



# Canada's Food System

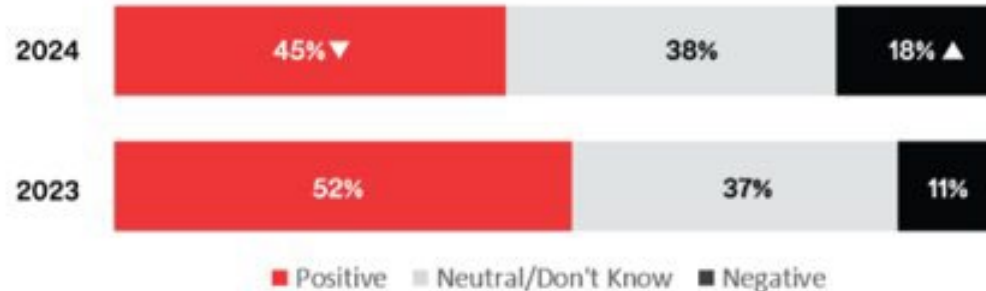
Public Awareness Initiative

# The Problem That Led Us Here

## Impression of Canada's Food System

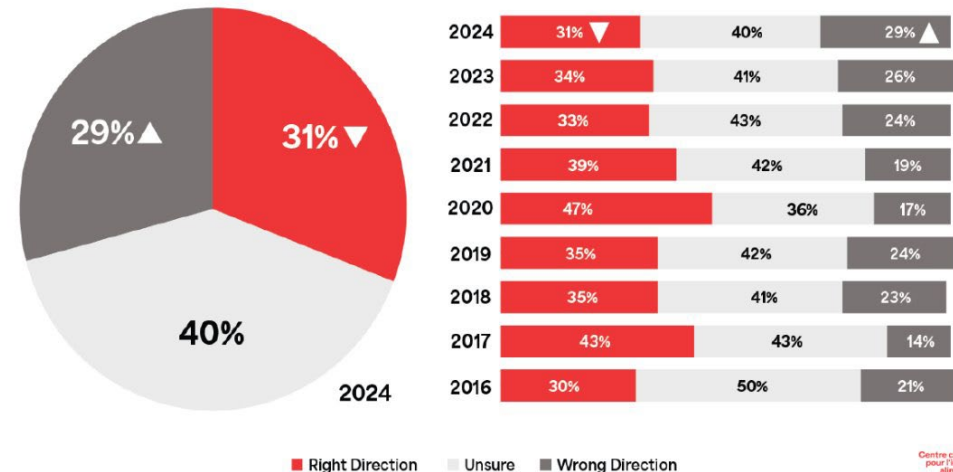
Fewer than half of Canadians hold a positive view of Canada's food system, marking a sharp seven-point drop from last year.

Overall, how would you rate your impression of Canada's food system, including how food is grown, produced and sold?



## Direction of Canada's Food System

Pessimism has hit a record high, due to significant decrease in right direction.



Despite individual efforts across the value-chain, the perception of how food gets from the farm to a consumer's plate, as well as key trust indicators dropped dramatically.



# Why Hadn't Our Efforts Worked?

Biased/not transparent

Too siloed

No way to measure success

Ineffective messaging/  
too slow to respond

Insufficient resources



# Challenges

**Lack of a single, clear message** communicating accurate information about Canada's value chain.

**Lack of knowledge, broad awareness and pride** in Canada's critical role in the world's food supply.

**Different levels of understanding** of the definition and role of the value chain held by the Canadian general public and those in the sector.

**Negative and inaccurate information** shared by detractors and adversaries.

Misperceptions and **differing understanding of the food system**, including economic contribution, employment, social and environmental definitions.

**Not having being considered** when policy decisions are being made.



## **Message Received: Public Awareness AND PR Policy Influence**

The sector supports a public awareness campaign but wants to ensure that there is an element of public relations/policy influence, not a lobbying effort, but one that ensures that policymakers understand that Canada's food system is recognized as a key economic and social driver.



# Global Pressures Create an Attitudinal Shift

## This is a critical moment for Canada's Food System

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- Tariffs may increase costs, restrict market access, and destabilize Canadian businesses, putting significant strain on farmers and food producers.
- They threaten to force layoffs, stall investment and weaken rural economies, risking 2 million jobs linked to the food system.
- They can lead to long-term regulatory challenges, reducing investment in innovation and weakening Canada's global position in agriculture and food production.
- They can disrupt supply chains and erode consumer confidence in cross-border trade and elevate food safety concerns.

**Amid these challenges, a strong, pro-Canada sentiment is taking root.**

Canadians are rallying behind the food system—recognizing its value, resilience, and importance to national prosperity.

This is a pivotal moment to harness that support, strengthen public trust, and build lasting momentum.





**The time has come to create  
a Movement, not just a  
Moment.**





# What Are We Trying To Do?

1

Elevate Canada's food system and agriculture to a **core societal value** (comparable to health care and education) among Canadians that compels engagement and efforts to sustain it.

2

Reverse indifference and **enhance public trust** in all parts of Canada's food system, ensuring it stays prominent in the minds of consumers and policy makers alike.

3

Deepen public **understanding of the food system's importance** while underscoring the need for sustained, meaningful engagement.





# Gut Check – Do Canadians Want This? Yes.

In March 2025, a national survey was conducted to support the development of a public awareness campaign about Canada's food system.

**Canadians expressed widespread support for the campaign's intent:**

**82%** say Canada's food system is important to them

**82%** are interested in learning more about it

**86%** believe this kind of campaign would improve their trust in the food system

Only **33%** agree that Canada's food system should not be a priority right now

\*source: Ipsos



# Innovation: A Unifying Narrative

Unifies the sector

Core to Canada's food system: drives resilience, adaptation, and prosperity

Unifying, forward-looking message Canadians support—linked to solutions, sustainability, and jobs

But: “Innovation” alone can feel abstract or risky to consumers, so we must focus on outcomes: what does our ability to innovate deliver for Canadians?

## **Message strategy:**

- Innovation is the means, not the message
- Ground in real-world examples
- Leading with benefits builds trust

## **Final Takeaway:**

**Outcomes Are the Hook, Trust Is the Goal**



Introducing

# Canada's Food System

Our Food. Our Future.



# ‘Canada’s Food System’ – Tested and Resonant

**Rooted in message testing:** Outperforms other terms in public opinion research

**Broad and inclusive:** Covers the full value chain, from farm to table

**Resonates emotionally:** Taps into national pride and shared responsibility

**Backed by research:** Canadians prefer collective, pro-Canada language—especially during times of economic uncertainty

**Builds long-term recognition:** Consistent use helps position the food system alongside healthcare and education as a core pillar of Canadian life





# ‘Our Food. Our Future.’ – Also Tested and Resonant

## Slogans Tested:

- “Canada’s Food System: A promise on every plate.”
- “Canada’s Food System: Your Food. Canada’s Promise.”
- “Canada’s Food System: Your Food. Our Promise.”
- “Canada’s Food System: Our Food. Our Canada.”
- “Canada’s Food System: Our Food. Our Future.”

**“Our Food. Our Future.”** has a slight overall edge in both likeability and relevance.

- Was the highest-rated across most demographics
- Emphasizes a forward-looking message that resonates strongly with Canadians
- Appeals to a broad audience while highlighting the importance of the food system in shaping the future
- Aligns with the campaign’s goal of building long-term public trust

The statistical edge, long-term viability, and emotional resonance of “Our Food. Our Future.” make it the stronger choice for national rollout.





# Research and Testing – At the Heart of this Campaign

As the last few months have shown us, global and national events can change the public landscape. This may cause us to pivot our strategy, but our goals to elevate the Canadian food system remain.

This initiative is flexible and adaptable to changes in the environment. We continuously test, react and adapt through:

- **Slogan testing**
- **Key message testing**
- **Ipsos polling**
- **CCFI research**
- **News monitoring**
- **Social media listening**
- **Measuring results and adjusting campaign tactics**





# Building The Movement

## **PHASE 1: The First 100 Days—Laying the Foundation for *Our Food. Our Future.***

Define Canada's food system and say that this is more than a supply chain; it's our lifeline.

