

The Canadian Centre for Food Integrity's

# Insight Report



# EXECUTIVE SUMMARY

HIGHLIGHTS FROM THE YEAR



## ≡ Editorial Mentions

The number of appearances in articles

36.9k

## ↗ Potential Reach

Approximate number of article views you appeared in

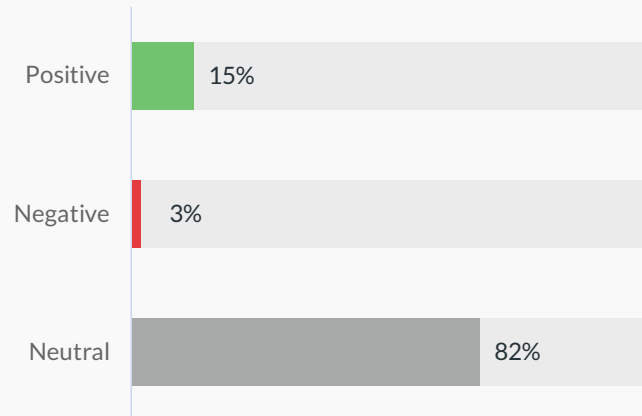
9.9B

## 🗨 Net Tonality Score

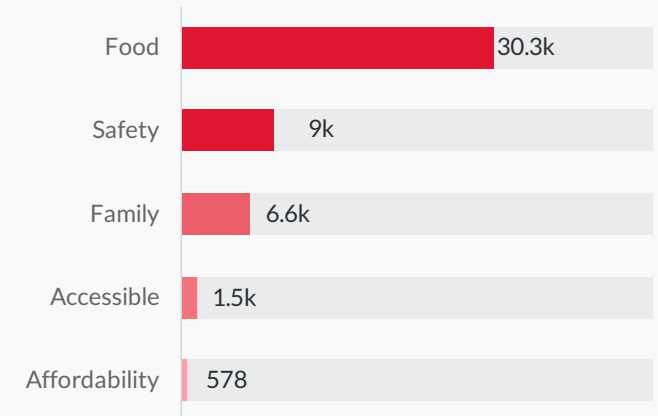
The net change (up or down) in sentiment over the time period

+12

### TONALITY



### KEY MESSAGES



# MEDIA EXPOSURE

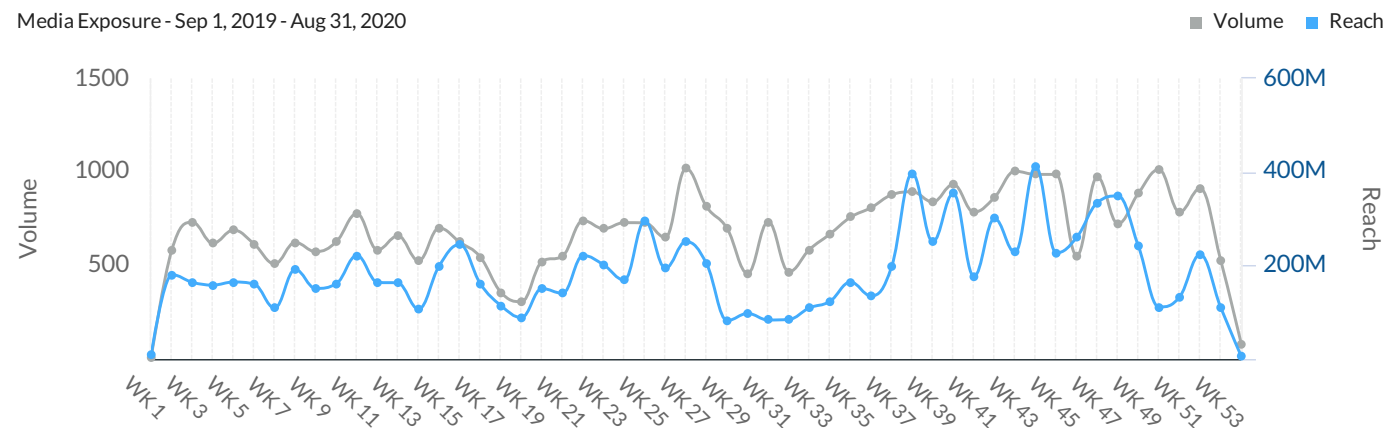
## HIGHLIGHTS FROM THE YEAR

- "Le Lezard (EN)" accounted for 36% of volume, followed by "Press Releases - Digital Journal" with 23% share

