



2024 and the Future!

January 16, 2025

Sask Mustard AGM

Hall E, Prairieland Park, Saskatoon SK



**Farm &
Food Care**
Saskatchewan



W

our

FFC SK's Why and what we do...

- We have been instrumental in bringing the industry together to build public trust in Saskatchewan
 - 73 members
 - Representing every major commodity in Saskatchewan
- We are leading the charge nationally in the public trust discussion
 - Canadian Food Focus
 - Consumer Demand and Market Trends Roundtable (AAFC)
 - Advisory Committee of Canadian Centre for Food Integrity

FFC SK's Why and what we do...

- Connecting with urban consumers for meaningful change
 - No longer preaching to the converted
 - Canadian Food Focus has grown leaps and bounds, nationally recognized
 - People who interact with our material feel more positive about food and farming after
 - We're not static, looking at new and innovative ways to engage with consumers

Farm Tours in 2024

- Influencer and student tours
 - How well informed would you say you feel about farming practices in Canada in general?

	Not Informed	Slightly Informed	Somewhat Informed	Well Informed	Very Well Informed
Pre Tour	0	25%	66.7%	0	8.3%
Post Tour	0	0	11.1%	44.4%	44.5%


- Comments:
 - *“Loved the smaller group size – helps to get to know each other and ask questions. Loved the family farm tours! Good mix of facts and interaction and showcase.” - Influencer*
 - *“I really enjoyed the whole tour. I had a lot of fun and learned a lot about farming practices.” - Student*



EXPLORE **on the farm**

Spend your weekend on an unforgettable journey exploring the diverse farm experiences across Saskatchewan, celebrating local agriculture and vibrant rural communities!

 Saskatchewan

 August 10 & 11, 2024

Plan your weekend on the farm at: www.skopenfarmdays.ca

office@farmfoodcaresk.org

www.FarmFoodCareSK.org

[@FarmFoodCareSK](https://www.instagram.com/FarmFoodCareSK)

Days

HOST CATEGORIES

Note that experiences could register under multiple categories.



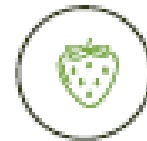
Winery, Distillery,
Brewery

6



Horse / Equine

5



U Pick

3



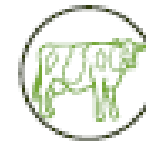
Market / Farm
Store

19



Culinary
Experience

8



Dairy

9



Pork

7



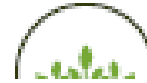
Alpacas

3



Egg
Production

4



try

Approximate
total visitors

3000

94%

Of visitors rated their
overall experience
"Good" to "Excellent"

90%

Visitors who attended Open
Farm Days improved their
understanding and
perception of agriculture in
Saskatchewan

