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EVENTS

Upcoming Webinar:

Exporting Canada's Agri-Food & Building Public Trust

Wed., Dec. 15th, 2021 @ 11:00 a.m. EST

Join Claire Citeau as she discusses the multifaceted relationship between building public trust and exporting Agri-Food in Canada. Claire's current role as the Executive Director for the Agri-Food Trade Alliance makes her an expert on the topic.

[Register Here!](#)



FEB 22 2022



Canada's Agriculture Day (**#CdnAgDay**) is an important day on social media for the Canadian ag and food industry. In 2021, **#CdnAgDay** reached over 35M people, and trended #1 on Twitter for 6hrs! It's a great day to celebrate with members of Canada's ag and food industry. And, it is the only day throughout the year that our collective voices are heard by Canadian consumers (when it trends, Canadians listen).

Why get involved?

On Feb. 22, Canadians from coast to coast will be celebrating the food we love and the people who produce it. Check out [this document](#) to see why sharing is important.

How you choose to celebrate **#CdnAgDay** is up to you, but there are a few easy ways to show the love on Feb. 22:

- Post a Forks Up selfie!
- Create something new using the resources on Ag More Than Ever's [website](#).
- Post existing content related to ag/food pride (you don't have to reinvent the wheel to celebrate)
- Post one of our pre-made Forks Up images
- Organize a virtual activity

No matter how you get social, make sure to use **#CdnAgDay** when you do.

Check out [our website](#) for more resources and reach out to [Severine Lavoie](#) at CCFI if you have any questions.

PUBLIC TRUST RESEARCH



2021 Public Trust Research Report

Our 2021 Public Trust Research results are in! The research is designed to be shared - please feel free to distribute the report through your networks.

Download the 2021 Public Trust Research report [here](#).

In August 2021, the Canadian Centre for Food Integrity went on the streets of Toronto to ask people questions about the Canadian food system. Take a look at what consumers had to say about the direction in which the food system is moving in:

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



Missed any of our webinars lately? Click on the image to the right for access to all recordings.

Coming in 2022, our webinars will have a registration fee for non-members. By implementing the fee, we are continuing to create value for CCFI members and provide relevant content for the Canadian food system.



For any questions, please reach out to Paighton Smyth, paighton@foodintegrity.ca

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:

- Graphic Design and PR students supporting the CCFI at [creative blitz](#) to provide marketing material for Canada's Agriculture Day 2022 campaign
- Quebec Agriculture Minister, André Lamontagne, is at the forefront of some dramatic [changes in the Canadian food chain](#)
- New research from Field Agent Canada finds that [one-third of Canadians have used QR codes in-store](#) in the past month
- Producers need to be aware of [UN Food Systems Summit](#) outcomes
- The Nuffield agricultural scholarship program has announced the [six newest recipients of scholarship funds](#)
- Canada needs to update its food system to [become more resilient in a changing world](#)
- Half of Canadians prefer wild salmon and [misunderstand aquaculture methods](#)

We are pleased to welcome [Alltech](#) and the [Global Institute for Food Security](#) as the newest CCFI members!



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