

NEWS RELEASE
For immediate distribution

Canada's Agriculture Day Celebrated by Millions Across the Country

Guelph, ON. February 22, 2023 - The Canadian Centre for Food Integrity (CCFI) is thrilled to announce the resounding success of Canada's Agriculture Day, celebrated on February 15, 2023. This 7th annual day, which has become a powerful platform for showcasing Canadian agriculture and the people who make it possible, reached more than 135 million people and trended #1 on Twitter for 15 consecutive hours.

The overwhelming response to Canada's Agriculture Day on social media is a testament to the pride and passion that farmers and participants of the Canadian food system feel for their work. The day was marked by a flood of positive messages and engagement on social media and in the news, demonstrating a shared appreciation for the people and practices that make Canada's agriculture industry one of the best in the world.

The highlight of the day's success was #CdnAgDay trending as the number one hashtag on Twitter for 15 consecutive hours and staying trending for 38 hours in total. "We are thrilled to see such incredible engagement and participation from Canadians across the country," said John Jamieson, President and CEO of the Canadian Centre for Food Integrity. "This year's impressive reach and social media presence reflects the importance and appreciation of Canadian agriculture and the need to continue to celebrate and promote it."

The CCFI thanks everyone who contributed to making the day a huge success and looks forward to continuing to celebrate and showcase the hard work, dedication, and passion of the many individuals and organizations that make up our agriculture industry.

As preparations begin for Canada's Agriculture Day 2024, the CCFI invites potential financial partners to consider joining in this celebration of Canadian agriculture and the people who make it possible. By supporting Canada's Agriculture Day 2024, you will demonstrate your commitment to a strong, sustainable, and resilient Canadian food system.

About Canada's Agriculture Day and Agriculture More Than Ever

The Canadian Centre for Food Integrity leads the online forum Agriculture More Than Ever, which fosters positive discussions about agriculture and food and builds trust between producers and consumers. Agriculture More Than Ever has also been the driving force behind Canada's Agriculture Day, launched in 2017 to celebrate Canadian agriculture, food and everyone who works in the industry. For more information, visit agriculturemorethanever.ca and follow us on [Twitter](#), [Facebook](#) and [Instagram](#).

About the Canadian Centre for Food Integrity

The Canadian Centre for Food Integrity 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 and follow us on [LinkedIn](#) and [Twitter](#).

Media Contact

Severine Lavoie

Communications Manager, Canadian Centre for Food Integrity

579-490-4368

severine@foodintegrity.ca