Build public awareness by reinforcing its role in feeding communities, driving innovation, and securing our future.

Establish an emotional, pride-driven connection between Canadians and their food system.

Engage media, industry voices, and early advocates to spark momentum.

Call to Action: A profound and enduring pledge to protect the Canadian food system.

## **PHASE 2: Our National *Cornerstone of Canada* Campaign—Expanding Our Reach**

Move from foundation to campaign, momentum to nationwide impact—reaching Canadians at both national and regional levels.

Mobilize all Canadians to recognize, protect, and champion the food system for their future.

Position the system as a pillar of national strength—on par with healthcare and education—while recognizing the distinct realities of each province and region.

Leverage national pride and sovereignty concerns to elevate its importance for consumers and policymakers.

A background image of a buffet table with various dishes, including salads, dips, and bread. A person's hand is visible in the upper right, holding a plate and a fork. The image is dimmed and has a dark overlay.

# The First 100 Days:

Beginning May 15, 2025

The background is a solid dark red color. On the right side, there is a large, lighter red abstract shape that resembles a stylized 'R' or a series of overlapping organic forms. On the left side, the title text is displayed in white.

# **The Public Engagement Strategy**



# What We're Getting Across



Our Food. Our Future.

Our food system is the cornerstone of Canada—powering our economy, driving innovation, and securing our future. But before we get there, the first 100 days of this campaign must focus on who we are and why it matters.

More than a supply chain, we are Canada's lifeline—sustaining communities and connecting us to the world.

Behind every plate is a nation at work – here and around the world: from agriculture and aquaculture to transportation, science and innovation, manufacturing, processing & assurance systems to retail and foodservice.



# Audiences and Platforms

Our primary audience, Gen X and Boomers, are most active on **Facebook**, where they seek out news, community discussions, and educational content.

Millennial parents engage more on **Instagram** where visual and shareable content resonates. **X (formerly Twitter)** will serve as a space for real-time engagement with audiences and brands. **Bluesky** is also a fast-growing, engaged platform and will serve as an ideal place in reaching early adopters to build authentic community.

We will tailor our content approach slightly to each platform's audience and strength to create a meaningful dialogue, build trust and encourage Canadians to engage with the food system in a new way.





## Pillar One

# Let's talk about Canada's Food System

Canada's Food System has always been there for Canadians and will continue to be. And with Canadian food on everyone's minds, we see this as the perfect time to **re-ignite the conversation**.

Canada's Food System is not new; it's a constant. And we can't wait to remind Canadians of the network of people, businesses, and communities that grow, produce, prepare, and deliver the food they eat every day.





## Sample Post - Introduction to Canada's Food System

### Post copy:

Our food system always has, and always will be, an essential part of Canada. But right now, we hear the important questions you're asking and want to be a part of the conversation! We're here to help you find trusted answers and reconnect you with the hard-working people that feed our country.

Follow along as we unpack Canada's Food System. #OurFoodOurFuture

### Text on image:

O Canada, let's talk food.



*Leaf animates in corner (matching manifesto video)*



## Sample Post - Alt

### Post copy:

Our food system always has, and always will be, an essential part of Canada. But right now, we hear the important questions you're asking and want to be a part of the conversation! We're here to help you find trusted answers and reconnect you with the hard-working people that feed our country.

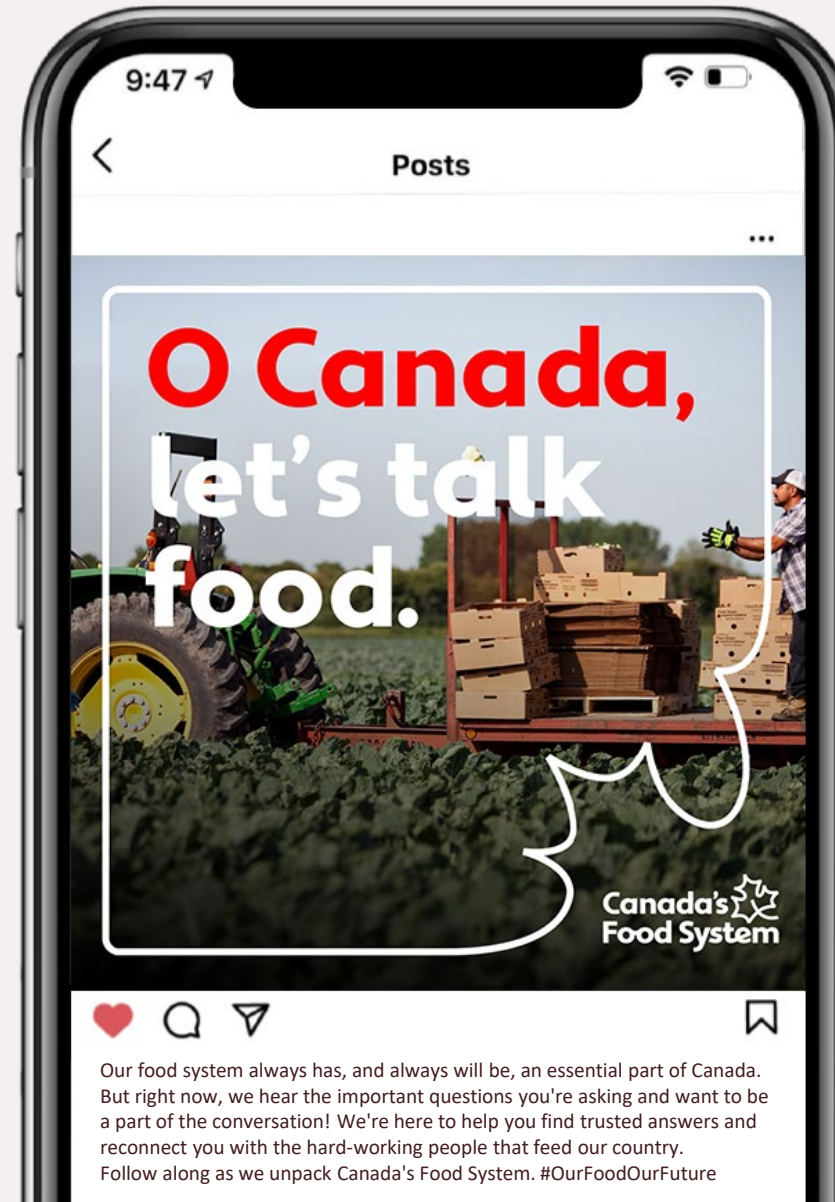
Follow along as we unpack Canada's Food System.  
#OurFoodOurFuture

### Text on image:

O Canada, let's talk food.



