Centre canadien pour l'intégrité alimentaire | Canadian Centre for Food Integrity

Monthly News & Updates

CCFI Releases 2026 Public Trust Research



Canadians remain positive about Canada's food system, but confidence in its direction is softening. These are among the key findings of the CCFI 2026 Public Trust Research, released October 6 at the Public Trust Summit in Toronto.

While 57% of Canadians have a positive impression of the food system, only 40% believe it is moving in the right direction, down five percentage points from 2025. Affordability remains the leading concern, with 49% of Canadians identifying food costs as a major concern. Concerns about food misinformation are also growing, while comfort with artificial intelligence is declining.

Now in its 10th year, CCFI's national research provides valuable insights into Canadians' perceptions, concerns and expectations, helping organizations across the food system better understand the factors shaping public trust.

Explore the findings: Read the **full press release** and access the **2026 CCFI Public Trust Research** to learn more about what the findings mean for Canada's food system.

Thank You for Making the 2026 Public Trust Summit a

Success



CCFI would like to extend a heartfelt thank you to everyone who helped make the 2026 Public Trust Summit a success!

Held October 6–7 in Toronto, this year's Summit brought together leaders and stakeholders from across Canada's food system to explore the theme *Trust Under Pressure: Leading in an Era of Scrutiny*. Through insightful presentations, the latest public trust research and engaging discussions, attendees shared perspectives on the challenges and opportunities shaping public trust.

A special thank you to our **sponsors** for their generous support, our **speakers** for sharing their expertise, and our **attendees** for their thoughtful contributions and engagement.

Attendees have received a link to our feedback survey, and we'd love to hear about your experience! Your feedback will help us understand what was most valuable to you and identify opportunities to improve future Summits and better support the needs of Canada's food system.

Public trust is a shared responsibility, and the conversations started at the Summit are an important part of the work ahead. We look forward to continuing to work together to strengthen trust in Canada's food system.

Thank you for being part of it!

New Research Initiative: Workforce for the Future

We are pleased to announce a new research initiative, Workforce for the Future, in collaboration Canadian Agricultural Human Resource Council (CAHRC) and RBC.

Canada's agriculture and food system is changing rapidly. Advances in technology, evolving workforce needs, and shifting expectations are creating new opportunities and challenges for the people and skills needed in the years ahead.

This initiative will explore how Canadians perceive careers in agriculture and food, their understanding of the sector's changing workforce needs, and the opportunities to strengthen awareness of the diverse skills and career pathways available across the food system.

By bringing together CCFI's expertise in public opinion research and trust, CAHRC's knowledge of agricultural labour market trends, and RBC's commitment to the future of Canadian agriculture, the

project will help identify gaps between public perceptions and the realities of a modern, evolving workforce.

Research will begin in 2026, with findings and knowledge-sharing activities continuing into 2027**.** The results will provide valuable insights to help Canada's agriculture and food sector better communicate its opportunities, engage future talent, and prepare for tomorrow's workforce.

We look forward to sharing more with CCFI members as this important work progresses.

Canada’s Agriculture Day is back on February 9, 2027!

Mark your calendars and get ready to celebrate the people, passion and hard work behind Canada’s food system. From farmers and food producers to the many people who help bring food from farm to table, it’s a chance to recognize the contributions of an industry that touches all our lives.

Stay tuned for more details and ways to get involved!

CANADA’S AGRICULTURE DAY



2027 Agriculture Student Scholarship Now Open

The Saskatchewan Ministry of Agriculture is offering $15,000 in scholarships to four Saskatchewan students pursuing agriculture-related post-secondary education anywhere in Canada in fall 2027. Eligible Grade 12 students and recent high school or CAEC graduates can apply for a $6,000 grand prize or one of three $3,000 runner-up awards by submitting a three-minute video or 1,000-word essay on solutions to challenges in agriculture. This year’s theme encourages students to explore how the industry can improve its practices, embrace innovation and strengthen public trust in agriculture.

The deadline to apply is March 1, 2027.

Learn more about eligibility and how to apply



Thanksgiving dinner has a funny way of looking effortless once it lands on the table. The turkey is golden, the potatoes are fluffy, the squash is caramelized and somebody has miraculously remembered the cranberry sauce.

Getting it there? That's another story.

And not just in our own kitchens. Behind every Thanksgiving spread is an enormous network of farmers, growers, producers, processors, transporters, retailers and other food-system workers whose hands helped get that meal onto the table.

That's the idea behind *Canada's Food System*, a project stewarded by the Canadian Centre for Food Integrity (CCFI), a non-profit organization working to help Canadians better understand the people and work behind the food we eat. There's no product to sell here; rather, the project offers a timely reason to look at Thanksgiving dinner a little differently—and consider not only what's on our plates, but how it got there.

Read the full article in Vita Magazine

Putting Public Trust Intelligence to Work



Over the past several months, I've had the privilege to speak with organizations across Canada's food system, sharing our research and exploring what the findings mean for their sectors. We've been taking a slightly different approach to these presentations, and the response has been encouraging.

Rather than simply walking audiences through our research findings, we're looking at the data through the lens of the organizations we're speaking with. What does public trust look like for their particular sector? Which findings are most relevant to their priorities? Where are the emerging opportunities, and what should they be paying closer attention to?

The result is a much more meaningful conversation. The same national research can tell a very different story depending on whether we're speaking with farmers, food processors, retailers or organizations working to advance innovation.

It's an approach I'd encourage all our members to consider.

Our research offers a wealth of information about Canadians' attitudes, expectations and concerns. The opportunity is to dig deeper into those findings and consider what they mean for your organization. What assumptions might they challenge? What opportunities might they reveal? How could they inform your communications, strategic planning or engagement with Canadians?

This is public trust intelligence in action.

As Canada's leading source of public trust intelligence, CCFI is committed to helping our members make those connections. Our role extends beyond producing credible research to providing the interpretation and context that make it useful in everyday decision-making.

The recent release of our 2026 Public Trust Research offers a fresh opportunity to do exactly that. This year's findings highlight important shifts in confidence, trust, attitudes toward innovation and the influence of misinformation. Each has implications for different parts of Canada's food system, and understanding those nuances is essential.

Our Public Trust Summit earlier this month reinforced just how valuable these conversations can be. Bringing together perspectives from across the food system helps us see challenges differently and recognize opportunities we might otherwise overlook.

As we look toward 2027, we're continuing to explore ways to make this kind of tailored insight and interpretation a more regular part of the value we provide to members.

I've often said that public trust is infrastructure. Understanding what strengthens it, what puts it at risk and how Canadians' expectations are changing gives us a stronger foundation for the decisions we make.
So, as you explore our latest research, I encourage you to ask a simple question: What does this mean for us?

It's a question that can lead to some very interesting conversations, and one we're always happy to help you explore.

Thank you for your continued support and for the important role you play in strengthening public trust in Canada's food system.

Lisa Bishop-Spencer
Executive Director, CCFI

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