



Fear, Facts, and Food Trust in an Age of Disruption

Centre canadien
pour l'intégrité
alimentaire



Canadian
Centre for
Food Integrity

About the Canadian Centre for Food Integrity

The Canadian Centre for Food Integrity (CCFI) is a national, non-profit organization dedicated to building public trust in Canada's food system.

Some Examples of What CCFI Does:

Public Trust Research

- Conducts Canada's most comprehensive, longitudinal study on public trust in food and agriculture.
- Tracks trends across 10 years on topics like sustainability, transparency, food safety, and innovation.
- Provides exclusive, member-only insights including full reports, demographic breakdowns, and issue tracking.
- Enables evidence-based decision-making for communications, marketing, and strategy.

Webinars & Events

- Hosts monthly and member-exclusive webinars exploring key issues in food, trust, and public perception.
- Offers a platform for members to present their work, share insights, and engage with the broader sector.
- Organizes timely, responsive sessions tied to current public or media conversations.

The Public Trust Summit

- Flagship annual event (next: October 2025, Toronto).
- Brings together leaders from across the food system to explore public trust trends, emerging issues, and sector responses.
- Features keynote speakers, panel discussions, research reveals, and networking opportunities.

Member Engagement & Collaboration

- Provides access to a national network of food system organizations, researchers, and communicators.
- Offers facilitated special meetings, working groups, and opportunities to collaborate across the sector.
- Supports members with speaker services, data briefings, communications materials, and strategic guidance.

CCFI Public Trust Research

Methodology

- National online survey
- Conducted via Ipsos Public Affairs
- Fieldwork was August 6 to 25, 2025
- Representative sample of n=2,900 adults Canadians aged 18+
- Minimum provincial base sizes
- Results are accurate to within +/- 2.2 percentage points, 19 times out of 20



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Objectives



Track how Canadians view food, farming, and key food system issues



Evaluate the public trust landscape in Canada's food system and its stakeholders



Explore Canadian attitudes and behaviours on critical topics



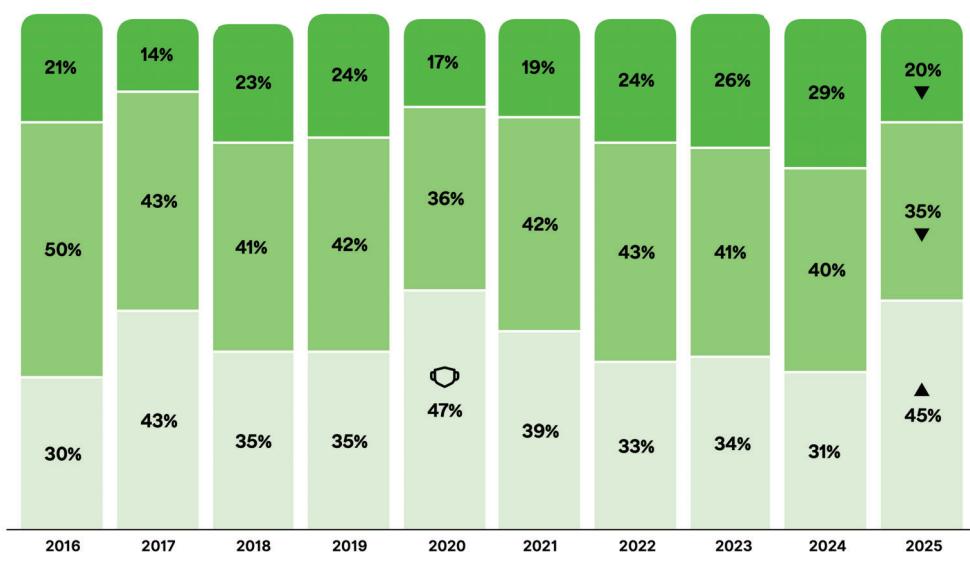
Leverage large sample to deliver key demographic insights

