

An overhead photograph of a group of people sitting around a long wooden table in a dining setting. They are eating various dishes, including pasta, salads, and a bowl of greens. The table is set with white plates, silverware, and glasses. A dark brown semi-transparent box is overlaid in the center of the image, containing white text.

The Canadian Centre for Food Integrity's
**2023 PUBLIC TRUST
RESEARCH**



ONTARIO FOOD
COLLABORATIVE

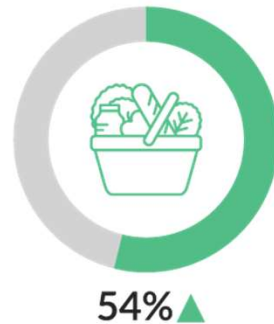


Setting the Table

What are Canadians Worried About?

THE TOP FIVE

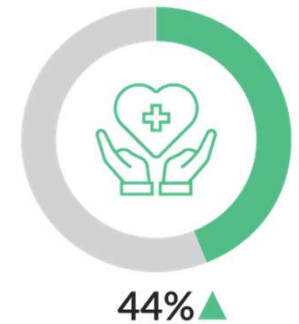
Cost of Food



Inflation



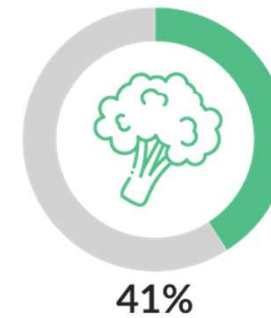
Healthcare



Housing Prices



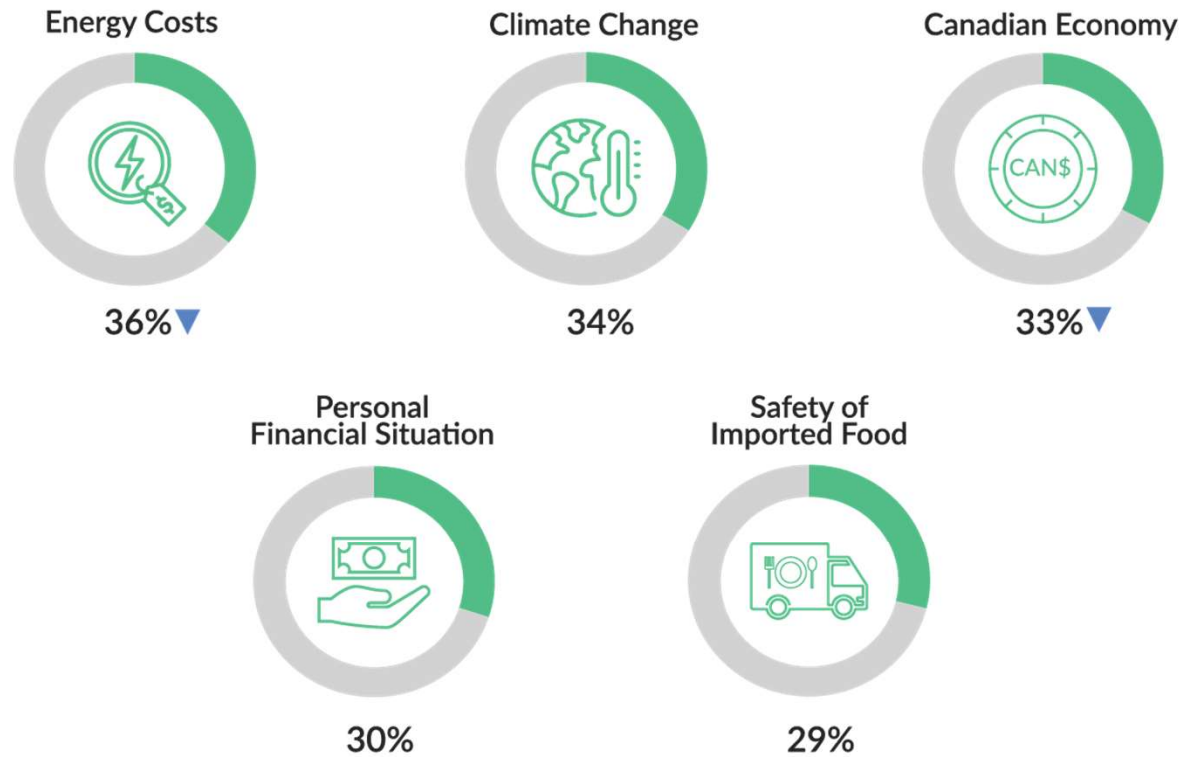
Affordability of Healthy Food



* Numbers reflect the percentage of those who selected a 9-10 (extremely concerned) rating from a scale of 0-10

What are Canadians Worried About?

THE BACK FIVE*



* Numbers reflect the percentage of those who selected a 9-10 (extremely concerned) rating from a scale of 0-10

What are Canadians Worried About?

