

Centre canadien
pour l'intégrité
alimentaire



Canadian
Centre for
Food Integrity

Rebuilding Trust: A Shared Foundation for Resilient Food Systems

Welcome, and thanks to all over 100 people from across the sector for being here.

Today, I'm excited to walk you through something we've talked about with many of you and that many of you have asked for—Canada's Food System: a coordinated, research-driven Public Awareness Initiative designed to speak directly to Canadians about why our food

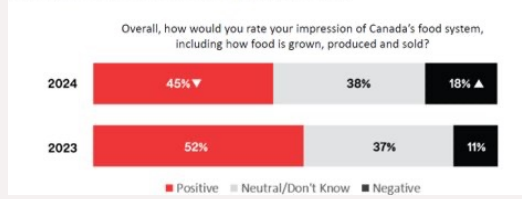
system matters.

You'll see what it is, why it's needed, and most importantly—how you can be part of it.

The Problem That Led Us Here

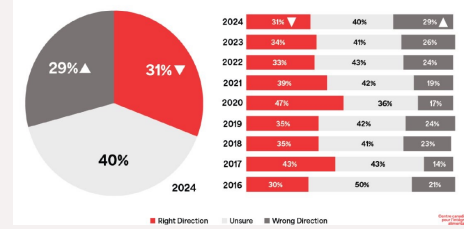
Impression of Canada's Food System

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



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.

When we started consulting on this initiative, our Public Trust Research showed a troubling trend: despite all the good work being done, public trust in the food system was declining.

Trust is fragile—and global uncertainty and misinformation only make it harder to maintain.

Why Hadn't Our Efforts Worked?

Biased/not transparent

Too siloed

No way to measure success

Ineffective messaging/
too slow to respond

Insufficient resources

We asked ourselves: why haven't past efforts worked? And the answer is clear—Canadians see a fragmented picture.

We've educated, but we haven't connected. We've informed, but we haven't inspired. And we've never told one, unified story about the food system—at scale.

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.

There's a lack of public understanding of how the food system works – and who's in it. Most Canadians don't realize how far the system extends -and all the people who make it work.

They don't see the economic, social, and environmental contributions it makes.

Meanwhile, misinformation spreads – sometimes out

of confusion, sometimes deliberately. And too often, we're left out of the rooms where big decisions are made.

Message Received:
**Public Awareness AND
Public Relations 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.

Back in 2023, in our initial consultations with the sector, and up to now, we have overwhelmingly heard that yes, we need public awareness, but we need more.

This initiative also needs to shape public understanding in a way that softens the ground for policy discussions. That creates something that policymakers will have seen. That you can reference in your efforts to get to the table when the big

decisions are being made.

Not lobbying. But smart, credible influence that positions Canada's food system as a national asset.

Global Pressures Create an Attitudinal Shift

This is a critical moment for Canada's Food System

- 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.

Global uncertainty has shaken a lot of things, but it's also sparked something important: a rise in national pride.

Canadians want stability. They want to support what's Canadian.

This is our window to turn that instinct into lasting public trust in Canada's food system.



This isn't about a seasonal initiative or a clever slogan.

This is about building a cultural shift, a lasting movement rooted in pride, understanding, and trust.

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.

So, what are we trying to do?

We need to:

- Elevate the food system and agriculture to a core societal value, like healthcare or education.
- Reverse indifference and build public trust.
- Deepen understanding of the system's value.

This initiative is about placing the food system at the center of Canada's identity.

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

Then, it was time to take a breath. We asked ourselves: Do Canadians even want this?

So, we asked them.

And the answer is yes.

Our Ipsos survey results, taken last month, are clear:

- 82% say the food system is important to them.
- 86% believe this kind of initiative would increase their trust.

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

In a sector whose members all have their own priorities and needs, we looked to find the areas of commonality.

Innovation is one of the factors that unites our sector. We’re all doing it: It’s central to our food system – and to this initiative.

But our research shows that talking to Canadians

about “innovation” can be scary – they don’t like it when we appear to be messing around with their food, or doing things solely for profit – that’s NOT what we do.

The research shows that we need to talk to Canadians about innovation in terms of what that innovation gives THEM.

We’re not leading with jargon or tech terms. We’re leading with what innovation delivers: better food, stronger sustainability, improved lives. Outcomes are the hook. Trust is the goal.



So, with that, I introduce (or re-introduce you) to
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



We tested a lot of language with Canadians, and this one stood out: Canada’s Food System.

It’s broad, inclusive, and emotionally resonant. It speaks to every part of the value chain—and it taps into growing national pride, and helps position the food system as a core part of Canadian life.

It’s not just effective, it’s strategic. And it gives us a

foundation we can build on for the long haul.

‘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.



We also tested multiple slogan options with Canadians to see what really landed. And this one, ‘Our Food. Our Future.’ rose to the top.

It was the highest rated across most demographics.