**Animated GIF – Rolls through imagery. Quick, punchy, covering lots of sectors**  
**Image source: client-provided**



**Canada's Food System**

*Our Food. Our Future.*

# Sample Post – Gate to Plate Journey

## Post copy:

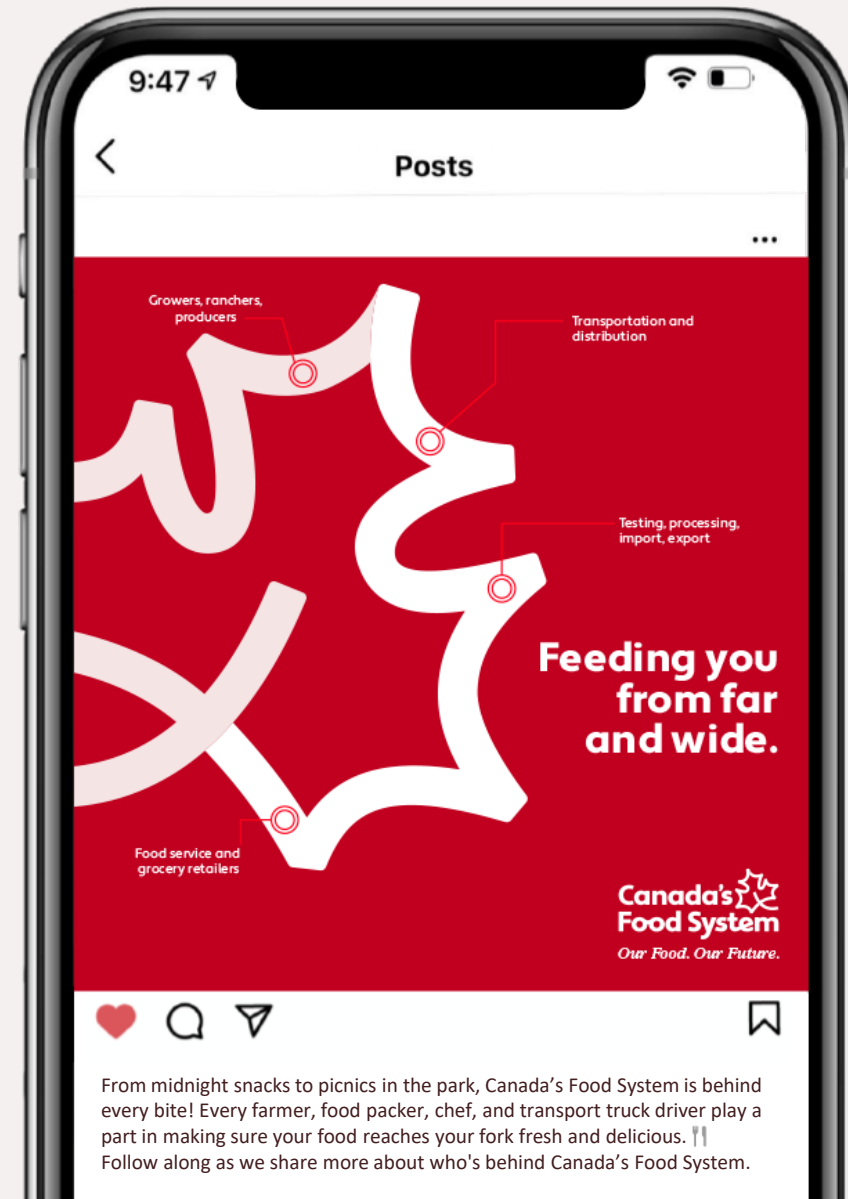
From midnight snacks to picnics in the park, Canada's Food System is behind every bite! Every farmer, food packer, chef, and transport truck driver play a part in making sure your food reaches your fork fresh and delicious. 🍴

Follow along as we share more about who's behind Canada's Food System. #OurFoodOurFuture

## Text on Image:

### Feeding you from far and wide.

Growers, ranchers, producers  
Transportation and distribution  
Testing, processing, import, export  
Food service and grocery retailers





## Pillar Two

# Pledge Your Support

Canadians are already showing up for Canada's Food System – and with a draw rooted in audience engagement launching soon, we have an opportunity to amplify the message on social media and drive participation from day one.

The primary portion of the draw will live on the landing page and will be rolled out in social posts with a CTA for the user to voice their support for Canada's Food System, all for a chance to win a \$500 gift card to a Canadian retailer of their choice.

A chance at a bonus entry will follow shortly after and will meet people where they already are – in the grocery store, the market, or at home preparing a meal. We'll encourage Canadians to share photos of a meal they've made, tagging @canadasfoodsystem and using our digital sticker: *"I support Canada's Food System"*. To be fully eligible they must sign their support on the landing page as well.

The social layer can run in tandem with the website campaign and act as a steady drumbeat of engagement.

While contests alone don't build deep trust, this gives us a way in – to celebrate everyday choices, encourage participation and open the door to bigger conversations around food security, sustainability and supporting Canadian.



I support  
**Canada's Food System**



## Influencer and Partner Engagement

To build trust and expand our reach, we will engage smaller-scale influencers with deeply engaged audiences and trusted food backgrounds – like essential partners, partner organization, dietitians, chefs and other advocates connected to the food system.

Many of these creators are already in our orbit through partners like Canadian Food Focus and Farm and Food Care Ontario, giving us a direct line to passionate, credible voices.

These influencers will help amplify the *"I support Canada's Food System"* message by sharing their own experiences in purchasing and cooking, and encouraging their communities to join in. Their authentic perspectives will help spark participation in the competition, drive traffic to the pledge and spread awareness in a way that feels organic and trustworthy.

This isn't about traditional paid brand placements. It's about partnering with people who genuinely care about educating and empowering Canadians to think more critically about what they eat and where it comes from.

\*photo credit – [www.farmphotos.ca](http://www.farmphotos.ca)





## Sample Post – Contest Introduction

### Post copy:

Voice your support for Canada's Food System for the chance to win a monthly \$500 gift card to a Canadian retailer of your choice!

Show up for the hard-working people behind every meal AND get the chance to continue buying the Canadian products you love with a \$500 gift card. Entering our draw is as easy as voicing your support at the link in our bio.

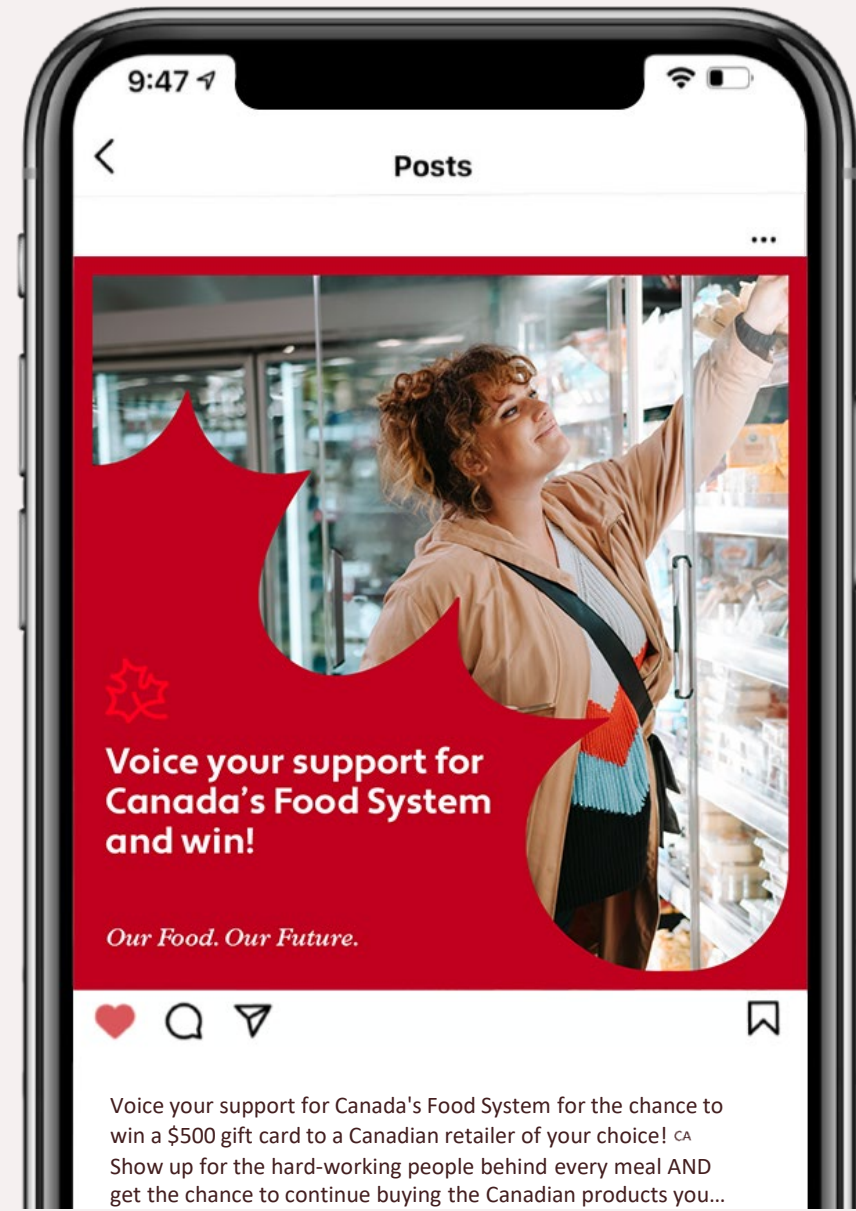
#OurFoodOurFuture

\*Insert contest legalities/logistics at a later date.

