



Canada's Food System



Our Food. Our Future.



What This Is

A coordinated, research-driven public trust initiative to make the food system visible.

Over the past year, we've tested, refined, and proven that Canadians will engage with their food system when given the chance.

Today is not just an update, it's a pivotal moment. The proof of concept is behind us.

Now we can scale together.

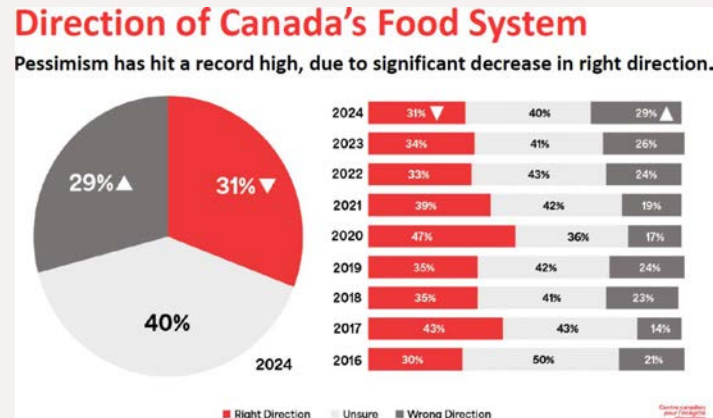




Why This Matters

Canada's food system is vital to our economy, communities, and national identity, yet it often operates quietly in the background. The challenge is not distrust but indifference.

Canadians value local food but rarely see the scale or importance of the system behind it. By building on a fragile but growing sense of trust and pride, we have an opportunity to make the food system visible, valued, and championed nationwide.





The 100-Day Campaign Arc



Why We Did It



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

***source: Ipsos**

- ❑ To test whether Canadians could be moved from passive awareness to active engagement.
- ❑ To ground the approach in research. Research to us means leading with values, not just facts.



What We Did

- ❑ **Multi-channel campaign: paid media, PR, website, social, and content.**
- ❑ **Advisory committees ensured industry alignment and campaign credibility.**



From Foundation to National Rollout



Real Stories, Real Engagement

"Thank you to the people who keep Canada's food system strong. Your work matters!"

— Eve T., ON



"Grateful for the farmers, workers, and systems that bring fresh, safe food to our tables every day"

— Abideen A., MB



Thank you Canadian farmers for providing us with an abundance of delicious, safe and nutritious food.

Christa, ON



"Love the innovation of our producers to give us fresh tasty produce all year round!"

— Rita E., ON



"I appreciate the wonderful farmers & workers who supply all the wonderful food we get in our stores."

— Bobbi-Joy R., NB





100-Day Campaign Results

22.9M Facebook impressions vs. 12.4M planned; YouTube and CTV with completion rates above benchmarks.

171k website sessions, 31k engaged sessions, 1,813 pledge sign-ups. Now at over 250k and 2,700 respectively.

PR: 376 earned mentions, including national platforms like BNN Bloomberg.

Social: 248 posts, with the strongest engagement on “real people” content. Farmers, families, and everyday Canadians who make the food system real.

These aren't just numbers. They are proof of Canadians choosing to support their food system. The campaign proved that when we bring authenticity and shared values to the forefront, people respond.





The Cornerstone Campaign: Scaling our Work



The Cornerstone Campaign

- ❑ The Broader Vision:
- ❑ Move from a 100-day moment into a multi-year, nationwide movement (2025–2028).
- ❑ Elevate the food system to sit alongside healthcare and education as a societal pillar.



Core objectives by 2028:

- ❑ Raise “food system as a societal pillar” from 35% to 50%.
- ❑ Increase engaged Canadians from 3% to 15%.
- ❑ Lift positive views from 45% to 60%.





Video Highlight

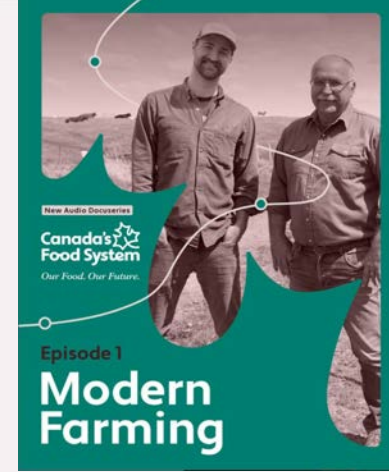
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Audio Docuseries

<https://www.dropbox.com/scl/fi/vq5xkodjef53g0gbc2xym/SPARK-CCFI-DOCUSERIES-HERO-CAMPAIGN-VIDEO.mp4?rlkey=j9d6kmkafsk9i0q8pl53cuaj85&st=mqchq0wd&dl=0>





What's Next?