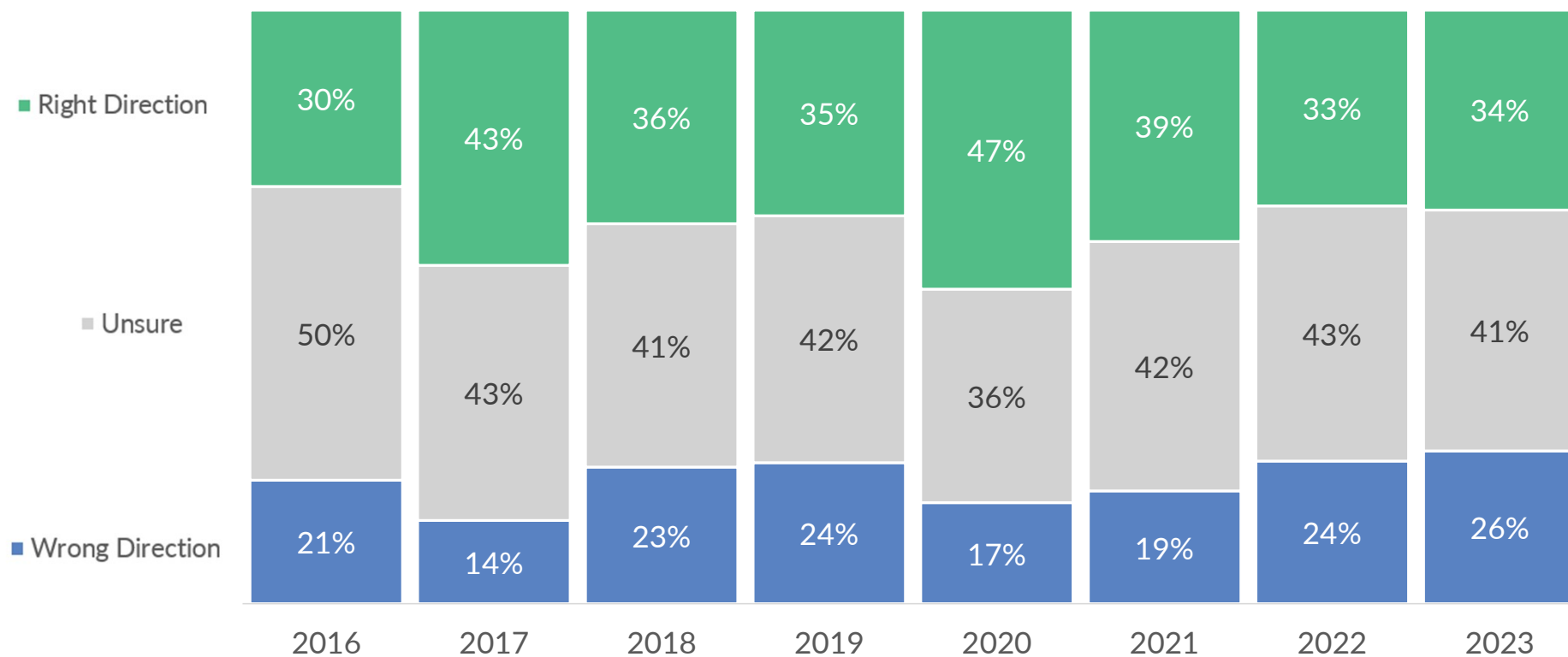
Food loss and waste in Canada
overall



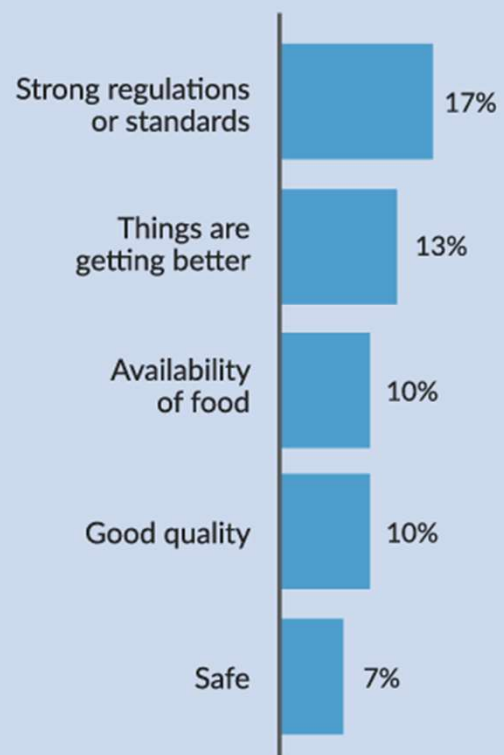
26%

Ranked 16th out of 22 Issues

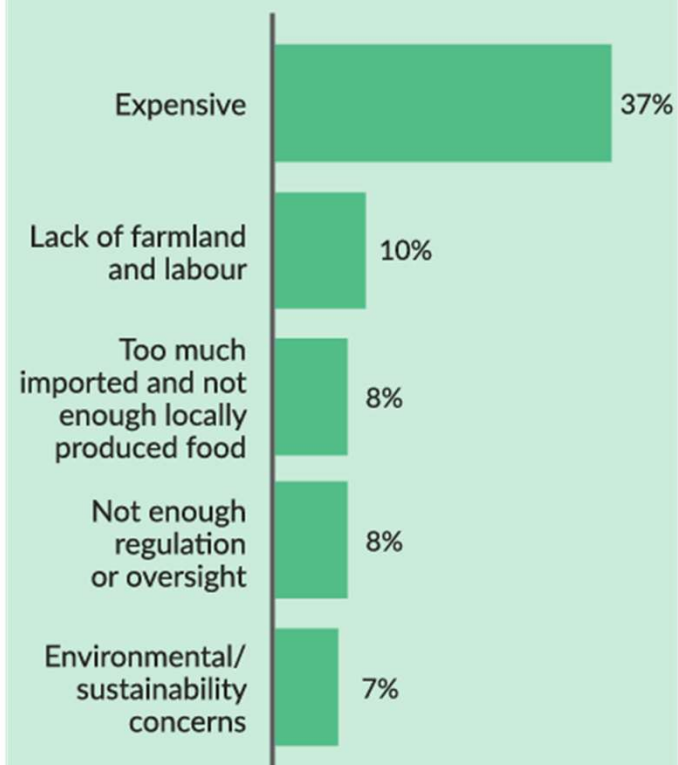