### Text on Image:

Voice Your Support for  
Canada's Food System and win!

Our Food. Our Future.





## Sample Post – Bonus Entry

### Post copy:

Bonus Entry Alert 🇨🇦🇨🇦

Want another entry into our monthly draw for a \$500 gift card to a Canadian retailer of your choice? It's as easy as cooking up a meal with products from Canada's Food System — that's anything from your grocery store!

- 📸 Share a photo on your story of a meal you've cooked
- 🇨🇦 Tag @canadasfoodsystem
- 👉 Add our custom sticker to your post.
- 👉 Make sure you've voiced your support for Canada's Food System at the link in our bio to be eligible!

Every month, we'll randomly pick a new winner. We can't wait to see what you make!

#OurFoodOurFuture

\*Insert contest legalities/logistics at a later date.

### Text on Image:

How to Enter:

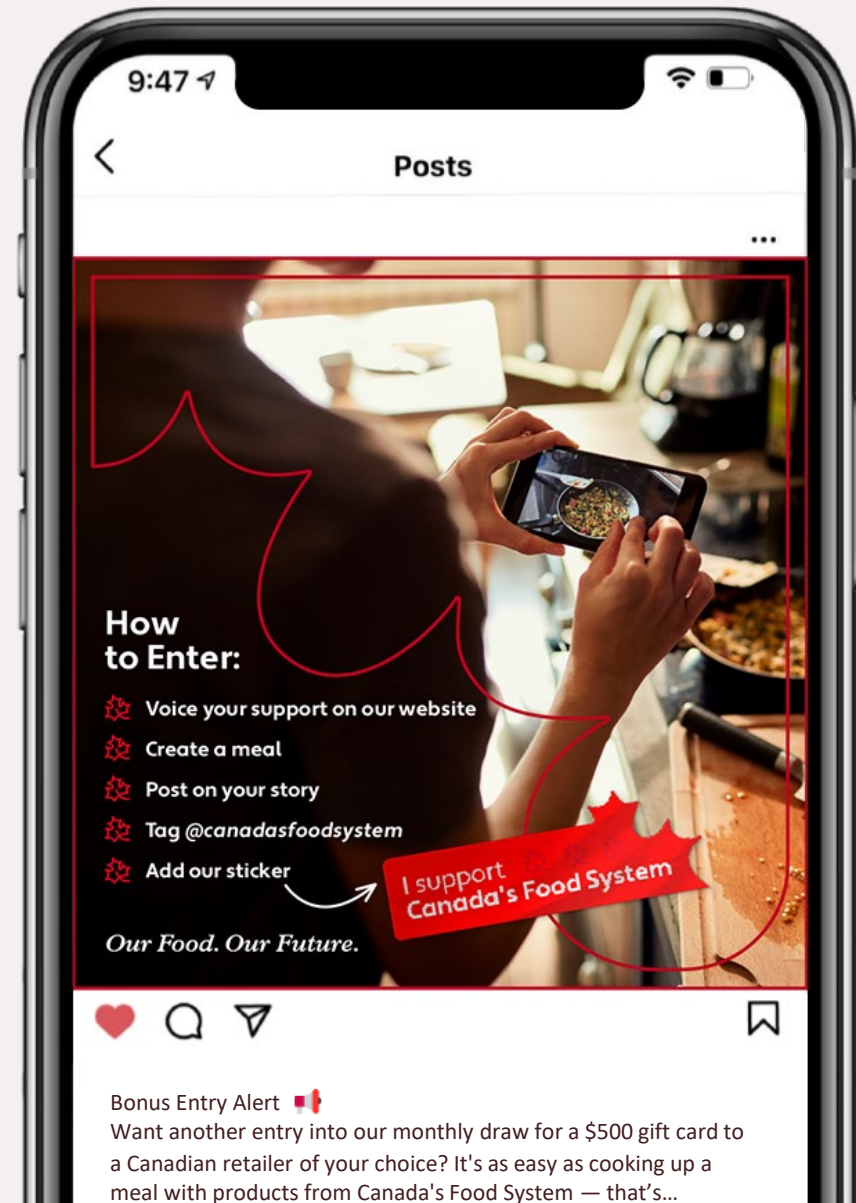
Voice your support on our website

Create a meal

Post on your story

Tag @canadasfoodsystem

Add our sticker





## User Generated Content

To continue promoting the contest, we'll re-share user-generated content and influencer content, creating an authentic tone through our platforms.





## Pillar Three

# Stories

To create a deeper emotional connection with Canadians, it's important we showcase the real people who contribute to feeding us – from farmers and grocery store workers to parents making food choices for their families. Their stories will bring to life the hard work, dedication, and everyday decisions that shape Canada's Food System.

We have a strong foundation to build on, with existing YouTube footage providing a starting point for storytelling. From there, we can expand the narrative, capturing diverse perspectives across the food system.

Farmers will share their experiences growing the food we eat, grocery store workers can speak to how they get that food to our tables, and families can reflect on the choices they make to support Canadian products. We'll also showcase the stories behind classic Canadian dishes - the journey and origins of the ingredients that bring these meals to life.

Through short-form videos and inspiring images, we will create content that is engaging, relatable to many, and shareable. Ultimately, we are reminding people of the human effort behind every meal.



# Sample Post – Stories from Canada’s Food System

## In-feed Post Copy:

In Canada, 90% of farms are family-owned, meaning farming isn't just an industry, it's a legacy. Kathryn Doan from Norwich, Ontario's Doan Family Turkey Farm shares her passion for farming and its importance to her family.

Hear more stories from the hard-working people behind Canada's Food System at [CanadasFoodSystem.ca](https://CanadasFoodSystem.ca)

#OurFoodOurFuture

## Video Clip 0:00-0:24

“Welcome to Doan Family Turkey Farm. I'm Kathryn Doan I am a mother of four and a first-generation turkey farmer. As a mother and a turkey farmer, I care about having safe, quality, nutritious food to be able to choose in the grocery store and for my family to eat just like yours.”



Alt





## Sample Post – Stories from Canada’s Food System

### Text on Image:

In Canada 90% of farms are family owned

Our Food. Our Future.

Kathryn Doan  
Turkey Farmer – Norwich, Ont.



# Sample Post – Stories from Canada’s Food System

## Text on Image: Gravy

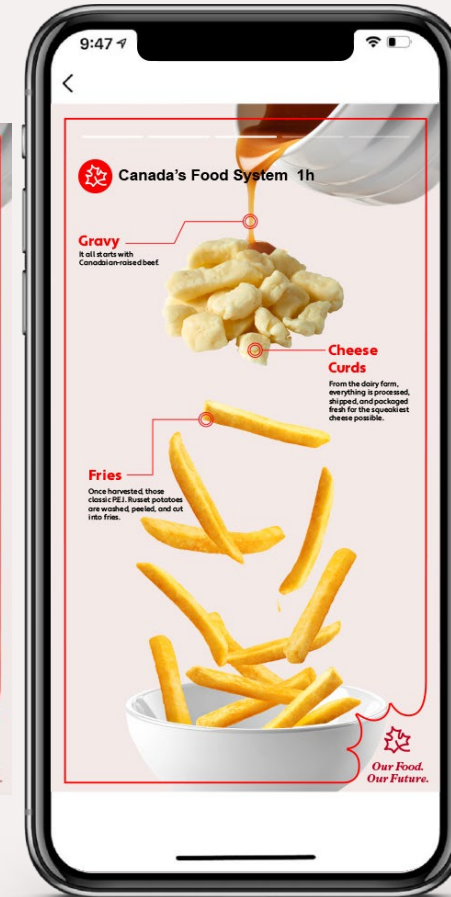
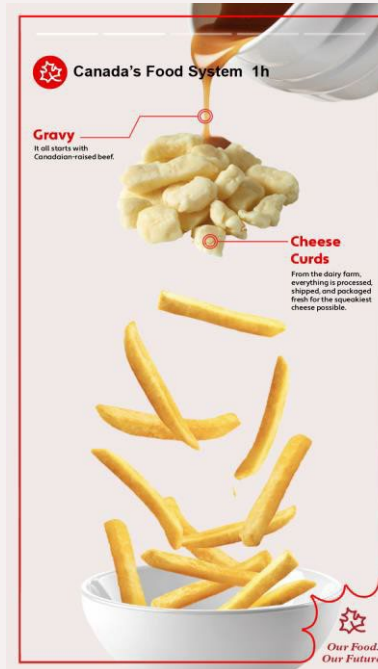
It all starts with Canadian-raised beef.

