



NEWSLETTER

Version française

A New Year of Growth in Canada's Food System

Happy New Year! As we step into 2025, I want to extend my warmest wishes to all of you for a year filled with collaboration, growth, and success.

At the Canadian Centre for Food Integrity, we're energized by the progress of our Public Awareness Initiative, which reflects the incredible work being done by our partners and across the sector. This initiative is built on the foundation of collaboration and shared purpose, and it's been inspiring to see the ideas, expertise, and passion that so many have contributed to ensure its success. The campaign aims to elevate and amplify the work happening within Canada's food system, shining a spotlight on the people and organizations driving innovation, sustainability, and trust.



We're excited to share these developments at the Future of Food Conference on February 11 in Ottawa, which also happens to be Canada's Agriculture Day. During the conference, we'll provide an update on the campaign's progress and share insights into how it's coming together to reflect the sector-wide commitment to building public confidence in our food system. This will be a fantastic opportunity to celebrate the progress we've made together and continue important conversations about the future.

Thank you for your continued support and contributions. Your work inspires us every day, and we're proud to partner with you as we make 2025 a year of positive impact and progress for Canada's food system.

Lisa Bishop-Spencer

Executive Director

Canadian Centre for Food Integrity



CANADA'S AGRICULTURE DAY

2025.02.11

Celebrate Canada's Ag Day on February 11, 2025!

On February 11, 2025, Canadians will unite to celebrate the food they love and the hardworking individuals behind its production. It's a day to highlight the innovation and dedication that make Canada's food system extraordinary.

- **Wondering how you can join the celebration? Here are a few ideas:**
- **Host a live event** on social media to connect with your community.
- **Organize a webinar** to share your knowledge of agriculture and agri-food.
- **Run a photo contest** on social media showcasing local food or farming.
- **Plan a potluck** with friends or colleagues featuring dishes made from local ingredients.
- **Join the conversation online** by using the hashtag **#CdnAgDay** across your social media platforms.

Together, let's make Canada's Ag Day 2025 a memorable and impactful celebration!

Aquaculture is Agriculture | The Path to Canada's Blue Food Opportunity.

Thursday Jan. 30, 2025, at 11:00 a.m. ET

This session goes beyond the basics of seafood

CCFI WEBINAR SERIES

Aquaculture is Agriculture: The Path to Canada's Blue Food Opportunity



January 30, 2025
11:00 a.m. ET

Speaker

Tim Kennedy
President & CEO of the Canadian
Aquaculture Industry Alliance

farming, offering valuable insights for everyone in the food system. Explore the challenges, opportunities, and strategies shaping Canada's seafood farming sector, and discover its connections with other food industries.

Don't miss this opportunity to engage with **Tim Kennedy**, President & CEO of the Canadian Aquaculture Industry Alliance, and learn how innovation and collaboration are driving the future of aquaculture.

[Register now](#) and be part of the conversation!

Save the Date: 2025 Public Trust Summit

Mark Your Calendar! We're excited to announce that the 2025 Public Trust Summit will take place on **October 28 and 29, 2025**, at **The Westin Toronto Airport Hotel**.

Stay tuned for more details, including registration and agenda announcements in the coming months. For now, be sure to save the date!

Canadian Centre for Food Integrity

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