



# Monthly News & Updates

## Celebration, Connection, and Trust: The Deeper Meaning of Canada's Ag Day

Canada's Ag Day is a moment to celebrate the people who grow, raise, make, and move our food. But it is also a reminder of something deeper: our food system depends on more than demand. It depends on trust.

People will always need food. But buying food is not the same as believing in the system behind it. When people stop caring, distance grows. When distance grows, understanding fades. And when understanding fades, confidence weakens.

Our public trust research shows that positive impressions of Canada's food system have risen recently, driven in part by strong pro-Canadian sentiment. That is encouraging. But history shows us that momentum without connection does not last. We saw this during the pandemic, when appreciation rose quickly and then fell just as fast once the crisis passed.

This is why Canada's Ag Day matters.

It is not just about recognition. It is about connection. It is about helping Canadians see themselves in the food system and understand the people, values, and innovation that sustain it every day.

Trust is not a "nice to have." It is essential to the resilience of one of Canada's most important economic engines. When trust is strong, innovation finds support, public conversations become more grounded, and the system is better prepared for whatever comes next.

On February 10, we celebrate. And we recommit to strengthening trust, understanding, and connection across Canada's food system, because it is too important to leave to chance.

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



To celebrate **Canada's Agriculture Day** together and amplify our collective voice, we have prepared a social media toolkit with posts and visuals ready to share on your networks **on February 10**.

**How you can get involved:**

- Access the toolkit
- Share one or more posts using **#CdnAgDay**
- Choose an image from the toolkit or use your own
- Add a personal touch by sharing why agriculture matters to you

Your participation helps highlight the pride and support our community has shown over the past decade. Together, let's make the **10th anniversary of Canada's Ag Day** a celebration to remember.

[Access the Toolkit](#)

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## Canada's Food System Initiative: January Update

**Canada's**   
**Food System**  
*Our Food. Our Future.*

**Initiative Update**

As of January 7, the **Canada's Food System initiative** continues to perform strongly across channels, showing steady reach and engagement that reflects sustained interest from Canadians rather than short-term spikes.

#### Key highlights from the latest results:

- **Total Reach:** 141 million (83.9M Paid | 13.88M Earned | 0.36M Influencer Views | 0.11M Organic Impressions | 42.7M Estimated TV Reach)
- **Total Clicks:** 693,000+
- **Average View/Listen Rate:** ~90%
- **Total Pledges:** 4,771

These numbers reflect ongoing discovery, strong organic interaction, and continued growth in pledges, reinforcing the initiative's relevance and impact.

#### Looking Ahead

With the foundational phase now complete, the focus is on strengthening what has been built and preparing for the next stage of development. This includes refining the platform, deepening partnerships, and aligning on the long-term direction needed to support meaningful public engagement.

As this work continues, sustained investment from across the industry will be important to help maintain momentum and bring the next phase of the initiative to life. We look forward to sharing more about how the initiative will evolve and how partners can be part of its future.

If your organization would like to learn more or explore potential involvement, we would welcome the conversation.

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## New AGM Speaker Offering: Research Insights for Strategic Planning



As organizations prepare for upcoming annual general meetings and board discussions, leaders are looking not only at the year behind them, but at the environment ahead and the decisions to come.

To support these conversations, CCFI is offering a **new member-exclusive speaker presentation** based on our **2025 Public Trust Research**. Designed for AGM and board audiences, these sessions highlight what Canadians are telling us about the food system and what it means for strategic planning.

Rather than reviewing a full research report, these presentations focus on select insights and interpret them through a leadership lens, with content tailored to your audience. Topics may include trust and transparency, misinformation, and turning rising trust into long-term confidence.

Available at **member-preferred rates**, these presentations can be customized to meet your organization's needs. If you are planning an AGM in the coming months and would like to learn more, please contact us at [ashley@foodintegrity.ca](mailto:ashley@foodintegrity.ca).

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## Save the Date: CCFI Annual General Meeting

We're pleased to announce the CCFI's Annual General Meeting (AGM) on **Wednesday, April 15**, from 11:00 AM to 1:00 PM Eastern. An email invitation has been sent to all members, please be sure to save the date!

This virtual meeting is a key opportunity to reflect on the progress we've made over the past year and to hear how CCFI is evolving to better serve our members and the broader food system.

Mark your calendars, we hope to see you there!

**Not a Member Yet?** There's still time to join CCFI and be part of this important conversation. If you're interested in contributing to the future of Canada's food system, reach out to us to learn more about membership.

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