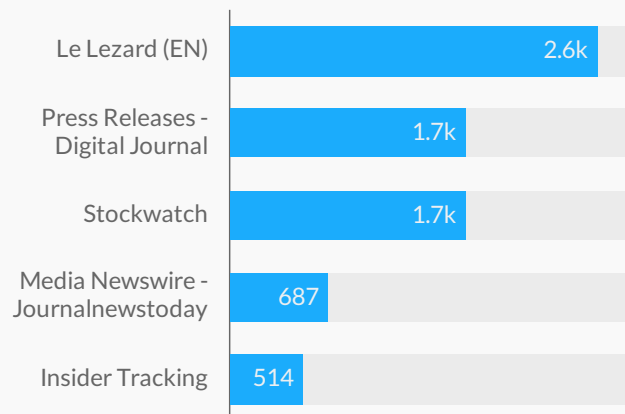


## Sustainability's exposure was highest in week 27

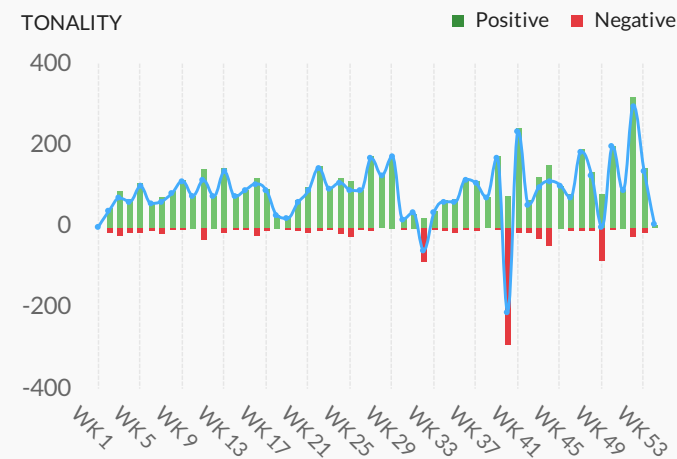
Media Exposure - Sep 1, 2019 - Aug 31, 2020