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The Trust Landscape

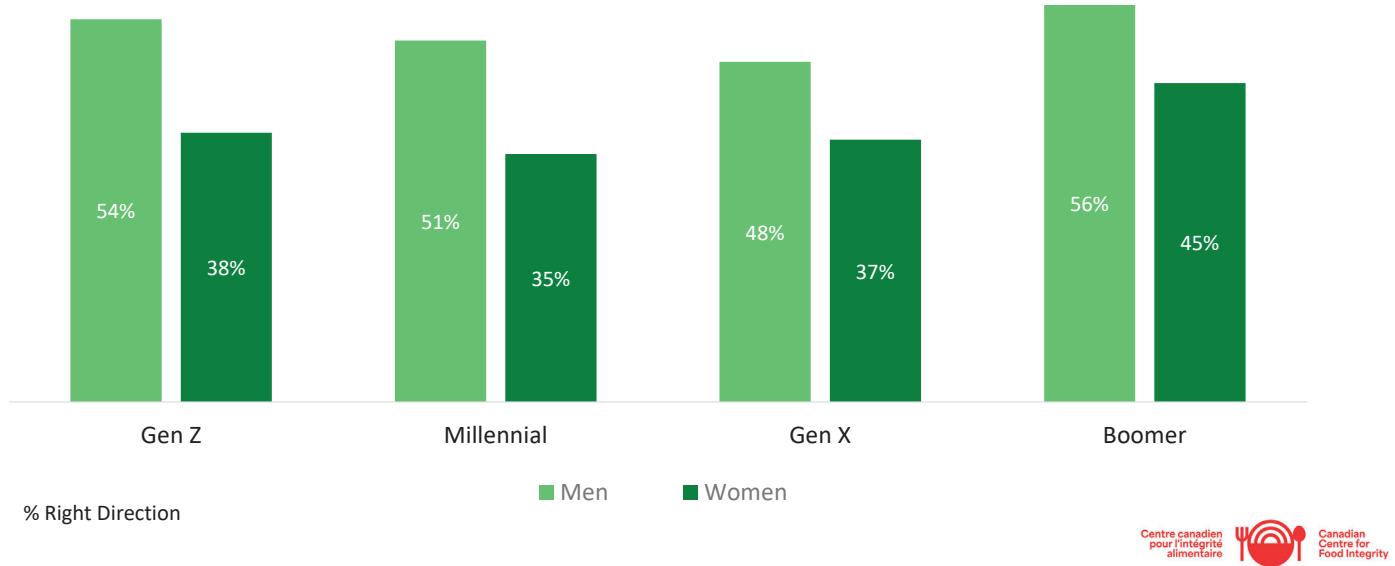


Direction of Canada's Food System

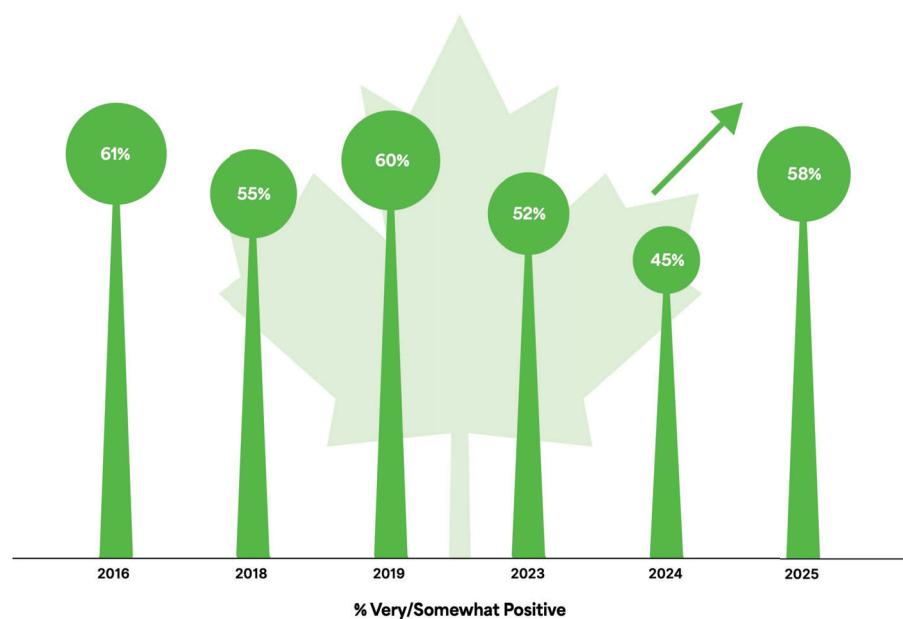


Right Direction Unsure Wrong Direction

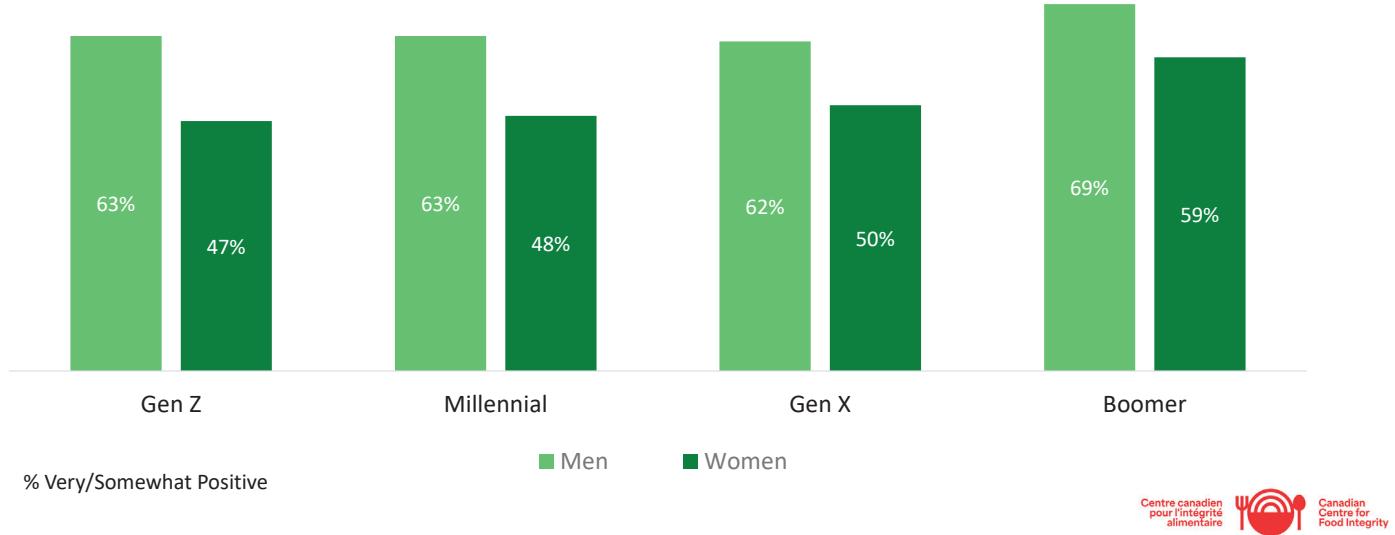
Direction of Canada's Food System



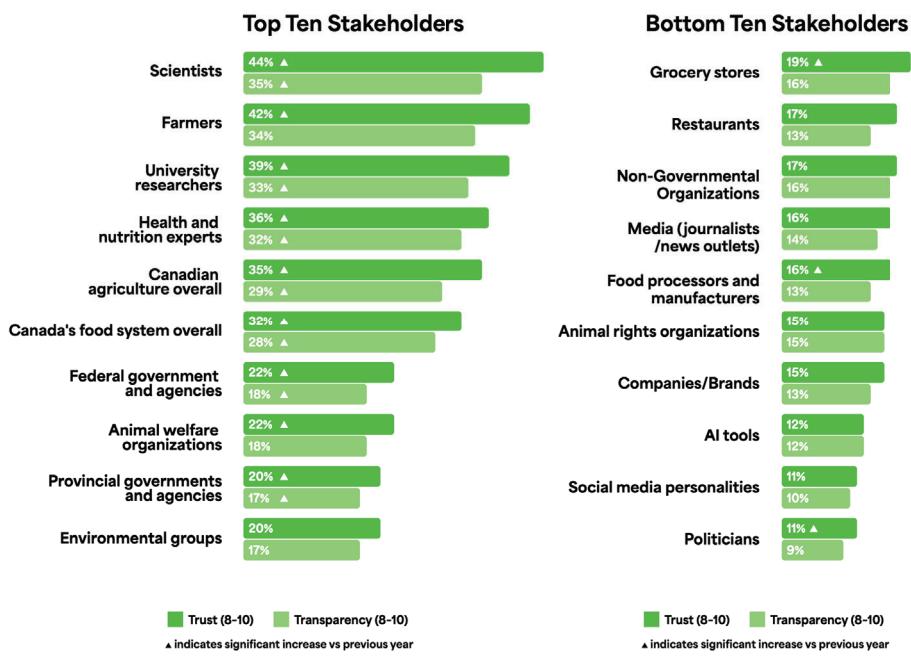
