



Canadian Food Focus

ANNUAL REPORT 2024-2025

Engage. Educate. Empower.





MANAGING DIRECTOR'S MESSAGE



At Canadian Food Focus, food is never just content—it is connection, identity and trust, and that belief continues to guide everything we do. Over the last twelve months, CFF has continued to grow as a trusted, go-to resource for Canadians who want practical, science-based, relatable information about how their food is grown, raised and made. We continue to expand our reach and our engagements, with over 4.9 million video views and more than 1.1 million website visits—an increase of 75% over the same period the year before. Our e-newsletter community has passed 12,500 subscribers with open rates over 50%, demonstrating both the appetite for credible information and the resonance of our tone and topics.

What truly sets CFF apart is how we combine strong science with a values-based approach rooted in deep consumer insight. Using research, analytics and social listening, and by interpreting tools such as the Canadian Centre for Food Integrity consumer surveys, we design content that speaks to Canadians' emotions and lived experiences, not just their need for facts. This has helped us create over 1,200 articles, 550 videos, 25 farm-to-fork courses and thousands of social posts that are unbiased, practical and aligned with the questions consumers actually ask.

CFF is also leaning into responsible innovation, including the thoughtful use of generative artificial intelligence to better serve Canadians. In partnership with organizations such as Dairy Farmers of Canada, we are exploring a large language model that can provide reliable, Canadian-specific answers to questions about farming and food, grounded in expert-reviewed content and strong governance. This work positions CFF to play a leadership role in helping the agri-food sector harness AI in a way that amplifies accuracy, transparency and trust, rather than misinformation and noise.

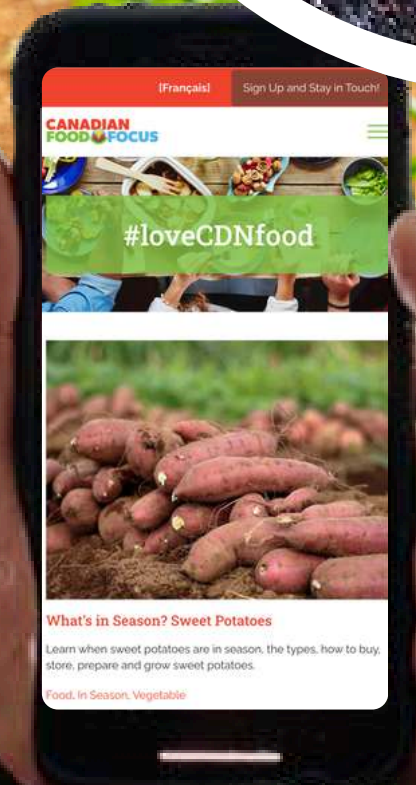
In 2024–25, CFF also expanded its on-the-ground and influencer outreach. We co-hosted and participated in farm and food tours, culinary and dietitian events, and national conferences—partnering with the Canadian Culinary Federation, Taste Canada, GrowCanada, the Canadian Federation of Agriculture, Canadian Produce Marketing Association, and multiple commodity-specific collaborations. Many of these events connected chefs, health professionals, educators and media directly with Canadian farmers and food experts. These experiences consistently shift perceptions, spark richer conversations about Canadian agriculture and strengthen a growing network of credible third-party voices who share our content and values.

Further analysis positions Canadian Food Focus as the leading platform for agriculture and food-related AI searches—demonstrated by our high authority score, top positive sentiment rating, and ranking just behind canada.ca for AI citations. Our collaborative approach, consumer-centered content, and relentless commitment to credible and valuable information have set us apart, empowering us to capture a larger share of voice and build deeper public trust across Canada.

As we look ahead, the need for coordinated, consumer-friendly, science-grounded communication about food and farming has never been greater. CFF is uniquely positioned to serve as a national platform and integrator—amplifying commodity and whole sector stories, testing and scaling digital strategies (including AI-enabled tools), and leading collaborations that make agriculture more understandable and relatable to Canadians. To sustain and grow this impact, CFF needs continued and expanded investment from farmer organizations, companies and value-chain partners who share the goal of strengthening public trust in Canadian food and farming.

