



FOOD DAY CANADA

- **What is it?** Food Day Canada is a chance for everyone to shop, cook, dine & celebrate Canadian. Enjoy our incredible food, with thanks to the people who make it happen. It's free, inclusive, and easy for everyone to be part of.
- **When?** It will be all day Saturday, August 5, 2023 and the weeks leading up to it.
- **Where?** Anywhere and everywhere. Backyard barbecues, picnics, potlucks, patios, fine dining to local restaurants, farm markets to your kitchen table. Online or in person.
- **Who?** Anyone who loves Canadian food and farming. Chefs, home cooks, farmers, ranchers, fishers, writers, winemakers, brewers, food processors, researchers...your name here.
- **How?** Enjoy and promote Canadian-grown, Canadian-made food and drinks. People will come together in person or online and share their pictures and stories using #FoodDayCanada.
- **Shine a Light** - the spirit of pride will shine as iconic structures and natural wonders like Niagara Falls are being lit red and white in honour of our Canadian cuisine from coast to coast. Light something up or visit one near you.
- **Content:** This year's theme is **CELEBRATE and CONNECT**. Food Day Canada was created 20 years ago with vision to bring our country together to support our farmers. We need to celebrate and connect as a society more than ever!
- The best content includes pictures or video of people and Canadian ingredients, where they are grown, caught or prepared, right through to the finished product on your plates and in your glasses!
- **Diversity:** Please consider diversity with people, culture, geography and ingredients when choosing your content.
- This is a volunteer movement that is meant to move! The more partners and channels that participate, the larger the reach and the impact! Add your stories and your voice to the conversations with [#FoodDayCanada](#)