



Canada Ag Communications

FOOD DAY CANADA EDITION 2024



A selection of resources for
dietitians brought to you by:





Hello, Friends!

Thank you for grabbing *Canada Ag Communications, Food Day Canada Edition*, a resource package filled with useful information to help you celebrate and promote Food Day Canada 2024.

We're proud Canadian ag-vocates and we're hoping we can nudge you to be too! We've been fortunate to visit farms across the country and see their modern agricultural methods first-hand. So we know that farmers take pride in nourishing others. And we take pride in helping to promote the good work they do.

Here's the thing: Canadians are increasingly curious about where their food comes from and how it's produced and they don't compartmentalize their questions about nutrition, food safety, and farming. It's all woven together. And they expect dietitians to have the answers.

So, to support you, we're sharing:

- Info and ideas to help you spread the love for Food Day Canada
- Ag resources we've curated for you so you can find accurate information to be able to answer some basic food and farming questions
- A few fave recipes we've adapted or created featuring Canadian-grown ingredients. Make them yourself or share them with your clients and communities.

Thanks to our partners, we're able to offer this valuable resource to you at no cost. Check out our partners on the resources page.

Stay curious,

-Shannon & Carol

Spark Nutrition Communications

P.S. Come on over to Instagram and hang out with us at [@sparkRDs](#).

FOOD DAY CANADA

August 3, 2024

What is Food Day Canada?

Food Day Canada is a national celebration held on the first Saturday in August, recognizing Canadian-grown food, ingredients, and culinary talent. Founded by Anita Stewart, it encourages everyone to shop, cook, and dine Canadian, highlighting the richness of Canadian cuisine.

The Importance of Food Day Canada:

- Celebrates Local Food: Showcases the diversity and quality of Canadian-grown and produced food.
- Supports Farmers and Producers: Recognizes the hard work of local farmers, fishers, and artisans.
- Community Engagement: Brings Canadians together through shared meals and culinary events. Yay home cooks!

Why Dietitians Should Promote Food Day Canada:

- Encourage Healthy Eating and Food Skills: Promote nutritious, locally-sourced foods to clients.
- Support Sustainability: Highlight the benefits of choosing local and sustainable options.
- Build Community: Foster a sense of community through food-centric events and education.

Dietitians play a crucial role in promoting nourishing, sustainable eating habits. By supporting Food Day Canada, you can inspire your clients and communities to embrace and celebrate Canadian food and farming.

For more information and resources, visit [Food Day Canada](https://www.fooddaycanada.ca).



10

WAYS DIETITIANS CAN CELEBRATE FOOD DAY CANADA

Here are 10 ways you can talk to your clients about Canadian-grown and produced foods and celebrate Food Day Canada. Sharing on social media? Remember to use #fooddaycanada.

1

Encourage your clients and communities to visit the *Food Day Canada* website and take the pledge to eat and support Canadian food on August 3rd. (you can take the pledge too!)

2

Share a BBQ menu plan featuring mostly Canadian-grown ingredients. How about beef burgers with tasty sides like corn on the cob, grilled portabella mushrooms, and lentil salad. For dessert? Summer berry crisp with an oat and flax crumble.

3

Create a recipe using in-season, local ingredients to share with clients, or post on your blog newsletter, website, or social media.

4

Plan a multicultural potluck at your workplace, or with your foodie friends, featuring dishes made with ingredients grown in Canada to celebrate diverse cultures and traditions.

5

Research and write a blog about indigenous foods and their cultural significance, and share recipes that incorporate these ingredients.

6

Visit a local farmers' market and make a video of all the amazing produce. Share it on social media along with a video or photo of what you made with your purchases.

7

Share ways to find Canadian foods in the grocery store all year round. For example, look for "Product of Canada" on the food labels.

8

Live in or near farm country? Organize a small local farm tour to highlight the importance of farmers and see how our food is produced.

9

Create a list of seasonal summer foods available locally; include nutrition facts and ways to use the foods in quick and easy meals.

10

Host a Facebook or Instagram Live cooking event where you make one of your favourite summer meal salads featuring Canadian-grown ingredients and answer questions about how/where the ingredients are grown.