It invites people to think about where we’re going, not just where we’ve been. And it frames the food system as something we all share responsibility for.

The message is simple, but the impact is powerful. It says: this is ours, and what we do next matters.

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**

The fact is that this entire initiative is grounded in research and built to evolve.

We're not guessing. We're always testing: messages, slogans, platforms, and engagement tactics.

And we're testing resonance and engagement to make sure we're hitting the right note, in the right places, at the right times.

We'll continue listening, learning, and improving. This will keep us agile.

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.

Phase 1 is our First 100 Days.

It's all about building a foundation: defining the food system, creating an emotional connection, and activating media, industry, and public support.

In Phase 2, we grow.

We scale nationally, integrate regional stories, and

position the food system as a Canadian pillar – a part of the Canadian identity, a part of who we are – and position ourselves as important, nay critical, to our nation.



The First 100 Days:

Beginning May 15, 2025

It all starts May 15.



The Public Engagement Strategy

What We're Getting Across



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.

Before we can tell the whole story, the first 100 days of this initiative need to focus on something even more foundational—who we are, and why we matter.

We're not just a supply chain. We're a lifeline.

We sustain communities, feed families, create opportunity, and connect Canada to the world.

And behind every plate is a system powered by people, a full spectrum of Canada at work.

This is what we need Canadians to understand. And once they do, we can start to change not just perception—but policy and culture, too.

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.



We're meeting Canadians where they are.

Each platform will carry its own tailored content.

New audiences will come in the second phase.

Pillar One

Let's talk about Canada's Food System

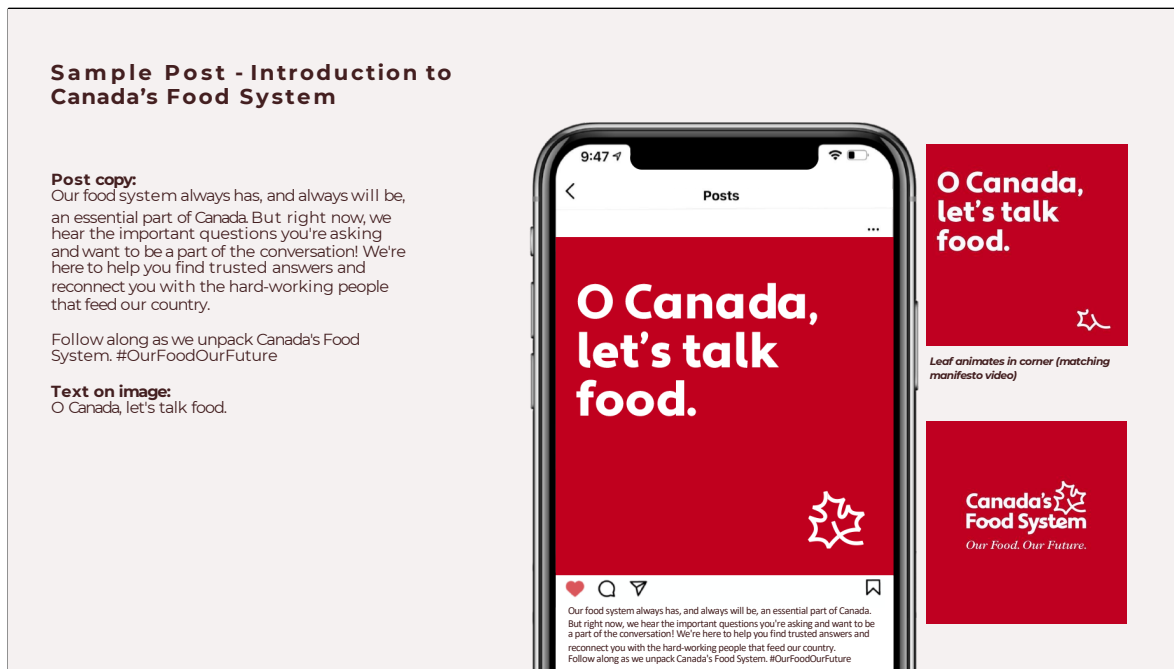
Canada's Food System has always been there for Canadians and will continue to be. And with Canadian food on everyone's minds, we see this as the perfect time to **re-ignite the conversation**.

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.

The first 100 days are built on five pillars.

