



NEWSLETTER

Version française

Reflecting on 2024: Gratitude, Growth, and a Vision for the Future

As the holiday season approaches, I find myself reflecting on the remarkable journey we've been on together over the past ten months at CCFI. It's been a time of growth, collaboration, and laying a strong foundation for the future.

When I first joined CCFI, I was inspired by the energy and potential I saw across the Canadian food system. Since then, we've been working tirelessly to turn that potential into action, guided by a shared commitment to strengthening public trust in Canada's food industry.

One of our most significant efforts this year has been the development of the Public Awareness Initiative. This ambitious, sector-wide campaign aims to elevate trust in Canada's food system by sharing compelling stories, fostering understanding, and celebrating the innovation and dedication of those who bring food to our tables. We've engaged with the sector, and we've begun building the foundation for creative strategy, outreach, research, and public relations that will bring this initiative to life.

Reflecting on the year, I'm proud of what we've accomplished together: advancing our value proposition for our members (more on that in 2025), launching a new website, hosting a successful Public Trust Summit, and fostering stronger relationships with our members and stakeholders.

These milestones wouldn't have been possible without the dedication of the CCFI team, whose hard work and passion have driven our success, and the support of our members and partners.

As we look ahead to 2025, we remain focused on expanding our impact, strengthening our membership, and delivering on the promise of the Public Awareness Initiative. We're excited about the new year's possibilities and grateful for the trust you've placed in us.

I wish you a joyful holiday season filled with warmth, peace, and meaningful connections. Thank you for being part of our journey—we can't wait to see what we'll accomplish together in the year ahead!

Lisa Bishop-Spencer
Executive Director
Canadian Centre for Food Integrity





Get Ready for Canada's Agriculture Day – February 11, 2025!

As the new year approaches, take a moment to think about how you'll celebrate **Canada's Agriculture Day** on **February 11, 2025**. Whether it's connecting with others, sharing your passion for food and agriculture, or simply reflecting on the importance of our food system, we invite you to join us in celebrating!

For more ideas on how to celebrate, visit the [Canada's Agriculture Day webpage](#). We look forward to celebrating with you in February!

Reminder: Follow Our New Social Media Channels!

As part of our effort to unify our platforms, the AgMoreThanEver accounts on Facebook and Instagram are now renamed **CCFI / CCIA**, and the other accounts will close by **December 31**.

Stay connected and join the conversation by following us on [Facebook](#) and [Instagram](#) today!



Wishing You a Joyful Holiday Season!

As the holiday season approaches, we want to take a moment to extend our heartfelt thanks for your unwavering support throughout the year. It's been an incredible journey working together to strengthen trust in Canada's food system, and we couldn't have done it without you.

Please note that our offices will be closed from December 24 to January 1. We'll be back on January 2, refreshed and ready to tackle the exciting projects that 2025 has in store for us.

During this special time of year, we encourage you to enjoy the warmth of the season, cherish precious moments with your loved ones, and create memories that will last a lifetime.

From all of us at CCFI, we wish you a joyful holiday season and a happy, healthy New Year!

Canadian Centre for Food Integrity

www.foodintegrity.ca | learnmore@foodintegrity.ca





Try email marketing for free today!