Thank you to our collaborators for your leadership, your insight and your support. The clear call to action for the coming year is this: commit to CFF as your national consumer engagement partner—through multi-year funding, strategic collaboration and active content sharing—so together, we can scale this momentum, responsibly harness generative AI, counter misinformation and equip Canadians to make confident food choices grounded in both science and shared values.

Dorothy Managing Director, Canadian Food Focus





Canadian Food Focus is a national non-profit aimed at improving food literacy among Canadians from farm-gate to plate.

Launched in 2019, CFF is dedicated to sharing science-based, factual information in both French and English. Through an extensive online library, social media, influencer partnerships, and educational events, CFF reaches urban Canadians and represents the entire food and farming sector.

Canadian Food Focus is dedicated to building trust and understanding around Canadian food, farming, and agri-food innovation.

OUR MISSION

To inform, engage, and inspire Canadians with credible stories and resources about Canadian food, farming, and innovation — empowering all Canadians to trust, understand and take pride in Canadian agriculture from farm to table.



“ The need for accessible, clear and credible information about food has never been greater. ”



Alanna Koch
Farmer & Chair, Global Institute for Food Security gifs.ca



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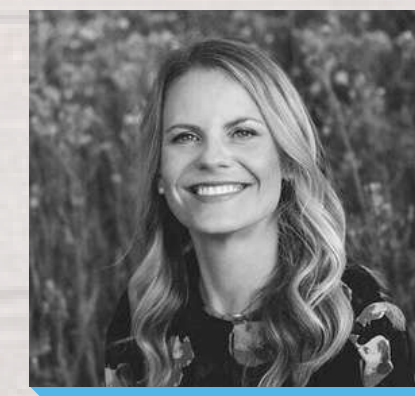
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CONSUMER ENGAGEMENT

CFF translates science-based agricultural information into stories, recipes, and resources that Canadians are looking for. Supported by consumer research, social listening, and survey data, this approach ensures content aligns with Canadians' values, questions, and lifestyle preferences. The result is a unified platform that represents food and farming from coast to coast, while showcasing the agri-food sector's shared commitment to sustainability, food safety, and food security.

37,591
Followers

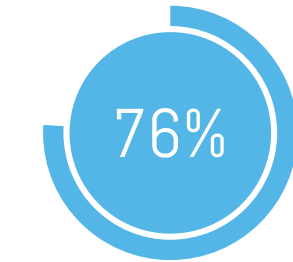
Over 3,000
Reached through presentations, tours and tradeshows in this past year

7,076,817
Online Engagements & Video Views

Media Exposure
51,667,349
Across 130 different news sites

Newsletter Reach
12,904
Across Canada

53%
Open Rate
(industry standard is between 20 - 40%)



Increase in Engagement



Organic Impressions



Website Visitors



37,591 Followers



Increase in Reach



Advertising Impressions (Web + Social)



Average session time: 1 minute 40 seconds (industry average: 77 seconds)



Website Pageviews









National Reach and Measurable Social Results
In 2025, Canadian Food Focus achieved record performance across platforms—solidifying its leadership in digital food and farming communication.



CONSUMER ENGAGEMENT

Outperforming Industry Benchmarks

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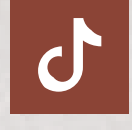
	Platform	Engagement Rate	Industry Average
	Canadianfoodfocus.org	62.6%	50 - 60%
	Facebook Posts	4.95%	1-3%
	Instagram Posts	5.21%	1.3-2.4%
	Instagram Reels	5.84%	1.2-1.9%
	Pinterest	4.93%	1-2%
	LinkedIn	7.5%	2-5%
	Food & Health Newsletter	55%	20-40%
	GFGH Newsletter	51%	20-40%