## Cheese Curds

From the dairy farm, everything is processed, shipped, and packaged fresh for the squeakiest cheese possible.

## Fries

Once harvested, those classic P.E.I. Russet potatoes are washed, peeled, and cut into fries.



\*stock images will be replaced by industry-provided images

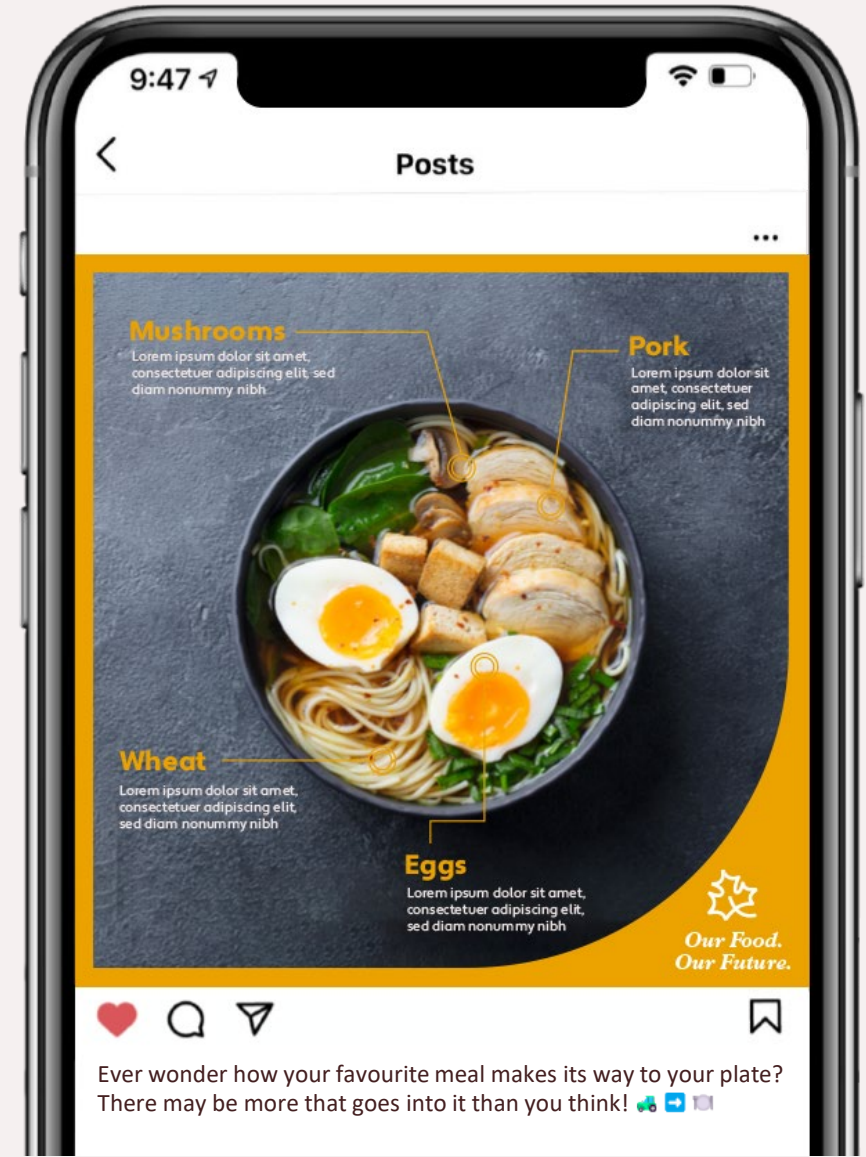
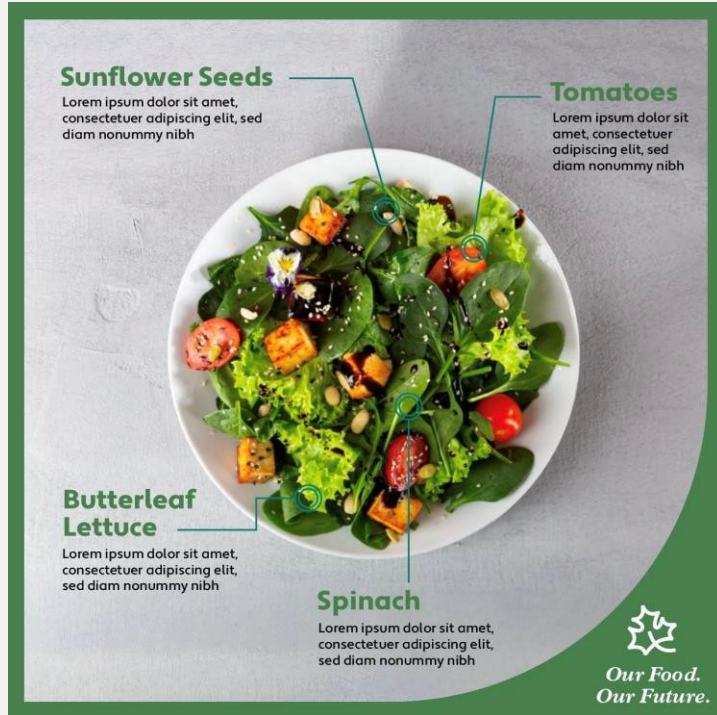


# Sample Post – Stories from Canada’s Food System

## Post Copy:

Ever wonder how your favourite meal makes its way to your plate? There may be more that goes into it than you think! 🌱 ➡️ 📷

#OurFoodOurFuture



\*stock images will be replaced by industry-provided images



## Pillar Four

# Economy & Jobs

Canada's Food System is more than farms and grocery stores, it's a massive economic driver, supporting millions of jobs in ways people don't always realize.

We will highlight the unsuspecting careers within Canada's Food System, showcasing the hidden network of jobs that keep it running. A dedicated content series will explore roles people may not associate with food production – like truck drivers, data analysts or even refrigeration technicians – giving credit to those who play a vital role in feeding Canadians.

To spark engagement, we could introduce interactive content like polls asking audiences whether they think certain jobs are part of the food system. Many people may not even realize their work connects back to food production and the economy, creating an opportunity for education and discovery.

By sharing these stories, we will reinforce how deeply connected the food system is to Canada's workforce and economy, helping Canadians see its impact in their own community, and maybe, in themselves.

