FOR IMMEDIATE RELEASE

Canadian Food Focus and Canadian Food Innovation Network sign MOU to build consumer trust in food innovation

SASKATOON, SK and GUELPH, ON — Canadian Food Focus (CFF) and the Canadian Food Innovation Network (CFIN) have signed a Memorandum of Understanding to work together to improve Canadians' understanding and acceptance of food innovation while building public trust in Canadian food and farming.

The MOU outlines a shared commitment to help Canadians understand how science, technology and innovation support a more resilient, safe and sustainable food system. The collaboration focuses primarily on consumer-facing content development and social media, with CFIN providing impact stories, images and case studies that CFF can adapt into consumer-friendly articles and social content for publication on CFF channels.

Under the agreement, CFF will identify CFIN content that can be adapted for a consumer audience to drive understanding and trust in food innovation and will share that content on the CFF website and social media channels to support SEO/GEO, engagement and visibility. The two organizations will also explore other digital content opportunities like webinars and learning opportunities and will work together to amplify trustworthy content across each other's websites and social media platforms.

Canadian Food Focus has already begun sharing information that helps consumers better understand innovation across agriculture and food. Recent articles include:

- How GPS Guidance on Farms Helps Bring Food to Your Table: https://canadianfoodfocus.org/farming/how-gps-guidance-on-farms-helps-bring-food-to-your-table/)
- Automation Helps Grow Consistent Greenhouse Vegetables: https://canadianfoodfocus.org/farming/automation-helps-grow-consistent-greenhouse-vegetables
- Food Packaging Is Complicated: https://canadianfoodfocus.org/farming/food-packaging-is-complicated/

- Why Compostable Food Stickers Matter: https://canadianfoodfocus.org/farming/why-compostable-food-stickers-matter/
- Tackling Food Affordability with Innovation: https://canadianfoodfocus.org/food/tackling-food-affordability-with-innovation/

“This partnership matters because public trust in innovation does not happen automatically. It is built when people can see clearly how innovation is improving food production and food processing in ways that benefit consumers and society,” said Dana MacCauley, CEO of CFIN. “Canadian Food Focus is doing important work to translate complex topics into practical, credible information that helps Canadians understand why innovation in our food system deserves their confidence.”

“Communicating about agriculture and food innovation in ways consumers can understand is essential if we want people to feel confident about the food they buy and the systems behind it,” said Dorothy Long, Executive Director of Canadian Food Focus. “By turning innovation stories into accessible articles and social media content, we can help Canadians see how science and technology are being used responsibly to support safe, affordable and sustainable food.”

The MOU also establishes a framework for ongoing collaboration, including a small working group, shared audience insights and analytics, and opportunities to explore future project-specific funding, sponsorship or joint funding applications where CFF’s consumer engagement assets help mobilize knowledge from CFIN-linked innovation projects.

This work is supported in part by a grant from the Agricultural Bioscience Innovation Centre Foundation.

About Canadian Food Innovation Network: Canadian Food Innovation Network is a national, industry-led, not-for-profit corporation dedicated to stimulating connections, collaborations, innovation and investment across Canada’s food and beverage ecosystem through customized support, thought leadership and funding.

About Canadian Food Focus: Canadian Food Focus is a national non-profit organization that improves food literacy for Canadian consumers from farm gate to plate through expert-created articles, videos and social media content about Canadian farming and food.

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