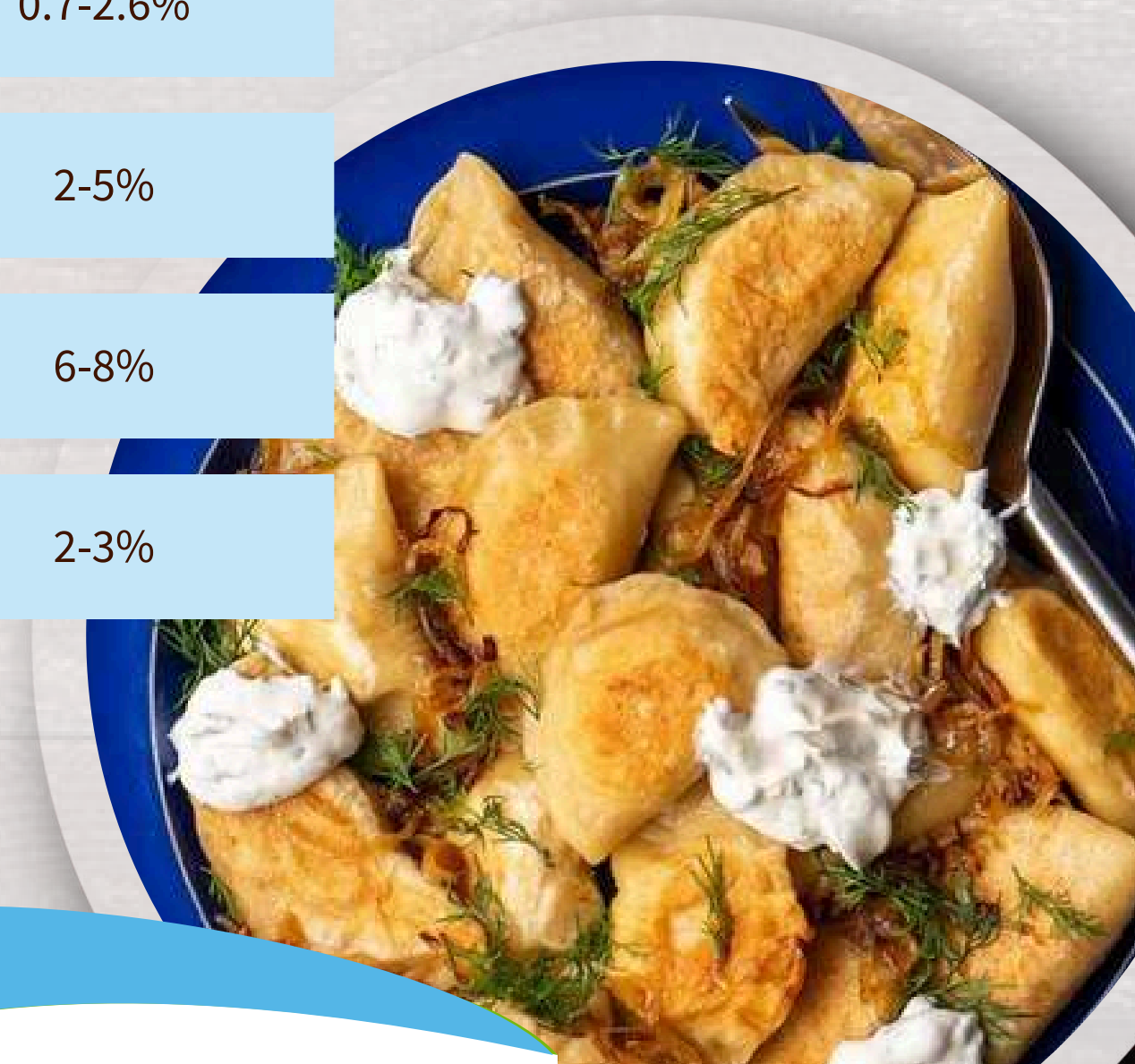




CONSUMER ENGAGEMENT