### TOP PUBLICATIONS



### TONALITY



# SOCIAL MEDIA EXPOSURE

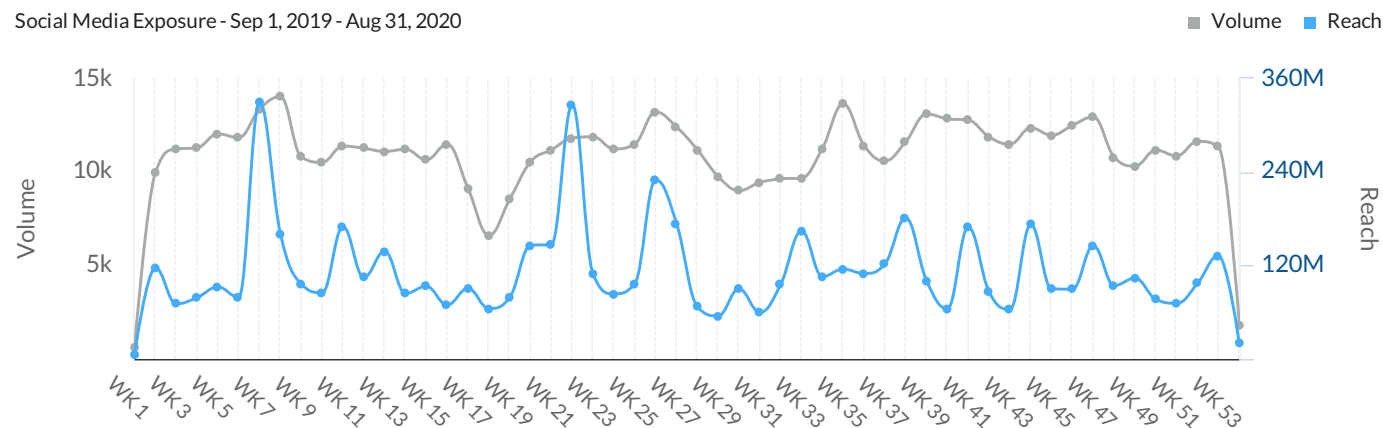
## HIGHLIGHTS FROM THE YEAR

- Blogs accounted for 44% of social volume, followed by Twitter with 34% share

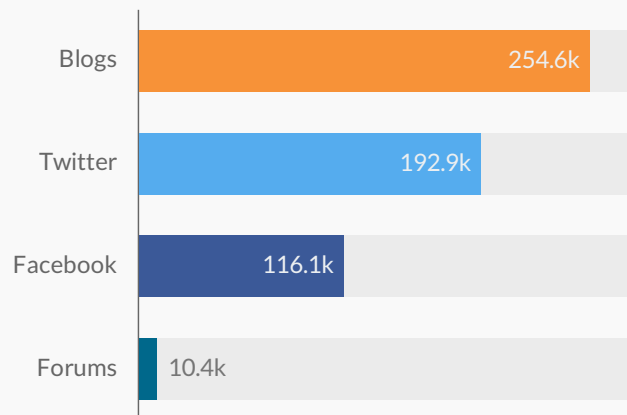


## Social Exposure Increased 18%

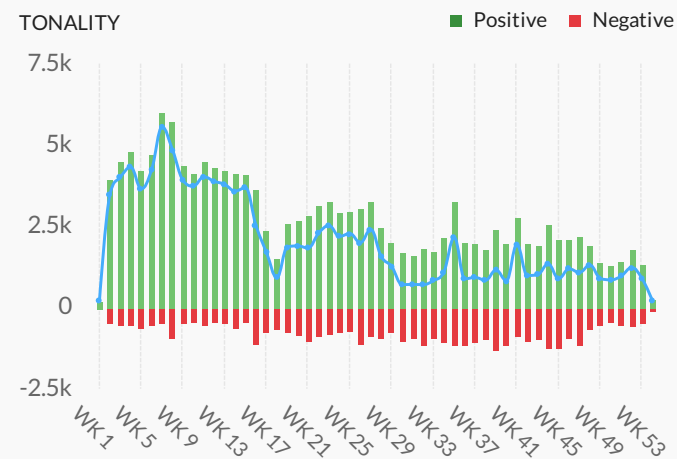
Social Media Exposure - Sep 1, 2019 - Aug 31, 2020



## SOCIAL CHANNELS



## TONALITY



# TONALITY

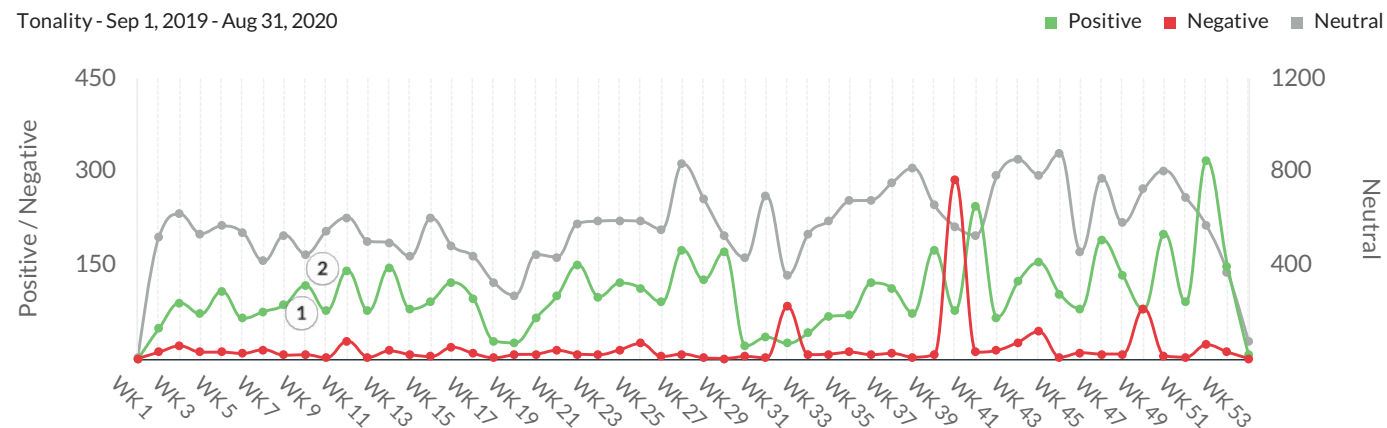
## HIGHLIGHTS

- **1** Jul 9th had the highest volume of 4 negative posts
- **2** Jul 10th had the highest volume of 14 positive posts, rising 75%



# Tonality

Tonality - Sep 1, 2019 - Aug 31, 2020



## ARTICLES WITH MOST IMPACT

Estevan Lifestyles (Print Edition) | Dec 13

### Applications Accepted For Provincial Ag Scholarship

The 2020 Saskatchewan Agriculture Student Scholarship Program is now accepting applications from students entering an agriculture-related post-secondary program. "Canada's youth play a critical role i...