Partnerships



Agriculture
in the **Classroom**
Connecting Kids and Agriculture



CANADA
4-H Saskatchewan

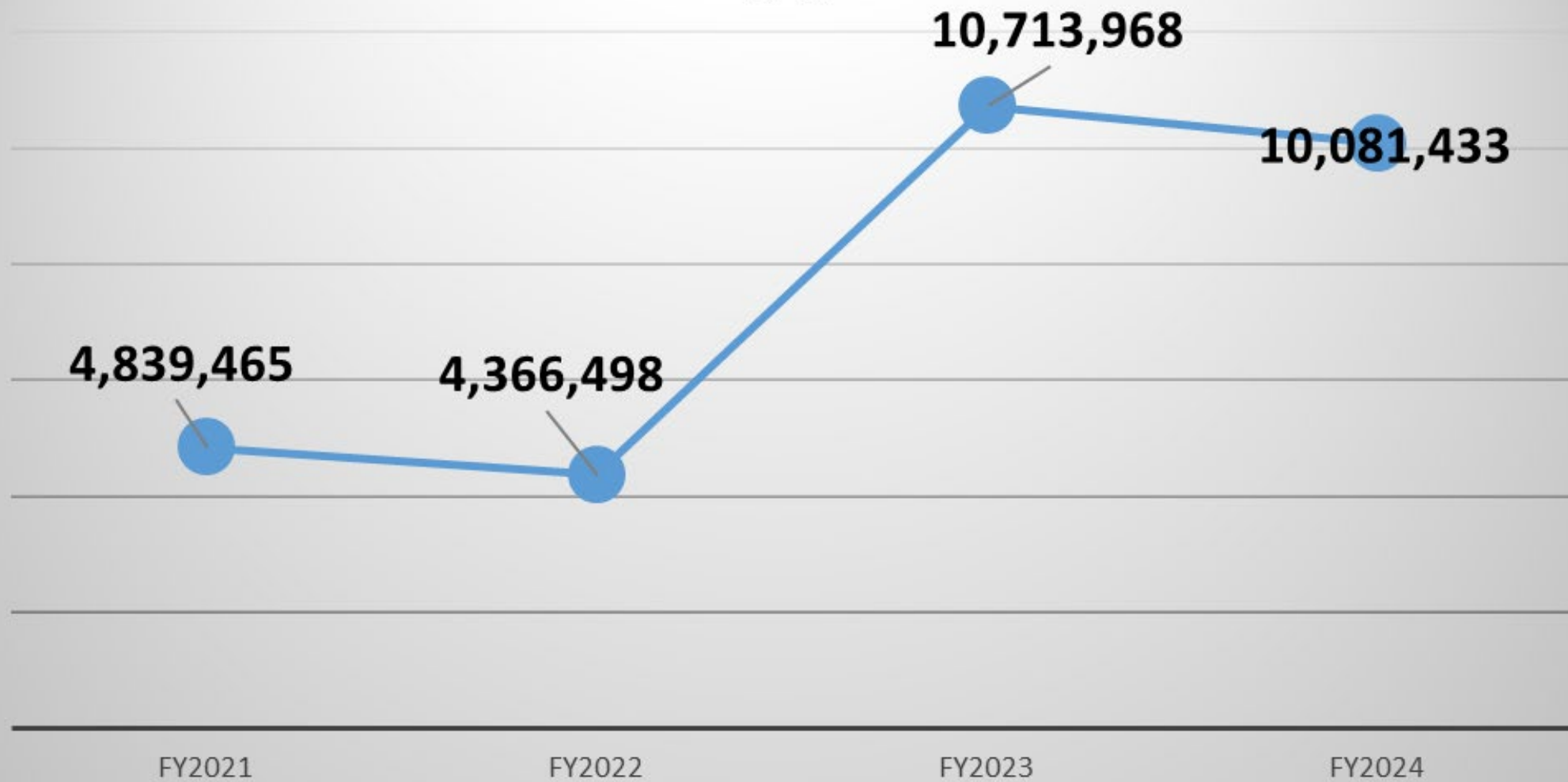


**Centre canadien
pour l'intégrité
alimentaire**



**Canadian
Centre for
Food Integrity**

Total Engagement





CANADIAN
FOOD 
FOCUS.org
Farmers Have a Story to Tell

OUR GOALS



Engage Canadians
to Build confidence
in Canadian Food
and Farming



Increase
Food Literacy of
Canadians from
Fork-to-Farm



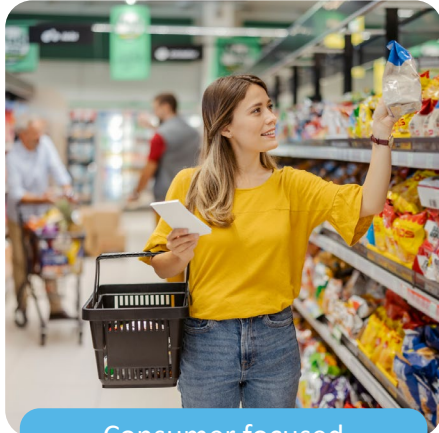
Cultivate Food and
Farm Influencer
through Education
and Outreach

How does CFF engage consumers?



Out of the Echo Chamber

At Canadian Food Focus (CFF), we pride ourselves on doing things differently. CFF recognizes that the key to building trust is not just through science-based, factual messaging—though that remains critical. The other essential component is creating content that truly resonates with consumers. Through our deep understanding of consumer behaviors, belief systems, and values, we ensure that our content aligns with the personal and emotional connections people have with food.