Impression of Canada's Food System



Impression of Canada's Food System



Trust and Transparency



Top Five Most Used Information Sources



AI Tools Such as ChatGPT



Grocery Stores



Health and Nutrition Experts



Media (Journalists and News Outlets)



Companies/Brands

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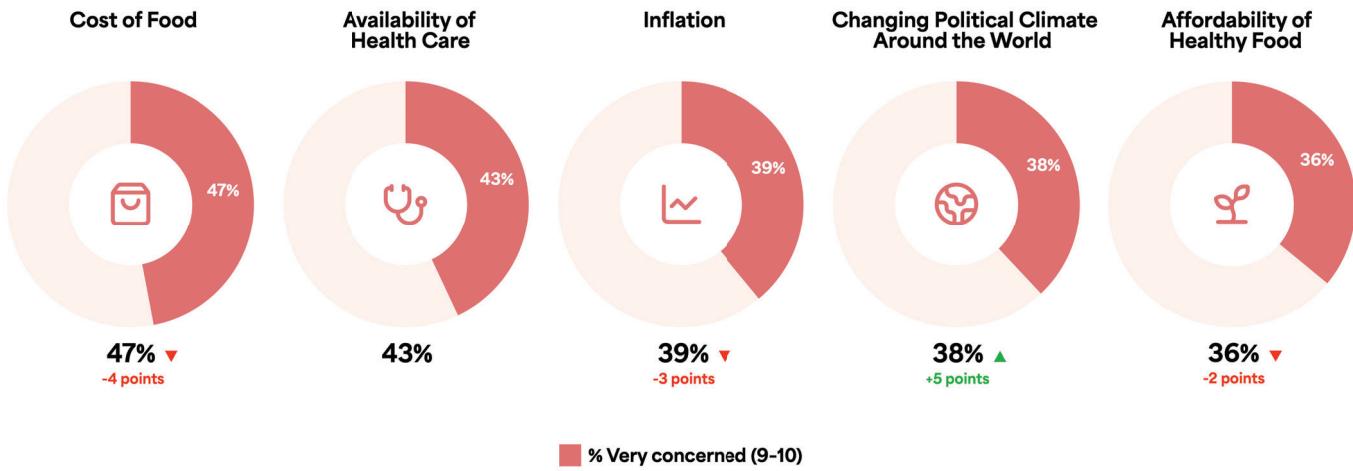