How do Canadians Feel About our Food System?



The food system is headed in the RIGHT DIRECTION because...



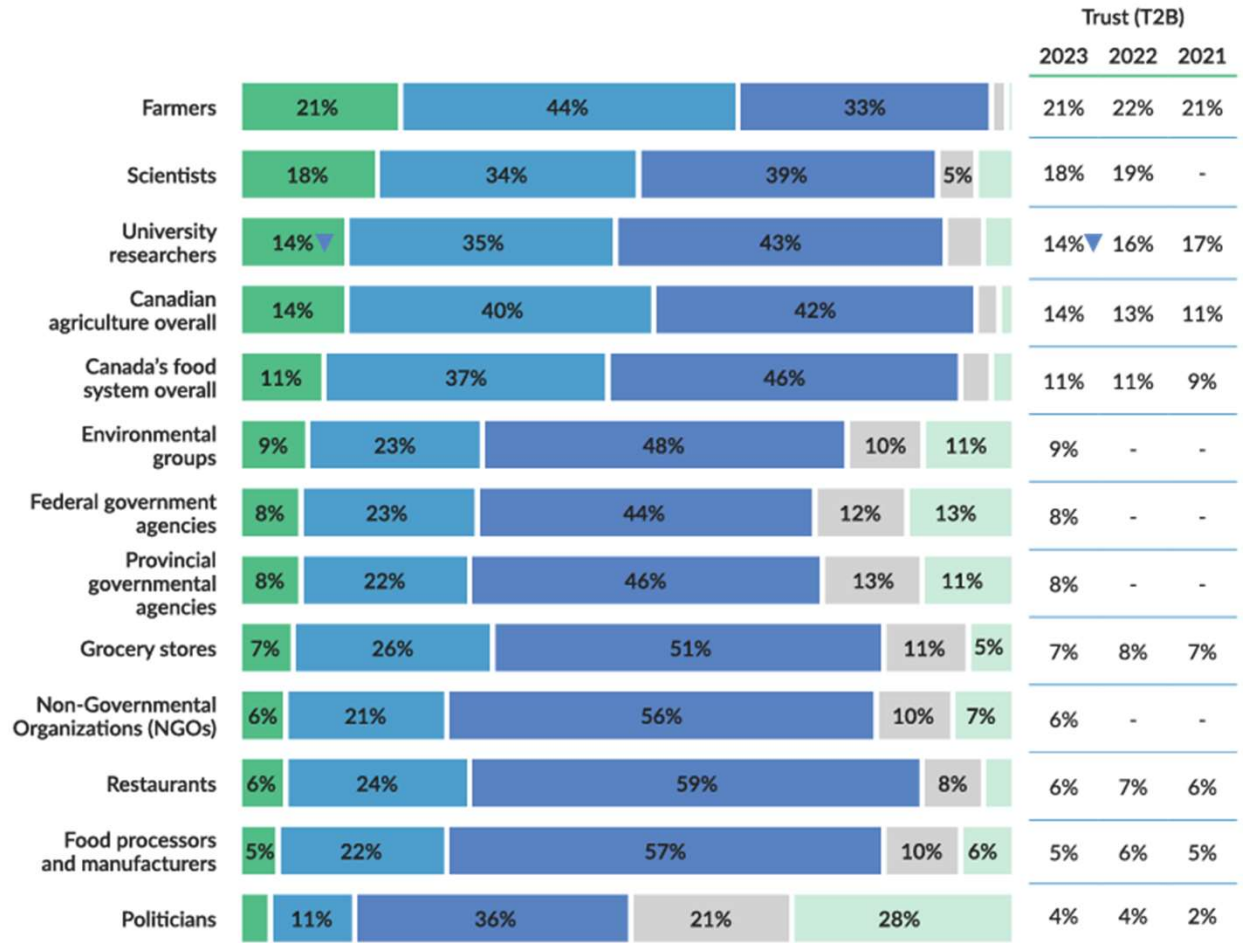
The food system is headed in the WRONG DIRECTION because...