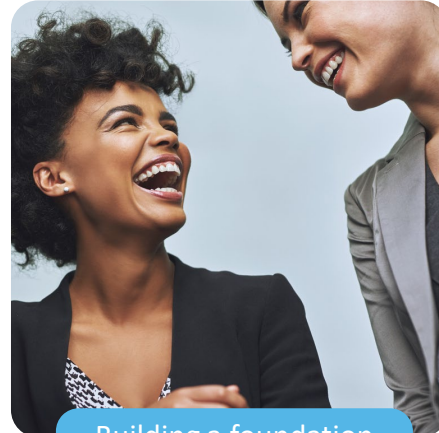
Consumer focused

From its inception, CFF has been a consumer-focused initiative, designed to address the beliefs, questions, and concerns Canadians have about food production.



Food is the bridge

This unique approach is driven by a simple truth: food is personal. It's emotional. It's a profound part of who we are, connecting us to our history, our social conscience, our values and to each other.



Building a foundation

Sharing information to build trust is not a switch we turn on but the result of building a platform that people will come back to. It is an opportunity to build community among our followers.



Food literacy

We're not just providing information; we're answering the questions Canadians are asking and addressing the topics they care about most.



In the Kitchen

[Articles about Canadian food ingredients, how to make or cook Canadian ingredients, food safety, preventing food waste, meal planning, grocery shopping and more written by Canadian food influencers.](#)



Recipes

Content includes recipes (some with cookalong videos) and recipe round-up articles featuring recipes from Canadian commodity groups, dietitians and food writers.



Health

[Articles about nutrition trends, healthy Canadian ingredients, protein, good fats, Canada's Food Guide, feeding kids and more. Written by Canadian dietitians, health professionals and home economists.](#)



Food Stories

[Articles about Canadian food products, farmers, and chefs, as well as stories about upcycling, technology, environmental initiatives, and sustainability.](#)



On the Farm

[Articles and videos about farming practices from a behind-the-scenes view. For example: follow farmers as they harvest asparagus, treat their animals, winterize their bees, plant barley or how cattle are raised.](#)