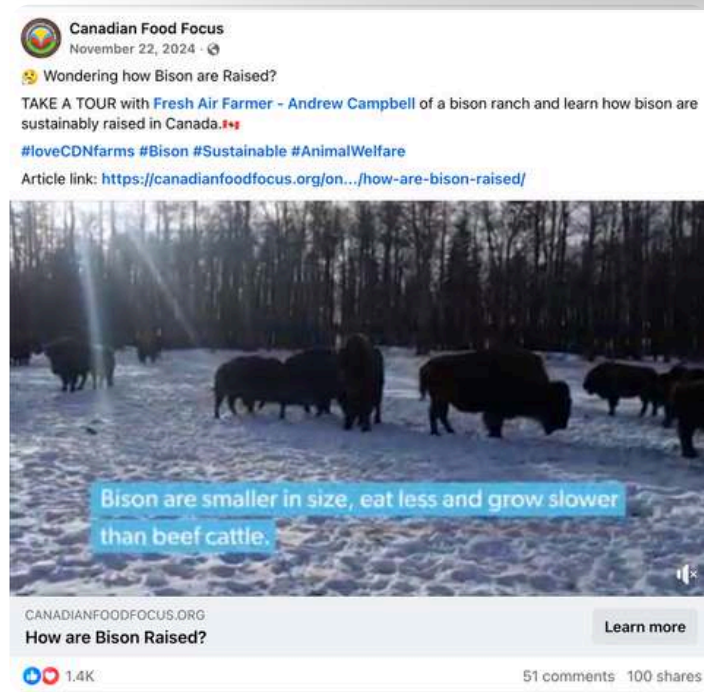
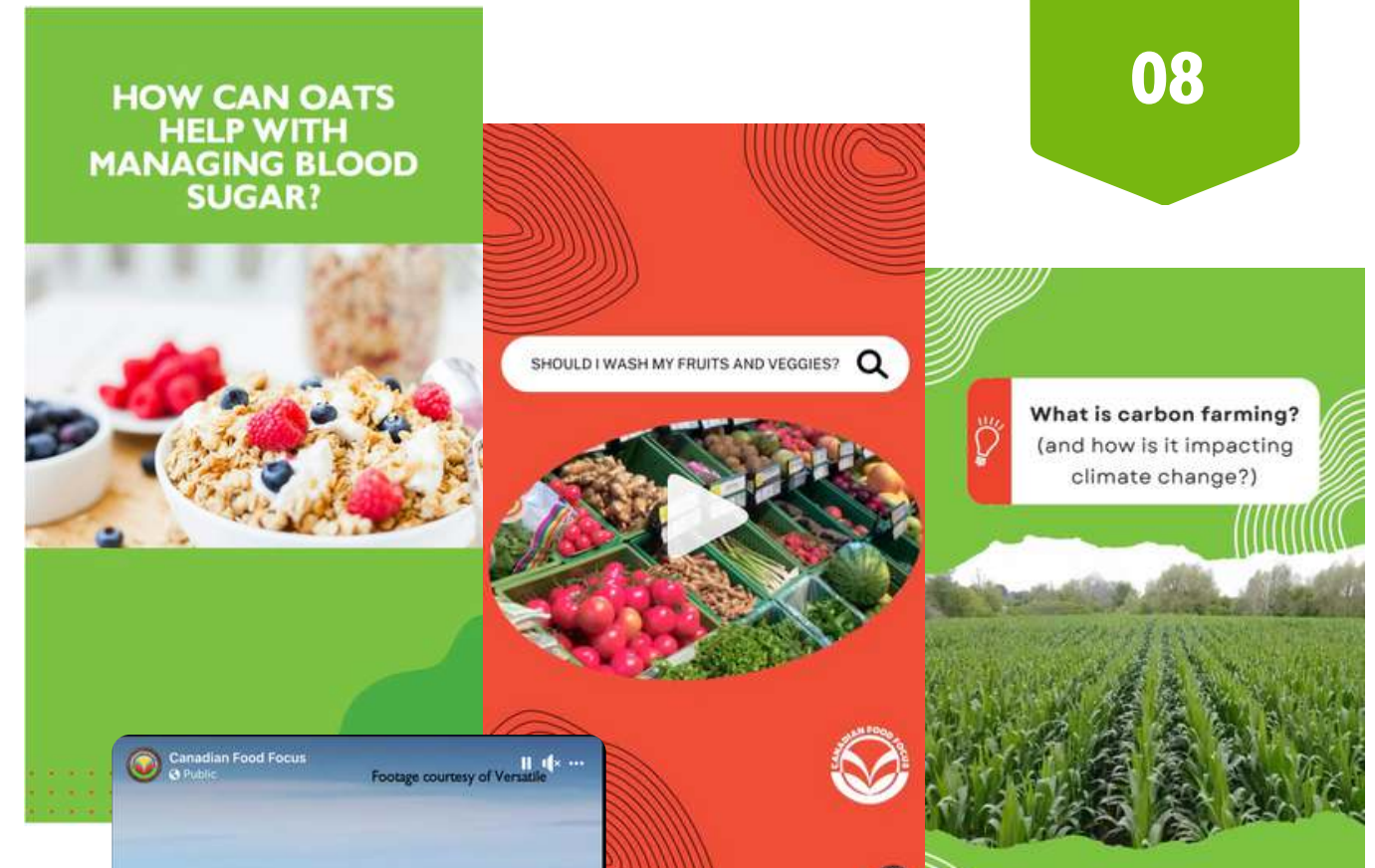
Rapid Community Growth

