Let’s Grow Canada: Why Canada’s Food Story Matters More Than Ever



At a time when the world is hungry for food, stability, sustainability, and leadership, the Canadian agriculture and food sector is uniquely positioned to lead. We have trusted producers, safe and high-quality food, innovation rooted in science, and abundant natural resources that are respected around the globe. Yet for too long, Canada has been quietly confident about this strength.

Let’s Grow Canada is about changing that.

Let’s Grow Canada is a bold, national movement celebrating the food, land, and people who grow Canada’s future. It brings together farmers, processors, innovators, communities and everyday Canadians under a shared belief: **Canada has what the world needs.**

Why Now?

Global volatility is reshaping how nations produce, trade and secure food. Canada’s strengths – trust, sustainability, innovation and abundance – have never been more relevant.

Canadian agriculture and food is uniquely positioned to tackle four of the biggest challenges facing our planet: food insecurity, health, climate change, and economic growth; all at the same time. Global demand for food is rising, and countries are looking for trusted partners. Canada has the producers, standards, and innovation to meet that demand.



This movement responds directly to what producers, processors, stakeholders, and international partners have been saying. Canada has everything the world is looking for, but we have not been telling our story boldly or consistently enough.

Global partners look to Canada and ask: 'What are you waiting for?' This is Canada's moment to lead.

A Movement Built Around People

This movement's goal is to shine a light on the Canadians who grow, harvest and process our food – the people whose work fuels our collective pride at home and strengthens confidence in Canadian food around the world.

Growing Pride, Demand, and Opportunity

Let's Grow Canada aims to inspire national pride, attract the next generation of talent, grow demand for Canadian food at home and abroad, and encourage investment in a sector that touches every Canadian's daily life. It's about amplifying and connecting our efforts and others through a shared national voice.

When we unite the industry and Canadians under a shared vision, we build pride and momentum for our sector.

Get Involved: Be Part of Let's Grow Canada

Explore stories from across the country, learn more about the people behind our food system, and discover how Canada is stepping confidently into its role here at home and on the global stage by visiting **letsgrowcanada.ca**.

Every story shared and every interaction helps strengthen the connection between Canadians and the people behind the industry that nourishes them.

You can also engage with the movement on social media to share stories of Canadian food and connect with others who believe in growing a stronger, more sustainable food future—together

- Follow Let's Grow Canada on Instagram , LinkedIn , and Youtube
- Join the conversation using **#LetsGrowCanada**

Let's Grow Canada. The time is now.