20, of what the results would have been had all Canadians been polled.

Objectives:

- Track public perceptions about Canadian food, agriculture, and food system issues
- Measure public trust in Canadian food and agriculture, and food system stakeholders
- Better-understand key drivers of public trust
- Explore consumer attitudes and behaviours on important topics including cost of food, sustainability and food labelling.

Significant differences between 2021-2022 research have been designated as follows:

- ▲ Significantly Higher
- ▼ Significantly Lower

External Public Trust Research and the Public Trust Research Inventory

As a collaborative, coordinating body that seeks to inform research-based public trust efforts, additional public trust research is highlighted in this report. Supplementary public trust research can be found on the CCFI website in the Public Trust Research Inventory. The inventory is a reference tool of publicly available research related to public trust in food and agriculture as well as public trust more generally. As an evergreen resource for the food system, CCFI is continually seeking new and relevant research – please reach out with any new additions.



For the purpose of this report, **the food system** is described to Canadians as “**how food is grown, produced, and sold**”.

The information in this report is a summary of the 2022 research, which is meant to be shared broadly.

The full 2022 Public Trust Research report provides extensive detail and insight related to Canadians' perceptions of the food system, emerging trends and best practices moving forward. The report contains additional questions, response detail, and tracking data.

CCFI members have access to ALL research data, comprehensive reports, demographic breakdowns, data tables, customized insights, presentations, and webinars.

For more information on how to join CCFI's community, please visit our website at www.foodintegrity.ca/about/members



CCFI research goes beyond simply describing data by providing tangible 'take aways' that are essential in putting the public trust research to work. **Keep an eye out for this take-out icon throughout the report for strategic insights and recommendations.**

What Did We Learn and What Does it Mean for the Food and Agriculture System?



The last couple of years have brought a lot of uncertainty to Canadians' lives - jobs, health, education, and childcare were all in flux, but one thing remained consistent - Canadians were confident the food system would provide them with the food they needed. **This years CCFI research illustrates that Canadian's are re-engaging with Canada's food and agriculture system - cost of food is the core preoccupation while attention is being turned back to many other food production concerns.**

While most Canadians are worried about day-to-day issues like their grocery bills, they simultaneously expect the food system to demonstrate leadership on threats to the food system such as climate change and other sustainability issues. The food system must come together and demonstrate to Canadians that we are listening and responding to their individual concerns; the more knowledge Canadians have about the food system. The more positively they feel about the food they eat and those that produce it.





Cost of food the central concern for Canadians, not to be underestimated.

The cost of food remains the top concern for Canadians – a result that is not new or surprising. Although keeping food affordable has been ranked as the most important issue for the past five years, several additional cost-related metrics illustrate that this concern is more significant than years passed. Not only has the rate of concern increased significantly (up eight points vs last year), but it has reached a tracking high. Additionally, Canadians are more concerned about keeping healthy food affordable compared to last year - (55% very concerned, +9pts vs 2021) while the overall threat of growing inflation looms large in Canadians' minds. Cost of food is not just an acute issue; it is the main factor influencing purchasing decisions and a core concern for Canadians.

Encouragingly, rather than blaming any specific food system stakeholder, Canadians have an accurate understanding of what is impacting the price of food. Most Canadians (56%) believe that food prices are increasing due to costs associated with food production supply chains (e.g., cost of fuel, inflation, labour, and supply shortages).



Leverage this understanding by communicating about how these specific issues are impacting price and what you are doing to keep the cost of food affordable. Continue to connect with Canadians on a personal level – demonstrate that you too are concerned and impacted by this key issue.



Perceptions fall back in-line after “COVID-19 boost”.

At first glance, it may appear that Canadians are increasingly critical of the food system; fewer feel the food system is headed in the right direction and attitudes towards many food system issues (e.g., affordability, sustainability, and food production) have worsened compared to last year. Although these changes should be noted and responded to, CCFI’s tracking data provides valuable context that can help put these shifts into perspective. For the past two years many impressions improved as a reflection of the goodwill Canadians felt towards the food system and its reliability throughout the COVID-19 pandemic. Changes in public perceptions indicate the ‘covid-boost’ is regressing, but attitudes have largely fallen back in-line with pre-pandemic levels.



Canadians understand the ongoing effects of the pandemic on food costs, but overall, they are ready for a return to normalcy. It is time to shift focus back to addressing everyday food system issues rather than on COVID-19 and related issues.

Leadership required on climate change and sustainability.

Canadians understand that climate change and related environmental issues is one of the greatest threats our food and agriculture system is facing. When it comes to top-of-mind concern, however, Canadians are far more pre-occupied with daily pocket-book issues like inflation, cost of food and energy. The food system must demonstrate leadership in its efforts to confront climate change and ensuring the long-term sustainability of Canada’s food system. While some events like a global pandemic or international conflict cannot be predicted, a forward-thinking response to climate change will demonstrate leadership to Canadians.



Communicate your innovative sustainability efforts and demonstrate to Canadians that while they may be preoccupied with other issues, the food and agriculture system is pro-actively addressing one of the greatest threats of our generation.



WHAT ARE CANADIANS
WORRIED ABOUT?



UNDERSTANDING CONCERN OVER TIME

Each year CCFI measures how concerned Canadians are about a wide range of life and food system issues. These results provide both an important big picture understanding of key issues for Canadians, as well as a point of reference for where food and farm concerns fall in comparison. While annual results offer a snapshot of consumer sentiment at that time, tracking concern over time builds a valuable long-term perspective on these issues.



TOP FIVE LIFE ISSUES

Pocket-Book Issues of Top Concern for Majority of Canadians

Canadians are acutely focused on pocket-book issues. Concern for existing cost metrics have grown significantly (food, energy, and the economy) while other issues of historic importance - like 'keeping healthy food affordable' (a top-three issue for the past four years) have remained consistent year over year.

The cost of food remains the top worry among a strong majority of Canadians, unchanged in its ranking for the past five years. Food costs being the number one concern is not unique to this study, but there are some indicators that suggest this issue is more significant than years past. The large rate of growth in concern (up eight points compared to last year) and the level of concern reaching a tracking-high (seven in ten Canadians indicating

they are 'very concerned') illustrate that **concern about the price of food is not just a blip in public perception, but rather, it is the central issue that is front of mind for Canadians.**

The societal issues Canadians face is ever-changing; to reflect this reality, CCFI remains fluid in the topics it tracks. While some issues (like cost of food) have remained consistent over time, the list of concerns is continually evaluated and adapted to respond to everyday issues that Canadians face. This year, inflation was added and was ranked second; two-thirds of Canadians indicated that they are very concerned about this issue. Concern about energy costs rounds out the top-three after a significant six-point increase compared to last year with nearly six in ten rating this issue as a top concern.

