

Centre canadien  
pour l'intégrité  
alimentaire



Canadian  
Centre for  
Food Integrity

## Monthly News & Updates

### Steady Leadership in a Shifting Environment

If there is one word I would use to describe the current environment facing Canada's food system, it is conditional.

Trust remains strong overall. Pride in agriculture remains high. But Canadians are evaluating issues through a different lens than they were even two years ago. Affordability pressures, economic uncertainty, and rapid technological change are influencing how people interpret sustainability, innovation, and industry leadership.

That shift does not signal decline. It signals responsibility.

In moments like this, the role of organizations such as CCFI becomes even more important. Our mandate is to provide credible research, convene diverse voices, and create space for constructive dialogue across the entire food system.

Public trust is not built in headlines. It is built in consistency. In transparency. In the willingness to listen and adapt. It is strengthened when sectors align around shared outcomes rather than competing narratives.

Over the coming months, you will see us continue to focus on three priorities:

- Ensuring our research remains current and reflective of evolving public sentiment
- Supporting members with practical insights they can use in their own engagement
- Elevating the food system as essential national infrastructure, grounded in outcomes that matter to Canadians

The conversations happening right now, in boardrooms, at conferences, in policy circles, and in communities, will shape the next decade of public confidence in our sector.

Thank you for the leadership you show within your own organizations and for the role you play in strengthening Canada's food system as a whole.

We move forward together.

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

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## Canada's Agriculture Day: A Strong Show of Support for Canada's Food System



On February 10, we proudly celebrated Canada's Ag Day, and what a celebration it was!

A heartfelt thank you to everyone who took part, whether by sharing inspiring stories, sparking meaningful conversations, or championing the people who work every day to keep our food system strong. The energy was unmistakable, with a vibrant online presence through **#CdnAgDay** that reflected the passion, pride, and commitment of our community. Your participation not only amplified positive voices across the country, but also highlighted the enduring pride and support Canadians have shown for agriculture over the past decade.

At the Future of Food Conference, the CCFI team connected with industry partners and helped advance important conversations about the future of Canada's food system. Thank you for helping make this year's Canada's Ag Day such a success.

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## Canada's Food System Has Been Seen More Than 163 Million Times



Over the past few months, the *Canada's Food System* initiative has shared the story of the scientists, farmers, manufacturers, truck drivers, and countless others who feed our country and the world.

Launched with partners across the value chain, the initiative highlights a system built on innovation, investment, progress, and trust, and Canadians are noticing.

In a short time, the message has been seen **over 163 million times nationwide**, raising awareness of the people and work behind every meal.

The takeaway is clear: Canada's Food System is strong, innovative, and trustworthy, and Canadians are engaging with that story.

Watch the [video recap](#) to see the impact so far.

### Expanding the Movement

The momentum continues to grow. We're excited to welcome the **GVF Group of Companies** as a proud sponsor of the Canada's Food System initiative, further strengthening this collaborative effort to elevate confidence in our food system.

**Want to join the movement?**

We'd love to connect with you. Learn more or get involved at [www.canadasfoodsystem.ca](http://www.canadasfoodsystem.ca).

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## CCFI Appears Before the Senate to Highlight the Importance of Public Trust



CCFI representatives Ashley Bruner and Lisa Bishop-Spencer, appeared on February 12 before the Standing Senate Committee on Agriculture and Forestry as part of its food security study.

They emphasized a key message: **strong public trust in Canada's agriculture and agri-food system is essential for innovation, economic growth, and national resilience**. Public trust is not just communications, it is our social licence to function as a society. When Canadians trust their food system, they are more willing to support the innovation that allows Canada to feed the world.

This appearance underscores CCFI's commitment to sharing credible research, building public trust, and showcasing the people and systems behind every meal. Short clips are shared on our socials, and full proceedings are available on the Senate Committee site.

[View Short Clip 1](#)

[View Short Clip 2](#)

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### Reminder: CCFI Annual General Meeting

A quick reminder that CCFI's Annual General Meeting (AGM) is happening on **Wednesday, April 15, 2026, from 11:00 AM to 1:00 PM Eastern**.

This is an important opportunity to reflect on the progress we've made over the past year and to share how CCFI is evolving to better serve our members and the broader food system.

**For Members:**

- The virtual meeting link has already been sent via email.
- Don't forget to designate your organization's voting delegate by **April 8** to participate in the Board of Directors election. Please send the delegate's name and email address to [ashley@foodintegrity.ca](mailto:ashley@foodintegrity.ca).
- All meeting materials, including the agenda, minutes, financial statements, and details regarding the election, will be uploaded to the CCFI Members Portal in advance of the meeting.

**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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## Grow Canada Strong : Meet the Scientists Driving Canada's Food Innovation

Last fall, CropLife Canada launched *Grow Canada Strong*, an initiative highlighting the vital role of plant science innovations in driving economic growth while supporting food security and sustainability. Recently, they've kicked off the next phase of the campaign.

This winter, the focus is on the scientists behind these innovations, showcasing how their work contributes to food security and economic prosperity. It's where people and innovation intersect, and the passion and dedication of these scientists is a story worth sharing.

Visit the [Grow Canada Strong website](#).



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## CCFI in the News

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

- [Competition issues in Canada's food system](#) - BNN Bloomberg's *Taking Stock with Amanda Lang*, February 20
- [Future of Food conference underscores need for unity in agriculture sector](#) - *The Western Producer*, February 12
- [Building consumer trust in Canada's food system: CCFI](#) - *Canada's Grocer Magazine*, February 10
- [10 years of Canada's Agriculture Day: Celebrating and Protecting Fragile Progress](#), *GlobeNewswire*, February 10
- [Canadian Centre for Food Integrity issues Statement on Government's Food Affordability Measures](#) *GlobeNewswire*, January 26





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