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

Monthly News & Updates

What can we help you answer?



Over the past few months, we've been sitting down with people from across the food system to talk through CCFI's latest public trust research. The same findings have led to very different conversations. A food processor might want to know what people look for when deciding whether a product is worth the price. An organization bringing a new food technology to market might want to understand what Canadians need to hear before they'll give it a chance.

More and more companies, commodity groups, and other organizations are bringing their own research or strategic plans to those conversations. We compare that work with CCFI's national public trust research to see where the findings align, what may be specific to your sector, and what's worth exploring further. For a commodity group, that might mean looking at whether concerns about how a particular food is produced reflect a broader trend. For a team working on its strategic plan, it might mean testing assumptions about what matters to Canadians before deciding where to focus.

Those conversations are a part of our work we'd like more members to draw on. If you're working through a decision for 2027, bring us the question you're trying to answer. We can review what our research says, talk through how it applies to your business or sector, and see where a closer look would help.

If you're having that conversation with colleagues, we'd be happy to join you and walk through the findings most relevant to your team.

Lisa Bishop-Spencer
Executive Director, CCFI

Start Planning Your Celebration!



Start thinking about how you'll celebrate on February 9, 2027. Whether it's connecting with others, sharing your appreciation for the people behind our food, highlighting the importance of Canada's food system, or finding creative ways to get involved, there are plenty of ways to take part.

Looking for inspiration? Visit the **Canada's Agriculture Day webpage** for ideas and resources to help you celebrate.

We look forward to celebrating with you!

A Warm Welcome to Our Newest Member

We're pleased to welcome the Agricultural Alliance of New Brunswick (AANB) as a new member of CCFI.

AANB brings an important perspective to our growing network, representing and supporting New Brunswick's agriculture sector. We look forward to working together to strengthen public trust, foster meaningful connections, and support a strong and resilient Canadian food system.

Welcome to the CCFI community!

I traced my takeout order back to its origins and discovered how much goes into a meal



Ordering a burrito after a long day is one of my favourite ways to make dinner easy. Rice, chicken, black beans, salsa, lettuce, and a generous dollop of guacamole make for a satisfying meal. With a few taps on my phone, it's on its way to my door.

Usually, I'll be thinking about what to watch while I eat. But one evening, looking down at my takeout dinner, I started wondering how all those ingredients had made their way into one meal! Who grew them? How far had they travelled? How many people helped get them to my door? Those questions got me thinking about how much we depend on the food system every day.

Read the Full Article (Daily Hive)

Member Spotlight: Bayer



A proud CCFI member since 2016, Bayer works alongside Canadian farmers, retailers, and industry partners to help support productive and resilient farming operations.

Through innovation in seeds, crop protection, agronomy, and digital farming, Bayer helps growers produce crops for food, feed, and biofuels feedstock, while supporting Canada's important role in global food security and agricultural exports.

Learn More

The Saskatchewan Farm Security Act Public Consultation



The Government of Saskatchewan is reviewing *The Saskatchewan Farm Security Act* to ensure it continues to meet the needs of today's agricultural sector.

As part of this review, the government is inviting the public to share their perspectives on key issues, including farmland ownership, home quarter protection and farm foreclosure protections.

Saskatchewan residents and agricultural stakeholders are encouraged to participate in the public survey. It takes approximately 10–15 minutes to complete, and all responses are confidential.

The survey closes November 30, 2026.

Take the survey

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