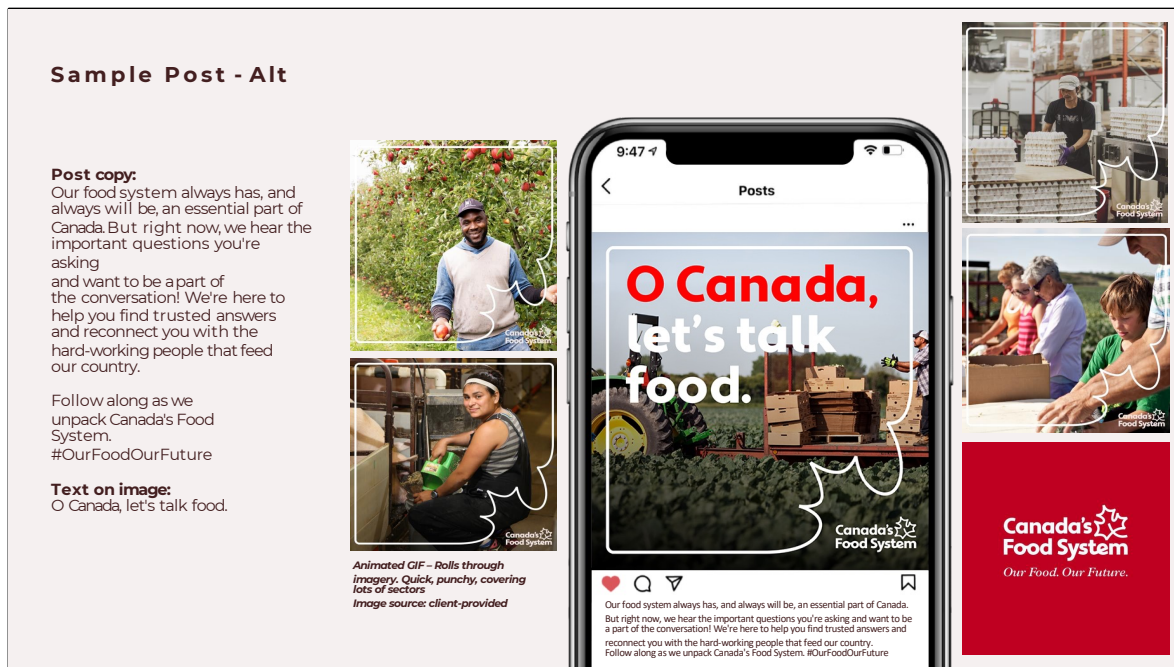
We're bringing to the foreground a conversation that's been quietly happening in the background for years.

This first pillar is all about opening that door.
Reminding Canadians that behind every bite of food is a vast, interconnected network of people, businesses, and communities working together.



We'll start with warm, approachable content that breaks the ice and invites trust.

It also builds on the sense of Canadian pride – invoking Canadian iconography.



We'll mix formats and designs, keeping content dynamic but consistent.

Repetition builds recognition.

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



We'll take Canadians through the gate-to-plate journey – and spotlight the people along the way.

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

One of the most important things we can do in any movement is give people a clear, simple way to engage. Something they can *do*, not just *read about*.

That's why this pledge is such a vital part of the initiative's early days.

Canadians already care—but many don't know how to show it. This gives them a way in. It gives them a role.

It says: *you're part of this too.*

The pledge lives on our landing page and will be promoted across social media with a contest. It's a light touch—a chance to win a \$500 gift card—but it opens the door to something bigger.

Our website will serve as the central hub for the initiative—a launching point that connects Canadians to the best content, tools, and stories already being shared across the sector.

We'll follow that with a bonus entry that invites Canadians to share food moments from their own lives. A meal they've made. A trip to the grocery store. It brings the message home—literally.

Because while contests don't build deep trust on their own, they're a powerful entry point. They create visibility. They spark conversation. And they invite people to move from passive observers to active

participants.

That's how we begin to shift culture—one small action at a time.

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



When we talk about influencers in this initiative, we're not talking about celebrities or big paid initiatives.

We're talking about real people with real credibility who already have trust with their audiences.

And often, the people inside your own organizations are the most compelling storytellers. They're relatable, they're passionate, and they already speak from experience. If you have someone who can carry

your message, we want to work with them.

What matters most is authenticity. These voices will share their real experiences. And in doing so, they'll invite others to do the same.

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.



This is what one of those pledge posts will look like—
inviting, easy to understand, and built to share.

We're making the ask simple: engage, share, and
stand behind the food system.

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!

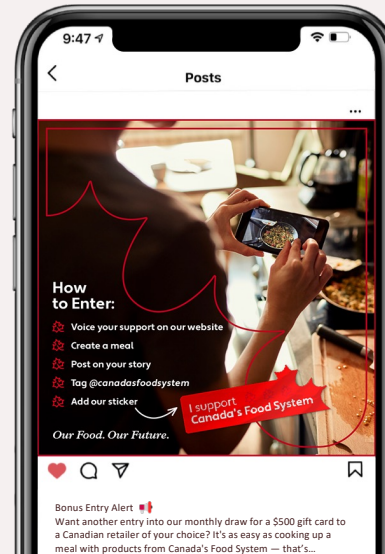
#OurFoodOurFuture

*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



As a next step, Canadians will be invited to share a meal made with Canadian ingredients. It's a light lift that builds emotional connection.

These moments are powerful because they're relatable. Everyone eats. Everyone has a food story.

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.



