



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

[Cliquez ici pour la version en français](#)

EVENTS



Save the date

October 17-18, 2023

Public Trust Summit

The Westin Toronto Airport Hotel



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

Webinar | Media: Storytelling 101 Thursday March 23rd at 11am EST

The global pandemic, recession, political turmoil, and war have forever altered the already transitioning media landscape. In this environment and with ever-changing communication models, what's a communicator to do? Join Jennifer Ellson as she explores these key elements.

- Media landscape: The role that media can play in today's agri-food system.
- Media training: How to approach the media and get the word out.
- Storytelling 101: How to grab the editor's

attention to get your email opened and your story published.

- Strategy: How to reach not just traditional reporters.
- Crisis management: how to make sure all critical info and messaging are effectively communicated to the proper audience.

[Register Here](#)

The Canadian Centre for Food Integrity's

Webinar Series



Canada's Agriculture Day 2023: Remarkable Results!

Canada's Agriculture Day, celebrated on February 15, 2023, was a resounding success, reaching over 135 million people and trending as the #1 hashtag on Twitter for 15 consecutive hours. The Canadian Centre for Food Integrity (CCFI) is thrilled with the positive response and engagement from Canadians, showcasing the pride and passion of the farmers and participants in the Canadian food system.

CCFI is grateful for the contributions that made the day possible and looks forward to continuing to celebrate and showcase the hard work, dedication, and passion of the many individuals and organizations that make up the agriculture industry.

CCFI is now seeking 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.

PUBLIC TRUST RESEARCH



2022 CCFI Public Trust Research

The Public Trust Research Report is now available for download on the [CCFI Website](#).

Be sure to check it out!

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:

- [Loblaw earns \\$529M in Q4 profits as Canadians continue to be hit with higher food prices](#)

- [Canada's Agriculture Day Celebrated by Millions Across the Country](#)
- [Product of the year Canada announces 2023 award winners](#)
- [Government of Canada invests in the agriculture and agri-food sector to address labour demands](#)
- ['Ask A Farmer': New podcast aims to cultivate agriculture education](#)
- [Canada's Agriculture Day: Reducing food waste](#)

Canadian Centre for Food Integrity
www.foodintegrity.ca | learnmore@foodintegrity.ca

