



## Election 2025: Organic Advocacy Guide for Consumers

**The federal election is here, and organic food and farming offer solutions to key issues Canadians care about. A strong, independent Canada depends on a secure and resilient food system. A growing organic sector is a vital part of this, and the federal government has a responsibility to support this growth. We need your help to make the case for organics during this election.**

The Canadian Organic Alliance (COA)—which includes the Canadian Organic Growers ([COG](#)), the Canada Organic Trade Association ([COTA](#)), and the Organic Federation of Canada ([OFC](#))—advocates for Canadian organic farmers, processors and the industry at large to enhance Canada’s food security and bring Canadians access to high-quality, pesticide and chemical free, and nutrient dense, healthy food products.

During the federal election campaign (from now until election day—April 28, 2025), we encourage you to engage with your local candidates to discuss the key issues facing Canada’s organic sector and the benefits it brings to Canadians.

This document provides you with tactics and information to support your engagement.

### Why Organic Matters in this Election

*Organic delivers* on key election issues:

- **Canada – United States Relations:** The U.S. is by far the world’s largest organic market, with Canada as a net importer. While we need to maintain access, there are big opportunities in boosting production for the domestic market and trade diversification.
- **Food Security, Sovereignty & Affordability:** Increased domestic organic supply allows us to better meet our demand while creating agri-food jobs. It also stabilizes prices and makes supply chains more secure—making in-demand organic food more accessible to Canadians.
- **Economic Competitiveness:** The organic sector has driven rapid growth with minimal support. Strategic investment is needed to maintain competitiveness and sustain this momentum.
- **Natural Resources & the Environment:** Organic production is a regulated, transparent system aimed at environmental sustainability, biodiversity, and soil health—protecting natural resources and building resilience.



## **Engagement Strategy**

A critical component of advancing our shared objectives is to bring organic farming to the forefront of politicians' minds and build relationships across the country. We recommend engaging with your candidate where they are during the election campaign—whether canvassing, attending events, or on social media. Below is a list of suggested engagement strategies based on your availability and preference:

- **Attend an event:** Show up at rallies, office openings, candidate visits to local community organizations or establishments, debates and town halls. We will provide you with a list of local candidates (Liberal, Conservative, Bloc Québécois, Green, and NDP) and their social media pages, and encourage you to monitor those channels for events and relevant opportunities.
- **Engage candidates or their canvassers at the door** or during other random encounters. When contacted by campaigning candidates or their volunteers, be ready for a quick, impactful conversation highlighting why organic matters to you.
- **Write an email to your local candidates;** posing questions about or pitching the importance of organics. We will provide you with a template/outline for personalization.
- **Use social media:** Follow all of your local candidates, tag/engage them in posts, and ask questions about or pitch the importance of organics.

## **Key Points for Discussion with Candidates**

**The Key Point:** Tell your story! Why do you choose to purchase organic?

**Other Key Points** (select one or two that most resonate with you):

- How familiar are you with what the organic label means? What do you understand the benefits of organic farming and food to be?
- Over [50%](#) of Canadians say they are very or moderately concerned about the use of pesticides, herbicides and/or fungicides as well as antibiotics and hormones in farming.
- The regulated and traceable nature of certified organic food production ensures Canadians know they are receiving high-quality products grown without GMOs or synthetic pesticides.
- A 2023 [survey](#) found that more than half of Canadians consider buying organic when grocery shopping or dining out. The majority also seek locally produced, environmentally sustainable, and humanely produced food—all attributes of the organic system in Canada.



- 60% of Canadians are willing to pay more for organic products.
- Organic food production supports soil health and protects biodiversity.
- Demand for organic food is growing domestically and internationally. Organic sales in the U.S. are expected to triple over the next ten years.
- Buying organic means supporting local, ensuring food security and rural job creation as organic farms sell [twice as much](#) directly to consumers than the rest of the agricultural industry.
- Canada is the fifth largest organic consuming nation yet other countries are supporting the growth of organic more. What can you do to ensure that Canadian supply of organic food is available and accessible?

### **Best Practices for Engagement**

Successful candidate engagement involves three key elements:

- **Keep Things Simple:** Communicate your ask(s) clearly and concisely. Whenever possible, connect your ask(s) with the candidate's platform and how your priorities align with theirs and broader voter concerns.
- **Be Genuine and Memorable:** Introduce yourself, be friendly and yourself, and demonstrate your knowledge and passion. When you leave, the candidate should associate you and organics with a positive, straightforward message.
- **Research Candidates:** It's important to understand the candidate's background public stance on organic agricultural policy (if any) and to contextualize your message to align with their priorities. You can find out this type of information by reviewing candidates' platforms and campaign materials.

### **Policy Asks: A Growth Strategy for the Future of Organics**

Present yourself as a voter who wants their Member of Parliament to support the accessibility of organic food and farming in Canada. To close candidate conversations or pose questions at events/debates:

- We need a sustainable and secure food system for Canada.
- Can I count on you to support the Canadian organic sector when elected?
- The Canadian Organic Alliance has developed an Organic Action Plan with a clear vision of how the Government of Canada can support organic farmers and processors, meet growing consumer demand for organic products, and strengthen Canadian food security. Will you commit to reviewing and advancing this Action Plan when elected?