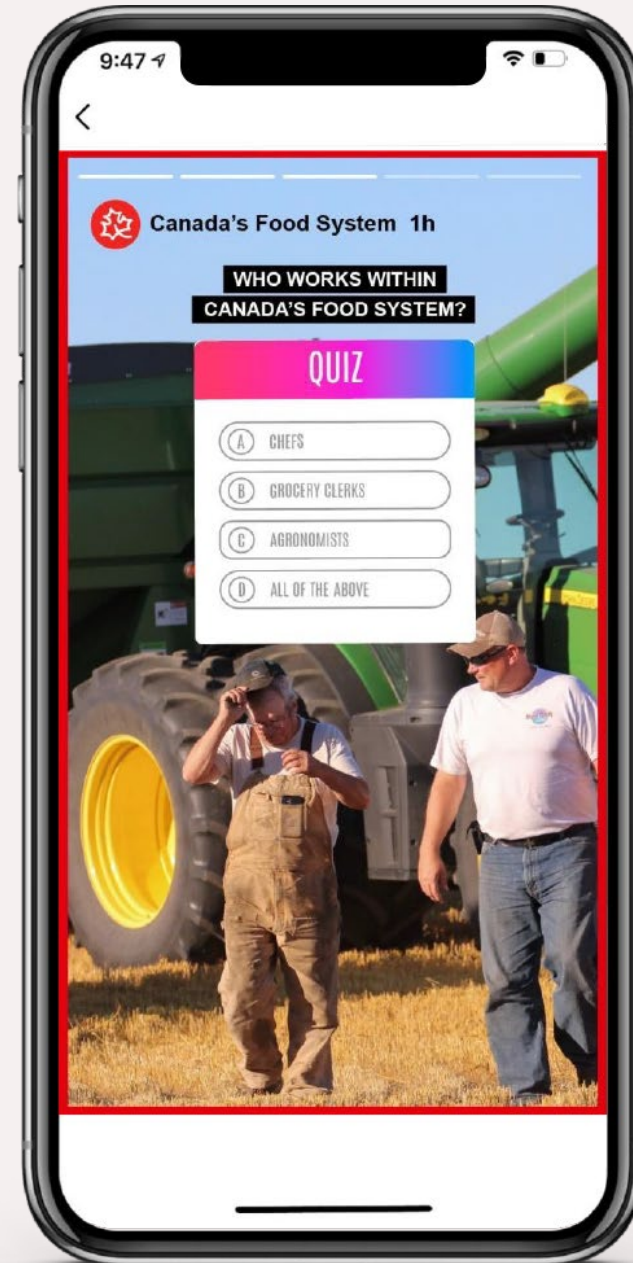
## Sample Post – Story Poll

### On image copy:

Who works within Canada's Food System?

QUIZ:

1. Chefs
2. Grocery Clerks
3. Agronomists
4. All the above





## Pillar Five

# The Future of Food

Canadians care deeply about where their food comes from and that's something we respect. While questions about farming practices, food quality and modern techniques are common, what's often missing from the conversation is all the good that's already happening in our food system.

Rather than talking about innovation, we'll focus on the outcomes Canadians can see and feel. More nutritious food, improved sustainability, stronger support for farmers and a more secure food supply. Through expert voices, real-world stories and everyday examples, we'll bring to life how these improvements are already shaping a better future for food in Canada.

Our content will be educational, approachable, and grounded in real benefits not buzzwords. We'll help people understand how progress and practical solutions are working together to grow, produce and deliver food that meets the needs of today and tomorrow.

This isn't about convincing people to accept change, it's about showing them the results of it. When they see the outcomes, the trust will follow!





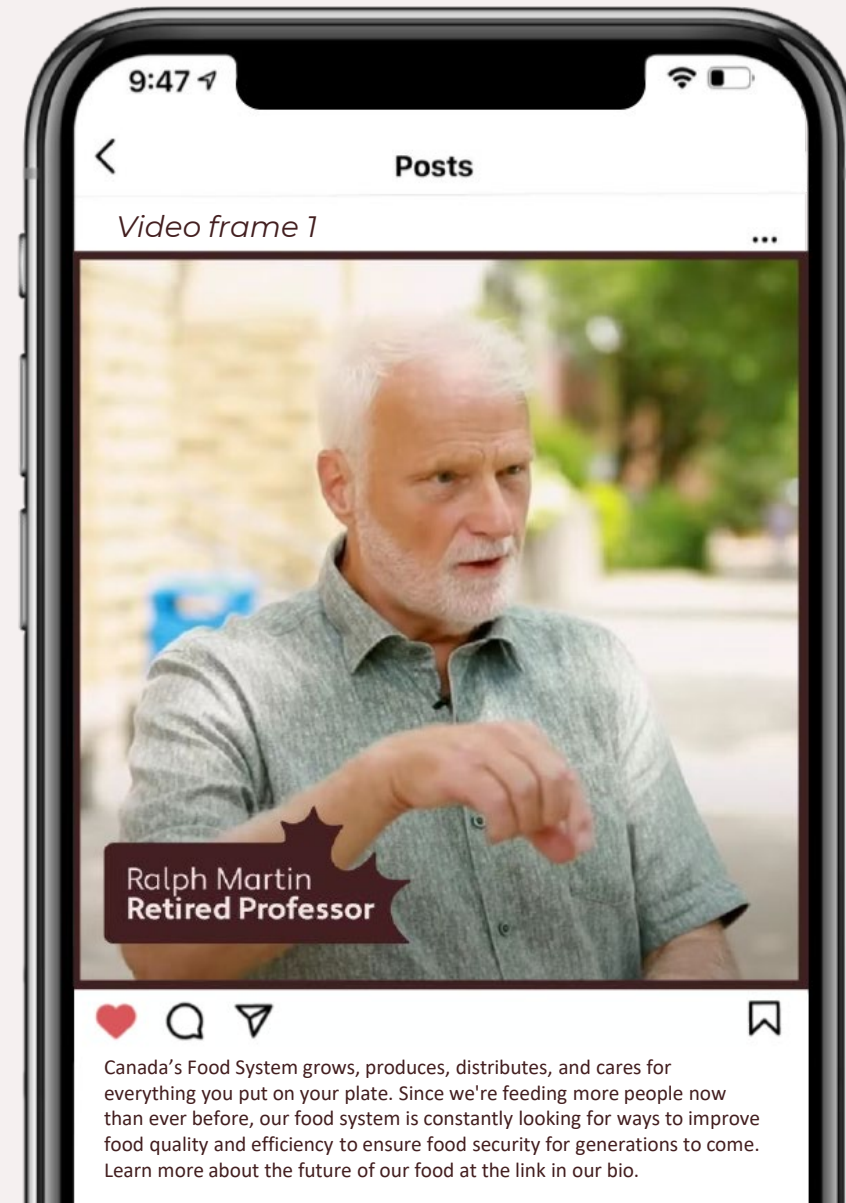
## Sample Post – The Future of Food Video

### Post Copy:

Canada's Food System grows, produces, distributes, and cares for everything you put on your plate. Since we're feeding more people now than ever before, our food system is constantly looking for ways to improve food quality and efficiency to ensure food security for generations to come. Learn more about the future of our food at the link in our bio.

#OurFoodOurFuture

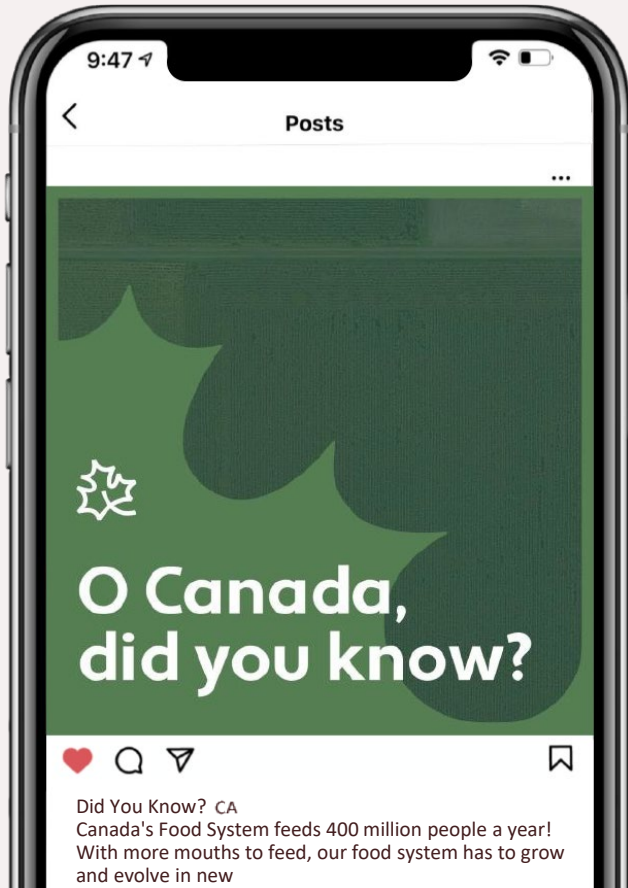
*Video Clip 4:42-5:00 "It's really important that when we manage our soil that we have cover crops that we have soil amendments that we add to the soil that we look after the soil in such a way that we are increasing the soil organic matter so that it can be productive regardless of situations that happen with weather."*  
<https://www.youtube.com/watch?v=b8lpVe0QSAQ>





## Sample Post – Joining the Conversation

We'll include posts about relevant topics to Canadians. These could come to life with graphics, real explanations from experts, or video segments.