Public Trust & Transparency



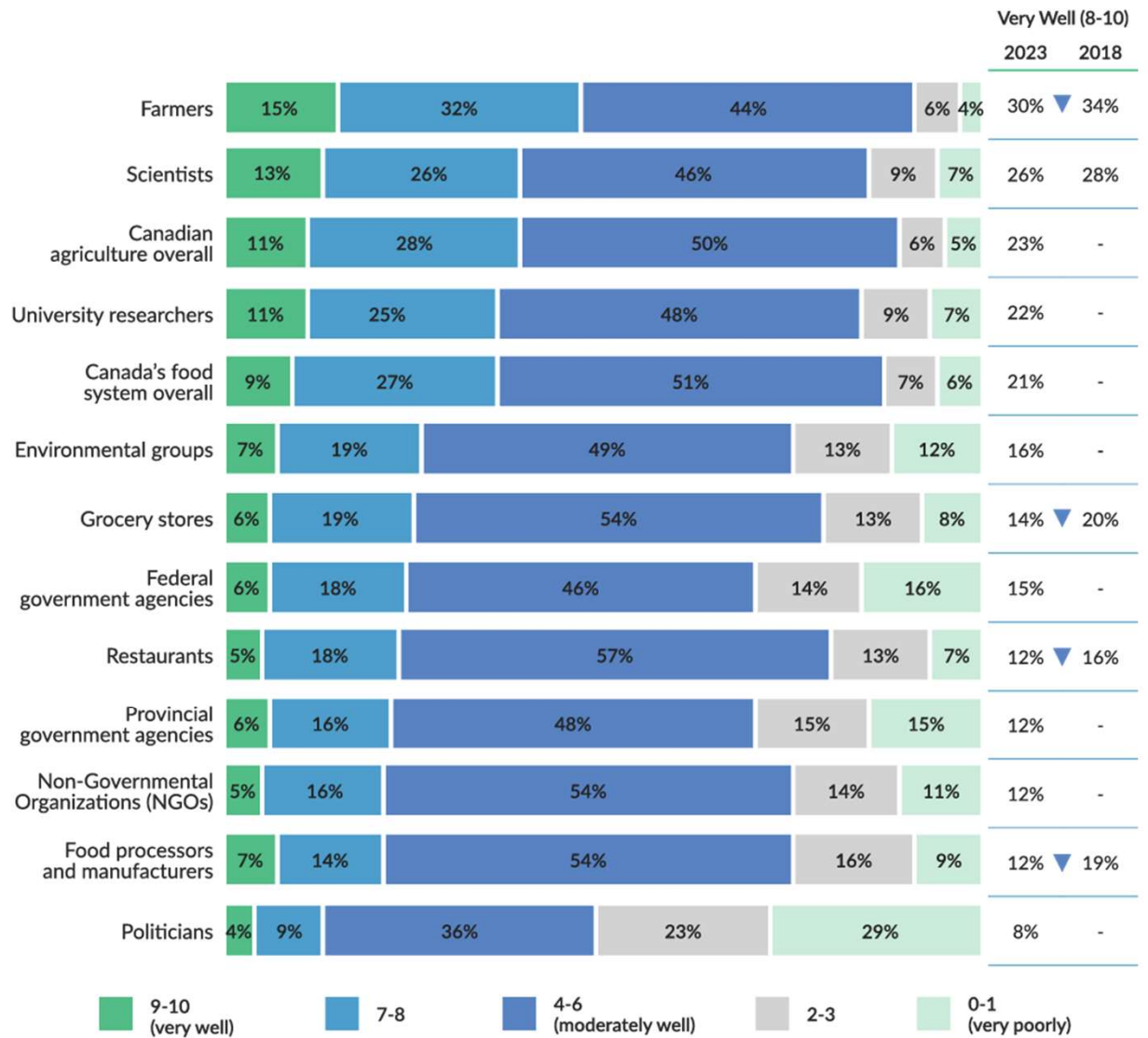
Trust in Agri-Food System Stakeholders



Note: Values less than 5% not labelled

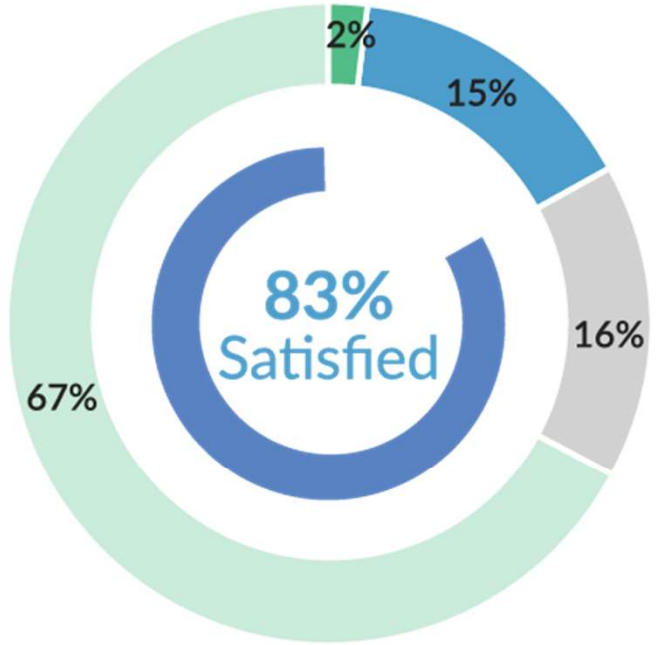


Tracking Transparency





Ability to make informed food choices



Note: Values less than 3% not labelled

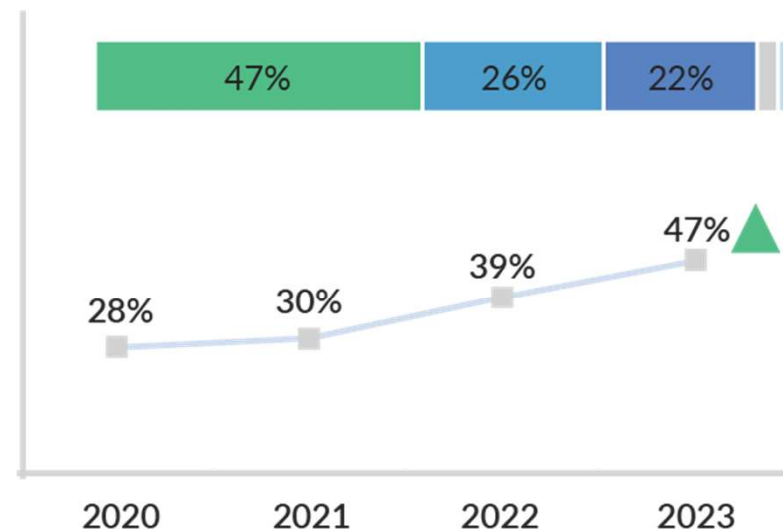
