



NEWSLETTER

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Join Us in Rebuilding Trust in Canada's Food System

Our 2024 Public Trust Research has revealed alarming trends that demand immediate action. Only 31% of Canadians believe our food system is on the right track, while negative perceptions have nearly doubled. These shifts present a critical challenge to our food sector's future, and we must come together to address them.

In February 2025, we will be presenting a powerful public awareness initiative to elevate Canada's food system and address indifference among Canadians and decision-makers, who need to be engaged in supporting our sector. This campaign will unite stakeholders from across agriculture, manufacturing, grocery, and beyond, providing a platform for transparency, collaboration, and action.

Now, more than ever, we need your support. By joining forces, we can combat misinformation, engage consumers and policymakers, and showcase the strength of Canada's food system. This is not just another campaign—it's a movement to bolster and support the future of our food system.

We invite you to be a part of this crucial initiative. Together, we can rebuild trust and ensure our food system thrives for generations. Reach out to learn more and get involved today.

Lisa Bishop-Spencer

Executive Director
Canadian Centre for Food Integrity



Social Media Transition: Stay Connected with Us!

We're excited to share an important update about our social media channels! The AgMoreThanEver accounts on Facebook and Instagram will be renamed CCFI / CCIA. All other accounts on these platforms (AgPlusQueJamais and It'sGoodCanada) will be closed by **December 31**.

This change is part of our effort to enhance our digital presence and foster stronger conversations around Canada's food system. By unifying our platforms, we aim to create a transparent and consistent voice, making it easier to connect with Canadians and engage with stakeholders.

Follow us now on [Facebook](#) and [Instagram](#) to stay informed and be part of the conversation!

**Canada's Agriculture Day: Celebrate
Our Food System**

SAVE



FEBRUARY 11
2025

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DATE



Canada's Agriculture Day on February 11, 2025, is an opportunity to celebrate and honor our food system's essential role in feeding Canadians and the world. This day highlights the hard work, innovation, and sustainability of our farmers, processors, and all those who contribute to a safe, nutritious, and resilient food supply.

Join us as we celebrate together the strength and resilience of Canadian agriculture!

Canadian Centre for Food Integrity

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