



Canada Ag Communications

FOOD DAY CANADA EDITION 2025



A selection of resources for
dietitians brought to you by:



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Eat Local!

A practical guide to shopping and cooking
with Canadian-grown and raised food



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Food Day Canada Dietitian Resources Summary August 12, 2025



The Tool Kit featured valuable info about Food Day Canada, farming insights, credible IG accounts, valuable resources, and recipes featuring Canadian ingredients.



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6 VALUABLE RESOURCES FROM OUR PARTNERS

This Food Day Canada Dietitian Tool Kit is our special gift for you, our dietitian colleagues, thanks in part to our wonderful Canadian food and farming sponsors. Take some time to dive into their valuable resources.

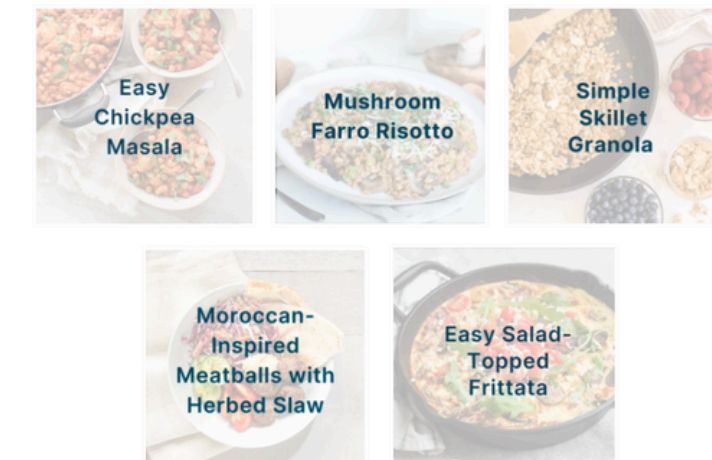
- 1 Canadian Food Focus:** Discover how Canadian food is grown and raised, try recipes, watch videos, and get expert advice to make confident food choices. The site features sections like Canadian Food Stories, On the Farm, and What's in Season. New content is regularly added, including material created by dietitians.
- 2 Homes on the Range:** Bobolinks, burrowing owls and... beef cattle? Beef ranching in Canada plays a vital role in wildlife conservation, providing 74% of nesting and 55% of feeding habitat across agricultural lands. Cattle share and support these ecosystems. This short video highlights how ranchers help protect the landscapes that wildlife depend on. [English](#), [French](#), [Trailer](#).
- 3 Oats Everyday:** This consumer-friendly website is your one-stop-shop for all things Canadian oats. It features recipes beyond oatmeal (veggie oat fritters anyone?), frequently asked questions (e.g. are oats GMO?), types of oats, and oat nutrition information.
- 4 CropLife Connects:** Need clarity on GMOs, pesticides, and gene editing? CropLife Connects is a newsletter for nutrition and health professionals with accurate information on plant science and agriculture. Subscribe to stay updated on trends, debunk misinformation, and access evidence-based resources.
- 5 Egg Farmers of Canada:** Learn how eggs fit into nearly any diet and read about all of the nutritional benefits that eggs offer. With over 500 egg-cellent recipes, [eggs.ca](#) is a great resource for you and your clients.
- 6 Mushrooms Canada:** Learn how to store, prepare, and cook with mushrooms, find answers to your most frequently asked mushroom questions, get the nutrition scoop, and see how mushrooms grow by watching a virtual mushroom farm tour.



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4 Canadian Food-Forward Recipes

A few fave recipes created or adapted by Spark Nutrition Communications featuring Canadian-grown and raised ingredients (with some sponsored content) are available in the final pages of the tool kit. Make them yourself or share them with your clients and communities. These are the same recipes in the consumer resource — included here so you can share single recipes as you like.



Recipe Resource Usage Guidelines:

- Please use the recipes and *Eat Local!* consumer handout, but remember that Spark Nutrition Communications retains all rights.
- Recipes must be used in full (no modifications) and for non-commercial purposes only.
- Do not remove the copyright symbol by Spark Nutrition Communications.
- Always attribute the original source provided on the recipes when sharing.

Please contact us at info@sparkrds.com with any questions.

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NEW this year: to leverage the hightened interest in eating Canadian-grown and raise foods, as well as food prices, we included content for dietitians on how to spot Canadian foods in the grocery store and money-saving strategies they can share with clients.