5 TOP FIVE ISSUES

2022

Cost of food



69% ▲

Inflation



66%

Energy Costs



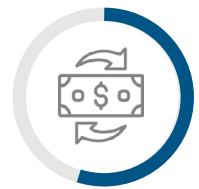
58% ▲

Keeping
Healthy Food
Affordable



56%

The Canadian
Economy



53% ▲

* Numbers reflect the percentage of those who selected an 8-10 (extremely concerned) rating from a scale of 0-10

Key Issues Over Time

Cost of food

Inflation

Energy Costs

Keeping
Healthy Food
Affordable

The Canadian
Economy

2021	61%	-	52%	55%	49%
2020	56%	-	46%	53%	55%

The top five life issues are significantly more concerning for...



Women

55+

Canadians
aged 55+



Those who do at
least some of their
household grocery
shopping



Canadians with an
annual household
income less than
\$40k

WHERE DO OTHER ISSUES RANK?

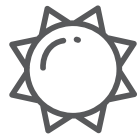


Half of Canadians are very concerned about...



Global Food
Crisis

50%



Global Warming/
Climate Change

48% ▼

After reaching a tracking-high in 2021, concern for global warming/climate change has fallen a significant five points and is now back in-line with past waves.



Just under half are worried about...



Food safety

44%



Safety of food imported
from outside of Canada

44% ▼



Availability of
quality food

44% ▲

* Numbers reflect the percentage of those who selected an 8-10 (extremely concerned) rating from a scale of 0-10

About four in ten are concerned about...



Nutritious value of the food you eat

41%



Having enough food to feed people in Canada

39%▲



Humane treatment of farm animals

38%



Regulation of Canada's food system

36%▲

* Numbers reflect the percentage of those who selected an 8-10 (extremely concerned) rating from a scale of 0-10



The importance of the cost of food among Canadians should not be underestimated. Appeal to Canadians not just as a food system stakeholder, but as a consumer yourself who is also concerned and impacted by this key issue.



A hand in a white uniform sleeve holds a white bowl filled with a fresh salad. The salad includes sliced cucumbers, cherry tomatoes, red onion rings, and various leafy greens. In the lower right, another plate with a small appetizer is partially visible. The background is a warm, out-of-focus restaurant interior with bokeh light effects.

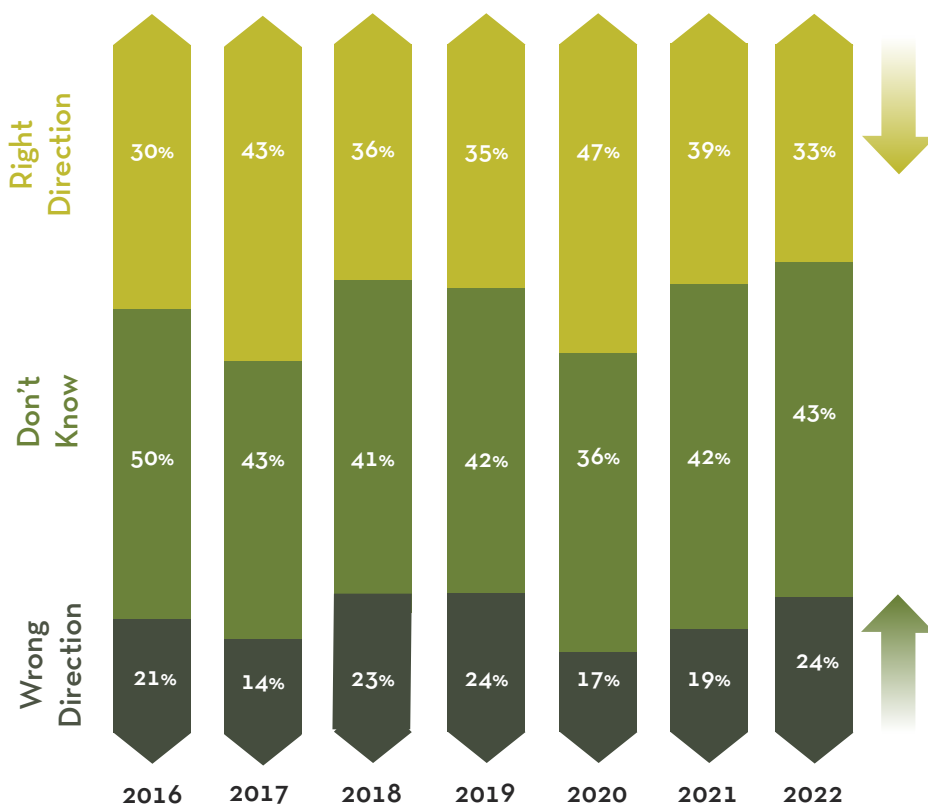
PERCEPTIONS OF THE FOOD SYSTEM

All Canadians are connected to the food system - even if it is as simple as eating a meal or growing some mint on a windowsill. In exploring big picture food system issues like the direction of the food system and perceived threats to food security, CCFI's research gives voice to how average Canadians feel about the food we eat and how it is produced.

IS CANADA'S FOOD SYSTEM HEADED IN THE RIGHT DIRECTION?

Perceptions Have Worsened, Fueled by Cost Concerns

Positive impressions of Canada's food system continue to decline following a tracking high in 2020. One-third of Canadians feel the food system is moving in the right direction, down a significant six points compared to last year. A nearly equal and opposite shift in public opinion was seen in the five-point increase in those who say the food system is headed in the wrong direction (24% vs 19% in 2021) while those feeling neutrally remains consistent year over year. Despite the increased polarization of opinion compared to last year, the proportion of Canadians who view the direction of the food system favourably comparable to with pre-COVID-19 ratings.



Despite a significant increase in those critical of the food system, sentiments remain comparable to earlier years, a strong majority of Canadians are either positive or unsure about the direction of the food system. The implications of this metric are important - those who are happy with the overall direction of the food system tend to have more positive opinions about other food system issues.

Overall, would you say that the food system in Canada, including how food is grown, produced, and sold, is moving in the right direction or the wrong direction?



THREATS TO CANADA'S FOOD SYSTEM

Canadians have faced a lot of uncertainty over the past couple of years - jobs, health, education, and childcare were all in flux. While some events like a global pandemic cannot be predicted, CCFI's annual research sought to develop a forward-looking understanding of what Canadians perceive to be threats to the food system. These results can help the food system and its stakeholders to pro-actively address and communicate to Canadians about issues they are concerned about and to help people feel secure in the knowledge that the food system will continue to provide them with the food they need.

