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Canadian
Centre for
Food Integrity

Monthly News & Updates

Public Trust and the Next Agricultural Policy Framework

The recent meeting of Canada's federal, provincial, and territorial agriculture ministers highlighted a wide range of priorities for the sector's future, including competitiveness, innovation, resilience, business risk management, food security, processing and manufacturing capacity, and domestic production.

As work begins on the next agricultural policy framework, these priorities will lead to decisions that shape Canada's food system for years to come. They will influence how the sector responds to pressure, where investments are made, how innovation moves forward, and how Canada strengthens its capacity to produce, process, and deliver food.

An important part of that work will be understanding how those decisions may affect public confidence.

Public trust can influence whether new ideas gain acceptance, whether changes are understood, and whether policies maintain momentum. Even well-designed initiatives can face resistance when Canadians don't understand why they're needed, how decisions were made, or whether their concerns were considered. This is why trust needs to be considered early, rather than treated as a communications issue once decisions have already been made. It means understanding where confidence is already strong, where questions or concerns may emerge, and how different groups of Canadians may experience a proposed change. It also means being prepared to communicate openly about the reasons behind decisions, the evidence supporting them, the trade-offs involved, and the progress being made.

Innovation depends, in part, on public confidence in the science, people, and institutions behind it. Food security initiatives need to reflect the concerns Canadians are living with, including affordability, access, and the reliability of the food supply. Regulatory decisions need to be supported by processes people can understand and have confidence in. Resilience matters most when the system is under pressure and Canadians need to see that it can continue to deliver.

The same is true for efforts to expand processing capacity, strengthen domestic production, and improve competitiveness. These may seem like sector-focused priorities, but they also shape how Canadians experience the food system and how confident they feel in its ability to meet their needs. When public trust is strong, there is more room for constructive discussion, informed decision-making, and progress. When it is weakened, necessary changes can become harder to advance, even when the evidence and intentions behind them are sound.

As governments and the sector look ahead, strengthening Canada's food system and strengthening Canadians' confidence in it should remain closely connected.

Public trust is not separate from the work ahead. It is one of the conditions that will help determine whether that work succeeds.

Lisa Bishop-Spencer
Executive Director, CCFI

Join the Conversation on Trust



Discover new ideas, hear from industry leaders and connect with colleagues from across Canada's food system at the **2026 Public Trust Summit**, taking place **October 6–7** at **The Westin Toronto Airport Hotel**.

Stay where the Summit happens! A special conference rate has been secured at The Westin for attendees. **Reserve your room by September 14** to take advantage of the discounted rate, subject to availability.

Thank You to Our Valued Sponsors

We are grateful to the organizations supporting the 2026 Public Trust Summit and helping make this important conversation possible.

There is still an opportunity to get involved as a sponsor. Explore our [Sponsorship Package](#) to learn more about available opportunities.

We look forward to welcoming you to Toronto this October!

[Register Now](#)

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CCFI Welcomes New Member: Alberta Grains

We are pleased to welcome Alberta Grains as a new member. Alberta Grains represents approximately 6,000 wheat and barley farmers across the province, supporting producers and advocating for a strong, sustainable and competitive grain sector.

**A NEW VOICE JOINING
OUR COMMUNITY !**



We are delighted to welcome Alberta Grains to the CCFI community and look forward to finding meaningful ways to involve them in our work to strengthen public trust in Canada's food system.

Their experience and perspectives will help enrich conversations around the future of food and the important role farmers play in building trust with Canadians.

Good agricultural policy can still fail without public trust

There's a need in this sector to improve efficiency and accelerate access to new tools, but if Canadians suspect this is being achieved by reducing oversight or weakening safeguards, trust will decline quickly.



Federal, provincial, and territorial governments are beginning to shape the next agricultural policy framework on priorities such as competitiveness, innovation, resilience, food security, processing capacity, labour, trade, and business risk management. Public trust needs to run through all of them.

Advancing technology, modernizing regulation, strengthening sustainability, and building infrastructure depend on public understanding and confidence.

[**Read the Full Article**](#)

Canada's Food System Is Too Important to Remain Invisible



While confidence in Canada's food system is trending upward, issues around food, such as availability, affordability, and sustainability, are still keeping Canadians up at night.

With conflicting experts, catchy headlines, and ample social media conversations on everything food-related, consumers are fed an overwhelming diet of confusing and misleading information. Without a clear understanding of everything involved in bringing food to Canadian tables, we risk eroding confidence in the systems and innovations that sustain this vital infrastructure.

[Read the Full Article](#)

The Missing Piece in Canada's Food Security Strategy

Canada's food security is only as strong as public confidence in the system behind it.

The government's new National Food Security Strategy recognizes the importance of intentional investment in Canada's food system, including domestic production, processing capacity, infrastructure, innovation and supply chain resilience, but it misses one crucial component: public trust.

Public trust is the foundation for a strong and resilient food system. Without it, the full benefits of investments in production, processing, infrastructure and innovation become harder to realize.

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