HOW TO SPOT **CANADIAN** FOODS IN THE GROCERY STORE

Many consumers want to buy Canadian food, but often can't tell what's truly local. Use this handy chart to help clients spot food produced and/or processed in Canada — perfect for blogs, presentations, social media, newsletters, or one-on-one chats.

Voluntary Claim or Symbol	What It Means	Can
100% Canadian	All ingredients, processing, and labour are from Canada.	✓ 100%
Product of Canada/ Canadian	≥ 98% of major ingredients + processing + labour are Canadian.	✓ Almost
Made in Canada	Last major processing step is done in Canada; always comes with a qualifying statement about where ingredients are from (domestic/ imported or combination).	? Maybe Check la
Canada Organic Logo	Product meets Canadian organic standards (≥95% organic content), but might not include Canadian ingredients or be produced in Canada.	? Maybe Check la
Packaged/Prepared/ Canned or Processed in Canada	Final steps (like packaging, prep, or cooking) were done in Canada.	? Maybe Check la
Canada Grade A / Canada Fancy	Product meets specific Canadian quality standards (e.g. size, appearance). Refers to grade, not origin.	? Maybe Check la
Maple Leaf Symbol	Often used for branding or marketing; not regulated for origin.	? Maybe Check la

3 Tips to Share with Clients:

1

Your best bet to support Canadian farmers is to buy food labelled "Product of Canada" or "100% Canadian".

2

Don't assume a maple leaf always means Canadian — this symbol is not regulated.

3

"Made in" or "Packaged in" or "Canada Organic" tells you about how a food is processed or produced — check the label to determine if ingredients are from Canada, imported, or a combination of both.

Resource Spotlight

How to identify Canadian food, the Canadian Food Inspection Agency's updated website, explains label claims like Product of Canada, Made in Canada, and Prepared in Canada — plus this [short video](#) makes it easy to understand.



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4 Ways to Spot **CANADIAN** Foods (partner examples)

1



How to Spot... **Canadian Oats**

Oats thrive in cool climates, making Canada a top global producer and the world's largest exporter of high-quality oats! When you purchase oats in Canada, it's incredibly likely that they are grown right here at home!

2



How to Spot... **Canadian Beef**

Look for a maple leaf, province name, or Canadian grade (Canada Prime, AAA, or AA) on the package, flyer, or in-store signage — or simply ask the retailer.

3



How to Spot... **Canadian Eggs**

Eggs sold in Canada are proudly produced by Canadian farmers. To identify Canadian eggs, look for the Egg Quality Assurance™ EQA® mark on the carton— no matter the type, Canadian eggs are a nutritious and delicious choice.

4



How to Spot... **Canadian Mushrooms**

Canadian farmers grow mushrooms year-round — so they're always fresh and in season. Look for "Product of Canada" on labels to spot Canadian mushrooms.

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6 **MONEY-SAVING** STRATEGIES WORTH SHARING

Canadians are keeping a close eye on food prices—and many also want to support local. Help clients eat well, shop local, and spend less with practical, culturally appropriate, and budget-friendly tips.



1

Eat In More Often

Cooking at home helps stretch the food budget and support health goals — but takeout can be tempting. Make it easier with these practical tips:

- **Do the math** – A tally of weekly takeout costs can be revealing!
- **Start with easy wins** – Offer delicious recipes with minimal ingredients and steps to help clients build success easily.
- **Cook once, eat twice** – Suggest time-saving batch cooking to reduce the urge to order in.

Research spotlight: Cooking at home may be linked with better overall diet quality (studies: [here](#) and [here](#) and [here](#)).