- Very Dissatisfied
- Somewhat Dissatisfied
- Very Satisfied
- Somewhat Satisfied



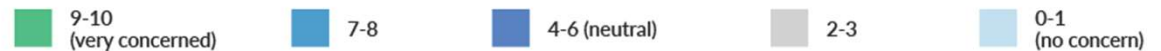
Food Costs & Affordability

Affordability concerns reach all time high

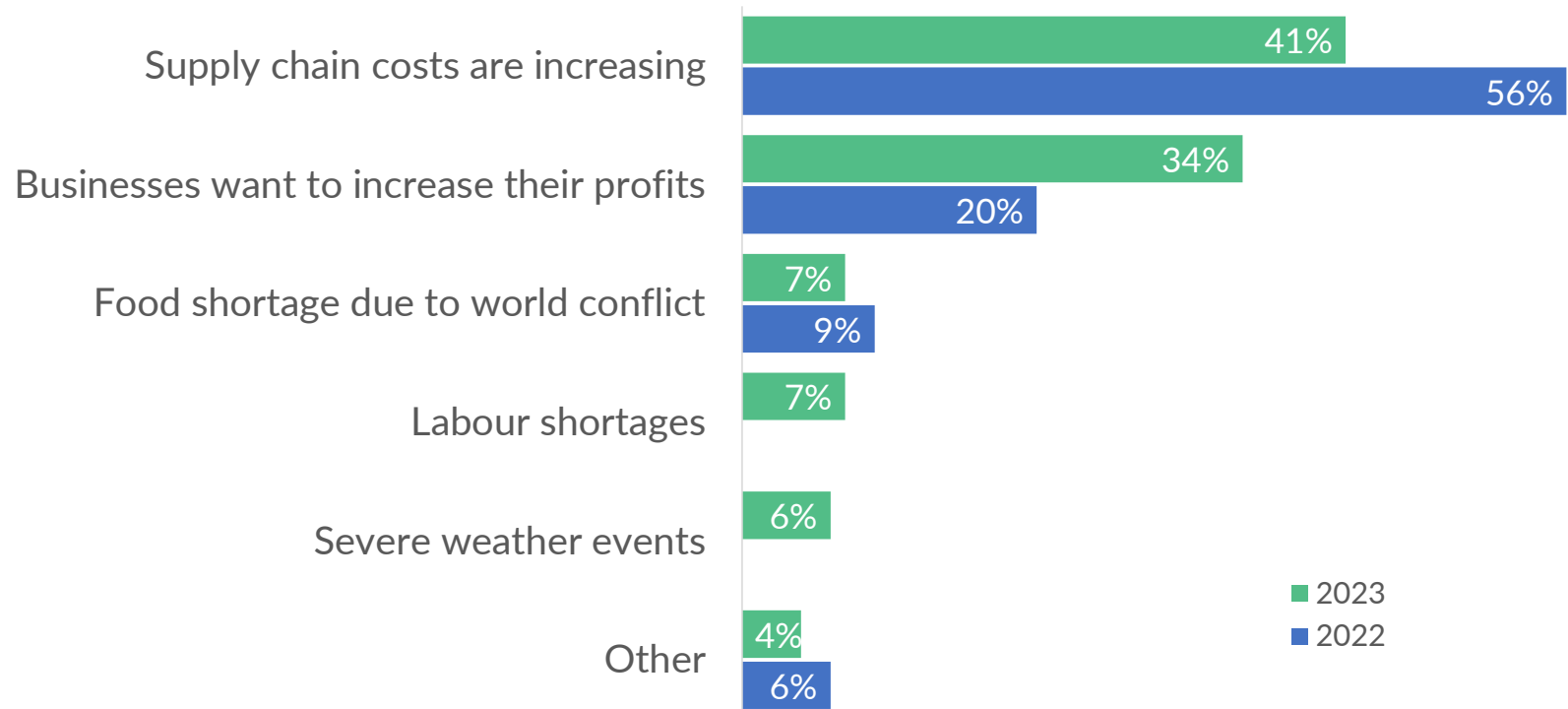
Concern about the affordability of healthy food compared to one year ago