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Tracking Agrifood Perceptions and Concerns

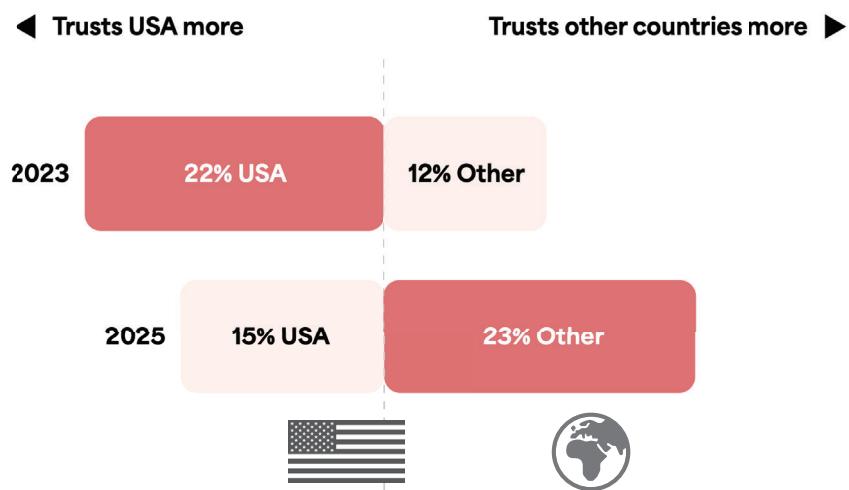


Canada's Top Five Worries



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Trust in Imported Food



% Agree (8-10 out of 10)

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Trending Agrifood Issues

"Canadian farmers are good stewards of the environment"

2025 Agreement Breakdown (All Responses)



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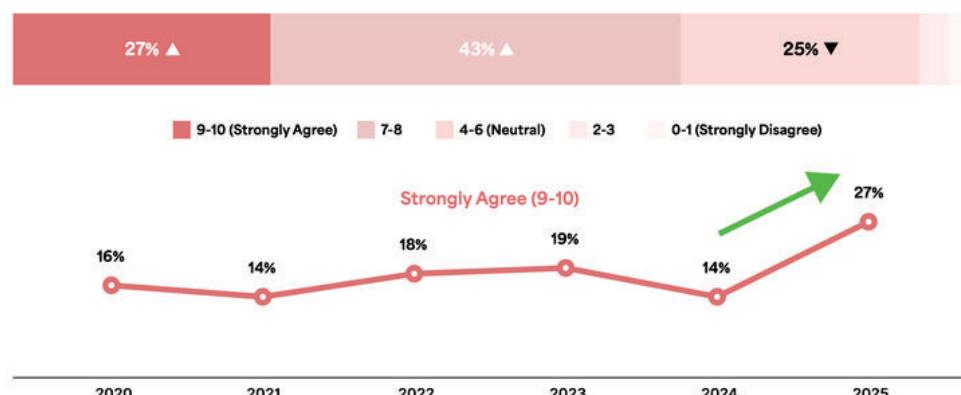


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Food Safety and Regulation

"I trust that the federal government food inspection system ensures the safety of Canadian food"

2025 Trust Breakdown (All Responses)



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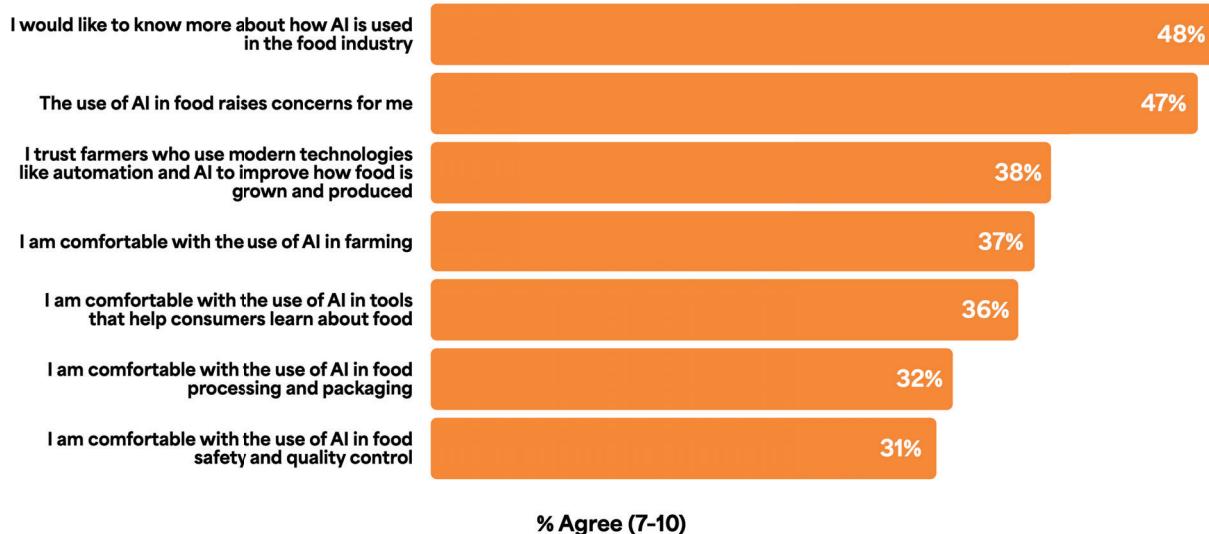
Regulation Perceptions



