



People uniting during COVID-19

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As I write this on March 23rd, we are less than two weeks into Canada's response to COVID-19. It is impossible to know how things will have changed for your businesses and your families as you read this edition of Food in Canada magazine.

What I do know is this — Canadian food and beverage workers and Canadian food and beverage companies have shown tremendous leadership throughout this incredibly difficult time.

Few of us have experienced anything like the events of the past month. Despite the uncertainty and the anxiety brought on by the COVID-19 pandemic, Canada's food and beverage workers have stayed focused on the goal we all clearly share: to sustain the food supply chain at levels that will meet the needs of Canadians.

While recognizing that public health measures need to be everyone's number one concern, you have played a critical role in ensuring that Canada's food system continues to function, that food security is maintained throughout this crisis and across the country, and that Canadians have access to the food and beverages needed to feed their families.

We have seen first-hand your incredible commitment to Canadians. And we thank you for the sacrifices you have been making. During these unprecedented times, I find myself overwhelmed by the incredible commitment and courage of people in our industry. The generosity of spirit that drives our almost 300,000 people to leave their homes and go to work to ensure Canadians are food secure is remarkable.

We wish the best for you and your families. And we thank you for your outstanding commitment to Canadians. 🍎



Food and Beverage Canada — Aliments et boissons Canada is a national association representing more than 1,500 food and beverage manufacturers from across Canada. The organization strives to support a strong business environment for members and a robust food system for Canadians. fbc-abc.com

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