The Hook

Depth of Content

ARTICLES

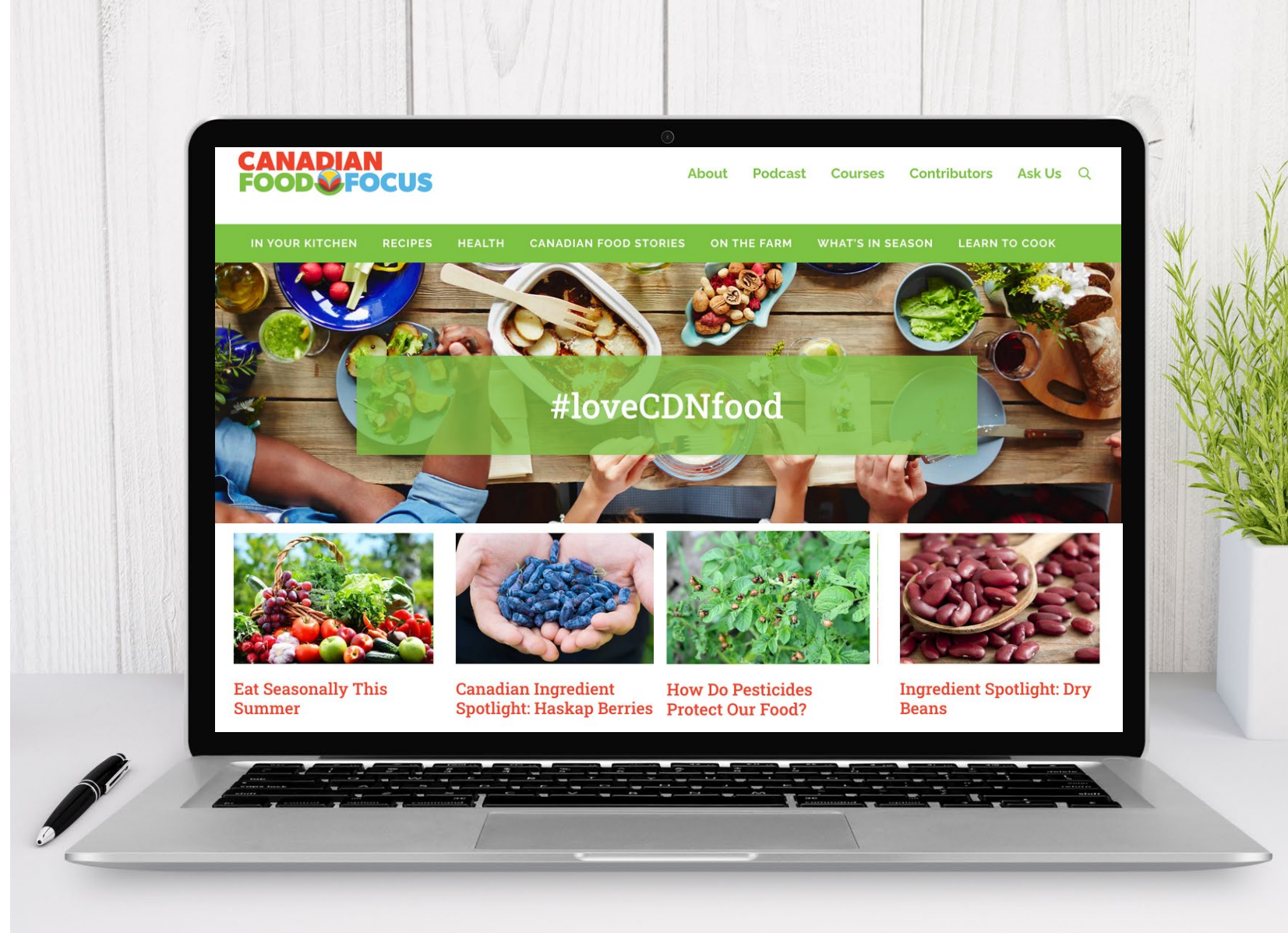
1K+

VIDEOS

500+

COURSES

25

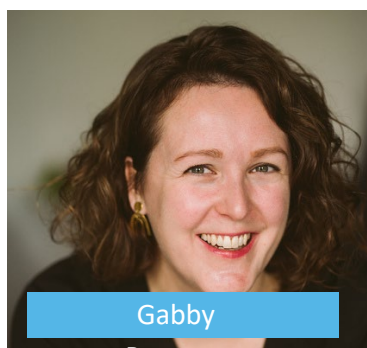


“I enjoy your newsletter so much and find that your website is a wealth of information! – CFF Facebook Follower

Our Contributors



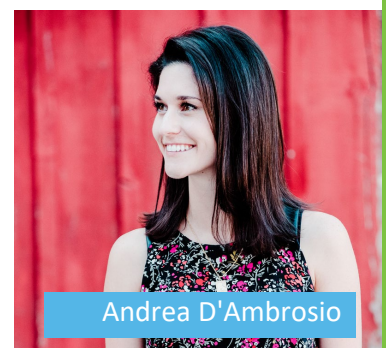
Sylvia Kong



Gabby



Jodi Robson



Andrea D'Ambrosio



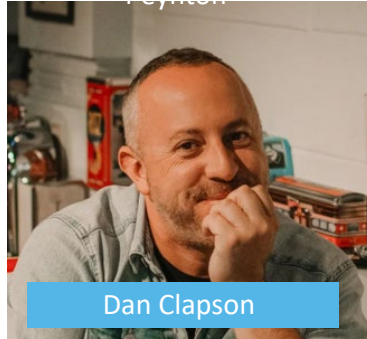
Brooke Bulloch, RD



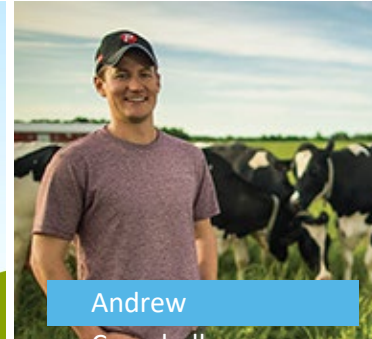
Erin MacGregor,



Chef Jenni Lessard



Dan Clapson



Andrew
Campbell



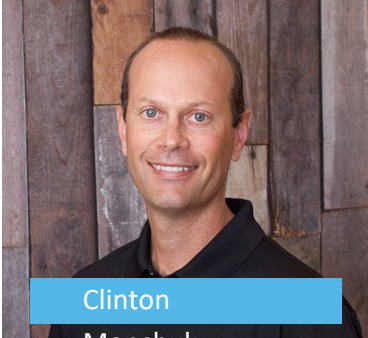
Renee
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Mairlyn
Smith



Rosie Schwartz, RD



Carol Harrison, RD



Andrea
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Claire
Tansoy



Lucia Weiler, RD



Shannon Crocker, RD



Sue Mah,
RD

Great Food Grown Here Newsletter

Canadian Food Focus June 2022 Newsletter



What's in Season? Saskatoon Berries

The name "saskatoon" comes from the Cree word misâskwatômina (mis-sack-qua-too-mina), which means "the fruit of the tree of many branches." The berry also shares its name with the largest city in Saskatchewan.

