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EVENTS

Upcoming Webinar:

#CdnAgDay
How to Facilitate a National Conversation
Wed., Jan 26th, 2022 @ 11:00 a.m. EST

Join us as we explore the first 5 years of Canada's Agriculture Day. Isaac LeClair will review the blueprint for community building and identify the tips and tricks that have made #CdnAgDay an annual social media success.

[Register Here!](#)

We will now be charging a \$20.00 registration fee for non-members. CCFI Members will receive complimentary registration, by using a promo code provided to them in a separate email.



THE FUTURE OF FOOD >>

Future of Food Conference – February 22, 2022

What does the path towards a resilient, vibrant and innovative Canadian food industry look like?

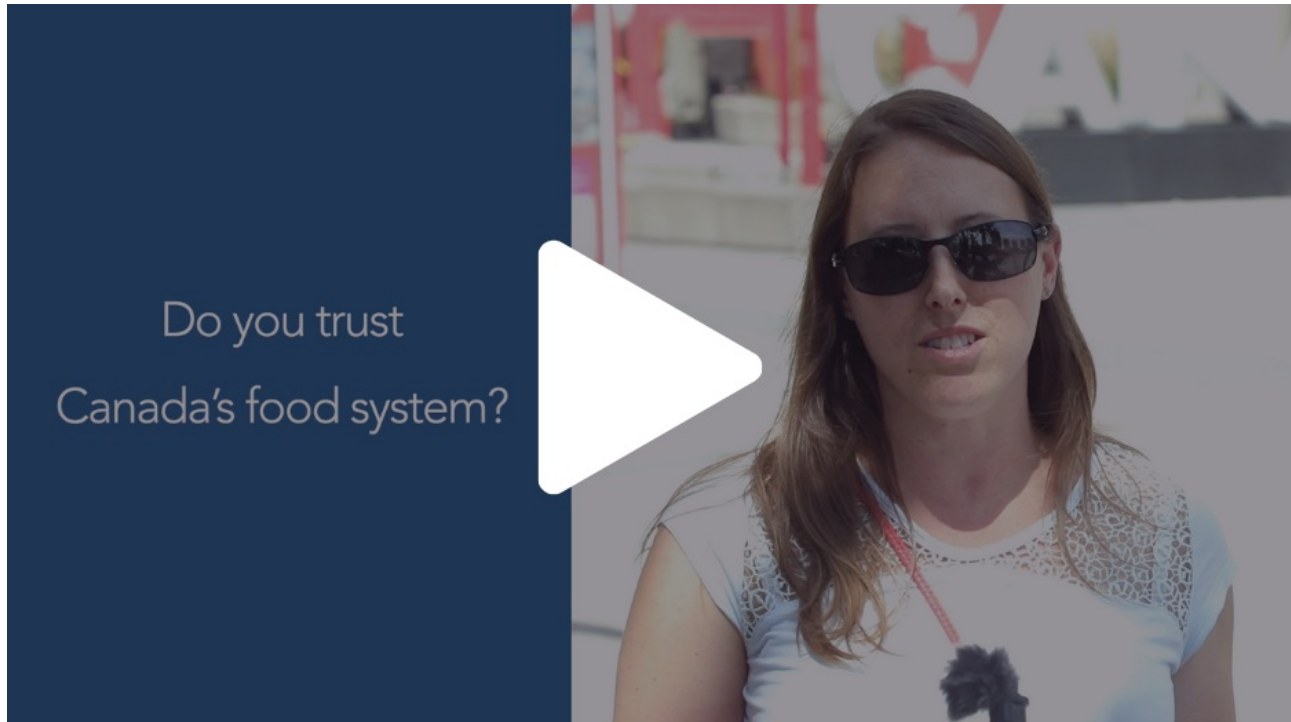
Find out by joining The Future of Food conference on February 22, 2022, held on Canada's Agriculture Day and organized by FCC. Forward-thinking brands and experts will discuss how Canada can lead the way in creating long-term growth in agriculture and food while leaving a positive impact on our society and the environment. The discussion will be followed by special guest Terry O'Reilly, host of the CBC Under the Influence.

[Register for this free event today!](#)

PUBLIC TRUST RESEARCH

Do consumers trust the Canadian food system?

Click on the video below to find out.



Missed any of our webinars lately?
Click on the image to the right for
access to all recordings.

Moving forward we will be
charging a registration fee for non-
members. By implementing the fee,
we are continuing to create value
for CCFI members and provide relevant content for the Canadian food system.



For any questions, please reach out to Paighton Smyth,
paighton@foodintegrity.ca

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 the CCFI:

- Changing people's minds [is not as easy as one might think](#)
- Minister aims for better [consumer understanding](#) of Canadian agriculture
- All food has a story, and that story [starts with a farmer](#)
- The global [food system is in disarray](#) and animal agriculture is a major driver of global heating
- Reforming our [food systems to make them sustainable](#) will require lawmakers to take the long view
- The food industry is [not acting quickly enough](#) to mitigate risks according to new report

MISCELLANEOUS

CANADA'S AGRICULTURE DAY IS FEB. 22

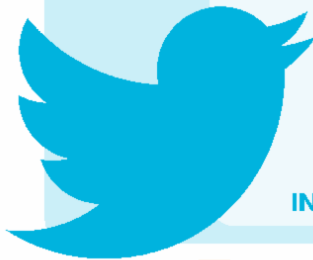
Canadians from coast to coast will be celebrating the food we love and the people who produce it.

Join us online for a huge food industry party – and an **important conversation**.

**CANADA WAS
AT TWITTER IN
2021**



#CdnAgDay trended on Twitter all day, reaching **35 MILLION PEOPLE**



THERE WERE SOME **BIG VOICES** TALKING
Verified users using **#CdnAgDay** included:



INFLUENCERS



CELEBRITIES



FOOD COMPANIES



AG COMPANIES

only 1 in 3

SHARING IMPROVES TRUST

Only 1 in 3 consumers believe Canada's food system is headed in the right direction. We need to share our ag and food story.

HOW IS TRUST EARNED?

EDUCATE CONSUMERS
about common industry practices



STAY INFORMED
on consumer trends and expectations



SPEAK CONFIDENTLY
about what you do to people outside your industry



CONNECT WITH OTHERS
to celebrate Canadian ag and food



**CANADA'S
AGRICULTURE
DAY**

JOIN THE PARTY IN 2022

Get resources, celebration ideas and more at **CdnAgDay.ca**

Canadian Centre for Food Integrity
www.foodintegrity.ca | learnmore@foodintegrity.ca