Environmental issues are the top of mind greatest threat to Canada's food system*. When provided with a list of issues, the top three threats to the food system are:



Inflation



Climate Change



Labour Shortages

*Top response in open-ended question (18%) followed by government policies/politics (10%) and price gouging (7%). One in five (20%) don't know.



Minimal gender, marital status, income, and education level differences suggests that these issues are felt equally across these groups.



The threat of environmental issues/climate change is felt most acutely among older Canadians (aged 55+)

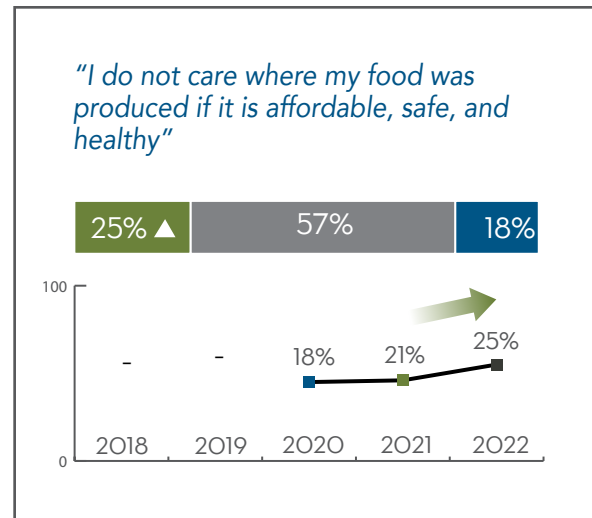
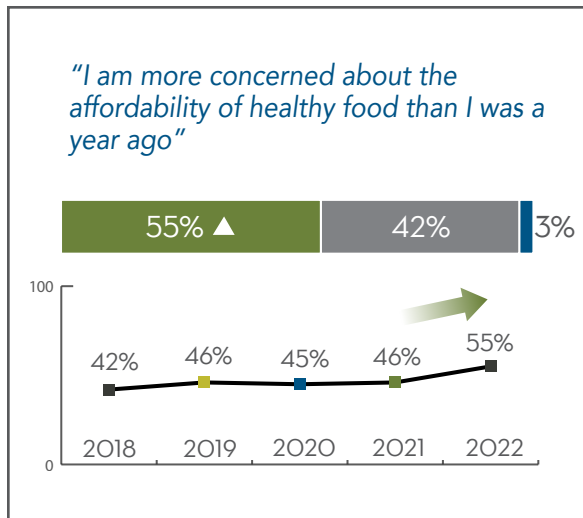


Battling inflation is a key concern for Canadians aged 54 or younger and those that feel the food system is headed in the wrong direction.

TRACKING FOOD SYSTEM ISSUES

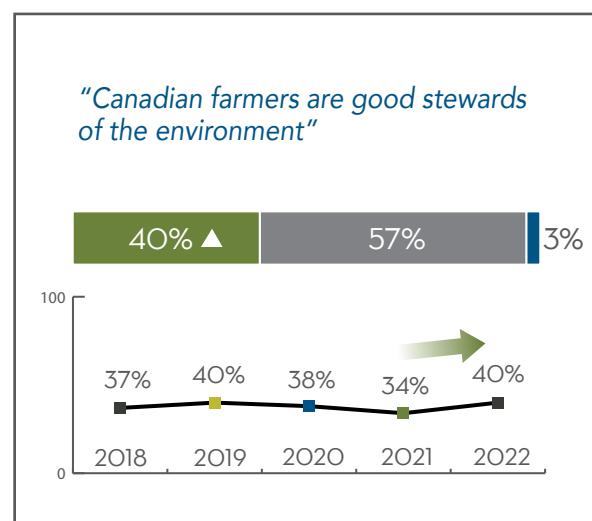
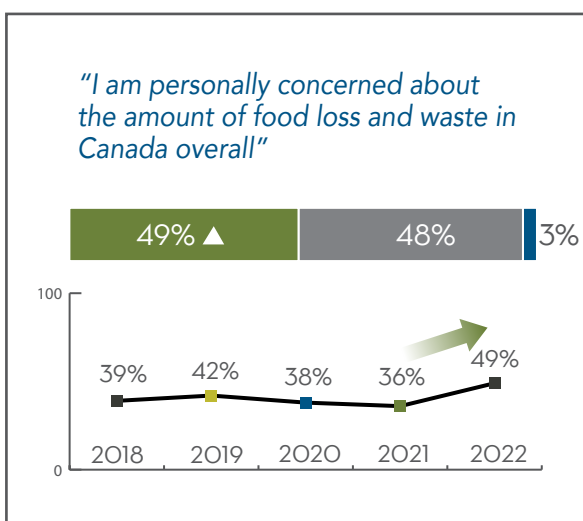
Affordability

Most Canadians are more concerned about keeping healthy food affordable compared to last year. After a significant nine-point increase, concern for affordability has reached a 5-year high. While still rated relatively low, the proportion of Canadians who are more focused on cost than country of origin has grown significantly (25%, up four points vs 2021).



Environment and Sustainability

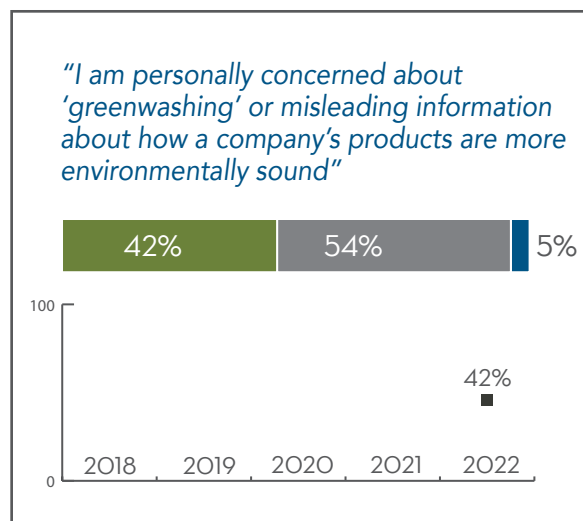
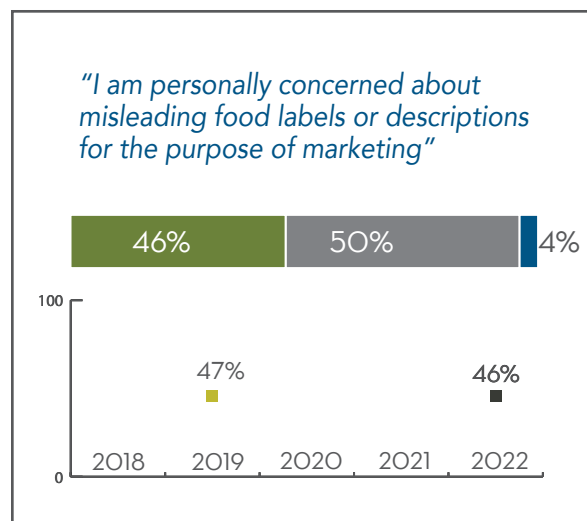
Due to significant year over year growth, both environment and sustainability issues have reached tracking-high levels. The 13-point growth in concern about the amount of food loss and waste in Canada is the highest increase of all food system tracking issues with over half of Canadians very concerned. Four in ten strongly agree that Canadian farmers are good stewards of the environment.



