

REPORT TO POGA and SaskOats



Without public trust, we are one poor decision away from restricting farm productivity and innovation.

Your support for Canadian Food Focus and Farm builds public trust in food and farming and bolsters our ability as an industry to meet the challenges of food security, climate change, and sustainability in farming practices. By showing Canadians how the agriculture sector is sustainable, caring, and innovative, we can change consumer attitudes and behaviors, government regulations and public policy.

Canadian Food Focus 2024-2025

Canadian Food Focus is a national organization that engages, educates and empowers Canadian consumers with information about food and farming.

We work with ag sector partners who are developing science-based information about their sector and we deliver it to consumers. Canadian Food Focus uses a deep understanding of consumer behaviours to create content that resonates with their personal and emotional connections to food. We're in tune with Canadians' questions, beliefs and values based on extensive research, social listening and data from consumer surveys. This alignment allows us to repurpose agricultural information and relate it to food, recipes and health—and to provide it in one place that represents all Canadian foods from coast to coast. As well, within a single platform, we can demonstrate how the sector is working together to drive sustainability, food safety and food security.

By representing all of agriculture and connecting through the food information that resonates with consumers, Canadian Food Focus regularly exceeds industry engagement benchmarks and is consistently among the top results when people search online for farming and food information.

BY THE NUMBERS

- 39,000 followers across eight different platforms
- 76% increase in engagement and a 54% increase in reach in first six months of 2025
- Overall (web + social): 15.3M organic impressions | 40.8M impressions from advertised content
- 1.48M website pageviews from 1.05M visitors
- Users spend an average of 1 minute and 40 seconds per visit (compared to industry average of 77 seconds)

KEY PERFORMANCE INDICATORS for CANADIAN FOOD FOCUS

ENGAGEMENT RATE by PLATFORM

| Platform | Engagement Rate | Industry Average |
|-----------------------|-----------------|------------------|
| canadianfoodfocus.org | 62.6 | 50-60% |
| Facebook Posts | 3.81 | 1 to 3% |
| Facebook Reels | 0.52 | 0.2 to 0.23% |
| Instagram Posts | 5.36 | 1.3 to 2.43% |
| Instagram Reels | 6.2 | 1.23 to 1.9% |
| TikTok | 0.18 | 2.5 to 4.86% |
| YouTube | 1.92 | 3 to 7% |
| Pinterest | 5.05 | 1 to 2% |
| LinkedIn | 8.46 | 2 to 5% |
| Newsletter Open rate | 51 | 20 to 40% |

FOLLOWER GROWTH

| Platform | Growth Rate | Industry Average |
|-----------|-------------|------------------|
| Facebook | 7.48% | 0.39 to 0.70% |
| Instagram | 38.27% | 0.7 to 2.55% |
| TikTok | 454.90% | 2 to 3% |
| YouTube | 22.83% | 6 to 8% |
| Pinterest | 5.88% | 1 to 3% |
| LinkedIn | 39.87% | 5 to 10% |

“Canadian Food Focus is well positioned to become a go-to-authority by curating and communicating evidence-based content, leveraging expert contributors and clearly differentiating itself from less rigorous sources.”
SEMRush, August 19, 2025

“Canadian Food Focus holds the highest positive perception share (87.18%), driven by evidence-based content, food literacy and myth-busting.” – SEMRush, September 28, 2025

**SEMRush is online software that is used to provide insights on keyword searches, backlink tracking, domain authority, competitive analysis and online visibility.*

OAT CONTENT ON CANADIAN FOOD FOCUS

In 2024-2025, POGA and SaskOats worked with Canadian Food Focus to reach urban consumers with information about oats, farming practices, agricultural innovations, cooking and health. This included:

- Article: [5 Reasons to Love Oats – A Dietitian and Mom Perspective](#)
- Article: [Oats & Well-Being: Frequently Asked Questions](#)
- Article: [From Our Fields To Your Table: Growing Oats In Canada](#)
- Reel: [Canadian Ingredient Spotlight: Oats](#)
- Reel: [From Our Fields to Your Table: Growing Oats in Canada](#)
- Reel: [Eat Well and Save Money Too with Whole Grains](#)
- Reel: [How Can Oats Help with Managing Blood Sugar?](#)

Recipes (*sourced from Oats Everyday*)

- [BBQ Bean & Oat Burgers](#)
- [Buttermilk Oat Biscuits and Sausage Gravy](#)
- [Cajun Popcorn Shrimp](#)
- [Creamy Mushroom Alfredo](#)
- [Honey Mustard Oat-Crusted Salmon](#)
- [Honey Oat Buns](#)
- [Light Ranch Oatmeal Oil-Free Vegan Ranch Dressing](#)
- [Oat Bagels](#)
- [Parmesan-and-Oat-Breaded-Asparagus](#)
- [Spicy Oat & Fish Patties](#)

This new content has been added to other oat content developed by Canadian Food Focus in previous years. Canadian consumers appreciate the ability to search and access a significant body of food and farming content related to oats and oat farming. Oat-specific content shared through Canadian Food Focus social channels achieved over **24,000 engagements and more than 512,000 video views during this time period**. The top-performing pieces of social content were recipes, such as Creamy Mushroom Alfredo (148,303 video views) and BBQ Bean & Oat Burgers (3,374 views).

Oats were referenced in additional content, such as “[Can You Name These Grains?](#)”, which had more than 32,000 views on TikTok and the Instagram reel “[3 Ways To Pump Up Your Protein at Breakfast](#)”, which was viewed more than 3,400 times.

On the website, there were more than **17,000** searches for oats content over the past year. Top oats content on [canadianfoodfocus.org](#) included [Canadian Ingredient Spotlight: Oats](#), a piece that was created in past year, but continues to be a popular piece of content as there more than **10,000** views of this article in the past year. Other top oat content on the website over the year include: [Date Oatmeal Cookies](#), [No-Knead Oat Bread with Flax](#), [Worried About Pesticide Residue in Oats and Breakfast Cereals](#), and [5 Reasons to Love Oats](#). The YouTube video, “[Honey Oat and Flax Granola](#)” was viewed over **2,500** times in the past year.

Oats were also represented in several Canadian Food Focus social campaigns on industry-wide topics such as sustainable farm practices, plant science, affordable foods, Canadian food stories, types of farms, and more, receiving even greater exposure and supporting a positive public view of Canadian food and farming. An example is the video series on farm equipment, such as this [reel about grain augers](#) that was viewed more than 75,000 times on Facebook.