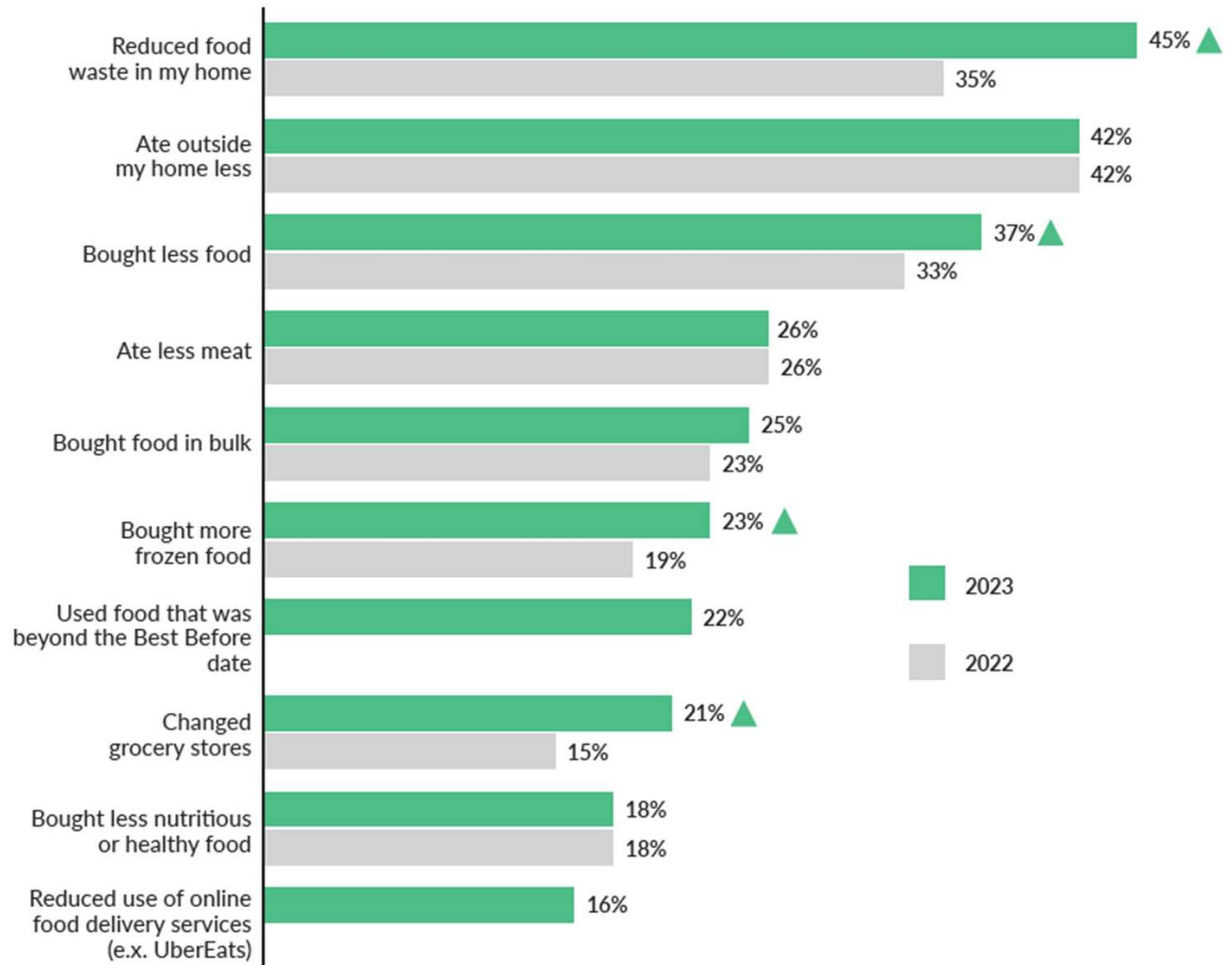
Note: Values less than 4% not labelled



The Cost of Food is Rising Because...