### Post Copy:

Did You Know?

Canada's Food System feeds 400 million people a year! With more mouths to feed, our food system has to grow and evolve in new ways, like figuring out how to make the most of our land.

What are some things you'd like to see us unpack within Canada's Food System?  
#OurFoodOurFuture

### Text on image:

O Canada, did you know?

One acre of land can feed X people.

That's X more than one acre could feed 10 years ago!



frame 2



frame 3



frame 4

The background is a solid dark red color. On the right side, there is a large, lighter red shape that resembles a stylized, organic form, possibly a drop or a splash, with rounded edges and a small notch at the top. This shape overlaps the dark red background.

# **Policy Influence and Media Strategies**



# The First 100 Days – Policy Influence

The first 100 Days will serve as the national launch point for a long-term initiative that positions Canada's Food System as a vital national asset—essential to economic stability, food security, trade resilience, and innovation.

PR efforts will work from the central momentum being driven by the rising wave of national pride and a need to reframe Canada's food system from overlooked infrastructure to a pillar of Canadian identity and resilience.



# Policy Strategy

**Public relations in this campaign is about more than visibility, it's about creating a national platform that lifts the sector.**

**Through earned media, organic social, and a people-first audio docuseries, we will:**

- Tell compelling stories that connect Canadians to the people, progress, and pride behind their food
- Position Canada's food system as a vital, innovative, and resilient part of everyday life
- Amplify the voices of partners—farmers, processors, researchers, advocates, and community leaders—already doing the work
- Shape the public and policy narrative by showing how innovation and care are securing Canada's food future
- This campaign doesn't just speak *about* the food system—it speaks *with* it.

Together, we'll grow trust, engagement, and influence—one story at a time.



# Showcasing the Sector

A Shared Platform  
for Collective Impact





# Showcasing the Sector

This campaign is designed not just to raise awareness—but to elevate the work already being done across Canada’s food system. Our partners are not amplifiers of our message—they *are* the message. We will actively feature their work, share their stories, expand their audiences, and create new opportunities for visibility, collaboration, and impact—across both public engagement and policy influence.

## Driving new audiences to your stories and tools

We will showcase existing work from across the sector:

- Campaign social media
- The campaign website (spotlight stories, curated feeds)
- Podcast/docuseries
- Media storytelling

## Amplifying trusted, authentic voices already doing the work

We will collaborate to develop:

- Co-branded blog posts, videos, and interviews
- Behind-the-scenes stories from partner operations
- Expert explainers and regional perspectives

## Growing your audience

We will actively link back to your resources via:

- Clear calls-to-action (CTAs) in web and social content
- SEO-optimized storytelling
- Dedicated partner features

## Visibility and credit built into every touchpoint

- We will embed recognition into:
  - “In collaboration with/Visit XX for more” tags
  - Partner sections on the website
  - Media appearances and reports
- *Growing your audience*



# Showcasing the Sector

## **A shared voice, not a top-down broadcast**

Partners will shape the campaign through:

- Advisory committee input
- Strategic content planning
- Real-time collaboration and feedback loops

## **Supporting sector-wide advocacy by making partners visible, credible, and central to the policy conversation**

We will work with partners to shape and share a unified narrative that resonates with policymakers by:

- Featuring their expertise in op-eds, briefings, and stakeholder outreach
- Showcasing their innovations and leadership as real-world examples of policy impact
- Using campaign media momentum to reinforce their policy priorities (where desired)

## **Helping partners grow their impact by reaching beyond their existing networks**

We will help partners connect with new audiences, collaborators, and supporters by:

- Identifying underutilized media and digital channels for sector storytelling
- Building bridges to new stakeholders and potential partners
- Elevating stories and resources in places where partners may not have current access

**This campaign is built *with* the sector, *for* the sector—to amplify your voice, expand your reach, and elevate your role in public trust and policy influence.**



# A Two-Way Street – Built to Elevate Everyone

## **Use the Initiative**

Logo, visuals, messaging—ready for your materials

## **Show Your Commitment**

“We agree. This matters. Here’s what we do.”

## **Gain National Visibility**

Align with a message that Canadians are starting to recognize and trust

## **Be Part of Something Bigger**

Elevate your voice by joining a national movement

## **Retail & Foodservice Ready**

Early expressions of interest already underway

## **Not Just Co-branding—Co-ownership**

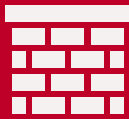
A shared platform for shared impact

The logo for "Canada's Food System" features the text "Canada's" in white and "Food System" in a larger, bold white font. To the right of the text is a stylized orange graphic consisting of three curved lines that resemble a leaf or a flame, with a small orange arrow pointing downwards from the bottom right of the graphic.

**Canada's  
Food System**

A photograph of a buffet table with various dishes, including salads, breads, and cooked meats. In the background, there are stacks of white plates. A person's hand is visible in the upper right, holding a plate and serving themselves. The image has a warm, slightly dimmed color palette.

# **In the Longer Term: The Cornerstone Initiative**



## Solidify

### Strategic Objective:

Inspire public pride and engagement with the value chain

### Measurement

Boost public knowledge of the food system

### Audience Journey

**Awareness**  
**Interest**



## Connect

### Strategic Objective:

Provide accurate information to partners, media and Canadians  
Emphasize the food system's role in connecting and impacting Canadians' well-being

### Measurement

Increase the number of Canadians viewing the food system as a core value

Decrease perception gaps and increase support for the value chain

### Audience Journey

**Interest**  
**Identity Formation**  
**Engagement**



## Advocate

### Strategic Objective

Cultivate a lasting relationship between Canada's Food System and Canadians.

