

Public Trust in Food and Farming

Key Messages for Nova Scotia Farmers & Ag. Industry

Key messages are the main points of information we want our audience to hear, understand, and remember. Key messages provide the takeaway headline of the issue we want to communicate.

The key messages developed below focus on the shared values of the food system with Nova Scotians. Based on the data from the 2020 CCFI research findings, the issues Canadians are most concerned about:

- The cost of food
- The Canadian economy
- Keeping healthy food affordable
- Food safety
- Animal welfare
- Environmental sustainability in farming

As farmers and food system members, we want to communicate that these issues are also important to us and we are working on solutions.

1. We all care about safe, healthy, affordable, and readily available food. Modern farming practices help reduce greenhouse gasses and fight climate change, while providing abundant and quality food. Although farming has changed, our commitment to doing what's right hasn't.
2. People want to know more about the food they eat. As farmers, it's important that we provide the information necessary to enable consumers to make informed decisions about their food choices. It's part of our commitment to providing a healthy, affordable, local, abundant, sustainably driven, and safe food supply.
3. Food is connected to many of the big issues facing our society, from the cost of living and energy to climate change and healthcare. The food system is working to create solutions to these issues by using modern farming techniques to keep food affordable, healthy and available.
4. Nova Scotians are concerned with their health and well-being. Food and agriculture play an important role into personal health and wellness.
5. It's important that you, as a Nova Scotian and as a consumer, can see yourself in the food system. The average grocery store has over 50,000 products. You have the choice of safe, affordable and available food.
6. As farmers, businesses and individuals in the food system, we are concerned with the vulnerability of modern economies. We are working to develop new technologies, careers, and food production techniques that will be foundational for the Canadian economy, now and into the future.