BONUS

Host a virtual cooking class where you demonstrate how to prepare Canadian-grown ingredients. Easy Chickpea Masala anyone? (see recipe in toolkit)



10

COMMUNICATORS TO FOLLOW ON INSTAGRAM

Follow this account for
Food Day Canada highlights:

1
FOOD DAY CANADA
📷 @fooddaycanada

Follow this farmer to stay
on top of food and farming:

2
MICHELLE MILLER
📷 @thefarmbabe

Follow these four science-based accounts for fact-sharing inspiration:

3
ALLIANCE
FOR SCIENCE
📷 @ScienceAlly

4
SCIENCE UP FIRST
📷 @ScienceUpFirst

5
TIMOTHY
CAULFIELD
📷 @CaulfieldTim

6
FOOD SCIENCE
BABE
📷 @foodsciencebabe

Follow these four Canadian ag accounts for all things food and agriculture:

7
AGRICULTURE MORE
THAN EVER
📷 @AgMoreThanEver

8
AGRICULTURE AND
AGRI-FOOD CANADA
📷 @cdn_agriculture

9
CANADIAN FOOD
INSPECTION AGENCY
📷 @cfia_canada

10
CANADIAN FOOD FOCUS
📷 @cndfoodfocus

Don't forget us for
food & farming
trends! @sparkrds





THINGS WE WISH CANADIANS KNEW About Food & Farming

Contributed in part by: Crystal Mackay, [Loft32](#)

Misconceptions about food and farming are common, but food professionals and ag communicators can help set the record straight. These are the messages we share:

1 Canadian farm families own and operate our farms.

Today's farms are larger than in the past, but they're still run by real people who have genuine connections with their land and animals. Many farm families are multi-generational, living by the same values as the hardworking people who came before them.

2 Canada is a world leader in safe, high-quality food.

Canada has an abundant food supply from a world-class food system that follows best practices, rules and regulations for food safety, traceability and inspection – from the farm all the way to the supermarket.

3 Farmers use pesticides judiciously.

Farmers use pesticides to control insects, weeds and diseases that could destroy their crops. Pesticide use is rigorously regulated by Health Canada. While many consumers worry about residue, more than 99% of Canadian produce tests well below Health Canada's pesticide residue limits. Pesticide residue on conventionally grown foods poses no health risk.

4 Farming is based on science with a view to improve.

Farming has always been based on continuous improvement. Science, technology and innovation play a huge role in agriculture, and there is significant research behind every aspect of how farms work.

5 Feeding people needs to be sustainable.

Growing any type of food affects the environment. Farmers continue to work on reducing environmental impacts. Farming needs to be sustainable to keep feeding people, keep farmers in business, keep contributing to the economy and rural communities, and keep improving the land for future generations.



CANADIAN AG RESOURCES

Modern farming, like many industries, leverages technology to improve yield, boost the health of animals, and protect the land all at the same time. Consumers have questions about farming and they expect dietitians to have answers! These resources will help you source evidence-based, credible answers, or find an expert who can assist.

1

The First Sixteen: A farming podcast by Agriculture and Agri-Food Canada for foodies, farmers, scientists, and others who talk about food. Each episode covers one topic in depth.

2

Farm Food 360°: Can't visit a farm in person? Virtual tours of a variety of Canadian farms and processing facilities are offered here. Read facts about various foods and see videos showing life on the family farm.

3

Regulating Pesticides: Pesticides are one tool farmers may use to protect crops to ensure a good harvest. This Health Canada website explains how pesticides are regulated for safety.

4

Plain language guide to food and farming: This handy resource from Utensil.ca puts terms, acronyms and jargon into every day words. It's free and fully searchable by word, acronym or sector.

5

Is Organic Food Healthier?: An insightful article co-authored by one of our fave myth debunkers, Tim Caulfield.

BONUS

Safe Fruits and Veggies Pesticide Calculator

Not Canadian, but we love this tool that shows how many servings of a specific fruit or veggie a person could consume without harm from pesticide residues.