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Issues to Watch

Perceptions of AI in Food



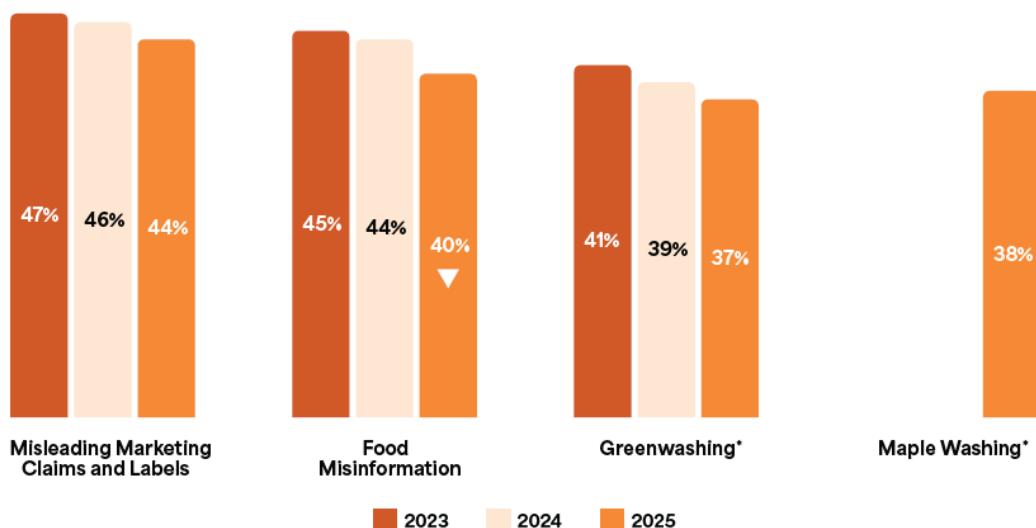
% Agree (7-10)

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Concern About Food and Marketing Misinformation



*Greenwashing – misleading information about how a company's products are more environmentally sound

*Maple Washing – misleading information about how a company's products are Canadian

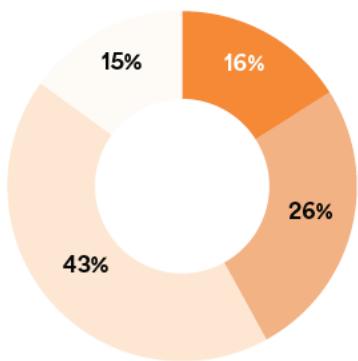
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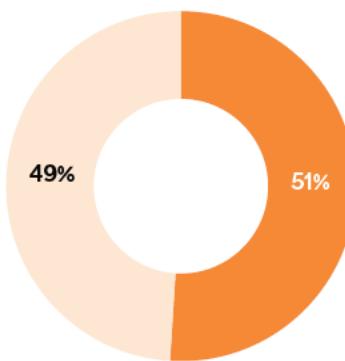
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Alarming or Concerning Food Claims

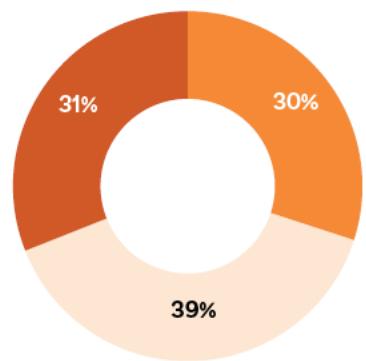
Fact Checking Confusing or Controversial Information