Reach 35.4M ● Positive

# TOP ARTICLES

## HIGHLIGHTS FROM THE YEAR

- The top 25 articles combined for a total reach of 780M
- The sentiment was predominantly positive in the top articles with high reach



## Canada.ca had the largest reach of 48M

Top Articles - Sep 1, 2019 - Aug 31, 2020

Canada.ca | Jun 8

**Statement from the Minister of Fisheries, Oceans, and the Canadian Coast Guard on World Oceans Day**

Statement from the Minister of Fisheries, Oceans, and the Canadian Coast Guard on World Oceans Day From: Fisheries and Oceans Canada ...

Reach 48M ● Neutral

Canada.ca | Jun 19

**Government of Canada takes action to address threats to struggling Fraser River Chinook**

Government of Canada takes action to address threats to struggling Fraser River Chinook From: Fisheries and Oceans Canada News ...

Reach 48M ● Neutral

Canada.ca | Jun 22

**Boosting Canada's reputation as a global leader in plant proteins**

Boosting Canada's reputation as a global leader in plant proteins From: Agriculture and Agri-Food Canada News release Cana...

Reach 48M ● Neutral

Canada.ca | Jul 9

**Canada joins Global Ocean Alliance: Advocates for protecting 30 per cent of the world's ocean by 2030**

Canada joins Global Ocean Alliance: Advocates for protecting 30 per cent of the world's ocean by 2030 From: Fisheries and Oceans Canada ...