#loveCDNfood



Canadian-grown foods are key ingredients in food hampers

With rising housing costs, inflation and the trickle-down effects of Covid-19, including job losses and work stoppages, Canadians more than ever are relying on food banks to feed their families. According to Food Banks of Canada, visits to Canadian food banks rose over 20% from March 2019 to March 2021.



Antibiotics in food: should you be concerned?

Short answer: No. Health Canada recognizes that a safe food supply is critical for the health of Canadians and they highly regulate the use of antibiotics in animal agriculture to protect human and animal health. Health Canada also sets strict requirements on the proper use of antibiotics and defines a withdrawal period.

#loveCDNfarms



Raising fish in Canada to meet growing demand

Seafood consumption is surging globally and as this demand rises, traditional capture fisheries cannot meet the needs. As a result, aquaculture (the farming of fish, shellfish and marine plants) is starting to play an increasing role in supplying the world with seafood.



What is regenerative farming?

Regenerative agriculture is a farming practice that combines components from both organic and conventional farming. *The Real Dirt on Farming* defines the key principle of regenerative farming as striving to improve soil health over time—something both conventional and organic farmers are also committed to.

#loveCDNrecipes



How to make your salad into a meal

Salads are an easy way to get more fruits and vegetables, but they also can be a one-bowl solution to a filling, nutritionally well-rounded meal.



6 juicy, mouth-watering burger recipes

Grilling season is back and these 6 juicy, mouth-watering burger recipes will definitely up your burger game.

Learn to Cook

Would you like to improve your cooking skills? Or learn how to cook something different for supper? Maybe you simply would like to learn a new recipe. Check out the **Learn To Cook** section on our website and cook along with chefs, home economists, and cookbook authors to create something tasty!

In this lesson, **Learn to Cook Chicken Souvlaki with Tzatziki.**



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In the Kitchen | Recipes | Health | CDN Food Stories | On the Farm
What's in Season | Learn to Cook



300 plus new subscribers each month and a 49 % open rate.

Influencer Outreach & Education Program

- Farm tours for dietitians, chefs and food writers
- Webinars and presentations
- Exhibiting at national influencer events
- Partnering with like-minded organizations



CFF is making agriculture accessible to all Canadians.



2.4% increase
in positive
sentiment in
the last year



500,000 to 800,000 engagements
(likes, shares and comments)
monthly



350,000 video views monthly

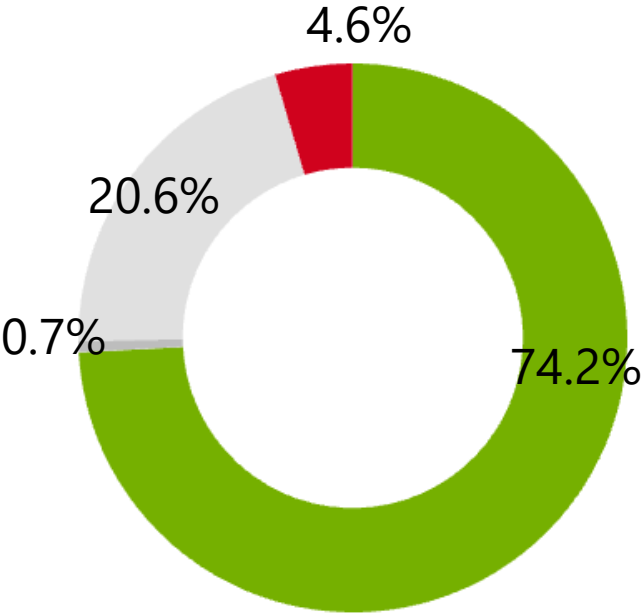


up to 80,000 monthly website page
views

CFF is engaging urban consumers to
improve food literacy from farm to
grocery store to table.

