

Centre canadien
pour l'intégrité
alimentaire



Canadian
Centre for
Food Integrity

Monthly News & Updates

Highlights from the 2025 Public Trust Summit

The 2025 Public Trust Summit brought together an impressive cross-section of leaders from across Canada's food system for a day and a half of thoughtful discussion and collaboration. The conversations were candid and constructive, reflecting both the complexity of public trust and the sector's shared commitment to strengthening it. What resonated most was that building and maintaining trust is a shared responsibility that connects every part of our food system. Thank you to all who attended!

This year's Public Trust Research provided valuable context for those discussions. Canadians' confidence in the food system has reached a five-year high, influenced by a broader wave of pro-Canada sentiment. While this renewed optimism is encouraging, it also underscores how quickly perceptions can shift. We cannot lose this momentum. Continued communication, transparency, and collaboration will be critical to sustaining confidence over time.

This is why initiatives like *Canada's Food System: Our Food. Our Future* are so important. Earlier this month, we hosted a national webinar about the work that has been done, sharing highlights from the 100-Day Campaign and outlining next steps as the initiative continues to build visibility and engagement across the country. The strong turnout and thoughtful feedback from participants show the value of keeping the conversation active and inclusive.

Finally, I want to express my deepest appreciation to the CCFI team. The past few months have involved extraordinary effort, from planning and coordination to on-the-ground delivery, and their dedication shows in every success we have achieved. Their professionalism, creativity, and teamwork have made this season one of the most productive and inspiring yet, and I'm very grateful.

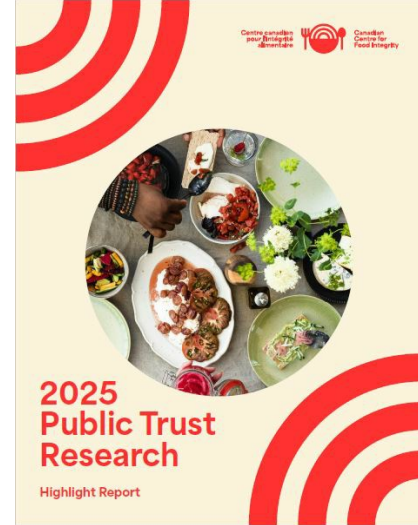
Lisa Bishop-Spencer
Executive Director, CCFI

Download the 2025 CCFI Public Trust Research

This year's research shows a significant shift in public sentiment: nearly half (45%) of Canadians believe the food system is headed in the right direction — a 14-point increase from 2024, when only 31% felt the same. Public confidence has reached a five-year high, driven

by a renewed wave of pro-Canada sentiment amid global uncertainty.

While this renewed optimism is encouraging, it also highlights how fragile trust can be. Much like the “support Canada” movement during the pandemic, today’s confidence is shaped by national pride, but maintaining it will require ongoing collaboration, transparency, and consistent communication across the food system.



[Download our Free Summary Report](#)

Want the full report? Unlock more insights through membership. CCFI Members have exclusive access to the full Public Trust Report and resources including detailed demographic data, customized presentations, and more.

Exploring Canada’s Food System : Six Episodes Released and Counting



Over the past several weeks, *Canada’s Food System: Our Food. Our Future* has been taking listeners on a journey across the country, uncovering the people, innovations, and ideas that shape how food is grown, raised, and shared in Canada.

From modern farms to coastal salmon operations, each episode offers a fresh perspective on the trust, science, and passion driving our food system forward.

The English episodes spotlight Canadian farmers embracing new technology (*Modern Farming* and *Innovations in Farming*), trace the path of the humble tomato from field to ketchup bottle (*The Supply Chain*), and explore aquaculture's role in sustainability, food security, and Indigenous leadership (*Aquaculture*).

The French episodes feature inspiring members of the Canadian Agricultural Youth Council (CAYC), who share their experiences in land management, technology, maple syrup production, and horticultural entrepreneurship, highlighting the next generation shaping Canadian agriculture.

Stay tuned for the final two episodes, premiering November 3 and 10, as we continue discovering the stories behind *Our Food. Our Future*.

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Thank You to Our 2025 Public Trust Summit Sponsors



The 2025 Public Trust Summit was a huge success and it wouldn't have been possible without the incredible support of our sponsors.

Your partnership brought together leaders, researchers, and stakeholders from across Canada's food system to share ideas, exchange insights, and strengthen public trust. This year's Summit tackled one of the most pressing challenges in our industry: the growing impact of misinformation on public trust. Thanks to your support, we sparked meaningful conversations and inspired action toward a more transparent and united food system.

Spotlight on Innovation: CropLife Canada Launches the *Grow Canada Strong* Campaign



CropLife Canada has launched its *Grow Canada Strong* campaign to highlight how agricultural innovation powers Canada's economy and sustains our food system. From seed to farm to table, Canada continues to lead the world in safe, smart, and sustainable agriculture.

Plant science innovations, including improved seeds and crop protection tools, help farmers boost yields, build resilience, and protect the environment. These advances ensure Canada's food supply remains reliable and affordable, even in the face of changing climates and global market pressures.

By improving productivity and strengthening sustainability, plant science plays a vital role in helping Canada compete globally while benefiting communities here at home.

Learn more at growcanadastrong.ca



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