Influenced Purchase or Consumption Habits



Later Found Claims were Inaccurate/Misleading



■ Always ■ Often ■ Sometimes ■ Never

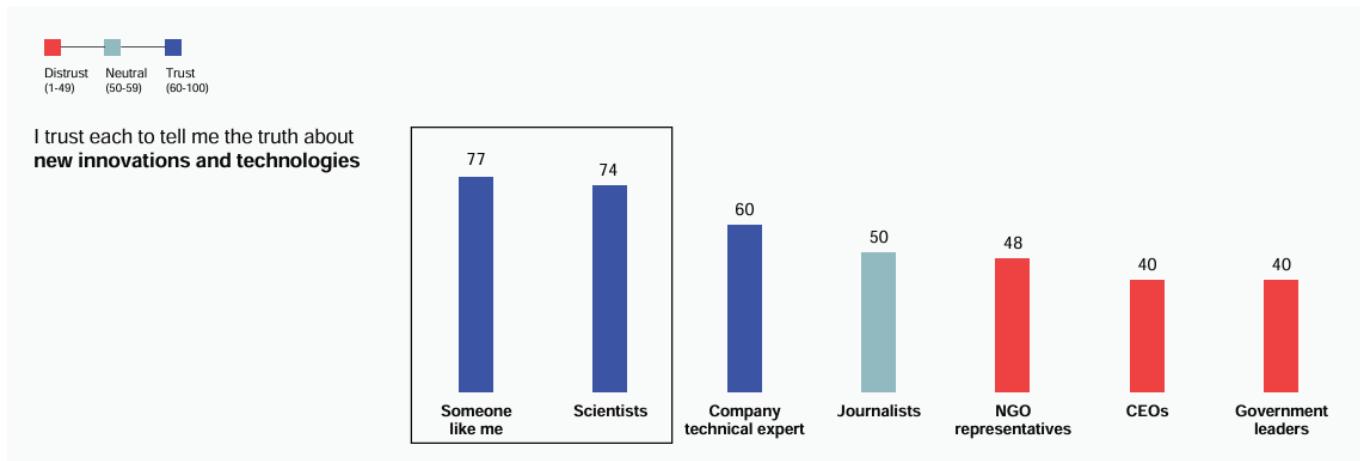
■ Yes ■ No

■ Yes ■ No ■ Not sure

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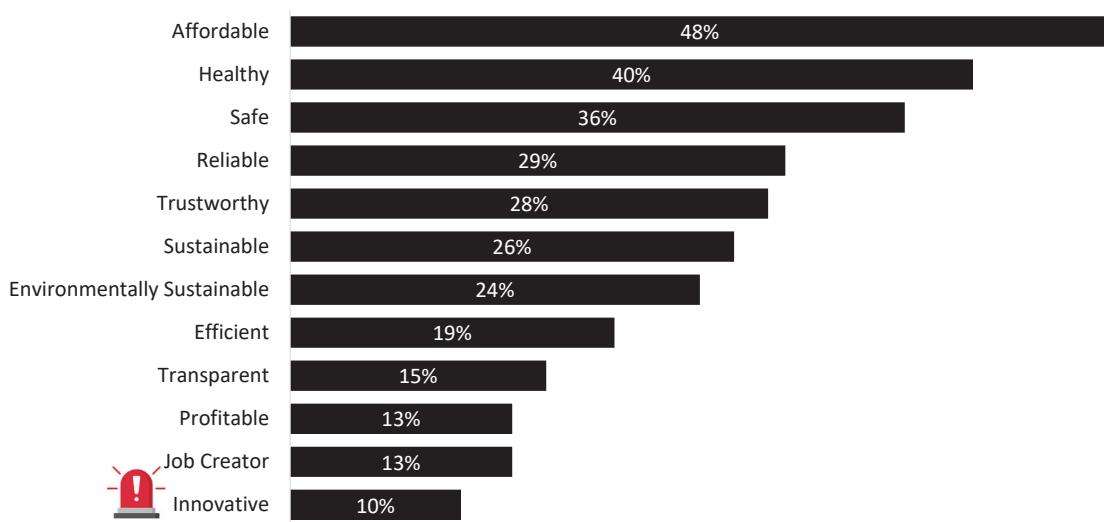
Trust in Honesty About Innovation