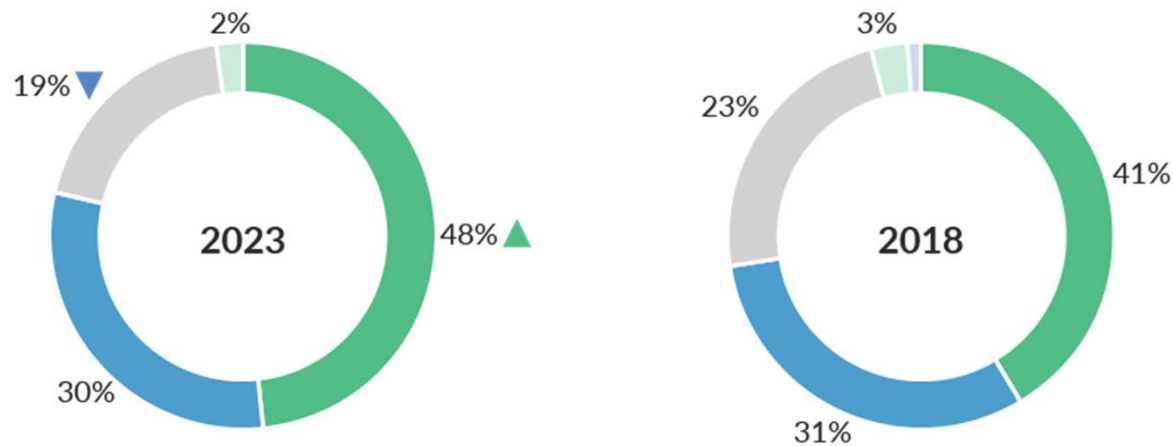


Canadian's Response to Food Prices



Household Food Waste: A Five-Year Check-In

“I MAKE EVERY EFFORT TO REDUCE THE
AMOUNT OF FOOD I THROW AWAY”



Note: Values less than 2% not labelled

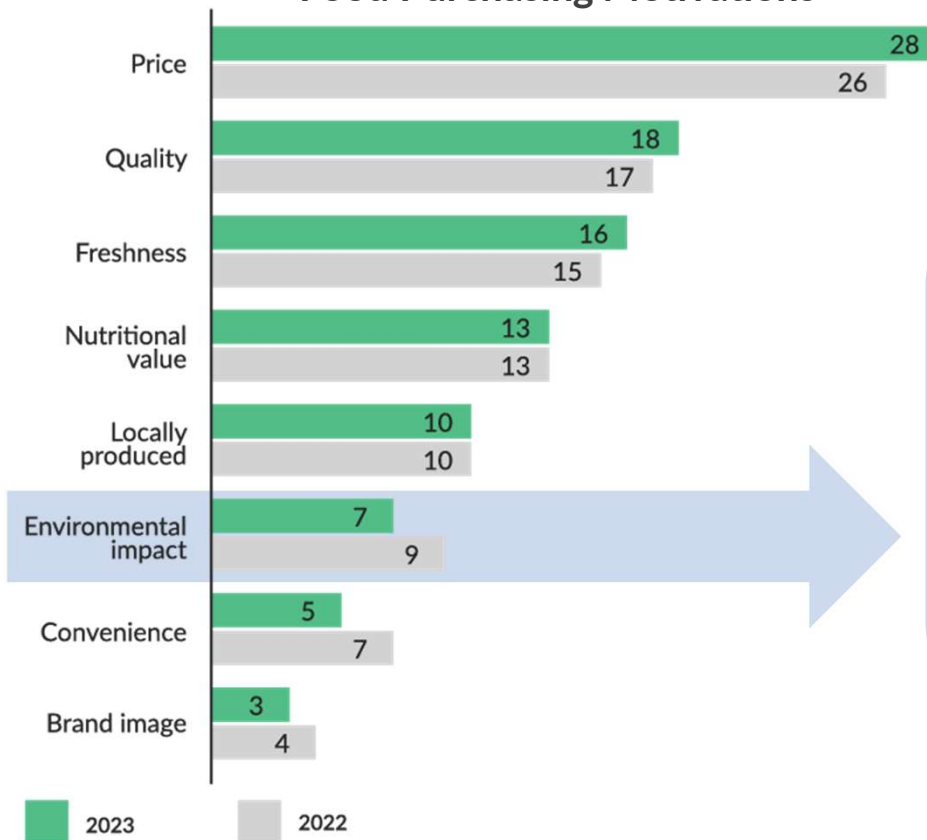


A photograph of a person's hand holding a white reusable mesh shopping bag. The bag is filled with various groceries, including a clear plastic bag of cherry tomatoes, a purple-wrapped item, and other produce. The person is standing in a supermarket aisle, with shelves of packaged vegetables visible in the background. The word "Sustainability" is overlaid in white text on the left side of the image.

Sustainability

The Canadian Consumer

Food Purchasing Motivations



BEYOND THE NUMBERS

Actionable
Next Steps

Tackling sustainability
challenges must be
sector-led.

It's Good Canada

<https://itsgoodcanada.ca/>

How the Canadian food system addresses sustainability challenges

FARMERS ADOPT SUSTAINABLE PRACTICES



Precision farming to optimize resource use & reduce fertilizer and pesticide use



Crop rotation and cover crops to improve soil health.



Minimum tillage practices to reduce GHG emissions and increase carbon sequestration

FOOD PROCESSORS REDUCE THEIR ENVIRONMENTAL IMPACT



Practices and technologies to minimize food waste during production and distribution



Reducing energy consumption by using energy-efficient technologies and equipment



Exploring sustainable packaging options and reducing the use of single-use plastics

FOOD RETAILERS IMPROVE INVENTORY MANAGEMENT



Improving inventory management to reduce food waste



Donating surplus to food banks



Reducing packaging waste by using compostable or recyclable materials

It's GOOD
CANADA

THE MOST EFFECTIVE SUSTAINABILITY PRACTICES, AS IDENTIFIED BY CANADIANS ARE:



Donating surplus food
to food banks.



Crop rotation and
cover crops to
improve soil health.



Reducing packaging
waste by using
compostable or
recyclable material.