8-10	3-7	0-2
Strongly Agree	Neutral	Strongly Disagree

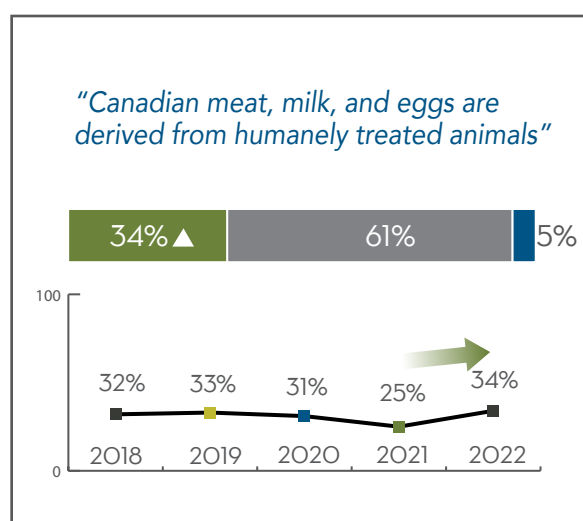
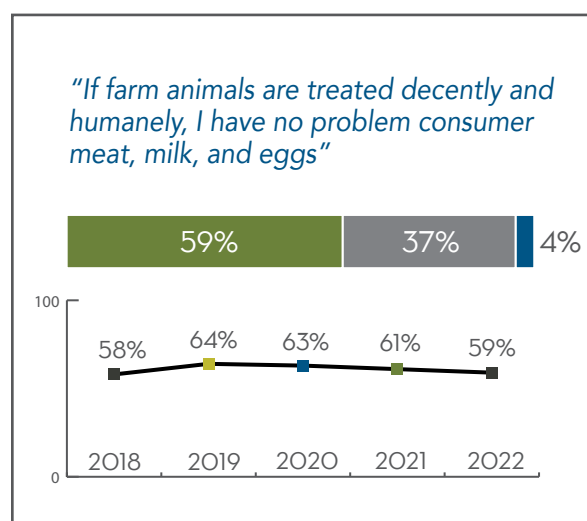
Marketing and Labelling

Concern about the general practice of misleading food labels or descriptions for the purposes of marketing is slightly higher than for 'greenwashing'; just under half of Canadians are worried about these disingenuous marketing tactics.



Animal Welfare

Six in ten Canadians strongly agree that they have no problem consuming animal products if they are derived humanely. The food system must continue to demonstrate their animal welfare practices, particularly regarding antibiotic use – a concern that has increased year over year.



A close-up photograph of a hand squeezing a green sauce from a squeeze bottle onto three falafel balls in a bun. The bun is held in a person's hand. In the background, two women are smiling. The scene is set outdoors with a wooden table and a blue cloth.

PUBLIC TRUST AND CONFIDENCE

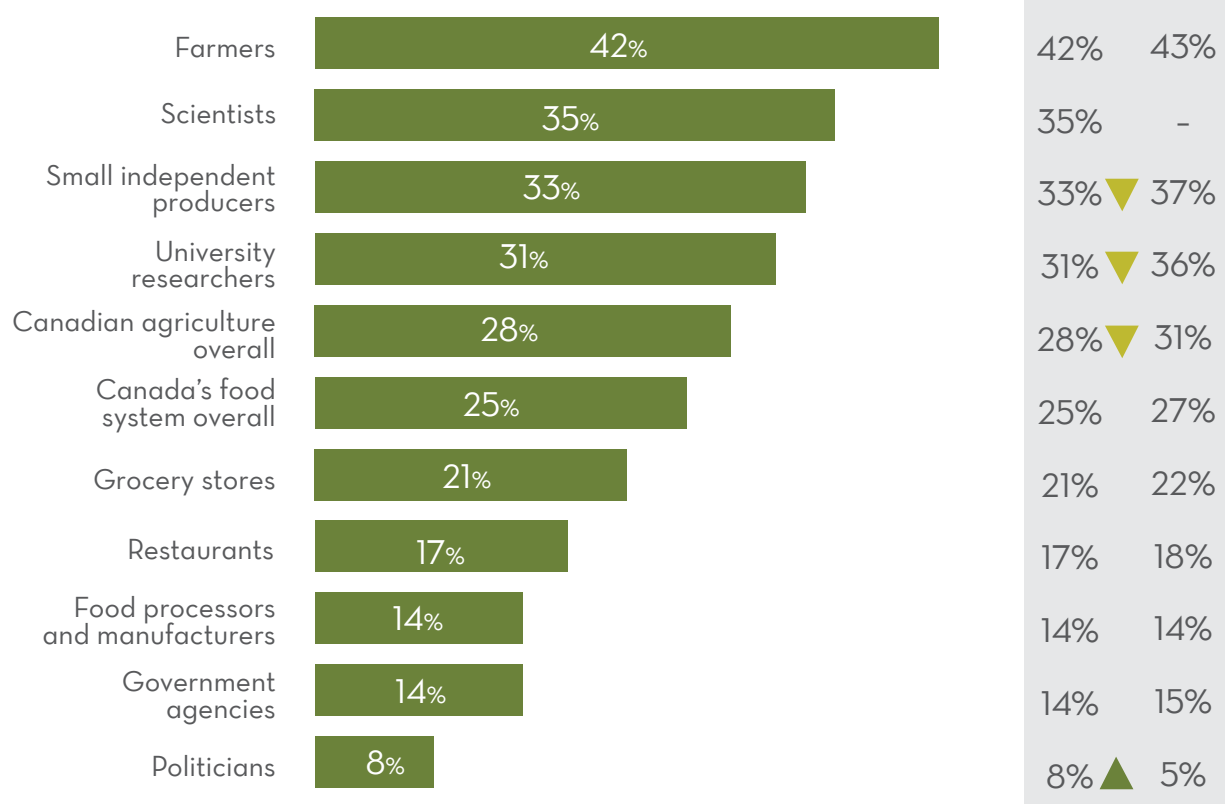


TRUST IN THE CANADIAN FOOD SYSTEM



Thinking of the Canadian food system, how would you rate your trust in the following groups?

