



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Organic Month 15th Anniversary

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Organic Week

\$10.26-billion* Organic sales in Canada
Conditions annual spend on organic

Food & Beverage spend on organic: **\$7.943-billion***

TOTAL MARKET SHARE: 3.57% (2023), 4.35% (2022), 5.30% (2021)

A call to rev up the organic revolution

BRIDGING MARKETS AND PRODUCERS

Aligned with four core principles—health, ecology, fairness, and care—the organic food system resonates with a broad spectrum of producers and consumers. This special feature, presented in conjunction with the 15th-anniversary celebration of Organic Month, will offer a comprehensive examination of Canada's organic sector. The feature will highlight the sector's impact, address prevalent challenges, and explore emerging opportunities within this dynamic industry.

Proposed topic highlights:

- SOIL STEWARDSHIP** — Exploring the crucial role of responsible, soil-centric organic farming practices in contemporary society.
- HOLISTIC HEALTH** — Exploring the holistic health benefits derived from organic farming practices, fostering well-being for humans, animals, and the planet.
- NATURAL CHOICE** — Examining the link between organic farming and natural ecological cycles, emphasizing the synergy with the environment.
- ORGANIC FOR ALL** — Delving into the increasing importance of dedication to equity, respect, and stewardship in farming practices for both people and the planet.
- SUSTAINABLE AGRICULTURE** — Highlighting how organic farming plays a pivotal role in sustainable agriculture practices, fostering environmental resilience and ensuring long-term viability.

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – **6,063,000**
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
July 5	August 30	September 6	July 5