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**NEWS RELEASE**  
**For immediate distribution**

**Concern for cost of food reaches historic highs for Canadians**  
**Food system expected to demonstrate leadership on climate change and sustainability**

**Guelph, ON. October 25, 2022** – The Canadian Centre for Food Integrity (CCFI) announced today the results of its 2022 Public Trust Research. The 2022 results illustrate that the cost of food remains the top concern for Canadians and is the main factor influencing purchasing decisions. Not only has the rate of concern for the cost of food increased significantly, but it has also reached a tracking high. While consumers worry about day-to-day issues like their grocery bills, they also count on the food system (from farm to plate) to proactively address threats such as climate change and other sustainability issues.

“The Canadian food system must demonstrate to consumers that we are listening and pro-actively responding to their concerns,” said John Jamieson, President and CEO of the CCFI. The more informed Canadians are about the food system, the more positively they feel about the food they eat and the people who produce it.”

The CCFI’s research results indicate that Canadians understand that climate change and related environmental issues is one of the greatest threats our food system is facing. To that effect, the food system must demonstrate leadership in its efforts to confront climate change and communicate its innovative sustainability efforts to ensure the long-term sustainability of Canada’s food system.

This year’s research also revealed that after a two-year “covid-boost” towards the food system, consumer 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. However, when it comes to top-of-mind concern, Canadians are far more pre-occupied with daily pocket-book issues like inflation, cost of food and energy.

**About the Canadian Centre for Food Integrity**

The Canadian Centre for Food Integrity (CCFI) is a national charity with a clearly defined mandate to help Canada’s food system earn public trust by coordinating research, resources, dialogue, and communications. For more information, visit [foodintegrity.ca](http://foodintegrity.ca) and follow us on [LinkedIn](#) and [Twitter](#).

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