Tracking Trust (8-10)



% VERY TRUSTWORTHY (RATED 8-10 OUT OF 10)

Trust in most food system stakeholders has remained steady compared to last year. Farmers remain the most trusted followed by scientists. Trust has significantly decreased towards small independent producers, university researchers, and Canadian agriculture overall.

Younger Canadians (Gen Z*) have higher levels of trust for most *individual* food system stakeholders, whereas Gen X's and Boomers have a higher levels of *overall* trust in both the food and agriculture system.

*Generations age breaks: Gen Z (Born 1997 or later), Millennials (Born 1981-1996), Gen X (Born 1964-1980), Boomers (Born 1964 or earlier)

BUILDING A SUSTAINABLE FOOD SYSTEM

The long-term growth and success of our food system must be sustainable. A sustainable food system, one that meets the needs of all food system stakeholders, while preserving our environment, must be trusted. Building a trusted and sustainable food system is a journey of continuous improvement best achieved through open cooperation across the entirety of the food system.

This year, CCFI developed a baseline understanding of Canadians' perceptions of food system sustainability issues. These issues are framed under the blocks of environment, food integrity/safety, economic and societal well-being*.



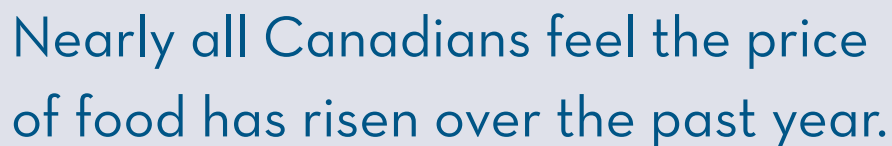
Using a scale of 0 to 10 where 1 means you are not at all confident and 10 means you are extremely confident, how much confidence do you have in Canada's food system to address each of the following, to ensure the sustainability of our food system?

Canadians are very confident that the Canadian food system ensures their food is safe. Supporting local businesses and providing good jobs are additional areas of perceived strength of the food system.

* Numbers reflect the percentage of those who selected an 8-10 (extremely confident) rating from a scale of 0-10

A top-down view of a rustic meal spread on a dark wooden table. In the top left, a wooden cutting board holds several pieces of golden-brown bread, some sliced, and a sprig of fresh thyme. To the right, a black cast-iron skillet is filled with roasted meat, red bell peppers, and onions. In the center, a small green ceramic bowl contains white rice. To the left of the rice, a blue ceramic plate holds shredded purple cabbage. In the bottom left, another blue plate features roasted meat and potatoes. In the bottom right, a white ceramic bowl is filled with roasted vegetables, including red and yellow bell peppers, onions, and mushrooms. A silver fork lies on the table between the bottom two plates. The overall scene is warm and inviting, with natural lighting and a focus on fresh, home-cooked ingredients.

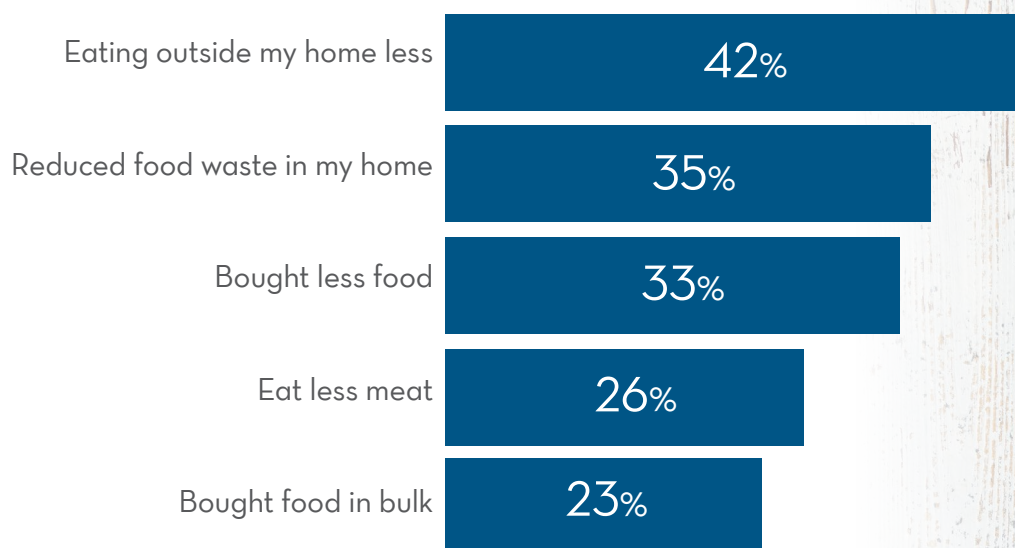
KEY ISSUE DEEP DIVE: COST OF FOOD



How are Canadians Responding?

The rising cost of food has real world impacts on Canadians and their relationship with the food system. When asked how, if at all, Canadians are adapting their behaviours in response to the rising cost of food, the most common response is eating out less, cited by over four in ten (42%). About a third of Canadians are buying less food and wasting less of what they do buy (33% and 35%, respectively). Slightly fewer report shifts in the type of food they buy including eating less meat, buying in bulk, buying more frozen food and less nutritious options.

Top Five Consumer Responses to the Rising Cost of Food



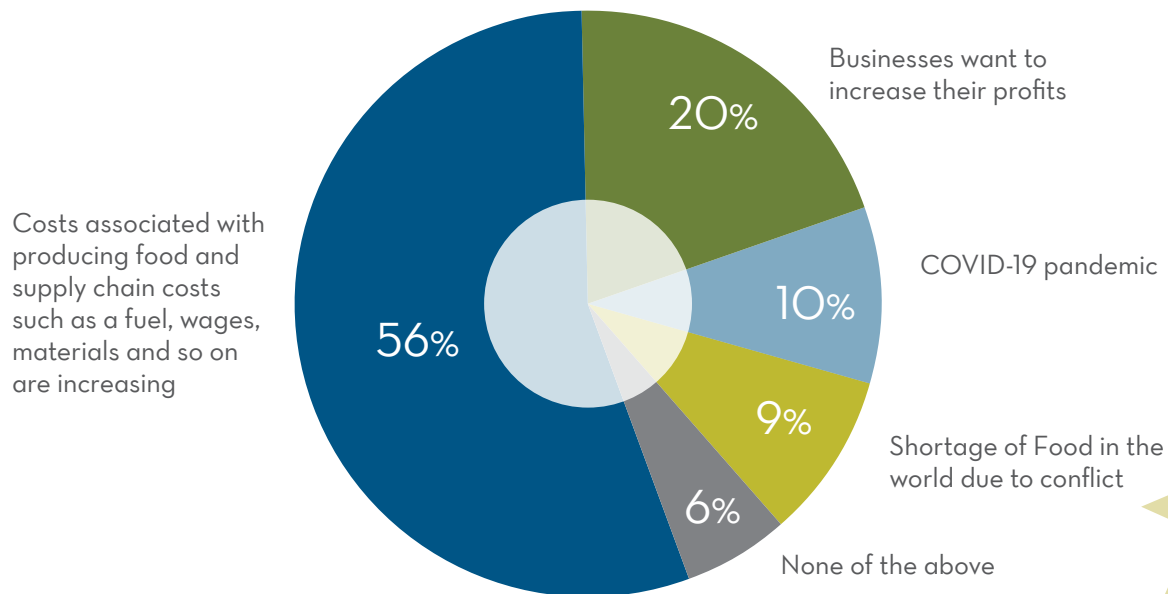
* Statistics Canada <https://www150.statcan.gc.ca/n1/daily-quotidien/220518/dq220518a-eng.htm>



Why is the Cost of Food Rising?