Paid Strategy

Multi-Channel Media Plan: Reaching Canadians Where They Are

We're building on early momentum to launch a nationwide campaign that moves Canadians from awareness to advocacy. The strategy will:

Go National

Expand beyond early activation to reach Canadians coast-to-coast through paid media, digital, and in-person channels.

Celebrate Regional Voices

Feature diverse food stories and visuals across provinces, using tailored creative to reflect local identity and relevance.

Build Long-Term Connection

Foster trust and familiarity over time, using storytelling, PR, and consistent engagement to turn attention into lasting support.

Our paid media approach connects with Canadians in everyday moments, utilizing a diverse mix of platforms that align with how people consume content today:

Broadcast & Streaming

News and lifestyle programming on TV and connected platforms to build broad awareness and trust.

Out-of-Home

Visible, unskippable placements in food-related spaces, grocery stores, restaurants, and high-traffic areas.

Digital & Social

Targeted storytelling across social platforms and websites Canadians already use, tailored by age, geography, and interests.

Audio & Podcast

Streaming and podcast ads that connect with audiences during commutes, errands, and meal prep.

Contextual & Programmatic

Smart ad placements that align with content people are already reading, watching, or searching.



What's Next?

Organic Strategy

Building on Learnings

As we scale, we are evolving our organic approach to deepen connection, improve retention, and deliver a more consistent and meaningful experience across all channels.

Website Enhancements

We are optimizing the site to better reflect what Canadians are engaging with. This includes surfacing high-performing content, simplifying navigation, and creating a smoother path from curiosity to action. Partner stories will be more prominently featured, and updates to the pledge page and landing flows will support stronger outcomes.

Authentic Storytelling

We are leaning into what is already working. Real voices, unfiltered moments, and behind-the-scenes content build trust. Partner contributions, from farm stories to innovation spotlights, will be central to this approach. We are creating space for partner content that feels personal, human, and relatable.

Integrated Content Calendar

Our new content calendar will be dynamic and aligned with what is happening across the food system. We are actively meeting with partners to identify stories, align messaging, and determine when and how content will be shared. This ensures a steady rhythm of sector representation and system-wide storytelling.

Audience Feedback Loops

We will introduce regular feedback tools such as Instagram polls, email prompts, and on-site questions to hear directly from our audience. These insights will shape content development, including future partner stories and profiles.

On-Site Engagement Features

We are exploring interactive features, such as quizzes, polls, and mini-surveys, to invite participation and encourage deeper engagement. These tools can also be used to highlight and draw attention to partner content.

SEO and Content Discovery

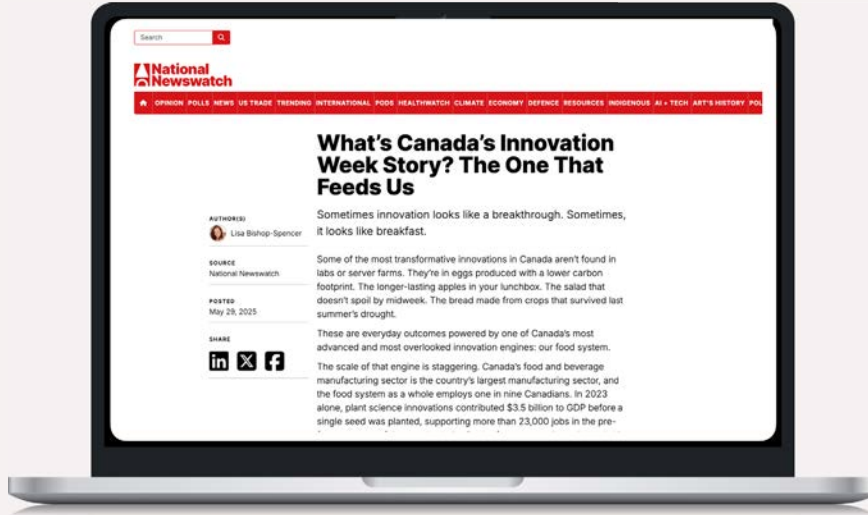
We are improving our search optimization and creating more evergreen content, including partner features that drive consistent traffic over time and extend our reach beyond social.

