From Test Launch to National Movement – *Canada's Food System: Our Food, Our Future* Goes National

October is a milestone moment for *Canada's Food System: Our Food. Our Future.* After a powerful first 100 days, the campaign is no longer just a launch, it is going national. Canadians will see it on television, in-store, and across their communities. They will encounter it on billboards and hear it through a compelling new audio docuseries. For the first time, the food system is being showcased at a scale that reflects its true importance to Canada.

This national rollout is about visibility and voice. The campaign will meet Canadians where they are, in their homes, on their commutes, and in the places they shop, with clear and consistent messages about the role the food system plays in our lives. It will highlight innovation and sustainability, the economic strength of the sector, and above all, the people whose work makes it possible. These are the pillars that will carry the campaign forward and ensure Canadians see their food system with new pride and understanding.

The audio docuseries is one of the most exciting pieces of this work. It takes listeners across the country, bringing them into the fields, barns, plants, and coastlines where the story of our food system is lived every day. It captures the innovation, resilience, and dedication of the people behind our food and connects those stories to the bigger picture of how our food system fuels the economy, sustains communities, and secures our future. This is storytelling with purpose, designed to build pride and trust in every corner of the country.

Momentum is on our side. The foundation has been built, the message is resonating, and now the campaign is stepping onto the national stage. In the weeks ahead, we will host a webinar to share the success of the first 100 days and map out the exciting road ahead.

This is our moment to amplify, to unite, and to ensure Canada's food system gets the recognition it deserves.

Join us.

Lisa Bishop-Spencer
Executive Director, CCFI

Coming October 6: A New Audio Docuseries

Get ready to embark on a journey across Canada with our brand-new audio docuseries, *Canada's Food System: Our Food. Our Future* Launching October 6, this captivating series will release one new episode per week, 6 episodes in English and 2 in French, exploring the inspiring stories behind Canada's food system.

Immerse yourself in the voices, sounds, and experiences of the passionate individuals who cultivate, innovate, and produce our food. From the hardworking farmers in Saskatchewan's fields to pioneering aquaculture innovators, each episode uncovers the triumphs, challenges, and ingenuity that sustain our food system coast to coast to coast.

Explore themes of innovation, sustainability, and food security while discovering the deep connections between our economy, our communities, and the opportunities within the food sector. This engaging audio journey invites listeners to rethink the importance of food in our lives, a core part of our Canadian identity and a vital driver of our nation's future.

Don't miss a single episode! Available on all your favorite podcast platforms starting October 6 and join us for this unforgettable exploration of Canada's food system.

Visit Canada's Food System Website

Last Chance to Book Your Room at the Group Rate!

In today's food system, trust isn't just earned, it's defended. The 2025 Public Trust Summit is where leaders across the food system will come together to tackle one of the biggest challenges of our time: navigating a world where fear often speaks louder than facts.

The Summit takes place at the **Westin Toronto Airport Hotel**, and there are only a few days left to secure your accommodations at the group rate. **Book by October 6** to take advantage of preferred pricing and ensure you're right where the action is happening. After that, regular hotel rates will apply.

Book your room now.

Highlights include:

- **Dr. Joe Schwarcz** (Author and Professor, McGill University) on the science of misinformation and how it shapes public perceptions
- **Ashley Bruner** (CCFI) presenting the 2025 Public Trust Research Review, the foundation for understanding what Canadians believe and where trust is fragile
- **Paul Hillier (Tactix Risk Communications) on disarming misinformation when facts alone are not enough**
- **Dr. Mike von Massow** (University of Guelph) on the role of values and identity in shaping trust
- **Jesse Hirsh,** digital strategist, disruption, and what it means for credibility in a noisy information environment
- Perspectives from FCC's **Nadine Durant** and sector leaders from across the food system

The Summit also includes a **members-only lunch and information session** to close the program.

Don't miss this chance to connect, learn, and engage with leaders across the food system. We look forward to seeing you there!

Program &

Explore Agriculture from Your Classroom!

Brought to you by Agriculture in the Classroom Canada, the Great Canadian Farm Tour – Season 5 is back!

Offered in English and French for Kindergarten to Grade 6, this virtual tour lets your students:

- Meet real Canadian farmers and food experts
- Explore farms and food facilities from coast to coast
- Learn where our food comes from — straight from the source!

Give your students a unique educational adventure across Canada's farms!

To learn more about the program, view the Season 5 schedule, and register, visit the **Agriculture in the Classroom Canada website.**

Public Trust as Infrastructure: CCFI Paper Accepted at CAREE 2025

The 1st Canadian Agri-food & Rural Advisory, Extension, and Education (CAREE) Conference brings together leading scholars, practitioners, policymakers, and community leaders to explore the critical issues facing the future of Canadian agriculture, rural communities, and extension services. Hosted at the University of Guelph, this inaugural event seeks to create a platform for collaborative exchange on the transformative role of agri-food and rural advisory, extension, and education services.

We are honoured that **Ashley Bruner** will be presenting on October 29th, following the acceptance of CCFI's first academic paper submission. The paper introduces a new way of thinking about public trust, not as a communications exercise or messaging outcome, but as infrastructure that underpins the food system itself. Public trust forms the basis for maintaining the social license to operate, enabling resilience and long-term sustainability across Canada's food value chain.

This is distinct from our annual Public Trust Research. While elements of that work have informed the foundation of this paper, the CAREE presentation is intended for an academic and policy-focused audience. It emphasizes theory-building, sector-wide implications, and positions public trust as a critical pillar in the ongoing conversation about Canada's food system.

Algorithms, AI and the Future of Trust in Food and Farming – Webinar Recording Now Available

Artificial intelligence and algorithms are transforming how information is shared, trusted, and acted upon in our food system. On September 25, CCFI hosted a timely webinar with **Dr. Rozita Dara**, Associate Professor at the University of Guelph and co-Director of AI4Food, to explore how these technologies are reshaping credibility and authority in food and farming.

Dr. Dara walked participants through:
- How algorithms influence what we see, who we hear from, and how credibility is built online
- The growing role of generative AI compared to everyday algorithms
- Lessons learned from public health crises like COVID-19 and avian influenza
- The implications for Canadian food and agriculture, from risk communication to building public trust
- Practical takeaways for leaders navigating this rapidly evolving landscape

For those who couldn't join us live, the **full recording is now available on the** members' portal.