



## Monthly News & Updates

### A Year of Progress, Partnership, and Purpose

As 2025 winds down, I've been reflecting on the work we've done together and the conversations that shaped this year. Building and maintaining public trust in Canada's food system is not simple work, but it is necessary work, and this year reaffirmed how much it matters.

Across the sector, people showed a genuine willingness to collaborate, to share insights, and to engage in a broader conversation about the role our food system plays in Canada's economic and social fabric. It reminded us that when we tell our stories clearly and consistently, Canadians listen.

Within CCFI, this was also a year of renewal. We strengthened our internal processes, refreshed our communication, and continued building a value proposition that meets the evolving needs of our members. I'm grateful for every organization that contributed time, expertise, or support; it has made a real difference.

Looking ahead to 2026, our focus is on carrying this momentum forward with clarity and purpose. Our research, our partnerships, and the campaign all play a role in helping Canadians understand the importance of the food system and the people who make it work every day.

Thank you for being part of this journey. I wish you a peaceful holiday season and a hopeful start to the new year.

**Lisa Bishop-Spencer**  
Executive Director, CCFI

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### Canada's Food System Initiative: Moving from Awareness to Engagement



# Canada's Food System

*Our Food. Our Future.*

Since launching in May, the *Canada's Food System* initiative has built strong national momentum. Total reach now exceeds 92 million, with Canadians engaging deeply across paid, organic, influencer, and audio channels.

## Highlights to Date

- 92M+ impressions and 620,000+ actions across platforms
- Video and audio retention consistently high, with some channels nearing 99 percent completion
- Strong organic growth and engagement well above industry benchmarks
- Influencer content delivering over 248,000 views nationwide
- Nearly 160,000 website sessions, with visitors exploring multiple pages
- Docuseries generating steady traction with 1,400+ listens and 700+ downloads

As we move into 2026, the initiative will shift from broad awareness to deeper engagement, introducing more opportunities for Canadians to interact with the content and show their support for the food system.

Stay connected at [CanadasFoodSystem.ca](http://CanadasFoodSystem.ca).

## CCFI Shares New Public Trust Research at Inaugural CAREE Conference

CCFI was pleased to participate in the 1st International Conference on Canadian Agri-food & Rural Advisory, Extension, and Education (CAREE), held at the University of Guelph on October 29. The event brought together researchers, practitioners, and leaders from across Canada and beyond to explore the future of agriculture, extension, and rural education.

Our Director of Research, Ashley Bruner, presented CCFI's first academic paper, *Public Trust as Infrastructure*, which introduced a fresh framework for understanding trust as a core operational foundation of Canada's food system. The session generated strong interest and meaningful discussion about how this approach can inform future research, policy, and engagement across the value chain.

We were proud to contribute to this inaugural event and look forward to continuing to advance the conversation around public trust in Canada's food system.



As the holiday season approaches, we want to extend our heartfelt gratitude for your ongoing support and partnership this year. Together, we continue to strengthen trust in Canada's food system, and we're truly grateful for the collaboration and commitment you bring to this shared mission.

**Please note that our office will be closed from December 24 to January 1. We'll be back on January 2, recharged and ready for all the exciting work ahead in 2026.**

As you celebrate this special time of year, we hope you enjoy moments of rest, connection, and joy with the people who matter most.

From all of us at CCFI, we wish you a wonderful holiday season and a happy, healthy New Year!



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