2

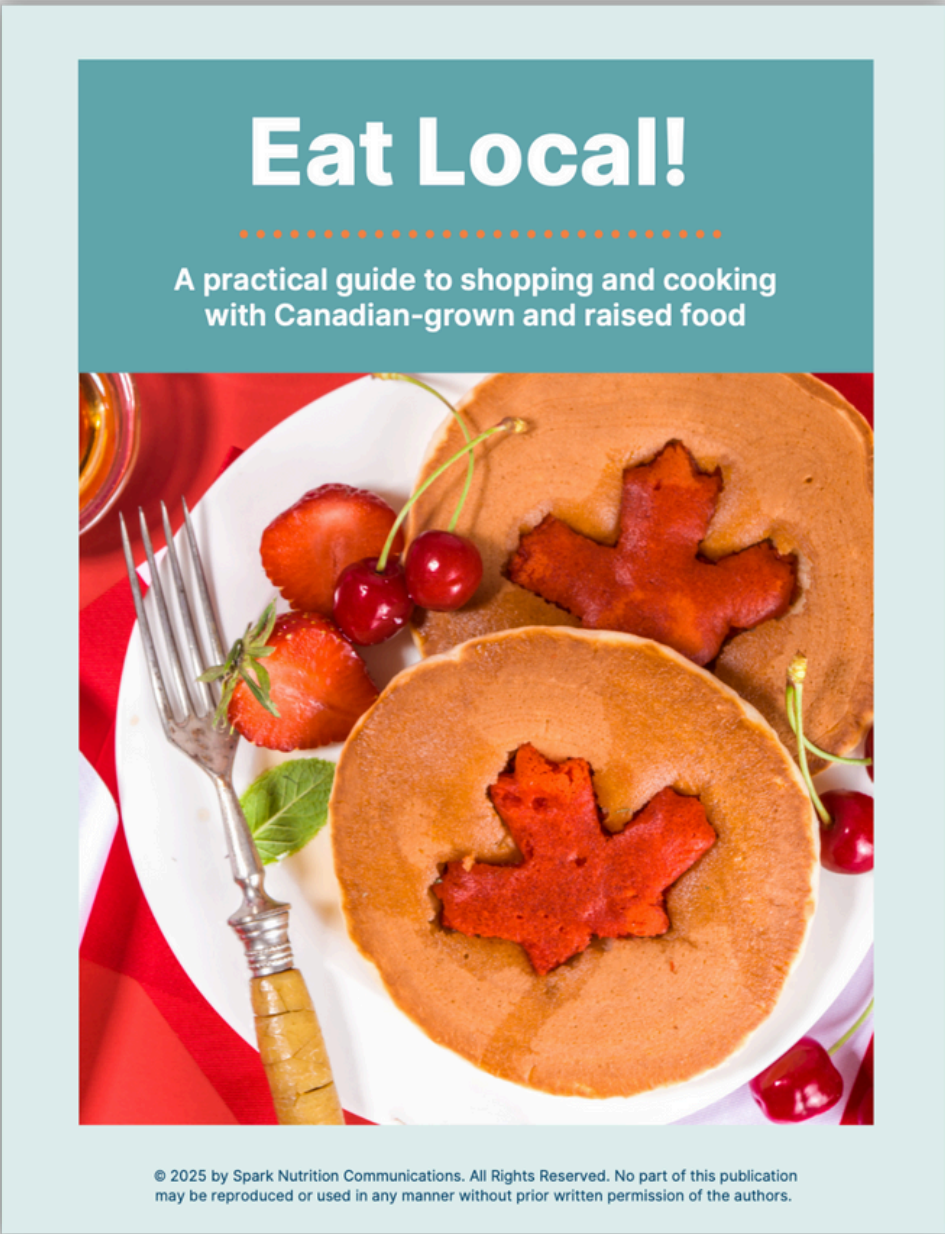
Shop Your Kitchen First

77% of Canadians are already trying to reduce food waste — supporting this habit can make a big impact! Advise clients to take inventory of their fridge, freezer, and pantry before heading to the store as a great way to reduce wasting food and money.

TIP: Show how to mix and match ingredients combining what's on hand, what's on sale/arked down to create tasty and nourishing meals and snacks that meet your clients' goals. Dishes like frittatas, soups, salads, curries, stir-fries, and pastas are great ways to use what's on hand or on sale.