### Measurement

Reverse indifference towards Canada's food system

Increased engagement from the public on advocacy issues

### Audience Journey

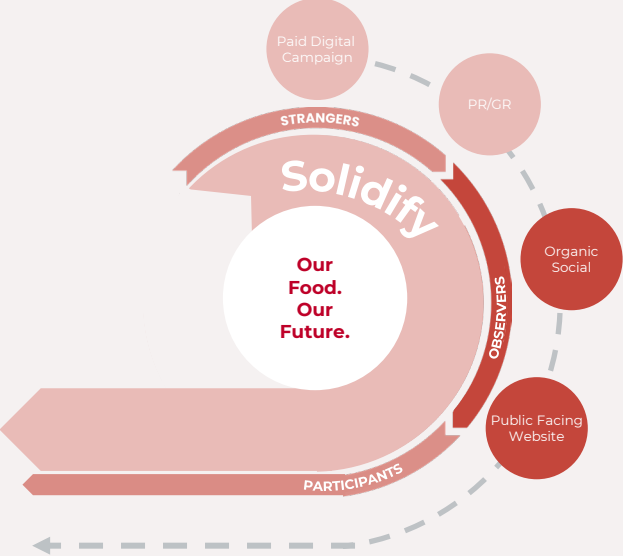
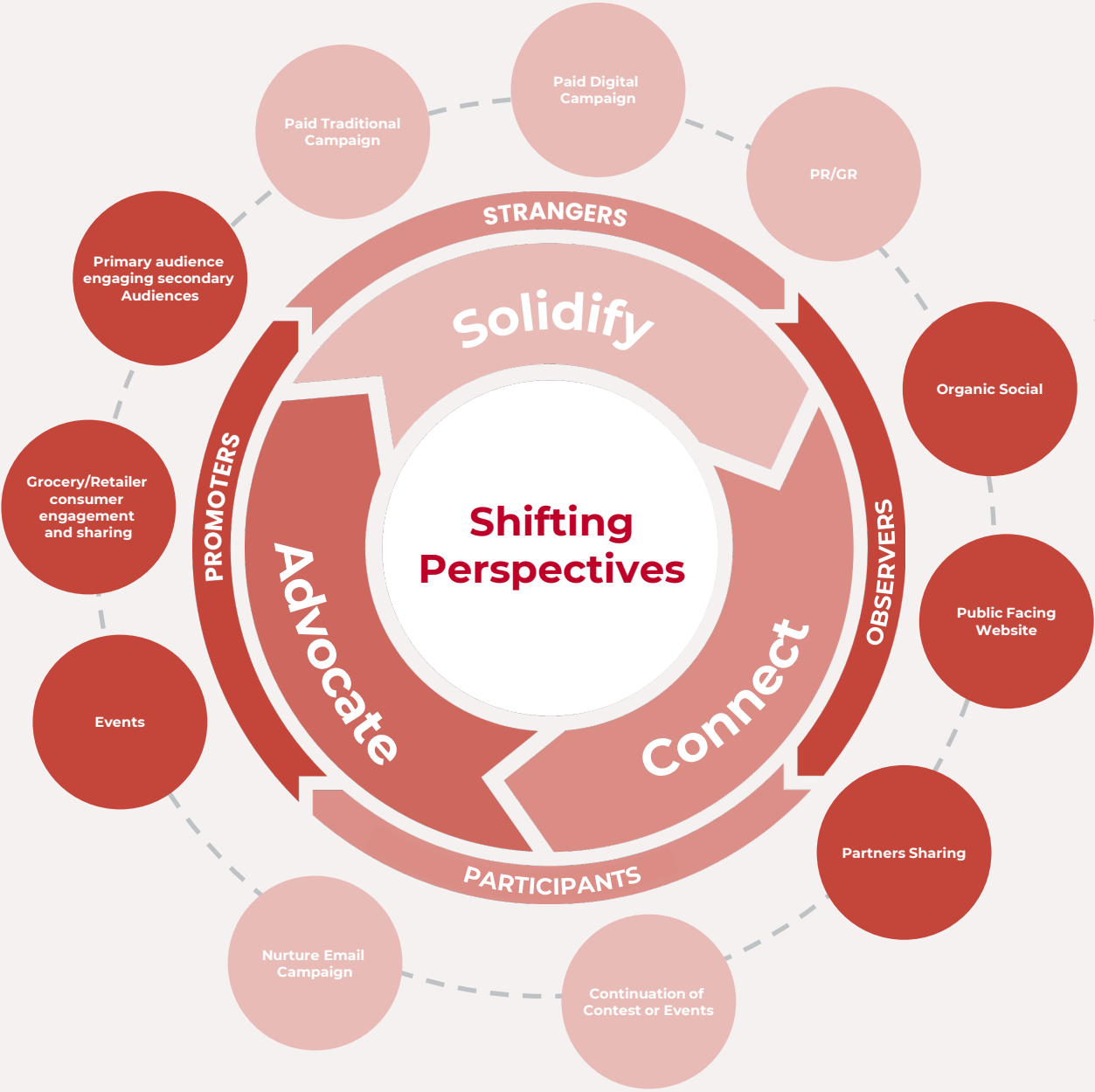
**Engagement**  
**Advocacy**





# Strategic Flywheel

2025 - 2028



First 100 Days  
Campaign

Cornerstone Initiative



# Creative Strategy

## Campaign Approach: Relatable, Real, and Proudly Canadian

Feature relatable food moments to build trust—showing food in Canada comes with integrity, reliability, and care

Use the Canadian symbols to leverage national pride and a united food system:  
*“Canada’s food is our future—for everyone.”*

## Messaging & Tone

Innovation, Integrity, People, Scale

Focus on real stories, accessible language, and a tone that’s conversational yet professional

Encourage online engagement and visible support

## Activation

Main engagement tool: Social – but **we could expand with additional support**

Share stories, insights, and content from partners to drive emotional connection

Help Canadians feel informed, inspired, and proud to stand behind their food system



# PR and Policy Influence

This campaign helps **shape the public and media narrative** so decision-makers recognize the food system as **vitaly important**.

Global instability is exposing just how essential it is to our trade, economy, and supply chains. Through strategic public relations and policy influence, we will:

- **Champion innovation** as the driver of progress, resilience, and sustainability
- **Shape public narratives** that build confidence in the food system
- **Ensure the food system is at the table** when key policy and regulatory decisions are made

By building public trust, we'll create the conditions for **smart policy that protects, supports, and grows** Canada's food system.



# Policy Influence

To shape how Canada's food system is prioritized in policy, we will combine trusted voices, data, and strategic storytelling

## **Strategic Storytelling**

Showcase real-world outcomes—innovation, jobs, sustainability—to build credibility and relevance in media, briefs, and public content.

## **Leverage Public Trust as a Policy Tool**

Use campaign data (polling, engagement, sentiment) to demonstrate public support for the food system's role in national priorities.

## **Elevate Partner-Led Innovation**

Feature sector case studies, research, and leadership as proof points in policy-facing communications.

## **Targeted Outreach**

Provide briefing materials, speak at key events, and connect with policymakers regionally and federally.

## **Build Long-Term Recognition**

Position the food system as critical infrastructure tied to issues of concern.



# Speakers Bureau: Trusted Voices, National Reach

The campaign will launch a **Speakers Bureau** to elevate credible voices from across Canada's food system—bringing lived experience, expertise, and regional diversity into public and policy conversations.

## What it is

A curated group of spokespeople – farmers, scientists, processors, manufacturers, retailers, leaders who can speak to important issues, like innovation, real-world impacts of policy, food system resilience and value, regional and cultural perspectives, etc.

## How we'll use it

Nation and regional media, panels/roundtables/events, webinars/podcasts/digital features, quotes and stories in content

## Why it matters

Builds authenticity and trust, ensures regional and sectoral representation, helps humanize conversations about policy, supports policy influence overall

**This isn't just a voice for the initiative – it's *your* voice, heard from coast to coast to coast.**



# **Advisory Committees**



# Advisory Committees

## Public Engagement Committee:

- Ensures that engagement activities reflect the initiative's long-term objectives, reinforcing the message that the food system is always improving to serve Canadians better.
- Provides insights on how external partnerships and public engagement efforts can further align with the broader strategic vision, ensuring consistency and clarity across all public-facing efforts.
- Maintains focus on the initiative's overarching strategy, ensuring that public engagement efforts support and complement policy discussions.
- Guides public engagement efforts at a strategic level, ensuring that outreach efforts remain focused, aligned, and effective in reinforcing the initiative's priorities.

## Policy Influence Committee:

- Identifies key policy themes and areas of focus, ensuring they reflect the initiative's commitment to ongoing progress and innovation in Canada's food system.
- Ensures that the initiative's contributions to policy discussions remain consistent with its high-level strategic goals, reinforcing its role in supporting informed, fact-based decision-making.
- Helps align the initiative's policy influence efforts with other public engagement activities, ensuring a coordinated, sector-wide approach that strengthens credibility and impact.

# Advisory Committees



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada



Canadian  
Cattle  
Association





**We've Built the Foundation.  
Now Let's Build the Future.**



# Now's the Time

**You asked for a national, coordinated, research-driven initiative. It's here. It's ready.**

**The strategy is built. The message is tested.  
This starts May 15.**

**We're going ahead with what we have.  
But this could be so much bigger.**





# Now's the Time

**With more investment, we can:**

**Expand our reach – explore new channels**

**Target new Canadians**

**Target the next generation of consumers**

**Tell more stories**

**Accelerate policy influence**

**Strengthen partner integration**

**Deepen research**

**Build infrastructure for longer-term success**



# Now's the Time

**This becomes a movement when the sector shows up with real commitment.**

# Supporters





**Reach out now at:  
[www.canadasfoodsystem.ca](http://www.canadasfoodsystem.ca)**

**or email [lisa@foodintegrity.ca](mailto:lisa@foodintegrity.ca) to  
schedule a meeting.**