Canadians have a realistic understanding about the rising cost of food. Most Canadians (56%) believe that food prices are increasing due to costs associated with supply chains and producing food. One in five (20%) think the increase in food pricing is due to businesses wanting to increase their profits. Around one in ten believe the increase is due to the pandemic (10%) or because of the food shortage due to world conflict (9%).

Reasons for Food Price Increases



When communicating to Canadians about the cost of food, be sure to address the key issues of inflation, the Covid-19 pandemic, and the price of gas. Continue to demonstrate what you are doing to address affordability issues.



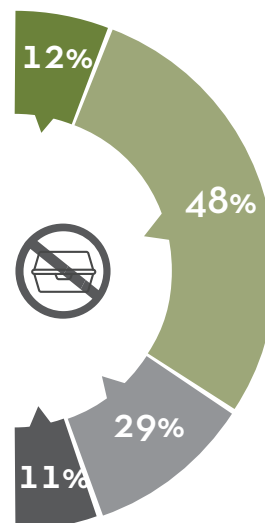
WHAT ARE CANADIANS DOING?



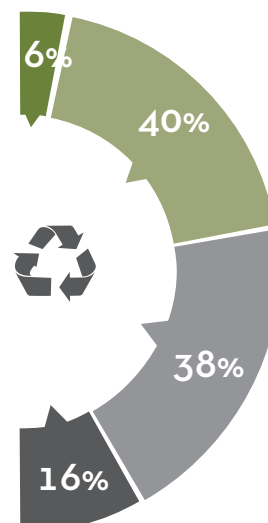
Seek out food products that are locally grown or produced, even if they cost more



Seek out products that are the healthiest even if they cost more



Seek out grocery store items that use less packaging



Seek out items that have a minimal environmental impact, even if they cost more

■ ALWAYS ■ SOMETIMES ■ RARELY ■ NEVER

Most Canadians, at least sometimes, overlook the cost of a food item if it is local, is perceived to be healthy or to have a minimal environmental impact. There is a growing demand for reduced packaging particularly among those in Quebec, women, and Boomers.

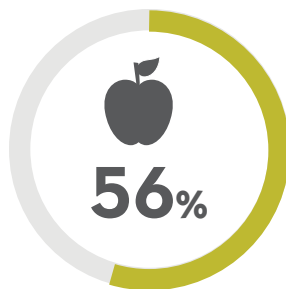


A woman with dark, curly hair and black-rimmed glasses is seated at a desk, looking down at a laptop. She is wearing a light-colored, short-sleeved top. Her left hand, adorned with a watch and several rings, is resting on a document next to the laptop. A small potted plant sits on the desk in the foreground. The background is softly blurred, showing a window with greenery outside.

MEDIA AND INFORMATION

WHAT ARE CANADIANS INTERESTED IN?

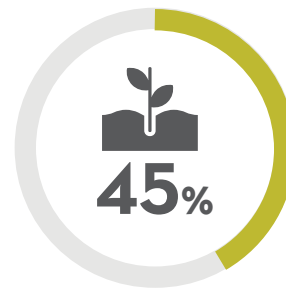
Canadians are most likely to say they have sought out information about nutrition and healthy eating in the last six months followed by how to spend less on food and the topic of local food.



Nutrition and healthy eating



How to spend less on the food that you eat



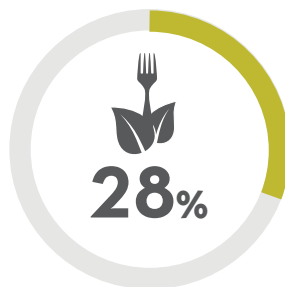
Food that is grown or produced locally to where you live



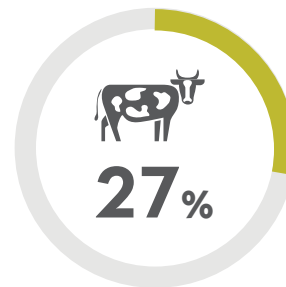
Food safety



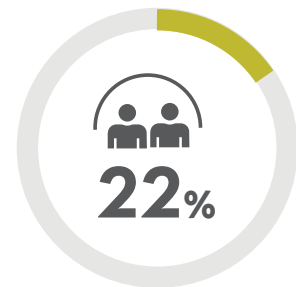
Sustainable or environmentally friendly food production



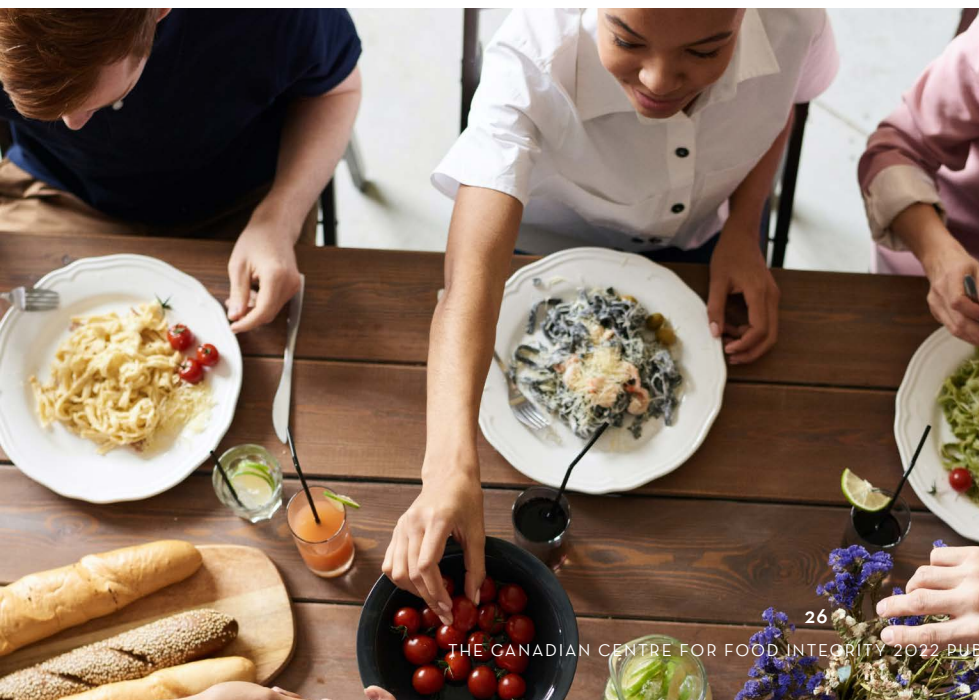
Plant-based, meat alternative types of foods