	Platform	Growth Rate	Industry Average
	Facebook	8.11%	0.4-0.7%
	Instagram	38.3%	0.7-2.6%
	LinkedIn	39.9%	2-5%
	YouTube	22.8%	6-8%
	TikTok	454.9%	2-3%



Content That Matters To Canadians

Canadian Food Focus offers information that consumers are actively searching for and in multiple formats, including short video reels, long-form content, articles, recipes, images or more. We're continually realigning our strategies based on how consumers engage online and to stay in step with consumer needs.



New Canadian Food Focus content added during this period includes: 129 articles and recipes and more than 120 videos and short-form reels.





Recognized Generative AI Authority and Credibility

Canadian Food Focus has become a nationally recognized authority in the use of generative AI for food and farming communication. With an authority score of 40, CFF ranks among the top five Canadian food and farming websites, reflecting the strength of its evidence-based, AI-enhanced content strategy. Holding an 87.18% positive sentiment share, the highest in the sector, CFF continues to set the benchmark for credible online engagement.

With 135 AI-driven content citations, second only to Government of Canada websites, CFF is establishing a leadership position at the intersection of food literacy, digital innovation, and trustworthy AI communication.

Generative AI	KPI*	Notes
Authority Score	40	Top 5 ranking of all Canadian food and farming websites
Sentiment	87.18%	Top ranking of all Canadian food and farming websites
AI Citations	135	Second only to Government of Canada websites

*KPI = Key Performance Indicator

Source: SEMrush September 2025

“ Canadian Food Focus is well positioned to become a go-to authority by curating and communicating evidence-based content, leveraging expert contributors, and clearly differentiating itself from less rigorous sources. ”

— SEMrush, August 2025



STRATEGIC ONLINE EVOLUTION

The Canadian Food Focus website was launched in March 2019. Since that time, more than 1,200 articles and over 600 videos have been developed and shared on canadianfoodfocus.org. A strategic approach to social media advertising, website design, and content titles and tagging has made CFF a national leader in agriculture and food education and has engaged a wide range of Canadian consumers through relevant, accessible content. In 2025, CFF commissioned ThinkShift Strategy to conduct an audit of our website and social media presence. The audit provided some insights to current successes and opportunities for growth.

- ▶ Analytics showed that website traffic January to August 2025 was already close to the total for all of 2024. On CFF social platforms, the audit observed a 76 percent increase in engagement and a 54 percent increase in reach over the six months January to June 2025.
- ▶ Recommendations to elevate our visibility and deepen our digital impact included:
 - ▶ Improvements to search function and the use of filters to access all articles and videos
 - ▶ Ways to create more opportunities for exploration between articles, recipes, videos
 - ▶ Options to improve use of page space, colour accessibility, simpler navigation
 - ▶ Suggestions for increasing engagement through changes to video and post design

“ Canadian Food Focus holds the highest positive perception share (87.18%), driven by evidence-based content, food literacy, and myth-busting. — SEMrush, September 2025 ”

In early 2025, Dairy Farmers of Canada (DFC) approached CFF to work together on a joint project to improve our respective (and collective) search engine optimization results.