When Canadians respond, we'll amplify. This is how we build momentum.

When people see their content shared, they feel seen. It shows that this isn't just a broadcast—it's a national conversation.

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.

This pillar is about showcasing the real people across the system. These stories will highlight the effort, decision-making, and pride that shape Canada's Food System every day.

We'll build on existing content and expand the narrative from there. Everyone has a role, and everyone has a story.

At its heart, this pillar reminds people that every meal is made possible by your hard work. And that's something worth recognizing—and protecting.

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

#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



Take Kathryn, for example—a turkey farmer and a mother.

Her story speaks to dedication, values, and the everyday work of feeding Canadians.

These aren't just roles.

These are real people—and real reasons to be proud.

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.



And we'll use these times to introduce facts about our sector and its amazing contributions to Canadian life.

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.

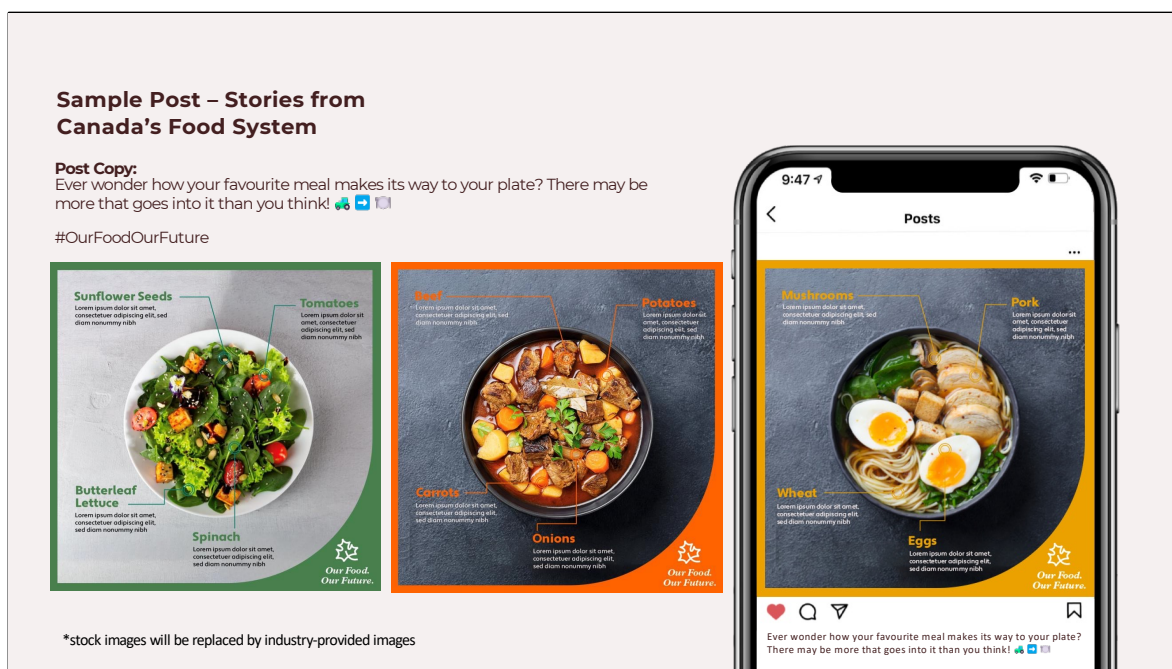


*stock images will be replaced by industry-provided images

We'll also show how food comes together—visually mapping where each part of a dish originates.

It's a simple way to demonstrate scale and coordination.

Even a basic meal like poutine becomes a story of connection to Canada's food system.



And we’ll make sure this includes the full range of Canadian food experiences.

From cultural favourites to regional staples—we’ll reflect Canada’s diversity and help people see *their* food, *their* traditions, in this initiative.

These shots are stock – we’ll feature Canadian content – your content, if you have it and want to

share it – and bring your associations, recipes, products, and content to the forefront.

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.

As you know, Canada's food system is one of the biggest economic engines in the country—but most people don't see the full picture.

They might think about farms and grocery stores, but the reality is much broader. It's logistics, engineering, science, IT, communications, retail, hospitality, and so much more. Millions of jobs—many of them unexpected—are tied to this system.

This pillar is about giving visibility and credit to those roles. We're shining a light on the hidden network of people who keep food flowing across the country.

And by sharing these stories, we reinforce something important: the food system isn't some distant, abstract thing. It's local. It's essential. It's personal.

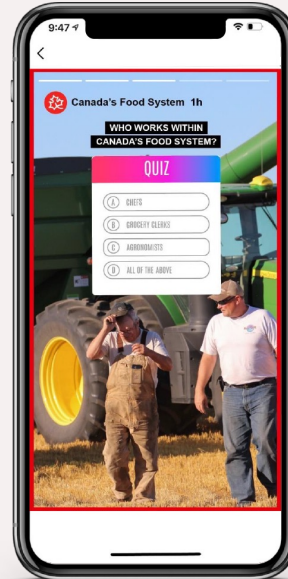
Sample Post – Story Poll

On image copy:

Who works within Canada's Food System?

