



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

The Future of Food

Exploring Innovations and Sustainability

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

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Canada's food system contributes over \$140 billion annually to the national GDP, making it a cornerstone of the economy. However, it faces significant challenges, including climate change, food security, and evolving consumer demands. This special feature will explore how advancements in food production, distribution, and consumption are transforming the industry across Canada.

Proposed topic highlights:

Agri-Tech Revolution: AI, robotics, and data innovations redefining Canadian farming.

Alternative Proteins: Breakthroughs in plant-based and lab-grown food by Canadian innovators.

Sustainable Practices: National strategies to cut food waste and improve resource efficiency.

Food Security: Addressing Canada's challenges to ensure equitable nutrition for all.

Consumer Trends: Canadians' growing demand for healthy, eco-conscious food choices.



48%
More likely to be from high-income (\$200K+) households with children under 18.

44%
More likely to be highly educated (3.4M have a university degree or higher).

31%
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,941,000**
Print Weekly Readers – **2,580,000** | Digital Weekly Readers – **4,607,000**

Source: Vividata SCC Winter 2024, National, Adults 18+

| Standard Booking Deadline | Material Deadline | Publishing Date | Sponsor Content Booking Deadline |
|---------------------------|-------------------|-----------------|----------------------------------|
| April 28 | June 2 | June 9 | April 28 |

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