- ▶ DFC devotes considerable resources to online engagement with consumers. Their analytics consistently showed Canadian Food Focus as top source of information for consumer questions about Canadian food and farming. As online searches continue to move rapidly toward the use of rich snippets to answer queries, the source of these answers will come from websites with high authority scores. These are the websites seen to be robust, valid, trustworthy, backed up by other sources – all characteristics of Canadian Food Focus. In fact, high authority scores will be difficult if not impossible for single-sector organizations and websites because they by nature represent a certain industry, region or group.
- ▶ CFF and DFC are working together to alter schema and make technical adjustments to improve SEO performance for CFF.
- ▶ After consultation with French content specialists, CFF decided to change the branding for our French site to a new, more resonant name: “Le Canada À Mon Goût.” DFC is also providing expertise and translations to build our French-language content on CFF. To start, we are focusing on recipes, health, what’s in season and farming and food production.



CFF FARM & FOOD TOUR

In July 2025, Canadian Food Focus hosted its annual Farm and Food Tour in Saskatoon. The event included a group of about 25 dietitians, food bloggers, chefs, culinary educators, science communicators, journalists and policymakers, along with industry advisors and sector development officers.

This year's tour focused on closing the gap between farm and fork, providing guests with tangible, sensory-rich experiences that showcase the realities, innovations and stories behind Canadian food and farming.

The event included two and a half days of farm visits, processor tours, learning seminars and cultural experiences. The group toured a mixed grain/cattle/egg laying farm in Saskatchewan, meeting members from 5 of the six generations on this family farm. Participants visited fields of wheat, canola and lentils, learning more about each of those crops and the equipment and technology used to produce them. The tour also stopped at a pasture to see how cattle graze and water alongside other prairie wildlife. Practical, hands-on activities like seed identification and DNA extraction were paired with open Q&A sessions and opportunities to view modern farm equipment. The tour also included a gathering at Wanuskewin Heritage Park, sharing Indigenous history and foodways.

Our tour featured both virtual and in-person learning. Guests took virtual tours of pork and chicken barns, gaining insight into animal welfare and production practices. The group visited an egg processing facility with demonstrations of state-of-the-art robotics and packaging. The tour also explored a dairy farm, showing guests how cows are cared for and how robotic milking systems are used.



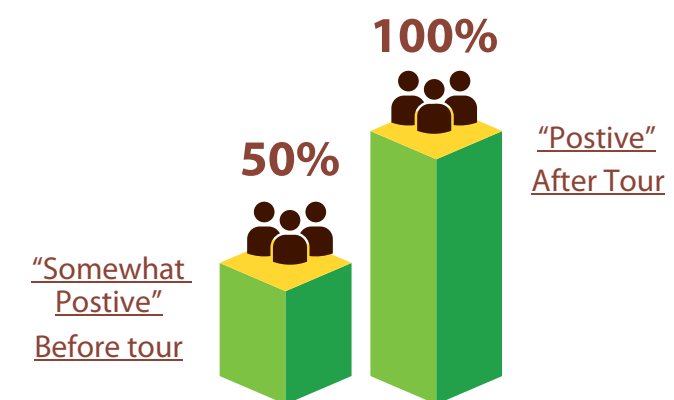
How well informed would you say you feel about farming practices in Canada in general?

	Not Informed	Slightly Informed	Somewhat Informed	Well Informed	Very Well Informed
Pre Tour	7.14	28.57	42.86	14.29	7.14
Post Tour	0	0	0	80	20

“It was wonderful to meet so many welcoming Canadians who are passionate about sharing factual information about agriculture and ensuring consumers are informed to make the best choices for themselves.”

-Tour Attendee

What would you say is your overall impression of Canadian farming and food production in Canada?





EDUCATION & OUTREACH



Wheat Retreat

The Wheat Retreat, held in Winnipeg from April 30 to May 2, 2025, was an event that brought together people who care about Canadian wheat – from industry experts to food communicators. Hosted by the Canadian Wheat Nutrition Initiative at Cereals Canada, the retreat was all about celebrating Canadian wheat and learning everything there is to know about nutrition, quality, sustainability, and more.