Reach 48M ● Neutral

# TOP PUBLICATIONS

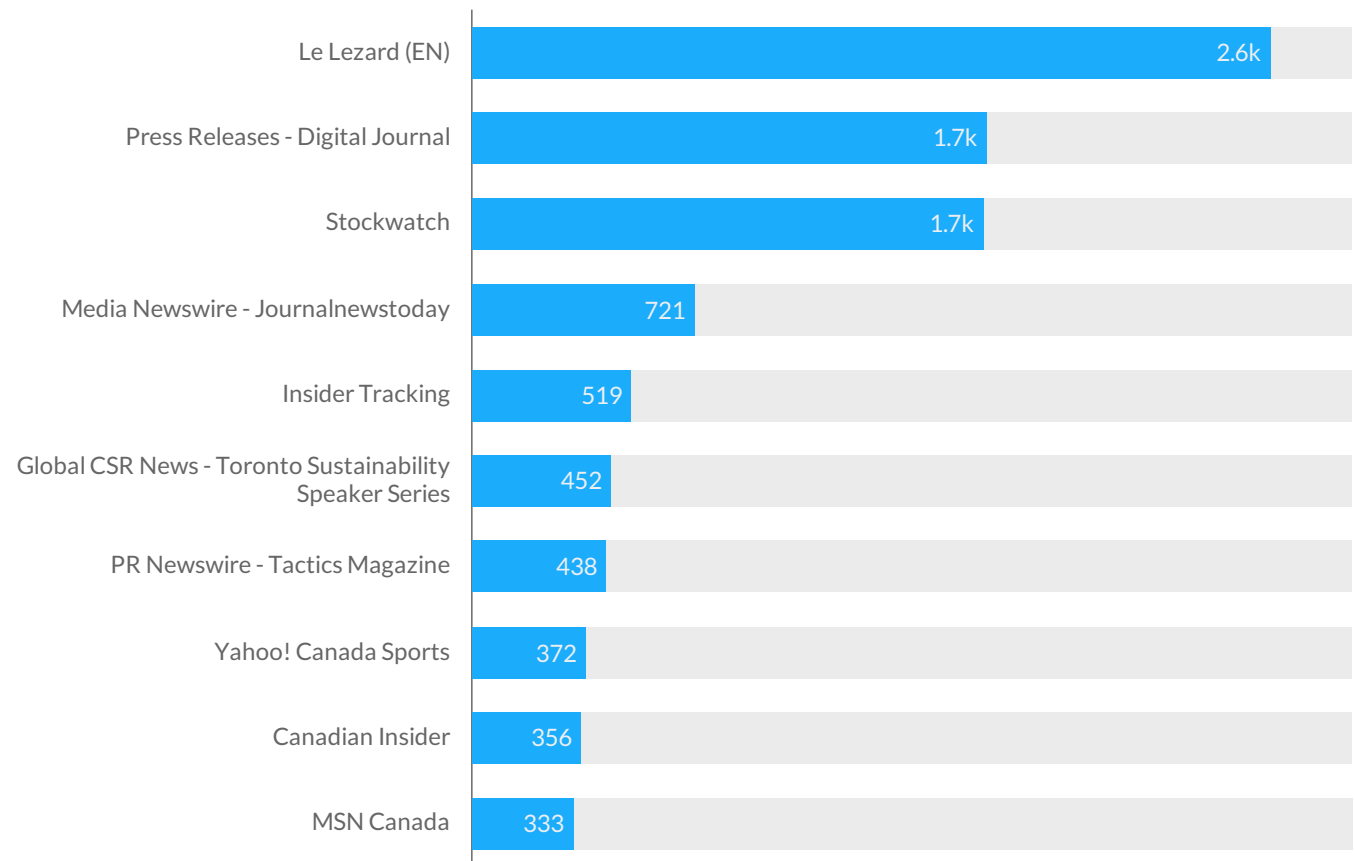
## HIGHLIGHTS FROM THE YEAR

- "Le Lezard (EN)", "Press Releases - Digital Journal", and "Stockwatch" accounted for 46% of the volume share among the 25 highest publications



## Le Lezard (EN) had the highest volume

Top Publications by Volume - Sep 1, 2019 - Aug 31, 2020



## WORD CLOUD

### HIGHLIGHTS FROM THE YEAR

- "company" (9.1k)  
"Canada" (4.5k)  
"world" (4.3k)
- The above 3 keywords covered 36% of the mentions across the top 22



## Sustainability's most popular keyphrases in the news

Word Cloud - Sep 1, 2019 - Aug 31, 2020

COVID business people industry  
company products  
world food Canada  
customers



## WORD CLOUD

### HIGHLIGHTS FROM THE YEAR

- "food" (52.9k)  
"world" (49.1k)  
"sustainability" (39.7k)
- The above 3 keywords covered 36% of the mentions across the top 24



## Sustainability's most popular keyphrases on social media

Word Cloud - Sep 1, 2019 - Aug 31, 2020



# SUSTAINABILITY

## INSIGHT REPORT Backgrounder

**To effectively communicate and connect with Canadians on tough topics in agriculture and food, the individuals and organizations disseminating the message need to be well-informed and viewed as credible. The following backgrounder will provide accurate, shareable information about sustainable production practices in Canadian agriculture. Whether you need to explain what sustainability means in a 30-second elevator speech, develop a marketing strategy, or want to be up to date about this topic yourself – this report is for you. We can all work to share a unified, trustworthy message and enable Canadians to make their own educated choices.**

### KEY MESSAGES:

1. Sustainability is a complex topic that encompasses three different pillars – environment, economy, and society. Simply – the word sustainability means something different to everyone.
2. There is no end-point for sustainable production practices – sustainability is a moving target and continuous improvement is an expectation.
3. Canadian agricultural products are grown and raised using up to date, responsible and sustainable production practices.
4. Sharing what you do within your company, organization or on your farm to improve environmental, social, and economic outcomes can be a powerful tool to build trust in the Canadian agriculture and agri-food sector. Activities such as sustainability certifications (i.e. CRSB, VB+, ProAction, etc.), implementing an Environmental Farm Plan Action Plan, and continuous learning are all great ways to communicate that your agri-business is contributing to a sustainable and resilient food system for Canada.

## Tips for Sharing Information about Sustainability

Not sure where to start with sustainability? Many groups have resources and credible information. Check out: The Canadian Roundtable for Sustainable Beef, The Canadian Roundtable for Sustainable Crops, Canadian Agricultural Safety Association, local Provincial/Territorial Environmental Farm Programs, The Canadian Horticultural Council and your local federation of agriculture.

