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EVENTS



CANADA'S AGRICULTURE DAY

Canada's Agriculture Day is back on February 15, 2023

Last year, the entire ag industry celebrated across the country, shared our pride, opened doors to new food conversations, and trended nationally on Twitter. We can't wait to do it again in 2023!

Canada's Agriculture Day is a time to showcase all the amazing things happening in the industry and to help consumers see the connection between where their food comes from and the people who produce it. Consumers want to learn more, and this is an ideal occasion to get the dialogue started.

Check out [this infographic](#) for details, and visit [our website](#) for inspiration. Reach out to [Severine Lavoie](#) at CCFI if you have any questions. We are excited to celebrate with you on February 15!

February 15, 2023 – Join industry leaders in Ottawa

THE FUTURE OF FOOD >>

on Canada's Ag Day

REGISTER TODAY

The Future of Food Conference: Another way to celebrate Canada's Agriculture Day!

Farm Credit Canada's Future of Food conference is back – live and in-person on Canada's Agriculture Day. Join the industry in Ottawa on Wednesday, February 15 and connect with innovative leaders and influencers in agriculture and food. On this exciting day, you'll learn how agriculture and food are evolving and innovating to drive change in creating a better future.

Register by December 16 to benefit from the early bird rate: [TheFutureOfFood.ca](https://www.thefutureoffood.ca)

2022 Public Trust Summit Wrap Up

Thank you to all who were present at the 2022 Public Trust Summit in Toronto – it truly was an inspiring couple of days, and an opportunity for the food system to collaborate in a unified effort to build public trust.

On behalf of the Canadian Centre for Food Integrity, we want to thank all our Summit Sponsors and members for your support in creating this unique forum for dialogue, learning, and networking opportunities across supply chains and throughout Canada.

Details to come for the 2023 Canadian CFI Public Trust Summit!

SPONSORS



PUBLIC TRUST RESEARCH

2022 Public Trust Research Report



2022 CCFI Public Trust Research

The Public Trust Research Report is now available for download on the [CCFI Website](#).

Be sure to check it out!

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:

- [2023 Most Trusted Consumer Product and Service Brands in Canada](#)

- [Survey finds Canadians cutting spending now to make the most of holiday season](#)
- [OPINION: Despite anger, accusing grocers of 'greedflation' is pointless](#)
- [Retail Sales Growing as Holiday Season Begins](#)
- [Loblaw's discount chains attract higher-income shoppers](#)

MISCELLANEOUS

It's Good Canada Live on Instagram: December 7 @ 1:00pm EDT

Farmer Stacey Sagon will join [Dietitian Noelle Martin](#) live on Instagram to talk about the following relevant topics:

- Nutritious and easy meal ideas
- Budget-friendly tips
- How to be planet-friendly on the farm, like consumers are at home

Don't miss the live stream, via [It's Good Canada](#).

Standing Committee on Agriculture and Agri-Food (AGRI)

On Monday November 21, 2022, CCFI's CEO, John Jamieson and Board Chair, Mike Dungate were invited to provide an in camera briefing to the House of Commons Standing Committee on Agriculture and Food. The briefing was prompted after the Committee received a copy of CCFI's 2022 Public Trust Report. Following a short presentation about CCFI's objectives and positioning within the industry, a two-hour Q & A ensued, generating a valuable open dialogue about the increase of food prices and how consumers have responded.

This is a step in the right direction for CCFI and the standing committee to continue to collaborate on sector initiatives.

We are pleased to welcome [Save on Foods](#), [Grain Farmers of Ontario](#) and the [Canadian Organic Trade Association](#) as the newest CCFI members!



Canadian Centre for Food Integrity
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