The humane treatment of animals raised for food



Labour and human rights in food production



Attract attention through communicating about what Canadians are seeking out - nutrition and healthy eating. Try to address other key issues under this umbrella – how are you innovating to ensure healthy food is affordable and sustainable?

A photograph of a vast field of wheat under a dramatic sunset sky. The sun is low on the horizon, creating a strong lens flare effect. A line of trees is visible in the distance. The text "EXTERNAL PUBLIC TRUST RESEARCH" is overlaid in white, bold, sans-serif capital letters in the center of the image.

EXTERNAL PUBLIC TRUST RESEARCH

Edelman Trust Barometer

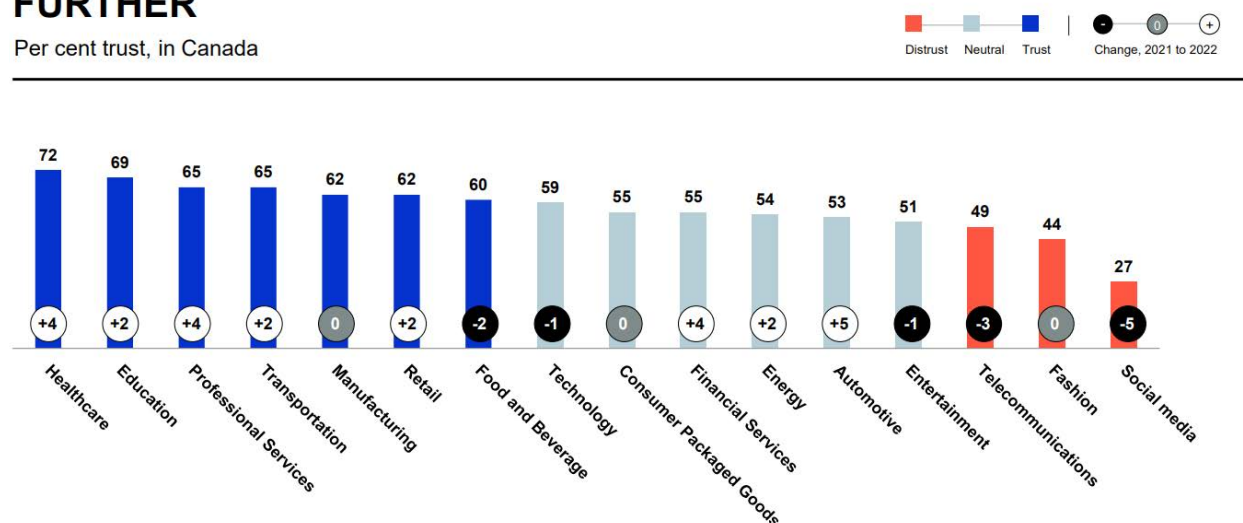


The Edelman Trust Barometer is an annual online survey across 28 countries and more than 36,000 respondents (n=1,150 within Canada). Fieldwork was conducted from November 1-24th, 2021. Trust remains stable in the 'neutral' category within Canada.



SOCIAL MEDIA MOST DISTRUSTED AND FALLS FURTHER

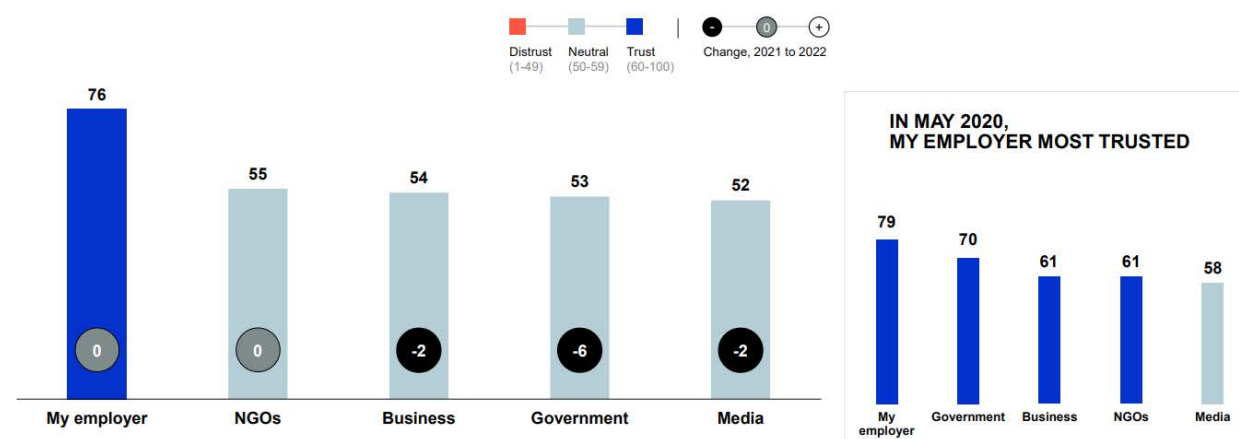
Per cent trust, in Canada



Despite a decrease in trust, the food and beverage industry continues to be trusted by most Canadians. Like CCFI 2022 Public trust research revealed, social media is most distrusted, yet Canadians are frequently engaging with food information through these sites.

MY EMPLOYER ONLY TRUSTED INSTITUTION

Per cent trust, in Canada



Employers are the only trusted institution after a decrease in trust towards nearly all other categories. Businesses, however, are perceived to not be doing enough to address the societal issues of climate change, workforce reskilling, economic inequality, trustworthy information, systematic injustice, and access to healthcare.



Public trust can be achieved through values-based communication. These societal issues and their impact on our food and agriculture system are areas Canadians want to hear more about.



The IFC is a non-profit education and consumer research organization that seeks to effectively communicate science-based information about health, nutrition, food safety and agriculture. An online survey of n=1,005 Americans aged 18+ was conducted between March 23 – April 4th, 2022.



