

Centre canadien  
pour l'intégrité  
alimentaire



Canadian  
Centre for  
Food Integrity

## Monthly News & Updates

### Canada's food system is an international powerhouse that needs to be cultivated in the face of trade war uncertainty

Opinion: Canada has never been a nation that boasts for the sake of it, but we have every reason to stand tall when it comes to our food system

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### Message from the Executive Director – Seizing the Momentum for Canada's Food System

Canadians are paying closer attention to our food system than ever—and now is the time to turn that awareness into lasting public trust. Learn how we're collaborating across the sector to strengthen national pride and highlight the food system's true value.

[Read More](#)

### How to Talk About Innovation in the Food System: Insights from an Omni Survey

Discover what Canadians really think about innovation in the food system. From February 13–19, we surveyed Canadians to uncover their views. The result? Buzzwords like "cutting-edge" fall flat—people want to know how changes impact their lives.



[Learn More](#)

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## Understanding Food Labels: “Made in Canada” and “Product of Canada”

In recent months, there's been a noticeable shift in consumer behaviour, with more Canadians actively seeking out products made right here at home. This trend isn't just about economics—it's about pride. With ongoing tariff threats from our southern neighbors, there's a growing sense of national pride in supporting homegrown

businesses.

However, as consumers increasingly look for “Made in Canada” or “Product of Canada” labels, questions and misconceptions about what these terms mean have started to surface. At CCFI, we believe in empowering Canadians with accurate, accessible information, so let’s break down the differences between these common labelling claims and explore how Canada’s food system is more complex than it may seem.

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April 15 at 11:00 AM ET

## CCFI Annual General Meeting

Our AGM is just around the corner. Join us to reflect on the past year’s progress and learn how CCFI is evolving to better serve its members and the food system.

The virtual meeting link has already been emailed to members. To participate in the Board election, ensure that your organization designates a voting delegate by April 8. If you haven’t already done so, please mail [ashley@foodintegrity.ca](mailto:ashley@foodintegrity.ca) with your delegate’s name and email address to complete this process.

### Not a Member Yet?

There’s still time to join CCFI and be part of shaping the future of Canada’s food system! Contact us to learn more about membership and how you can get involved.





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