Want to reach new audiences? Try a social media “take-over” to talk about sustainability. Having your business partners, employees, or friends post on your social channels can be a fun way to reach new audiences.

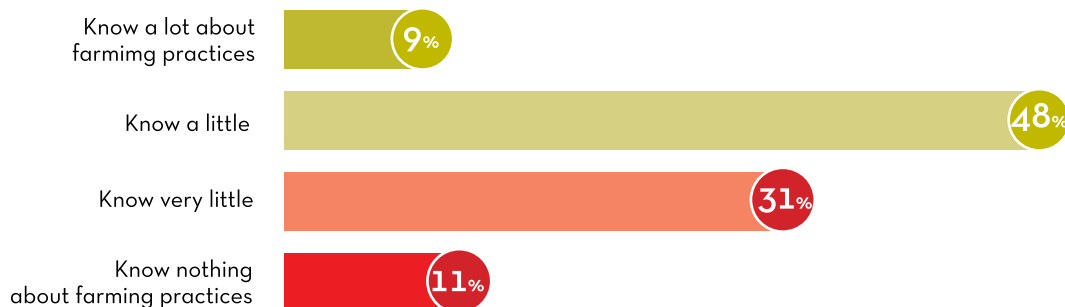
Want to share what best practices for sustainability your company or organization is focusing on? Here are some tips.

- Pictures or videos are great! Show your followers what sustainable practices you have implemented.
- Use plain language, or explain what you mean when you talk about practices like cover cropping, intercropping, etc.
- Allow people to ask questions! Answer when you can and ignore any disrespectful engagement.
- If you are concerned about negative engagement, you can disable comments and sharing.

# RESEARCH

The Canadian Centre for Food Integrity Public Trust Research indicates that consumers are interested in the topic of sustainability. Check out the results!

91% of Canadians claim they know 'little or nothing' about modern farming practices, and 60% indicate they are interested in learning more.



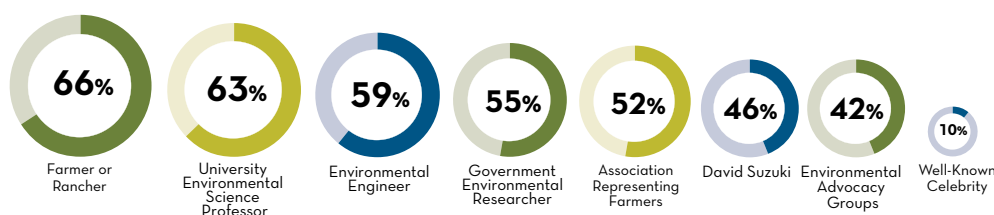
**40%** of Canadians agreed that Canadian farmers are good stewards of the environment.

When asked if consumers are interested in knowing more about agriculture, **60%** of respondents indicated 'Yes' and **40%** indicated 'No'.

**60%** of Canadians are interested in knowing more!

**41%** indicated they were concerned with the topic of environmental sustainability in farming.

When consumers were asked who they trust to provide credible information about farming and environmental issues, Canadians indicate farmers and researchers as their top sources, respectively.



In addition to CCFI research, many food companies have publicly shared their commitment to sourcing sustainably produced agricultural products.

- Maple Leaf Canada vows to become "the most sustainable protein company on earth" by meeting a number of goals related to animal care, emissions, becoming carbon neutral, and water-use among others.<sup>3</sup>
- Molson Coors aims to source 100% of its barley and hops from sustainable sources and reduce carbon emissions across agricultural supply chains by 20%.<sup>5</sup>
- High liner Foods has committed to 100% sustainably sourced seafood, using criteria developed by numerous fisheries standards including Marine Stewardship Council, Ocean Wise, Global Sustainable Seafood Initiative, and others.<sup>2</sup>

# WHAT IS SUSTAINABILITY?

There are more than 100 definitions of 'sustainability'.<sup>4</sup> The most widely cited definition comes from the United Nations World Commission on Environment and Development (WCED) report, "Our Common Future". Also known as the Brundtland definition, the WCED report defines sustainability or sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". Inspired by the Brundtland report, the 'triple bottom line' approach to sustainability was coined by John Elkington.<sup>1</sup> That is, environment, economy, and society (also known as the three pillars of sustainability).