Taste Canada

Canadian Food Focus partnered with Taste Canada to present the annual Cooks the Books Student Cooking Competition, an event that celebrates the next generation of Canadian culinary talent while emphasizing recipes built around homegrown food and ingredients. All participants joined a farm tour at the University of Guelph's Beef Research Centre, hosted by Canada Beef and Canadian Food Focus.



Culinary Federation Conference

From May 26 to 29, 2025, Canadian Food Focus was proud to support the Culinary Federation National Conference, held at the Hotel Beausejour in Moncton, NB. CFF in sessions and workshops, moderated two panel discussions and sponsored a lobster boat tour. We helped chefs and culinary professionals make connections to how food is produced.



Canadian College & University Food Service Association Conference

In June, Canadian Food Focus sponsored the 2025 Feeding the Future conference of the Canadian College & University Food Service Association. This group represents chefs and administrators that oversee food service operations and educational programming for students and staff members in post-secondary educational institutions across Canada.



August 2025 Newsletter



Hello Canadian Food Focus Community,
Summer is in full swing, and with it comes the joy of Canada's vibrant harvest! This month, we're celebrating the rich tapestry of Canadian food culture—from luscious cherries grown in BC's Okanagan Valley to the unique collective approach of Hutterite communities in agriculture. You'll also find delicious inspiration and authentic perspectives in content developed by our contributor, Chef Jenni Lessard—a talented Métis chef whose recipes and stories bring Indigenous food traditions and creativity to life.

Don't miss the replay of our recent webinar, "All About Canadian Cherries," featuring Registered Dietitian Andrea Hoiwegner and cherry farmer Erin Carlson. They share expert insights into cherry nutrition, the realities of cherry farming, and creative ways to enjoy cherries every day.

Food & Health Professionals Newsletter

Through a bimonthly newsletter and our LinkedIn group, we communicate with food and health professionals to share nutrition and health content, networking and professional development opportunities, such as courses, webinars and events. We promote connection and highlight new information developed by our Canadian Food Focus contributors.

CAMPAIGNS & PARTNERSHIPS



In May 2025, Canadian Food Focus announced a new partnership with the National Circle for Indigenous Agriculture and Food (NCIAF) to promote Indigenous agricultural knowledge, food systems, and educational outreach across Canada. This partnership, formalized in a Memorandum of Understanding, represents a shared commitment to create impactful, inclusive, and culturally respectful initiatives and elevate Indigenous voices within Canadian agriculture and food conversations.



Partnering With AITC To Tell The Story Of Canadian Food

Canadian Food Focus collaborated on a social media campaign with Agriculture in the Classroom to make teachers aware of our large collection of videos, articles and information about Canadian farming and food.

Sharing Success Stories Of Indigenous Agriculture

Canadian Food Focus worked with NCIAF to share three articles and videos of projects that showcase how Indigenous knowledge, traditional practices and modern agriculture are coming together to build food security and resilience.

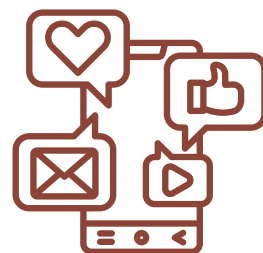


Promoting Canadian-Grown Cherries

Canadian Food Focus partnered with the BC Cherry Association to raise awareness of Canadian Cherry Month and information about this Canadian-grown treasure. Our campaign included a webinar for consumers and food and health professionals on August 12 as well as articles, videos, reels and social posts throughout the year.

Content specifically related to beef and cattle shared through Canadian Food Focus social channels achieved

5.7 million
engagements and video views



cffpartners.org

In July 2025, we launched cffpartners.org to communicate with industry stakeholders. This platform is designed to connect partners, amplify collaborative efforts, and offer valuable resources that support our shared goal of fostering a unified voice that positively influences consumers across the country.



#loveCDNfood

#loveCDNfarms

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info@canadianfoodfocus.org



CanadianFoodFocus.org



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