QUIZ:

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



Posts like this get people thinking. ‘How many jobs are connected to food?’ Most people guess far too low. When they learn the truth—it’s eye-opening.

These aha moments are exactly what we’re aiming for.

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!

This pillar focuses on helping Canadians see that the future of food isn't some distant concept—it's already being built, right now.

Instead of leading with jargon or buzzwords, we're going to focus on **outcomes**: better nutrition, stronger sustainability, a more secure food supply.

And we'll keep it grounded. Educational, yes—but

always clear, approachable, and human.

Because this isn't about convincing people to accept change. It's about **showing** them the results of that change. And once they see those outcomes—the trust will follow.

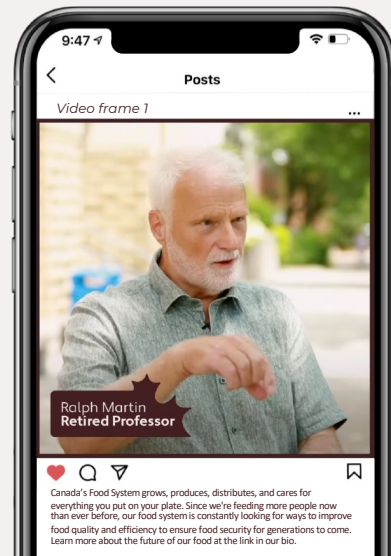
Sample Post – The Future of Food Video

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

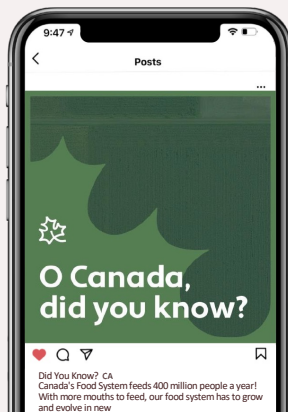
Video Clip 4:42-5:00 "It's really important that when we manage our soil that we have cover crops that we have soil amendments that we add to the soil that we look after the soil in such a way that we are increasing the soil organic matter so that it can be productive regardless of situations that happen with weather."
<https://www.youtube.com/watch?v=cB8lpv80054>



Here's an example: a professor talking about soil health. It's not flashy—but it's incredibly powerful. It shows stewardship, foresight, and commitment to the next generation.

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.



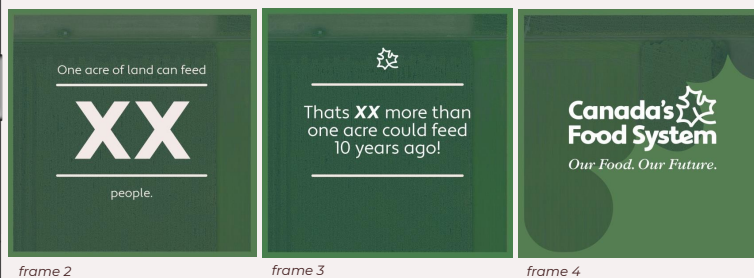
Post Copy:

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!



We'll also use short, impactful facts to highlight the scale of Canada's food system. For example, we feed 400 million people worldwide each year. That kind of stat reframes the conversation—suddenly, this we become even more important.



Policy Influence and Media Strategies

The First 100 Days – PR 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.

Again, when we talk about PR influence, we're not talking about lobbying. We're talking about something more powerful—and more sustainable.

The first 100 days give us a crucial window to start shifting public perception in a way that naturally leads to political relevance.

Through the right messaging, storytelling, and

strategic media, we'll start to position Canada's Food System as a pillar of national strength.

This part of the initiative lays the groundwork for all of that.

Public Relations 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.

This is about building a national platform that lifts the entire sector—by making the food system relevant, human, and essential in the eyes of Canadians and policymakers alike.

We're using earned media, organic social, and even a people-first audio docuseries to do something more powerful than advocacy alone—we're creating resonance.

We'll tell stories that connect Canadians to the people and progress behind their food. We'll show how innovation and care are already shaping a stronger food future.

Because when the public cares, policymakers pay attention. And when the system is seen as vital, innovative, and resilient, it's far more likely to be protected, prioritized, and invested in.



**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*

One of the most important things to clarify is this: this initiative doesn't compete with your work—it elevates it.

Our goal is to amplify what's already happening, your content, your stories, your impact.

We'll be actively driving new audiences to the great work already happening across the sector, through

social media, the initiative website, media storytelling, and more.

We'll directly lift your tools and platforms using calls-to-action, SEO-optimized storytelling, and partner-specific features. That means new visibility, deeper engagement, and real audience growth for you.

We'll also collaborate on co-branded posts, behind-the-scenes videos, expert explainers—making sure regional and operational stories get the spotlight they deserve.