The Goal

To move from awareness to connection, giving Canadians more reasons to stay, explore, and engage. And to ensure that the full food system, including its people, innovations, and perspectives, is represented in every channel.



Public Relations



PR as an anchor of the narrative:

- ❑ Elevate PR beyond a supporting role to show how it sustains visibility and credibility.
- ❑ Highlight how earned media is tied to research releases, ensuring evidence-based storytelling.
- ❑ Showcase the launch of the Speakers' Bureau to position trusted voices from across the food system in front of Canadians.



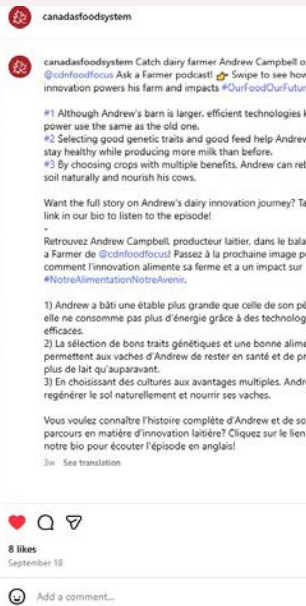


Why It Matters for Funders and Partners



How We Amplify Partners

A trusted food system creates fertile ground for stability. Funders benefit from a stronger platform for innovation.



Building on Existing Strengths



Why This Matters for Your Organization

- ☐ Innovation
- ☐ Sustainability
- ☐ Workforce and talent
- ☐ Consumer behaviour
- ☐ Global competitiveness

This is stewardship. Elevating Canada's food system protects your ability to operate, strengthens your markets, and positions you as leaders in shaping a stronger Canada





A Strategic Opportunity

Canadians who feel connected to their food system are more likely to support Canadian-made products, spend locally, and see value in food quality and security. That means stronger markets and stronger loyalty.

This initiative gives you a national platform to stand up and say, “We are part of Canada’s food system. Here’s what we do. Here’s what we believe. Here’s what we contribute. Here’s what we need.”





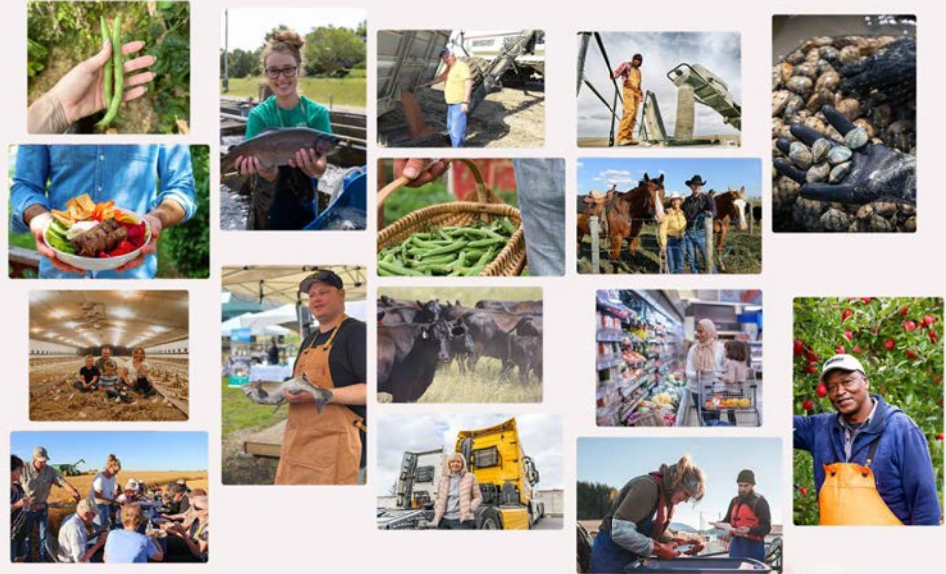
**Invitation:
Join the Movement**



Invitation

We are inviting you to step into this movement in concrete ways:

- ❑ Multi-year partnerships that provide stability and allow us to plan and scale with confidence.
- ❑ Sponsorship opportunities that give your organization visibility and alignment with a cause that Canadians are proven to be proud to support.
- ❑ Advisory roles that let you shape the strategy and ensure your sector's voice is represented.
- ❑ Campaign extensions are where your networks, resources, or platforms can carry the message further.



Thank You to Our Current Supporters





Our Food. Our Future.

Social



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@cdnfoodsystem.bsky.social



@cdnfoodsystem

Website

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CanadasFoodSystem.ca/support

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