Source: 2024 Edelman Trust Barometer



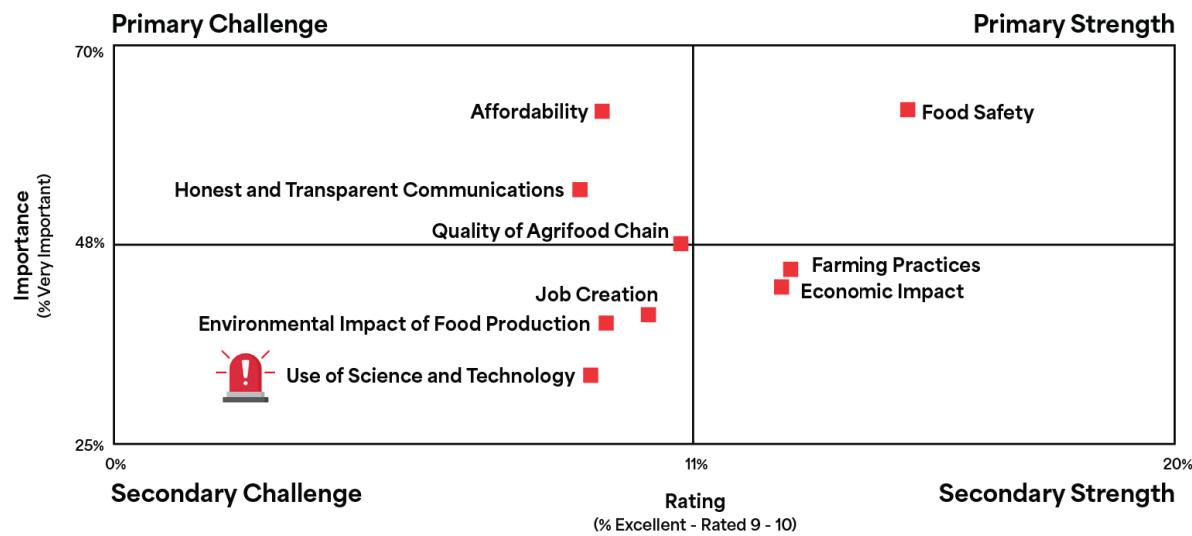
Most Important Food System Attributes



Source: Canada's Food System Research, Spark 2024



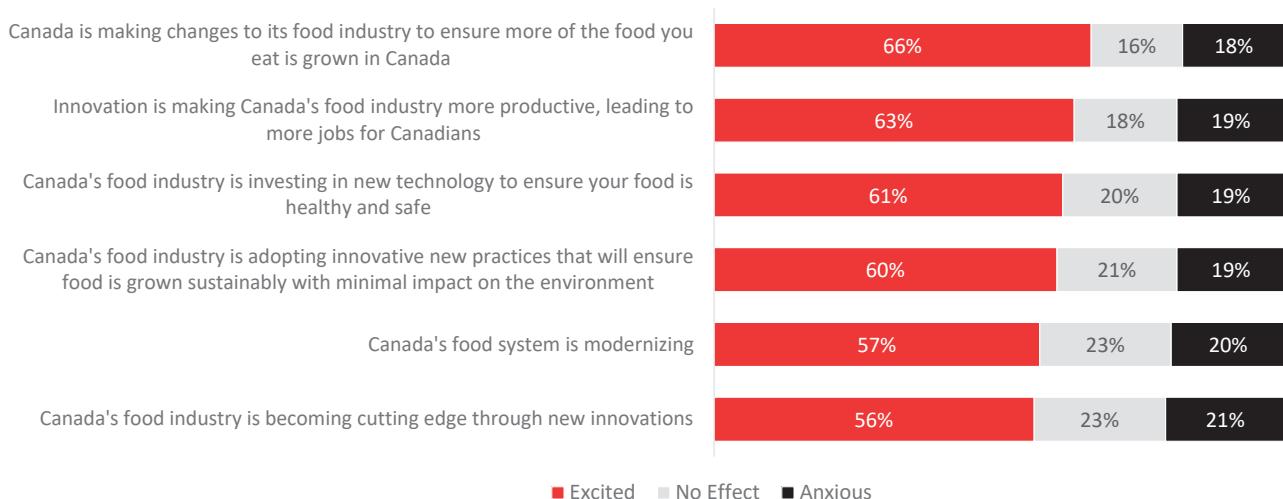
Attributes of Canada's Food System



Source: CCFI Public Trust Research 2024



Excitement About Canada's Food Industry



Source: Canada's Food System Research Spark 2024



What does this mean for protein?

FAO projects global demand for protein-rich foods will rise sharply

Meat production expected to double by 2050

Growing populations and rising incomes drive demand

Canada is strong in animal, plant and alternative protein

We have a global reputation for quality and safety

We are becoming well-positioned to meet both domestic and export demand

Protein as a trust bellwether

Protein is central to public discourse on sustainability

Has been positioned both a solution and a scapegoat

Public Perceptions of protein will shape trust across the food system

The Opportunity

Lead with care, competence, and openness

Focus on real-world outcomes

Build pride in Canadian protein as a part of national identity

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.



