



2023 NATIONAL INTEGRATED CONTENT FEATURE –  
DIGITAL AND NEWSPAPER

## Organic week

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Organic Week is a celebration of organic food and farming and recognizes the important role that organic agriculture plays in promoting healthy ecosystems and sustainable food systems. This special feature, produced in collaboration with the Canadian Organic Trade Association (COTA), aims to raise awareness about the benefits of organic agriculture and showcase the diversity and quality of organic products available in Canada. Celebrate Organic Week and support the organic sector in Canada as we work together to build a healthier and more sustainable food system for all.

### Proposed topic highlights:

**FARMING PRACTICES** — Prioritize soil health, biodiversity, and natural ecosystems, and minimize the use of synthetic fertilizers and pesticides, for both environmental and human health benefits.

**FOOD PRODUCTION** — Use organic farming practices and techniques to produce safe, healthy, and sustainably produced food.

**CERTIFICATION & REGULATION** — Ensure that organic products meet strict standards for production, handling, and labeling.

**SUSTAINABILITY** — Organic agriculture is an important component of sustainable food systems, which prioritize the health of the environment, communities, and economies.

**EDUCATION** — Consumer education is key to promoting the benefits of organic agriculture and sustainable food systems.

### GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – **5,898,000**

Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
July 14	September 8	September 15	July 14