

Centre canadien
pour l'intégrité
alimentaire



Canadian
Centre for
Food Integrity

Monthly News & Updates



Executive Director's Message

This year is proving to be a turning point for how Canadians see their food system. Across the sector, we are building momentum, and the signs are clear that Canadians are ready to engage in new ways...

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Canada's Food System: Building Momentum Toward September



The first hundred days of Canada's Food System were designed to build a strong foundation for the campaign. This early phase focused on testing creative, establishing

our presence across digital platforms, gathering insights on how Canadians engage with our messages, and bringing new partners and audiences into the initiative. The intention was to start building momentum with consistent steps that would prepare the campaign for its next stage this fall.

Since the campaign began in May, our messages have been seen over 22 million times on Facebook, and engagement has far surpassed industry benchmarks. On YouTube, Canadians are not only watching our videos but staying with them.

Community engagement is also growing. To date, over 1,900 Canadians have signed our pledge, with new user-generated content flowing in each month. Social channels continue to expand, with hundreds of new followers added across social media. These conversations underscore the appetite for real stories about the people, innovation, and collaboration behind Canadian food...

[Read the Full Update](#)

Thank You to Our 2025 Public Trust Summit Sponsors

As we get ready to gather for the **2025 Public Trust Summit**, we want to extend our heartfelt thanks to this year's sponsors. Your support is what makes it possible to bring Canada's food system leaders together for vital conversations on building and sustaining public trust. We are truly grateful for your commitment and partnership.



For organizations interested in joining this group of dedicated leaders, **sponsorship opportunities are still available**. Becoming a sponsor is a powerful way to showcase your commitment to transparency, collaboration, and the future of Canada's food system.

Haven't registered yet? Make sure your voice is heard! Join food system leaders from across Canada on October 28 and 29.

Learn How to Tackle Cybersecurity Challenges Unique to the Agri-Food Sector

Take advantage of specialized training co-developed by cybersecurity professionals and industry experts, at no cost. Explore the evolving landscape of agri-food technology and how to overcome cybersecurity challenges. Starting in September, take part in programs on cyber technology adoption and best practices for the Agri-Food sector.

[Register now](#)



CCFI in the News

Over the summer, CCFI was featured in several media outlets, sharing insights on public trust, food security, and Canada's food system. From initiative highlights to research findings and global forums, here's a recap of our coverage:

[Rebuilding Trust: Why Retailers and Manufacturers are Key to Canada's Food Conversation](#) – *Grocery Business*, August 14

[Canada's Food System Aims to Show the Real Story Behind Every Bite](#)– *Rural Roots Canada*, July 27

[Canadian Agricultural Leaders Attend Global Food Security Forum in the Shadow of the G7 Summit](#) – *Western Producer*, June 16

[Canada's Food System Campaign Brings National Food Security to the Forefront at G7 Parallel Forum](#) – *GlobeNewswire*, June 16

[Public Trust in Canadian Food System at a Low](#)– *Western Producer*, June 11





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