And at every single touchpoint—web, media, initiative content—you'll get credit. Tags, links, and “in collaboration with” visibility will be embedded from day one.

This is about building a shared platform—and helping Canadians discover just how much good is already happening in Canada's Food System

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.

This platform will help partners become visible, credible, and central in policy conversations.

We're working with you to share a united message—one that can't be ignored. That includes op-eds, media appearances, briefings, and real-world proof of innovation and leadership.

And for those looking to grow impact beyond their usual networks, we've got you. We're identifying underused media spaces, building bridges to new partners, and elevating your work in places that might otherwise be out of reach.

Built with the sector. For the sector. And ready to go.

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



We’ll make the tools easy to use—logos, visuals, messaging—all ready to go for your own campaigns, ads, materials, websites, presentations, and outreach. You can adopt the initiative, shape it to fit your voice, and align it with what you’re already proud to share.

When you use this initiative, you’re going beyond just showing support—you’re showing leadership. You’re saying, “We agree. Canada’s Food System matters.

We're a part of this – and here's what we do.”

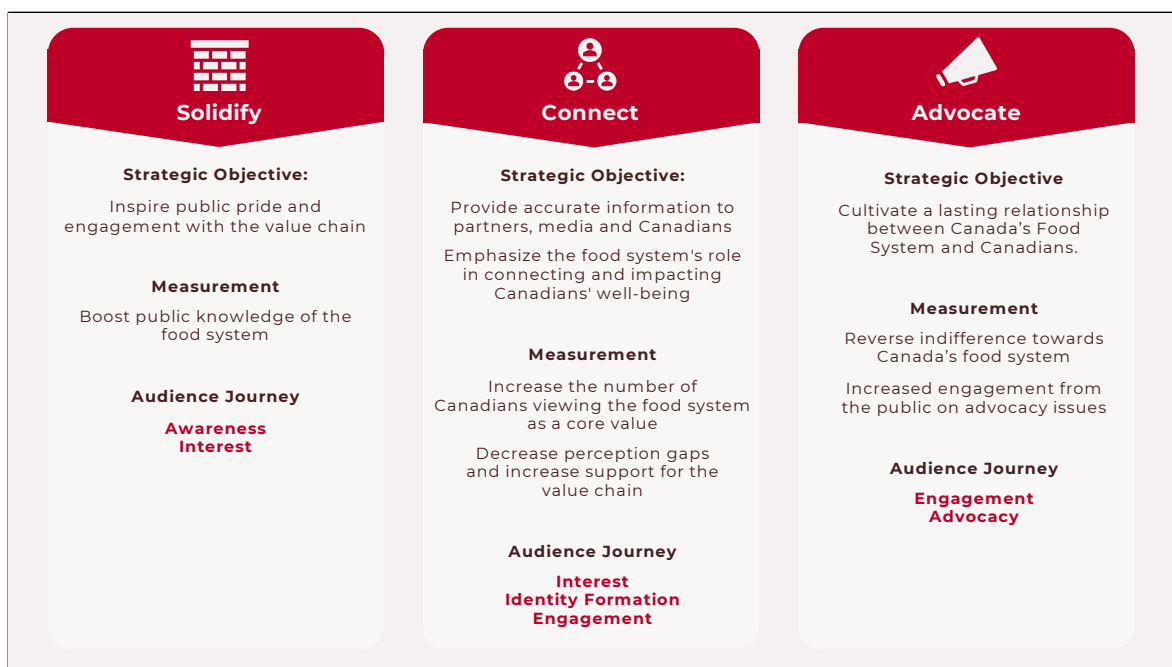
You also gain national visibility. Canadians will see our message, and when your work appears alongside it, you will benefit from that recognition and growing trust.

You'll be a part of something bigger, a national movement that's more than any one organization.

And that momentum is already drawing attention. We're seeing early interest from retail and foodservice players who want to get involved and amplify the message through their channels.



In the Longer Term: The Cornerstone Initiative



Here's where we shift from laying the groundwork to launching a full initiative. This is a long-term initiative that will carry us through 2028. What we're building now is just the beginning.

To reach our goals, we're guided by three strategic pillars—each tied to a stage in how our audience engages with the initiative.