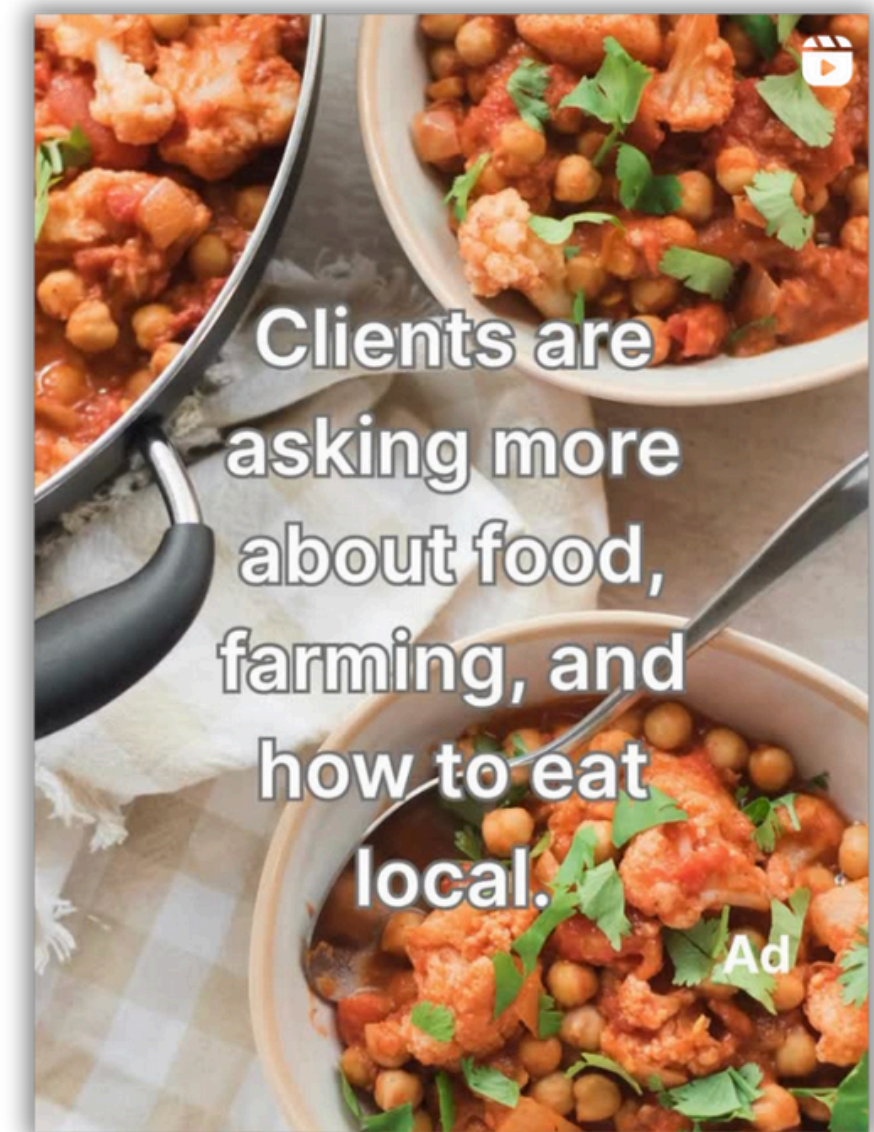
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NEW this year: a consumer handout that dietitians can share all year long to support clients interested in buying and cooking with Canadian-grown and raised ingredients. It includes tips to spot Canadian foods, money-saving strategies and a few favourite recipes all featuring local Canadian ingredients.



We promoted the Resources on Instagram (2,300+ followers)

We created 3 posts to promote the tool kit on Instagram @sparkrds. Click to view.



We promoted the Resources in our email (reach 4,000+)

We promoted the tool kit once in an exclusive email blast and once in our bi-weekly email.



Created by Dietitians, for Dietitians

Ready to help your clients eat well *and* support Canadian farmers? We've got the tools for you!



Spark's two dietitian-developed resources

Just in time for [Food Day Canada](#) (August 2nd), we've created a FREE, value-packed **Dietitian Tool Kit** to help you spread the love for Canadian-grown and raised food — and make your job easier, too!

HOT TOPICS & TRENDS FOR DIETITIANS

Hey Shannon,

We're excited to share two FREE Tools to celebrate Canadian food!

Food Day Canada is around the corner (August 2nd!), and we've got two fabulous freebies to help you inspire clients and spotlight local food:

✨ *A Dietitian Tool Kit* loaded with ideas, resources, and ready-to-share recipes

📄 *A client-friendly handout – Eat Local! A Practical Guide to Shopping and Cooking with Canadian Food*