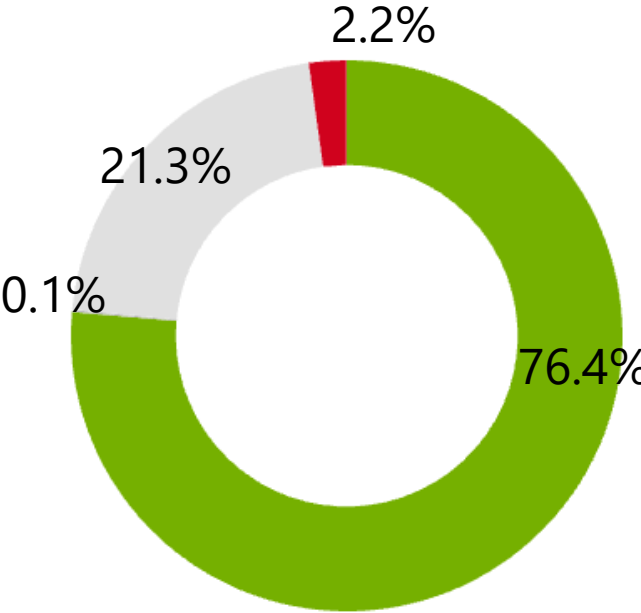
CFF Overall Sentiment Comparison

January 1-December 31, 2023



- Positive
- Not Rated
- Neutral
- Negative

January 1- September 30, 2024



- Positive
 - Not Rated
 - Neutral
 - Negative
-

OVERALL PERFORMANCE OF CANADIAN FOOD FOCUS ON ALL PLATFORMS



Key Metrics: Jan to Sept 2024

SOCIAL FOLLOWS

32K

ENGAGEMENTS

9M

WEBSITE
PAGEVIEWS

711K

NEWSLETTER
SUBSCRIBERS

7.5K

NEWSLETTER
SUBSCRIBERS/MONTH

300 ↑

VIDEO VIEWS

6M

REEL VIEWS

329K

WEBSITE USERS

518K

SOCIAL MEDIA
IMPRESSIONS

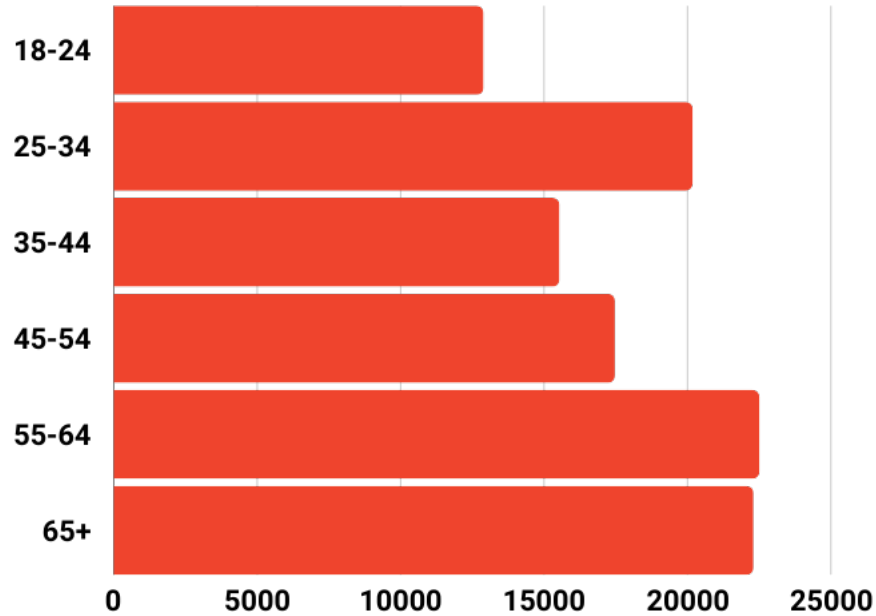
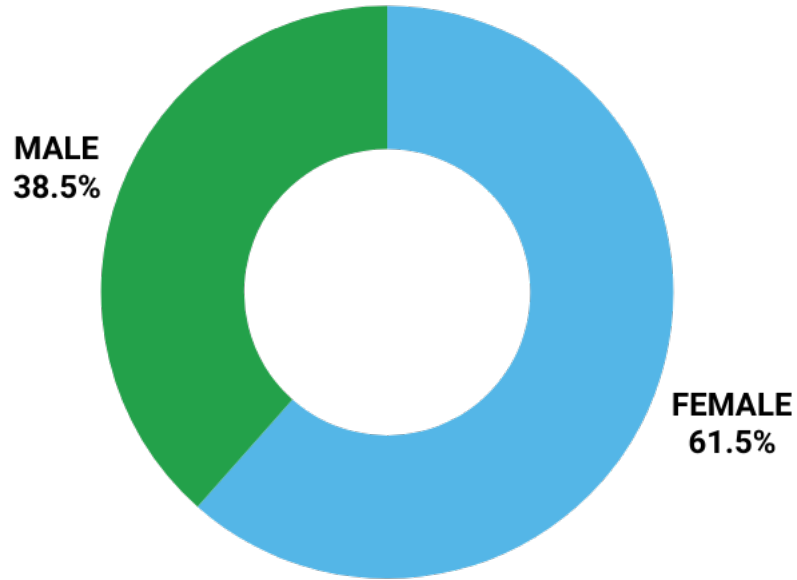
44M