1. Solidify

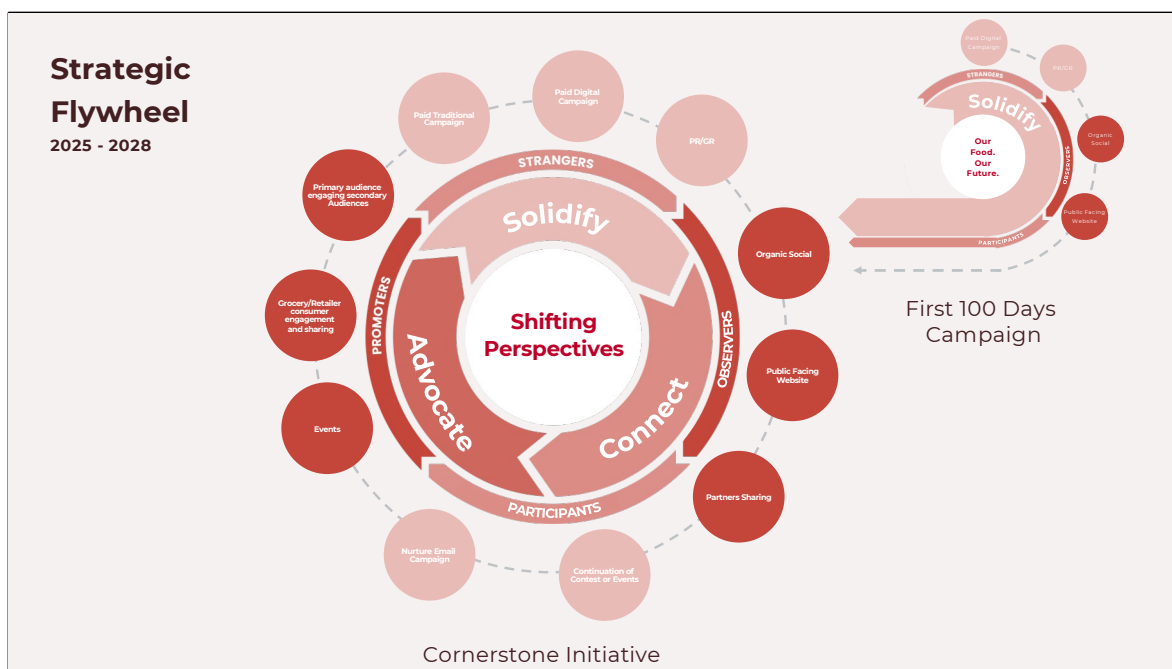
We will build awareness and pride in the food system, shaping first impressions through marketing, media, and partner content. This lays the groundwork for curiosity and engagement.

2. Connect

Canadians start to see how the food system relates to their own lives—values, health, and identity. It becomes more personal, deepening their understanding and emotional connection.

3. Advocate

Once they're connected, we empower them to speak up. They share their own stories, influence others in their lives, and help amplify our message through word-of-mouth, social sharing and supporting policy issues that affect the food system.



A helpful way to visualize the relationship between our *First 100 Days Initiative* and the *Cornerstone Initiative* is through this strategic flywheel.

The flywheel shows how we're building momentum, starting with the 100-day initiative, which helps turn strangers into Observers and Participants.

These are people becoming aware of Canada's Food

System and engaging through social media, PR, and early initiative touchpoints.

Then, as we transition into the Cornerstone Initiative, we focus on deepening that connection, moving from awareness to emotional resonance.

This is where partner content, storytelling, and nurture tactics come in, helping audiences see themselves in Canada's Food System.

Finally, when people feel connected and satisfied, they're more likely to advocate. These advocates bring new people into the flywheel, keeping the momentum going and growing our impact over time.

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

Our approach stays consistent: real people, real stories, and a real connection to what matters most to Canadians.

No industry jargon. No talking down. Just truth, trust, and storytelling.

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 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 influence overall This isn't just a voice for the initiative – it's <i>your</i> voice, heard from coast to coast to coast.
---	--

A powerful tool we're building into this initiative is a **Speakers Bureau**—because when it comes to earning trust, **the messenger matters just as much as the message.**

This bureau will be made up of trusted, credible voices from across Canada's food system—people with lived experience, subject matter expertise, and the ability to speak to real-world outcomes in a relatable, grounded way.

We'll deploy these spokespeople across national and regional media, roundtables, events, panels, webinars, even podcasts and policy briefs—wherever stories need to be told and voices need to be heard.

This matters because the food system is complex—and **humanizing it is essential**. These voices build trust, ensure regional diversity and sectoral representation, and help translate complicated conversations into values Canadians and policymakers can rally behind.



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.

Public Relations 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.

Our advisory committees are central to keeping this initiative grounded and strategic.

Together, these groups keep us focused, credible, and aligned—across both public and policy audiences.

Advisory Committees



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



We create chemistry



Canadian
Cattle
Association



THE CANADIAN AGRI-FOOD
POLICY INSTITUTE



CANADIAN CANOLA
GROWERS ASSOCIATION



Canadian Federation
of Agriculture



LES PRODUCTEURS
LAITIERS
DU CANADA



EGG FARMERS
OF CANADA



LES PRODUCTEURS
D'ŒUFS DU CANADA



Farm &
Food Care
Ontario

Many thanks to those who are on our advisory committees at this time.

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

This is where it all comes together. We've done the work to build the foundation—research, strategy, testing, partnerships. Now it's time to build the future.