Despite being a vast topic with many meanings and considerations, it is important to understand the ways in which your company or organization contributes to each of these three pillars of sustainability. None of your actions are relevant for just one of the three pillars, in fact, most sustainable production practices have benefits for all three pillars. There is increasing pressure for businesses, including farms and food and beverage producers, to perform against these three pillars.

## WHY DOES IT MATTER?

Canadian agriculture and agri-food products are known to be the most safe, sustainable, and affordable globally. From hog producers to floral greenhouse growers and everything in between, the Canadian food system is implementing a range of practices to improve sustainable outcomes. Canada's agricultural sector has taken a leadership role in enhancing sustainable agricultural practices. This leadership is reflected by the many current initiatives across the sector to enhance environmental, social and economic outcomes on Canadian food businesses.

As international markets continue to implement sustainable sourcing requirements, the Canadian food system must be equipped to respond to these demands which come in the form of all three pillars of sustainability.

### Sustainability and Society

Canadian producers contribute to both Canada's food system and the global markets, supplying high quality food products for a growing population. Practices such as food safety, employment, labour practices, as well as animal health and welfare, are all ways your company or organization's contribution to society may be assessed.

### Sustainability and the Economy

No matter where, and what you produce, your business contributes to the local economy. Whether you employ people directly, purchase services from other employers, or any combination of the two, your business supports jobs in the community and beyond. Economic sustainability can be assessed by the supply chain in terms of income diversification, financial planning, supply chain traceability, and business conduct.

### Sustainability and the Environment

The viability of your business is tied to the well-being of the environment, and vice versa. Many producers contribute to positive environmental outcomes through activities such as nutrient management planning, carbon sequestration, habitat and biodiversity conservation, water management, integrated pest management, decreased carbon footprint, and soil health. Consumers are increasingly assessing business contribution and impact on environmental sustainability.

## WHAT'S NEXT?

Canadian businesses need the tools and resources to share their sustainability story. First step – reading this Insight Report, check. Next steps are researching which programs exist that apply to your business. Start with organizations such as: The Canadian Roundtable for Sustainable Beef, The Canadian Roundtable for Sustainable Crops, Canadian Agricultural Safety Association, Local Provincial/Territorial Environmental Farm Programs, The Canadian Horticultural Council, and your applicable Local Federation of Agriculture.

Finally – share your story and the efforts towards sustainability. Consumers are seeking out products that are produced with their values in mind– sustainability being one of the most sought-after elements. As mentioned above, sustainability is complicated and can mean a variety of different things to different Canadians. Understand your target audience – is their main goal environment, social or economic, or all three? Focus on sharing your practices in each of the three areas to show that you understand how your production practices incorporate all three pillars.

For producers specifically, while many excellent programs exist, there remains to be a central place to signal potential supply chain actors that their farm implements sustainable production practices. The Canadian Agri-food Sustainability Initiative (CASI) will provide a one-stop online portal for Canadian producers to demonstrate sustainable production practices. CASI will be a place for Canadian farm businesses to communicate the good work taking place on-farm. As a pre-competitive initiative, the CASI platform will benchmark Canada's sustainability work with international standards to gain a better understanding of gaps and market access opportunities.

The purpose of the Canadian Agri-food Sustainability Initiative is to measure, connect and recognize the economic, environmental and social impacts and benefits of the Canadian agri-food sector to ensure confidence and trust in the quality of Canadian agri-food products.

To learn more about the Canadian Agri-food Sustainability Initiative, please visit <https://www.agrifoodsustainability.ca/>

### REFERENCES:

1. Elkington, J. (2004). *Enter the triple bottom line*. London: Henriques A, Richardson J (eds).
2. High Liner Foods. (n.d.). *Sustainability performance*. Retrieved August 2020, from <https://www.highlinerfoods.com/en/home/sustainability/sustainability-overview/efforts-and-performance.aspx>
3. Maple Leaf Foods. (n.d.). *Sustainability*. Retrieved June 2020, from <https://www.mapleleaffoods.com/sustainability/better-care/>
4. Marshall, J. D., & Toffel, M. W. (2005). Framing the elusive concept of sustainability: A sustainability hierarchy. *Environmental Science & Technology*, 39(3), 673-682.
5. Molson Coors. (n.d.). *Sustainably brewing*. Retrieved August 2020, from Molson Coors Beverage Company: <https://www.molsoncoors.com/sustainability/sustainably-brewing>