6 VALUABLE RESOURCES FROM OUR PARTNERS

This Food Day Canada Dietitian Tool Kit is our special gift for you, our dietitian colleagues, thanks in part to our wonderful Canadian food and farming sponsors. Take some time to dive into their valuable resources.

- 1 Canadian Food Focus:** Discover how Canadian food is grown and raised, try recipes, watch videos, and get expert advice to make confident food choices. The site features sections like Canadian Food Stories, On the Farm, and What's in Season. New content is regularly added, including material created by dietitians.
- 2 Guardians Of The Grasslands Documentary:** This documentary explores one of the world's most endangered ecosystems, the Great Plains grasslands, and the role that Canadian cattle play in its survival. An interesting and informative watch!
- 3 Oats Every Day:** This consumer-friendly website is your one-stop-shop for all things Canadian oats. It features recipes beyond oatmeal (veggie oat fritters anyone?), frequently asked questions (e.g. are oats GMO?), types of oats, and oat nutrition information.
- 4 Stay Informed with CropLife Connects:** Need clarity on GMOs, pesticides, and gene editing? CropLife Connects is a newsletter for nutrition and health professionals with accurate information on plant science and ag. Subscribe to stay updated on trends, debunk misinformation, and access evidence-based resources.
- 5 The Social Shell:** This is your go-to resource for all things Prince Edward Island oysters and mussels. You'll find amazing recipes, as well as shopping, storage and cooking tips, on this consumer-centric community site. There's even a video on how to shuck oysters.
- 6 Mushrooms Canada:** Learn how to store, prepare and cook with mushrooms, find answers to your most frequently asked mushroom questions, get the nutrition scoop, and see how mushrooms grow by watching a virtual mushroom farm tour.



3

CONSUMER SHAREABLES

Check out these free valuable resources you can download and/or share with your clients and communities.

Real Dirt on Farming

1

Think of this easy-to-read booklet as a guide to food and farming in Canada. In this publication, there's answers to questions about our food, where it comes from, and what's happening to produce food that is sustainable, healthy and safe.



Easy-to-Understand Infographics (sponsored content)

2

Discover the science behind your food with visual resources perfect for client education. Check out CropLife Canada's latest infographic you can download to share with clients: What is glyphosate?



3

Canadian Food-Forward Recipes

A few fave recipes created or adapted by Spark Nutrition Communications featuring Canadian-grown ingredients are available in the final pages of the toolkit. Make them yourself or share them with your clients and communities.



**Easy
Chickpea
Masala**



**Mushroom
Farro Risotto**



**Simple
Skillet
Granola**



**Moroccan-
Inspired
Meatballs with
Herbed Slaw**



**PEI Mussels
with Fire
Roasted
Tomato Sauce**

We hope you love
these recipes as much
as we do!





Easy Chickpea Masala

TOTAL TIME: 25 MINS

MAKES: 4 SERVINGS

The easy curry sauce in this recipe is perfect with budget- and pantry-friendly canned chickpeas and super-convenient frozen veggies. And it's so tasty, you'll want to put it on everything! Try it over Canadian-grown barley. Bonus? With just one pan to clean up, it's a time-saving winner.

INGREDIENTS

- 2 tbsp (30 mL) canola oil
- 4 cloves garlic, minced
- 1 onion, chopped
- 1 tbsp (15 mL) minced fresh ginger root
- 3 tbsp (45 mL) tomato paste
- 2 tsp (10 mL) garam masala
- 1 tsp (5 mL) ground cumin
- 1 can (796 mL) whole tomatoes, undrained
- $\frac{3}{4}$ cup (175 mL) water
- 2 cans (19 oz/540 mL each) chickpeas, drained and rinsed
- 1 pkg (500 g) frozen cauliflower florets
- 2 tbsp (30 mL) smooth or crunchy peanut butter
- 1 tbsp (15 mL) apple cider vinegar
- $\frac{1}{4}$ cup (60 mL) chopped fresh cilantro (optional)

GOOD TO KNOW

You can feel good about choosing Canadian grown and raised foods; Canada's food system is considered one of the safest in the world.

created by:

Spark
nutrition communications



Easy Chickpea Masala

DIRECTIONS

1. In a large, deep non-stick skillet, heat oil over medium-high heat. Add garlic, onion, and ginger; cook, stirring for about 5 minutes or until starting to brown. Add tomato paste, garam masala, and cumin; cook, stirring, until slightly darkened, about 1 minute.
2. Stir in tomatoes and water, breaking up tomatoes with a spoon. Add chickpeas; bring to a simmer. Reduce heat to medium-low, cover, and simmer until thickened, about 8 minutes.
3. Stir in cauliflower, peanut butter, and vinegar. Increase heat to medium-high and bring to a boil. Reduce heat to maintain a gentle simmer and cook, stirring occasionally, until cauliflower is tender, about 5 minutes. Sprinkle with cilantro, if using.

NEAT TO KNOW NUTRITION TIP

This tasty chickpea masala dish is chock full of gut-friendly fibre, thanks to the tomatoes, chickpeas, and cauliflower. With a whopping 16 grams per serving, this dish gives you about half your daily fibre!

STORAGE TIP

Don't let extra tomato paste go to waste! Drop it by tablespoonfuls onto a parchment-lined baking sheet and freeze until firm. Transfer frozen tomato pucks to an airtight container. Freeze for up to two months. Thaw pucks in the fridge before using.

REDUCE WASTE

Swap in chopped fresh veggie odds and ends from the fridge. Try bits of broccoli or sliced carrots. Be sure to simmer until veggies are heated through.



Moroccan-Inspired Meatballs with Herbed Slaw

TOTAL TIME: 45 MINS
MAKES: 6 SERVINGS

Extra-lean ground beef and kidney beans – both from Canadian farms – are the stars of this meal. Thanks to protein from the beef and fibre from the beans, these meatballs are super satisfying. Paired with a colourful and crunchy herbed slaw, this is a tasty way to feed your family.

INGREDIENTS

Herbed Slaw

- 3 tbsp (45 mL) canola oil
- 2 tbsp (30 mL) each fresh lemon juice and red wine vinegar
- 1 clove garlic, minced
- 1 tsp (5 mL) each Dijon mustard and liquid honey
- ½ tsp (2 mL) each ground cumin, salt and black pepper
- 2 cups (500 mL) each shredded purple and green cabbage
- 1 cup (250 mL) carrot matchsticks
- ½ cup (125 mL) shaved red onion
- ¼ cup (60 mL) each finely chopped parsley and fresh mint

Meatballs

- 1 cup (250 mL) no-salt-added kidney beans, drained and rinsed
- 2 large eggs
- ½ onion, grated
- 4 cloves garlic, minced
- 2 tsp (10 mL) each ground cumin and ground coriander
- ½ tsp (2 mL) ground cinnamon
- 1 lb (500 g) extra-lean ground beef
- ¼ cup (60 mL) dried bread crumbs
- 1 tsp (5 mL) each salt and black pepper

GOOD TO KNOW

Beef contains 7 of the nutrients that many Canadians need more of in their diets – iron, zinc, magnesium, potassium, and the B vitamins, B12, B6 and thiamin. *

Adapted from:

THINKBEEF.CA



Moroccan-Inspired Meatballs with Herbed Slaw

DIRECTIONS

- Herbed Slaw:** In a large bowl, whisk together oil, lemon juice, vinegar, garlic, mustard, honey, cumin, salt and pepper. Add cabbage, carrot, and onion; toss to coat. Let stand at room temperature for 30 minutes. Stir in parsley and mint.
- Meatballs:** Preheat the oven to 400°F (200°C). Line a baking sheet with foil. Lightly grease and set aside. In a large bowl, thoroughly mash kidney beans with a fork or a potato masher. Add eggs, onion, garlic, cumin, coriander, and cinnamon; stir to combine. Add beef, bread crumbs, salt, and pepper. Gently mix until combined. Form into 24 uniform meatballs.
- Arrange meatballs on a baking sheet. Bake for 20 minutes, or until golden brown and an instant-read thermometer registers 160°F (71°C) when inserted into the centre of a meatball.
- Serve meatballs with herbed slaw.