But we can't do that alone. This next phase depends on you—your leadership, your voice, your commitment.

Let's shape the narrative. Let's own the moment.

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

We're proud of what we're launching. But this is just a starting point. With more investment, we don't just scale—we unlock entirely new opportunities.

We can reach more people, on more channels. We can tell more stories that reflect the full diversity of Canada's food system. We can target newcomers, youth, and underrepresented communities—audiences we know we haven't fully reached yet.

We can strengthen our ability to elevate you and your messages.

We can deepen research, build tools that support the sector long-term, and accelerate the policy impact we all want to see.

This is your chance to shape not just what this looks like—but how far it can go.

Now's the Time

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

What we need now is momentum. That only happens when you step in and say: We're in. We believe in this. We're going to be part of what comes next.

Let's be clear, this becomes a real movement—something that shifts hearts, minds, and policy—when the sector shows up with true commitment.

Funding Vision



Funding Vision

Drawing from the extensive case studies conducted when we were investigating the feasibility of this initiative, we believe that to truly move the needle on public trust, policy influence, and achieve sector-wide visibility, we need a sustained investment of \$10 to \$15 million per year over the next three years.

This level of funding will enable us to build a meaningful, national presence for the campaign and deliver the kind of impact that resonates with Canadians across the country.

Partner Contributions and Benefits

We are beginning with a base funding level of \$30,000 and up. This starting point reflects the kind of commitment needed to scale this initiative to the level required. That said, if organizations would like to contribute a smaller amount, we absolutely welcome and appreciate all contributions to the initiative. As an added benefit, all contributors to the Public Awareness Initiative at these levels will receive CCFI membership corresponding to their level of support.

Level One: \$30,000 – \$99,999 per year (includes CCFI Supporter-level membership)

Level Two: \$100,000 – \$249,999 per year (includes CCFI Leader-level membership)

Level Three: \$250,000 and above per year (includes CCFI Anchor-level membership)

To clarify: for current members of CCFI whose membership value exceeds the value included with their contribution to the initiative, we will reduce their existing membership fee by the corresponding amount. For example, if a Leader-level member contributes \$30,000, their membership fee would be reduced by \$3,000 to reflect the Supporter-level benefit already included.

Supporters



We are grateful for those partners who have already come on and pledged support for this initiative. Their support means the world.

Benefits:

Elevating Your Brand Story

- Highlight your leadership
- Position your part of the sector as a foundation for public trust
- Talk about careers in your part of the sector
- Emphasize your role in innovation, sustainability, food security, and more

Benefits:

Recognizing Your Partners and Communities

Shine a Spotlight on Your Members:

Use the initiative's national platform to showcase the work of those who support the system

Celebrate Industry Partnerships:

Feature collaborations between your members that exemplify innovation, animal care, and shared values across the food system.

Tell the Rural Story:

Share stories that reflect how your members contribute to rural vitality—supporting family farms, local economies, and the future of Canadian agriculture.

Showcase the Human Side of What You Do:

Introduce Canadians to the people behind the scenes, whose work often goes unseen but is essential to food production.

Align with Community Values:

Highlight how your members give back through philanthropy, youth engagement, and local initiatives—demonstrating commitment beyond the farm gate.

Recognize Shared Purpose:

Position your part of the sector as a connector—bringing together science, care, and community to help feed a nation.

Benefits:

Supporting Your Visibility and Communications

Position Yourself as a Trusted Leader:

Feature in national conversations about sustainable food production, innovation, food security —reinforcing its role as an authority.

Elevate Your Members' Work:

Include success stories and innovations from member companies across campaign platforms—web, social media, and earned media.

Participate in Campaign Storytelling:

Offer opportunities to contribute to podcasts, media interviews, social posts, and educational content that highlights their impact.

Customizable Content for Your Channels:

You can be provided with tailored assets (articles, graphics, video clips) that can be adapted for newsletters, social media, or events—aligning your messaging with a national initiative.

Visibility in Public and Policy Spaces:

Ensure your perspective is represented in media, event panels, and speaker bureaus—showing how you contribute to a secure and sustainable food future.

Consistent Recognition Across Touchpoints:

Use co-branding, credits, and links to drive visibility back to you as essential contributors to Canada's food system.

Benefits:

Visibility, Your Way

We understand that not every organization wants a public-facing role—and that some may be considering it in new ways.

This initiative supports both paths:

- Quiet support behind the scenes
- Public storytelling through member voices
- Tailored assets for your audiences
- Visible leadership, if and when the time is right

You choose the level of visibility.
Either way, your impact will be felt.



**Reach out now at:
www.canadasfoodsystem.ca**

**or email lisa@foodintegrity.ca to
schedule a meeting.**

If you're ready to be part of this—if you see your organization in what we've built—let's talk. Visit www.canadasfoodsystem.ca or reach out directly to me at lisa@foodintegrity.ca.

We're moving forward. We want you with us.