

THE CANADIAN CENTRE FOR
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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EVENTS



CANADA'S AGRICULTURE DAY

Mark your Calendars for Canada's Agriculture Day on February 13, 2024!

Did you know that in 2023 [Canada's Agriculture Day](#) campaign reached over 40 million people and was the #1 topic on Twitter for 15 hours? Let's make this year even bigger! Join the CCFI and our vibrant community to celebrate and engage in food and agriculture conversations. Show your support by using the hashtag #CdnAgDay across social media.

Together, let's celebrate the hardworking farmers, dedicated producers, and invaluable stakeholders in the agri-food industry through a unified voice for the industry to directly engage with consumers. [Learn more.](#)

PUBLIC TRUST RESEARCH

2023 Public Trust Research

Discover the latest insights on Canadians' opinions about the food they eat and how it's produced. Gain valuable knowledge on who Canadians hold responsible for the cost of food, the impact of food prices on consumer habits, and a comprehensive five-year check-in on trust, transparency, and much more. This research will help ensure your public trust efforts are fact based and effective. Only a short executive summary is made public, while CCFI members have access to the full report with more information and insights (70+ pages). [Download the public version here.](#)

Not a member? Reach out today to gain a competitive advantage in the crucial work of

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 CCFI:

- [Canada and Ontario committing up to \\$25 million to boost efficiency in farming and food processing](#)
- [Free Agricultural Management Course!](#)
- [2023 consumer food preferences](#)

MISCELLANEOUS

Series Harvesting Knowledge: Exploring Canada's Food System

In August 2023, the CCFI launched a video series called "[It's Good, Canada](#)," to spotlight the Canadian food system. The series focuses on the origins of food products, farming methods, sustainability, and climate-resilient practices. This campaign aims to foster appreciation and pride for both farmers and the food industry while enhancing public trust.

Video 1: Is Our Food Supply Secure? Exploring Food Security in Canada

In this video, we explore Canada's thriving food system, from the kitchen table to the vast fields, highlighting the importance of dependable access to nutritious and affordable food. Expert interviews with Prof. Michael von Massow and Second Harvest CEO Lori Nikkel shed light on the challenges and solutions to ensuring a sustainable future. [View here](#)

Video 2: How Does Climate Change Impact What We Eat? Understanding Climate Effects on Food Production

This video explores the impact of climate change on food production and greenhouse gas emissions. We evaluate the efforts made by farmers and the agriculture industry to reduce their carbon footprint and build a more sustainable food system. Expert interviews with Professor Claudia Wagner-Riddle from the School of Environmental Sciences at the University of Guelph and Tim McAllister, a Research Scientist at Agriculture and Agri-Food Canada, provide insights on the subject. [View here](#)

Video 3: Why Should We Protect Farmland? Ensuring the Future of Canadian Agriculture and Food

This video explains the importance of protecting farmland for the future of Canadian agriculture. Experts Ralph Martin, Professor and Loblaw Chair in Sustainable Food Production at the Ontario Agricultural College, University of Guelph, and Sara Epp, Assistant Professor of Rural Planning and Development at the University of Guelph, discuss the threats to farmland and the efforts being made to preserve it, including policy and planning initiatives, as well as innovative farming practices. [View here](#)

Stay tuned for the unveiling of the last two videos on conventional and organic farming, exiting career and labor career opportunities!

We are pleased to welcome, [Bayer CropScience](#) and [Fertilizer Canada](#) as the newest CCFI members!



Meet the New CCFI Team Members



Jennily Germain Lauzon, Communications Manager

Introducing Jennily, an experienced Communications Manager with a versatile skill set encompassing marketing campaigns, communication strategies, and project management. Since joining the team in August 2023, she has taken charge of overseeing all communication programs at CCFI. Having spent a decade at the Government of Quebec, Jennily is a confident leader and a dedicated team player.

Before joining the CCFI, she held the role of Senior Marketing and Communications Manager at the Ministry of Cybersecurity and Digital Transformation. Jennily holds a Bachelor of Business Administration with a focus on Marketing from Laval University.



Hawa Guindo, Stakeholder Engagement & Communications Advisor

Introducing Hawa, a skilled Communications and Marketing professional with experience in project management and membership outreach. Since joining the team in September 2023, she has been supporting the Communications department and will be your new point of contact for all membership-related inquiries.

Hawa has a strong understanding of the needs of both members and the organization and will be a valuable asset to our team. Hawa holds a Bachelor of Arts with a focus on Communications from the University of Ottawa.

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