



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Organic Trends

Exploring the Future of Sustainable Living

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

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The demand for organic products is growing rapidly, reflecting a shift in consumer priorities toward sustainability, health, and environmental stewardship. Canada is at the forefront of this movement, with its organic market valued at over \$8 billion annually. This special feature will explore the trends driving the organic sector and the opportunities for innovation, investment, and impact.

Proposed topic highlights:

Market Growth: Key insights into the rapid expansion of Canada’s organic industry.

Sustainable Practices: Innovations in farming, production, and supply chains to meet eco-conscious demands.

Consumer Preferences: How Canadians are driving the shift toward organic products and services.

Global Connections: How Canadian producers are making an impact on the international stage.

Future Opportunities: Emerging trends shaping the future of organics in Canada.



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 |
|---------------------------|-------------------|-----------------|----------------------------------|
| July 28 | September 14 | September 21 | July 28 |

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