



NEWSLETTER

Version française

Message from CCFI'S Executive Director

This past Flag Day, we reflected on what makes Canada strong—our values, our resilience, and the systems that sustain us. One of those critical systems is Canada's food system, but its strength depends on more than just the work happening within it. It depends on whether Canadians recognize it, understand it, and stand behind it.

We've seen this before. In times of crisis—whether during the pandemic or amid supply chain disruptions—Canada's food system has been recognized as essential, resilient, and world-class. But that recognition has often faded, replaced by indifference rather than engagement. If we want long-term public trust, we can't let this be another fleeting moment. We need to make it a movement.

Right now, as trade tensions with the U.S. spark are renewing a pro-Canada sentiment, we have an opportunity to ensure that Canada's food system is part of that national conversation. But this won't happen on its own. We need to socialize our food system with Canadians, bring it into their everyday conversations, and make them care about it—not just when challenges arise, but always.

That's why the Public Awareness Initiative is focused on making sure that Canada's food system has a stronger, more visible voice. This isn't just about telling a story; it's about ensuring that our sector is at the table when policies are shaped, when public conversations happen, and when trust is built.

But to do that, we need to work together. We need leaders across the food system—across all sectors and industries—to join in, to align efforts, and to push this forward as a collective priority.

If we do this right, Canada's food system won't just be something Canadians trust. It will be something they champion.

Let's make it happen.

Lisa Bishop-Spencer

Executive Director

Canadian Centre for Food Integrity



Canada's Ag Day – A Resounding Success, Thanks to You!

Two weeks ago, we celebrated Canada's Ag Day! A heartfelt thank you to everyone who participated—whether by sharing inspiring stories, sparking meaningful conversations, or supporting the incredible individuals who keep our food system thriving. The energy was palpable, with a strong online presence through #CdnAgDay that showcased the passion and pride of our community.

At the Future of Food conference, CCFI highlighted the critical role of collaboration in building trust between Canadians and their food system. We also introduced an exciting new initiative designed to elevate Canada's food system by amplifying voices across the sector and strengthening these vital connections. To learn more about this initiative and how you can get involved, visit canadasfoodsystem.ca.





Annual General Meeting

Our AGM is more than a meeting—it's an opportunity to align, inspire, and take action for the year ahead.



Tuesday
April 15, 2025



Start At
11:00AM



Reminder: CCFI Annual General Meeting

A quick reminder that the Canadian Centre for Food Integrity's **Annual General Meeting (AGM)** is happening on **Tuesday, April 15, at 11:00 AM Eastern**. This is an important opportunity to reflect on the progress we've made over the past year and to share how CCFI is evolving to better serve our members and the broader food system.

For Members:

- The virtual meeting link has already been sent to you via email.
- Don't forget to designate your organization's **voting delegate** by **April 8** to participate in the Board of Directors election.
- Please send the delegate's name and email address to Ashley@FoodIntegrity.ca.
- All meeting materials, including the agenda, minutes, and financial statements, are available on the **Members Portal**.

Not a Member Yet?

There's still time to join CCFI and be part of this important conversation! If you're interested in contributing to the future of Canada's food system, reach out to us to learn more about membership.



CANADA'S AGRICULTURE DAY

- SAVE THE DATE -



10
Day

02
Month

26
Year

Save the Date – Canada's Ag Day 2026

Mark your calendars—Canada's Ag Day 2026 is on **February 10!** But let's not wait until 2026 to celebrate. Stay engaged year-round by sharing stories, sparking conversations, and supporting the people who make Canadian agriculture a global leader.

Canadian Centre for Food Integrity

www.foodintegrity.ca | learnmore@foodintegrity.ca



Canadian Centre for Food Integrity | 202-7145 W Credit Ave | Mississauga, ON L5N 6J7 CA

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