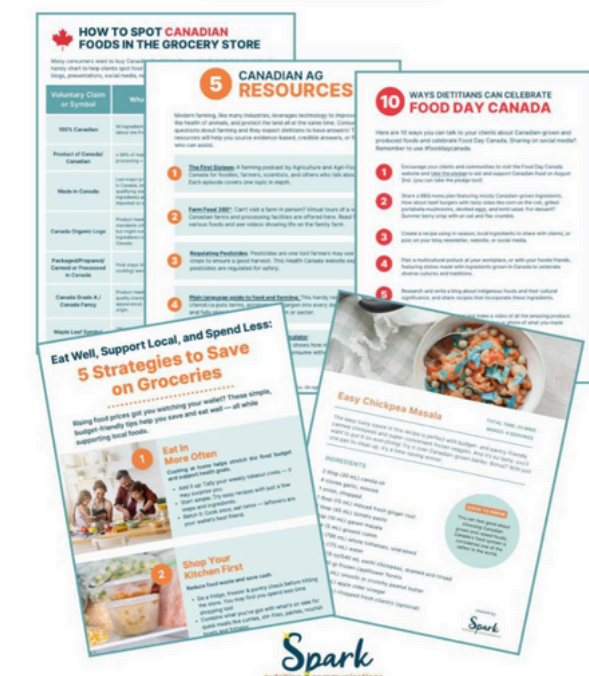


Interest in eating Canadian-grown and raised foods is high right now — these resources are perfect for Food Day Canada or anytime you want to promote homegrown goodness. Scroll down to the Upcoming Events and

Food Day Canada RD Tool Kit + Consumer Resource

Wondering what's inside the Food Day Canada resources? Here's a peek!

SNEAK PEEK!



Resource Results

This companion resource includes:

- ✓ Tips to spot truly Canadian food at the store
- ✓ Smart strategies to stretch food dollars
- ✓ Fun food and farming facts
- ✓ Delicious, dietitian-approved recipes featuring homegrown ingredients

Whether you're planning a post, a class, or just need a go-to resource to support local eating, these resources have you covered.

Get your FREE resources now!

Thanks to Our Partners

These resources were developed by the dietitian team at Spark Nutrition Communications, with support from Mushrooms Canada, Egg Farmers of Canada, Crop Life Canada, Canada Beef, the Prairie Oat Growers Association, and Canadian Food Focus.

The resources were viewed 3,096 times*

I loved the resources, both the content and the way it is formatted; plain language, eye catching, on-point messaging.

-Registered Dietitian

*Most views were click to view via Spark emails, plus some requests to download via IG. Additional shares also achieved through external partners. (see next pages).

Canadian Food Focus Network

The resources were promoted by Canadian Food Focus to dietitians on their LinkedIn dietitian/influencer group as well as on their website.



Canadian Food Focus

1,056 followers

1w • Edited •

🇨🇦 Canadian Food Focus is proud to be a steadfast supporter of **#FoodDayCanada**, championing this national celebration by bringing meaningful stories, vibrant resources, and practical inspiration to Canadians from coast to coast. Our ongoing support extends well beyond a single day—throughout the year, we amplify the voices of Canadian farmers, food producers, and culinary leaders, encouraging everyone to SHOP, COOK, and DINE Canadian.

Resources to Inspire Your **#FoodDayCanada**: In partnership with leading dietitians **Shannon Crocker, MSc RD PHEc** and **Carol Harrison, RD** of **Spark Nutrition Communications**, Canadian Food Focus has supported development of a **#FoodDayCanada** Toolkit for Dietitians to help them with resources, ideas and social media posts to celebrate **#FoodDayCanada**. The Toolkit is accompanied by a Consumer Guide for shopping and eating using Canadian-grown and raised foods.

Both resources empower Canadians and professional champions alike to bring more local food to the table during **#FoodDayCanada** and all year round.

READ MORE: <https://lnkd.in/gQ4xCXw9>

Partnership for #FoodDayCanada: Practical Resources for Canadians

To elevate Food Day Canada celebrations on August 2, 2025 and support healthy, confident eating, Canadian Food Focus partnered with acclaimed dietitians Shannon Crocker and Carol Harrison of Sparks RD. Together, we curated two new resources:

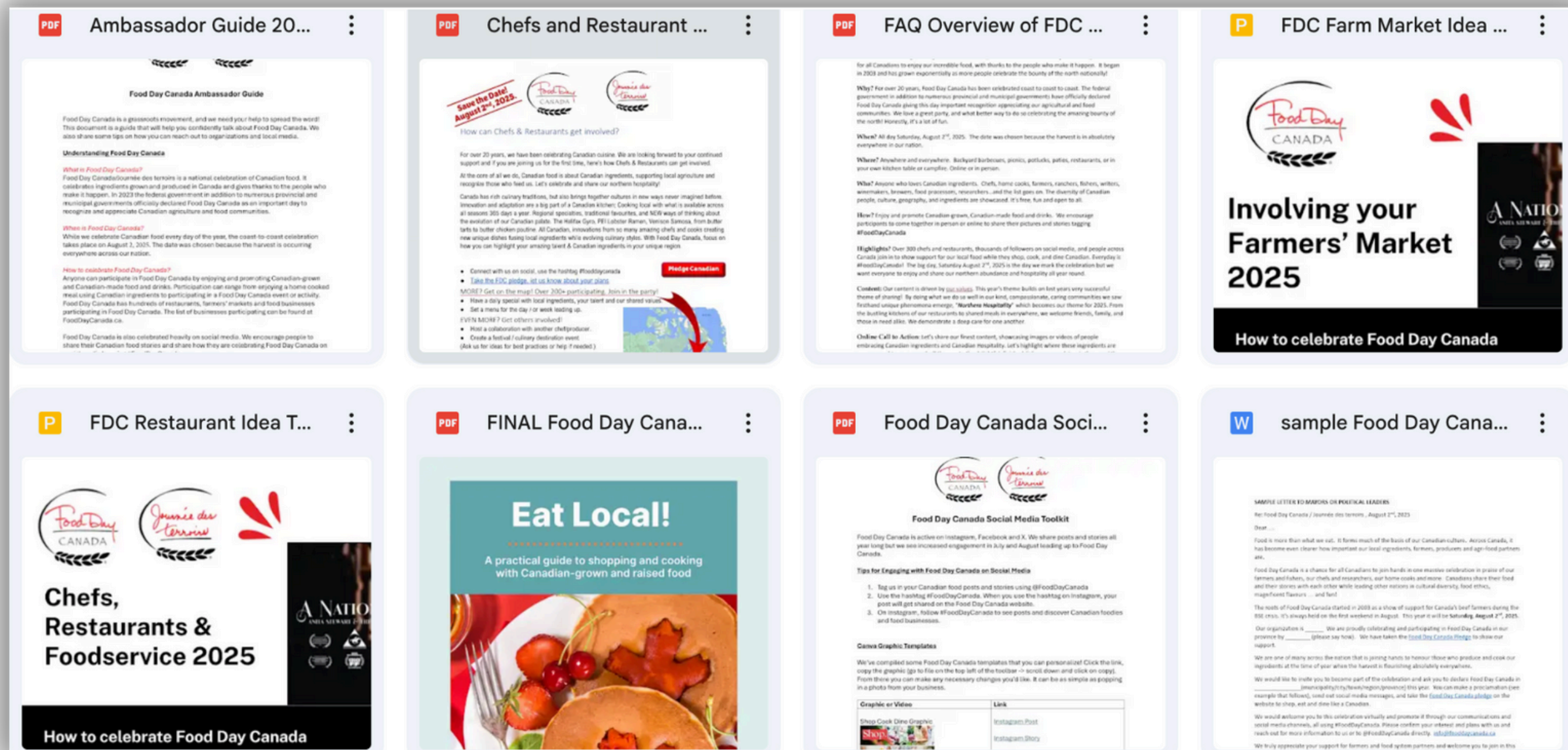
- **Celebration Idea Guide**: A feature-rich guide for Canadians, offering tips, inspiration, and practical ideas to champion Canadian food at home. It includes easy recipes using local ingredients, how-to shopping guides, and fun ways families can celebrate Food Day Canada.
- **Toolkit for Dietitians**: An expertly designed kit to help dietitians across Canada educate and inspire their communities. Complete with evidence-based messaging, ready-to-use infographics and social media content, it empowers dietitians to spread the #FoodDayCanada message and spark excitement about Canadian food.

Both resources ensure everyone—whether a home cook, educator, or health professional—has engaging and actionable tools to make Food Day Canada meaningful and delicious.

Join us as we celebrate our food, our farmers, and our future—together, on Food Day Canada and every day.

Food Day Canada Action Kit

The consumer handout was included in the Food Day Canada 2025 Action Kit.



**Thank you for
your sponsorship of these
valuable resources.**

**Let's *Spark* up another
conversation soon!**

Connect with us to learn more about how we
can work together and get a quote to meet
your needs:

✉ info@sparkrds.com

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