This study demonstrates that US and Canadian consumers are similar in number of ways. Results of this study echo many of CCFI's public trust research findings including:

- Gen Z (youngest cohort) are driving attitude changes on sustainability
- Food loss and waste is a growing concern among consumers
- Price remains the main consumer consideration over environmentally sustainable products
- Most consumers notice an increase in the cost of food (83% Americans vs 94% Canadians)

Download the report here:

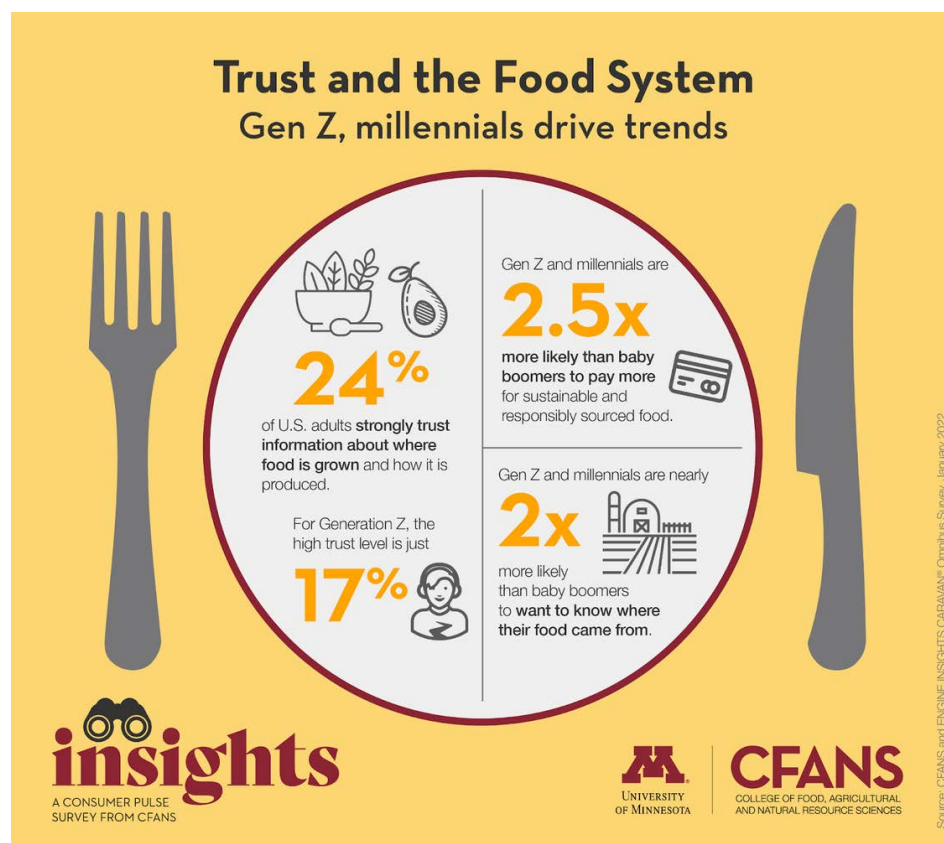
<https://foodinsight.org/wp-content/uploads/2022/06/IFIC-2022-Food-and-Health-Survey-Report-May-2022.pdf>

University of Minnesota College of Food, Agriculture and Natural Resource Sciences



The CFANS is an online survey with US consumers. This study was conducted in January 2022 among a representative sample of n=1,022 adults in the United States. Key perceptions and opinions are explored about important topics in food, agriculture, and natural resources.

This wave of research focused on exploring differences between generational attitudes and behaviours. Specifically, GEN Z and Millennials were found to be more willing than Baby Boomers to pay more for sustainable and responsibly sourced food.



Canadian Baby Boomers differ than their US counterparts when it comes to environment and sustainability. Older Canadians have higher levels of concern about environmental issues such as food packaging, climate change, and demand for local food than Millennials. Those within the youngest cohort (GEN Z), however, mirror those in the US and are driving environmental issues within the food system.

Download the report here:

[Bridging the food trust gap | College of Food, Agricultural and Natural Resource Sciences \(umn.edu\)](https://umn.edu)

Nourish Trend Data



Every year, the Nourish Network releases a trends report that looks at the forces driving change across the entire food continuum – retail, production, foodservice, agriculture, and our home kitchens. This year, the report highlights that we are at an inflection point. While working through a shared global crisis over the past couple of years, the world is re-focusing on climate change that effects everything from food prices to Canadians' food choices. The 2022 report introduces generational splits and demonstrates how generations not only shape history but are also shaped by it.

Highlighting key trends that will significantly shape the industry moving forward is key to helping the food system prepare and evolve for the future.

Nourish's top food & beverage industry and agricultural trends for 2022 are:

- **Talkin' 'Bout My Generation:**
Boomers and Seniors Are Coming On Strong
- **Let's Make This Clear:**
Using Purpose Transparency to Gain Consumer Trust
- **Plant-Based 3.0:**
A Divide Between Better For You and Better For the Planet, Real Food, and Science
- **Remapping The Paths To Purchase:**
An Updated Shopper Journey for Post-COVID Grocery Behaviours
- **Blurring The Lines:**
Foodservice Models Get Increasingly Hybridized
- **Cultivating Your Inner Garden:**
Eating for Gut Health Goes Mainstream
- **Save & Splurge:**
The High-Low Fashion Trend Comes to Food
- **Bonus Trend – What's Good for Me is Good for Fido:**
The Humanization of our Pets
- **Farms On The Edge Of Uncertainty:**
A Perfect Financial Storm Could Capsize the Canadian Agriculture Economy
- **The Emergence Of The Modern Farmer:**
Doing Away with Stereotypes and an Increased Focus on Mental Health
- **Urgently Hiring:**
The Farm Labour Gap Approaches Critical Levels

For further insights, download the 2022 report here:

<https://www.nourish.marketing/trend-report>



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A sincere thanks to CCFI's Research Advisory Panel members for sharing their time, insights and expertise that have shaped the 2022 Public Trust Research and beyond.

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OUR APPRECIATION

The Canadian Food for Integrity benefits from a strong and engaged Board of Directors. Unique in experience, perspectives, and geography, CCFI's mission is continually served through the board's guidance. Thank you to all board members for their support to pursue data-driven public trust efforts.



THE CANADIAN CENTRE FOR FOOD INTEGRITY

CONNECTING WITH CANADIANS

The Canadian Centre for Food Integrity coordinates this research for the benefit of the Canada's food system and those interested in conversations about food and how it is produced. A better understanding of Canadian consumers' views, expectations, and their interest in learning more is the foundation needed to increase public trust in our food system. This research is meant to be shared broadly and put to work by the entire Canadian food system.

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Permission is granted to share any of this work with credit to the
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