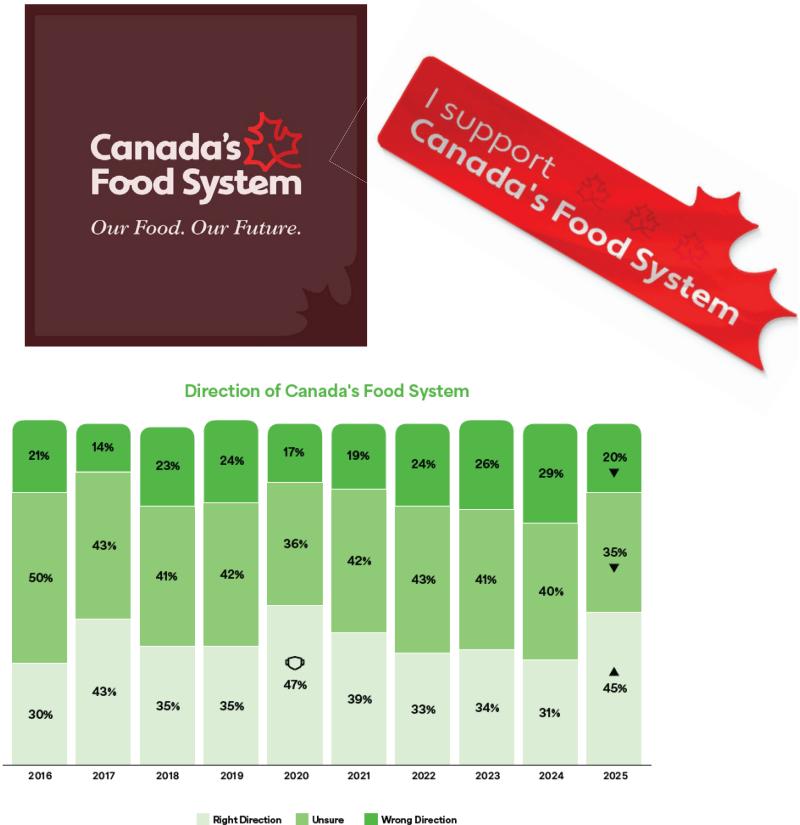
Canada's Food System: A national, sector-wide initiative

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 Challenge and the Opportunity





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.



The Path Forward

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%.

What We Need Consumers to Know



Our Food. Our Future.

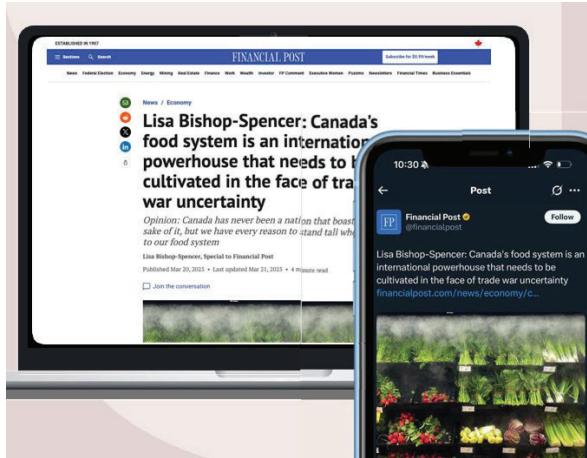
Our food system is the cornerstone of Canada, powering our economy, driving innovation, and securing our future. But before we get there, the first 100 days of this campaign must focus on who we are and why it matters.

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

Behind every plate is a Canadian at work: from agriculture and aquaculture to transportation, science and innovation, manufacturing, processing & assurance systems to retail and foodservice.

Effectively: Hey, Canadians, our food system is amazing! You need to be better educated about it.

The Public Relations Message



At its core, the strategy highlights three narrative themes:

- **Innovation:** Practical solutions improving sustainability, affordability, and food security
- **National Strength:** The food system's role in economic and societal resilience
- **Modern Economic Engine:** Fueling growth across Canada

Anchoring the Narrative

Results as of December 19



- 125M+ total reach
- 620,000K+ measurable actions (clicks, likes, shares, etc.)
- 3600+ pledges signed
- 94-98% view-through rate on videos

Anchoring the Narrative

2 Encourage Canadian Consumers to Participate in the Movement

The next step:

The first year focused on **building broad awareness** that there is a “Canada’s Food System”. Messaging emphasized relevance, trust, and emotional connection, laying the groundwork for long-term engagement.

Research and campaign performance indicate that awareness is rising; **the next step is providing Canadians with clear, practical ways to actively support the food system.**

2 Encourage Canadian Consumers to Participate in the Movement

Building on “Why It Matters” by adding “How To Be Part of It”

Year two evolves from passive awareness to active participation. The campaign will empower Canadians with actionable knowledge, showing them how to support Canada’s Food System by:

1. Making informed choices at the grocery store
2. Seeking out products that support Canada’s Food System
3. Understanding the impact of their purchases on Canada’s Food System

This evolution is essential to sustaining the Pro-Canadian movement and continue Canadians along the engagement ladder.

Engagement Ladder:

Awareness → Knowledge on how to Support → Favourability to Purchase → Trust to drive Preference → Advocacy/Support

The Data: Sustained Momentum is Crucial to Engagement

Canada-centric shopping behaviours are waning: 65% in April 2025 down to 50% in November 2025 (-15%)*

Willingness to pay more for Canadian products is strong, but declining: 75% in April 2025 down to 65% in November (-10%)*

Preference for Canadian products for the long-haul remains strong, but softening: 84% in May 2025 down to 80% in November (-4%)*

Why This Matters for You

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

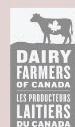
This is stewardship. Elevating Canada's food system protects your ability to operate, strengthens your markets, and positions you as leaders in shaping a stronger Canada



Creating Shared Value

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Thanks to Our Current Supporters!



What Public Trust Means for the Pork Sector

High visibility, high exposure

Trust is fragile, not failing

Connection shapes outcomes



Our Food. Our Future.

Social

 @canadasfoodsystem

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