Automated irrigation
systems that reduce
water waste and
improves crop yields.

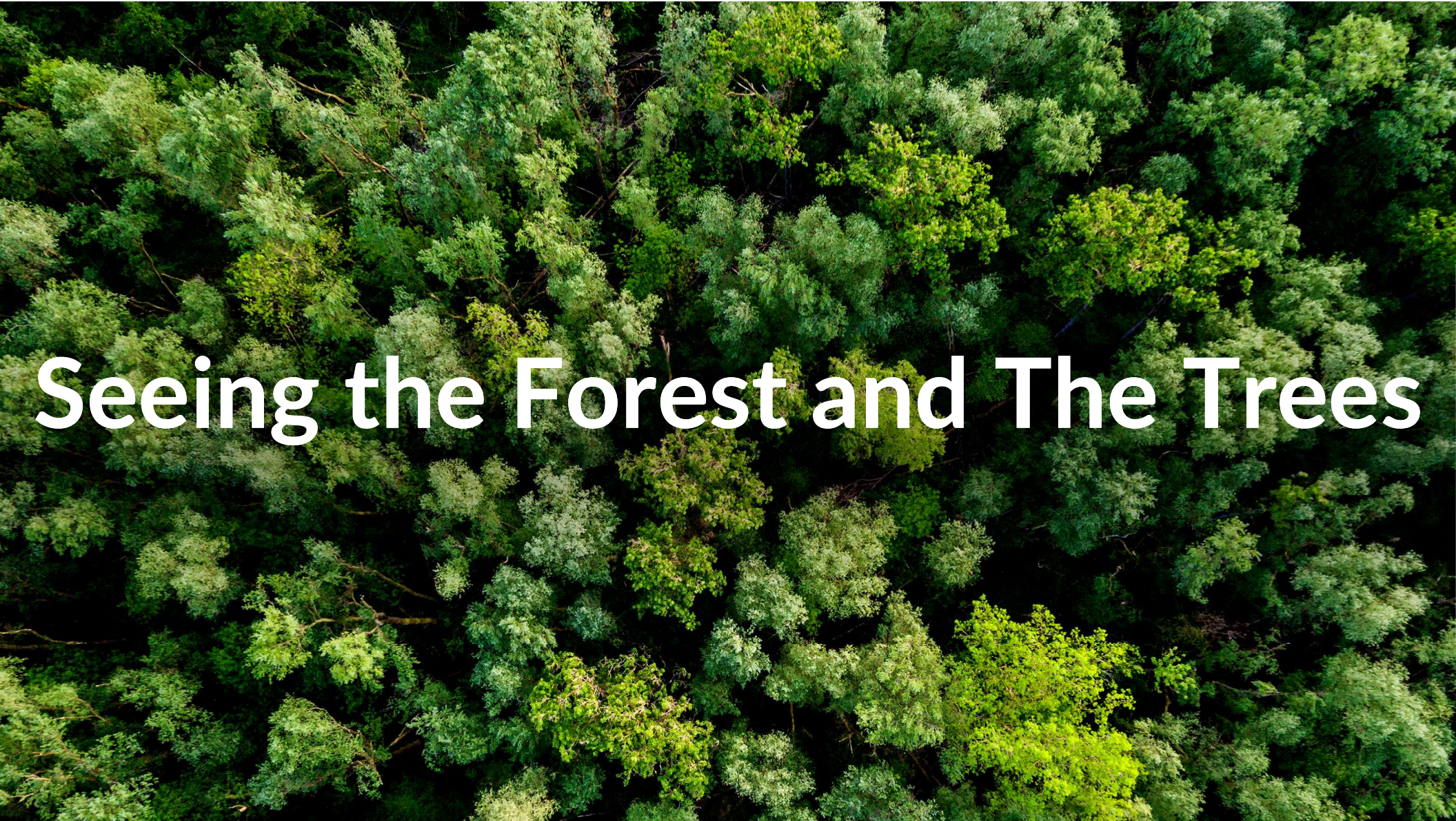


BEYOND THE NUMBERS

Actionable
Next Steps



**Minimum tillage -
improved awareness
required**



Seeing the Forest and The Trees

A photograph of an open refrigerator filled with various food items. The top shelf contains several plastic containers, including a large blue one, a clear one with shredded carrots, a pink one, and a glass jar with a blue lid. The middle shelf is crowded with plastic bags of green leafy vegetables and a carton of milk. The bottom shelf is also packed with produce, including a bag of carrots, a head of cabbage, and other vegetables. The text "Food costs and affordability concerns continue to dominate the agenda" is overlaid in white, bold font across the center of the image.

**Food costs and affordability
concerns continue to
dominate the agenda**



**It's personal –
Canadians are focused on
issues that are close to home**

A photograph of a warehouse or distribution center. In the foreground, a grey conveyor belt with green side rails runs across the frame. Several cardboard boxes are on the belt, some in motion. The background is filled with tall metal shelving units (pallet racks) stacked with numerous cardboard boxes. The lighting is bright and even. The overall scene depicts a busy logistics or distribution environment.

**Public trust in Canada's
agri-food system is steady,
but risks exist**

The Chain Keeps us Together





Thank you!

ashley@foodintegrity.ca