TASTY ADDITIONS

Serve with tomato and cucumber slices for a bright and fresh complement to the meatballs. Add a dollop of dip, such as hummus, baba ghanoush or tzatziki, along with whole wheat pita or a whole grain of your choice, such as barley.

SIMPLE SWAPS

Use bagged coleslaw in place of cabbage and carrots for an even quicker meal. No kidney beans on hand? You can substitute kidney beans with black beans, navy beans or chickpeas.

COOK ONCE, EAT TWICE

Make a double batch of the meatballs, freeze them on a baking sheet, then store them in a freezer bag in your freezer, so they're ready to be thawed and baked for yet another delicious meal.



Mushroom Farro Risotto

TOTAL TIME: 65 MINS

MAKES: 4 SERVINGS

The rich umami taste of mushrooms pairs oh-so splendidly with the nutty whole-grain farro in this easy, comforting risotto dish. This recipe features a trio of Canadian-grown mushrooms, each bringing its own special flavour and texture to the risotto.

INGREDIENTS

- 1 tsp (5 mL) canola oil
- 1 small onion, diced
- 1 cup (250 mL) crimini mushrooms, sliced
- 1 cup (250 mL) portabella mushrooms, sliced
- 1 cup (250 mL) shiitake mushrooms, stems removed*, sliced
- 1 tsp (5 mL) dried thyme
- 1/4 tsp (1 mL) black pepper
- 2 tbsp (30 mL) fresh lemon juice
- 1 cup (250 mL) farro
- 2 cloves garlic, minced
- 3 cups (750 mL) sodium-reduced chicken broth
- 1/2 cup (125 mL) frozen peas
- 1 cup (250 mL) lightly packed baby spinach, arugula or sorrel
- 1/4 cup (60 mL) shredded Parmesan cheese
- 1/4 cup (60 mL) chopped fresh parsley

GOOD TO KNOW

Mushrooms are an excellent source of potassium, an important mineral many Canadians don't get enough of. In fact, one portabella mushroom contains more potassium than a small banana.**

Adapted from:



mushrooms.canada*

*Freeze stems and use for a flavour boost when making stock or broth.



Mushroom Farro Risotto

DIRECTIONS

1. In a large pot, heat oil over medium heat. Stir in onion, mushrooms, thyme, and pepper. Cook for 3 minutes, stirring occasionally. Add lemon juice to deglaze the pot and cook, stirring for 30 seconds. Stir in farro and garlic; cook for 1 minute.
2. Stir in broth and bring to a boil. Reduce heat to medium-low, cover and cook for 35 minutes, or until farro is tender.
3. Remove the lid, add frozen peas, and continue cooking and stirring for about 3 to 5 minutes, uncovered, until the desired thickness has been reached.
4. Remove from heat, stir in baby spinach and Parmesan cheese. Garnish with parsley.

BALANCE IT

For a balanced meal, top this risotto with a protein food of your choice, such as grilled beef skewers, crispy tofu, or soft-cooked eggs.

LOVE THOSE LEFTOVERS

Leftovers keep in the fridge for up to four days and are delicious warmed in the microwave or over low heat on the stove. Add a little broth before heating as the farro continues to absorb some liquid.

MAKE IT YOUR WAY

Any combo of mushrooms you like will work well in this recipe. To make this dish even easier to prepare, use just one mushroom of your choice, instead of all three.

CLEANING TIP

Prior to use, wipe mushrooms with a damp cloth or give them a quick rinse in cold water and pat dry with a clean cloth.



PEI Mussels with Fire Roasted Tomato Sauce

TOTAL TIME: 15 MINS

MAKES: 2 SERVINGS

Simple to prepare, delicious and an affordable seafood option, PEI mussels make an easy weeknight meal. Enjoy with a leafy green salad and your favourite whole grain, such as barley, to soak up the garlicky tomato broth. Dinner's ready in fewer than 20 minutes!

