

THE CANADIAN CENTRE FOR  
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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## EVENTS



# CANADA'S AGRICULTURE DAY

**Save the Date: February 13, 2024, is [Canada's Ag Day!](#)**

Canada's Agriculture Day is a time to showcase all the amazing things happening in the agri-food industry. It is also an opportunity for Canadians to see where their food comes from and to get to know the people who produce it.

Help spread the word within your network and show your support by using the hashtag **#CdnAgDay** across social media. Curious to learn more? [Explore ideas and resources here.](#)

## PUBLIC TRUST RESEARCH

### 2023 Public Trust Research

Did you know – CCFI research found the top consumer response to rising food costs is reducing food waste at home. Support Canadians in saving money and reducing waste by providing tips on storing food over the holidays or recipes using leftovers. [Download the 2023 Research Report here.](#)

**Not a member? Reach out today to gain a competitive advantage in the crucial work of building public trust.**

## WHAT MEDIA IS SAYING

Check out today's trending topics and get up to date with the latest round of thought provoking articles about the Canadian food system. Please note that the views and opinions expressed in these articles are those of the authors and do not necessarily reflect the position of CCFI:

- [Canada announces new economic incentive to cut methane emissions from beef cattle](#)
- [A sustainable agricultural industry needs to start addressing mental health of farmers](#)
- [Farming in Canada: The Facts](#)
- [Pathway to Agriculture](#)

## MISCELLANEOUS

Happy Holidays from the CCFI team!

We want to take a moment to express our heartfelt gratitude for your continued support and collaboration. Wishing you a festive holiday season filled with love, laughter, and delicious moments shared with family and friends. Thank you for being an integral part of our community as we work together to strengthen consumer trust in the Canadian food system.

Please be advised that our office will be closed from December 25th through January 1st. We will resume regular business hours on January 2nd. We look forward to seeing you in 2024!





Canadian Centre for Food Integrity | 100 Stone Road West, Suite 105, Guelph, N1G 5L3  
Canada

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