NEWSLETTER
OPEN RATE

49%

CFF is engaging urban consumers to improve food literacy from farm to grocery store to table.

Audience by Gender, Age, City



Top 10 Cities

Toronto and area

Hamilton

Kitchener

Calgary

Vancouver

Montreal

Edmonton

Winnipeg

Ottawa

London

Halifax



What's next?

Expanding our Efforts and Reach

Analyzing audiences & seeking marketing advice

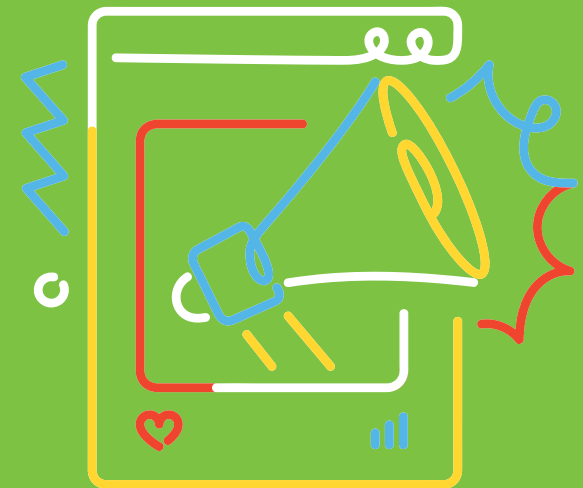
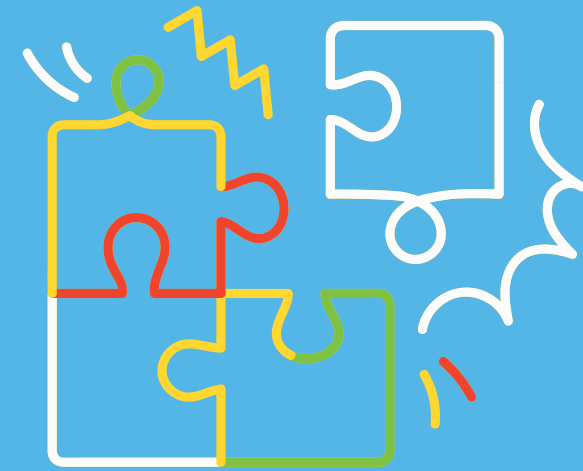
Growing government outreach & education

Developing content and campaigns

Fostering alignment between key public trust organizations

Galvanizing farm and food influencers

Training industry about consumer engagement best practices



Transformative Ideas



Values-Based TV Program

Think Ted Lasso and Landman. We are exploring how to utilize values-based programming to change consumers' perceptions of farming.



Artificial Intelligence

How can we leverage AI to battle the tsunami of misinformation and disinformation?



What is else?

How do we get consumers to accept innovation in agriculture? How can we reach more urban youth? How can we work together to align messaging and provide industry training on best practices for consumer engagement? Will another platform replace Twitter? What will be the impact of the Trump presidency for Canada? What will the next Canadian election bring?



Know what's weird? Day by day, nothing seems to change, but pretty soon... everything's different.

- Calvin from Calvin and Hobbes



“Consumers just don’t know who to talk to. They have questions about how their food is produced and don’t have a farmer they can ask. What farmers need from industry is their support for a platform like CFF that gives consumers the information they need. Putting a face to this business we call agriculture can make a huge difference.”

– Jake Leguee, Canadian farmer, Chair of
Saskatchewan Wheat Development
Commission

great
food
grown
here. 



#loveCDNfood

#loveCDNfarms

#loveCDNrecipes

Follow and amplify @CDNFoodFocus