INGREDIENTS

2 lb (900 grams) PEI mussels, de-bearded, cleaned and towel-dried

1 tbsp (15 mL) canola oil

1 onion, chopped

1 tbsp (15 mL) minced garlic

1 can (398 mL) fire-roasted tomatoes, with juices

½ cup (125 mL) reduced-sodium chicken broth

sea salt & freshly cracked black pepper, to taste

½ cup (125 mL) fresh basil, chopped

Adapted from:



GOOD TO KNOW

PEI mussels have a distinctive, sweet flavour and tender texture, and are packed with a variety of nutrients key for good health, including protein, vitamin B12 and omega-3 fats.



PEI Mussels with Fire Roasted Tomato Sauce

DIRECTIONS

1. In a large heavy skillet, heat oil on medium-high heat. Add onion and sauté until translucent, about 3 minutes. Add garlic and sauté for 1 minute, until garlic is softened.
2. Add canned tomatoes with juices and broth. Stir to combine. Add mussels, stir to coat, and cover with a lid. Reduce heat to medium-low and simmer for 5-7 minutes until mussels open.
3. Remove from heat, discard any unopened mussels, add salt and pepper to taste and serve garnished with fresh basil.

SIMPLE SWAP

Don't have fire roasted tomatoes on hand? No problem! Just use your favourite regular canned diced tomatoes. Or use fresh tomatoes and allow to simmer for a little longer so tomatoes soften.

BUYING TIPS

At the seafood counter look for mussels that are wet and shiny and are on a bed of ice for maximum freshness. They should smell like the salty ocean; a strong or fishy smell means they're not fresh.

STORAGE TIP

Check the tag on the mussels' bag for a harvest date to determine how long you can store them before cooking. When properly cared for, PEI mussels can live in the fridge, covered with ice and drained daily, up to 14 days past the harvest date.



Simple Skillet Granola

TOTAL TIME: 20 MINS

MAKES: 2 1/2 CUPS

Kick off your morning with this easy, delicious and nutritious granola recipe, featuring Canadian-grown large flake oats, a hint of maple syrup and a touch of cinnamon. Enjoy it with creamy Greek yogurt and fresh berries for a quick and energizing start to your day!

INGREDIENTS

- 2 cups (500 mL) large flake oats
- ½ cup (125 mL) pumpkin seeds or slivered almonds
- ¼ cup (60 mL) maple syrup
- 2 tbsp (30mL) canola oil
- 2 tbsp flax seeds
- ½ teaspoon (2 mL) vanilla
- ½ teaspoon (2 mL) cinnamon
- ¼ teaspoon (1 mL) salt
- ¼ cup (60 mL) dried cranberries or blueberries

GOOD TO KNOW

Oats are a nutritional powerhouse, rich in gut-friendly and heart-healthy fiber. Plus, they're affordable, versatile, and grown in Canada. Enjoy oats in pancakes, smoothies, muffins, or even mini meatloaves!

Adapted from:

What are large flake oats?

Large-flake oats are whole oats that have been toasted, hulled, steamed and then rolled. They're also called rolled oats or old-fashioned oats.





Simple Skillet Granola

DIRECTIONS

1. Add oats and pumpkin seeds to a large non-stick skillet over medium heat. Cook, stirring often, until light golden brown and fragrant, about 2 minutes.
2. Turn heat to medium-low. Add maple syrup, canola oil, flax seeds, vanilla, cinnamon and salt; stir until oats and seeds are coated.
3. Continue cooking, stirring often, just until evenly toasted and golden brown, about 8-10 minutes total.
4. Remove from heat, stir in the dried cranberries.
5. Spread granola out onto a parchment-lined plate or baking sheet to cool. Store in an airtight container for up to 2 weeks.

WRAP IT UP

Spread a whole grain tortilla with your favorite nut or seed butter. Layer on sliced crisp apple, sprinkle on some granola, wrap it up and enjoy. Keep it in the fridge for a grab n' go breakfast or lunch.

CREATE YOUR OWN COMBO

Granola is super adaptable, so feel free to make swaps for ingredients you love. Try honey instead of maple syrup or dried blueberries instead of cranberries. No pumpkin seeds or almonds? Use sunflower seeds instead.

SNACK ON THIS!

Transform skillet granola into a hearty trail mix by adding more nuts, seeds, dried fruits, and maybe even a sprinkle of chocolate chips. Pack it up for an energizing and satisfying snack perfect for any adventure.