



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Organic Month

Celebrating the 15th anniversary of the Canada Organic Regime (COR)

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Organic Week

ORGANIC IN CANADA SALES **\$10.26-billion*** Canada's annual spend on organic

Food & Beverage **\$7.943-billion***

TOTAL MARKET SHARE **3.57%** **4.35%** **5.30%**

2018 2020 2022

ORGANIC + INCREASING

A call to rev up the organic revolution

BRIDGING MARKETS AND PRODUCERS

Aligned with four core principles — health, ecology, fairness, and care — the organic food system appeals to a diverse range of producers and consumers. In celebration of the 15th anniversary of the Canada Organic Regime (COR), a regulatory framework ensuring the integrity of organic products in Canada, this special feature provides an in-depth look at Canada's organic sector. It will showcase the sector's impact, tackle ongoing challenges, and explore new opportunities within this vibrant industry.

Proposed topic highlights:

- SOIL STEWARDSHIP** — Exploring the crucial role of responsible, soil-centric organic farming practices in contemporary society.
- HOLISTIC HEALTH** — Exploring the holistic health benefits derived from organic farming practices, fostering well-being for humans, animals, and the planet.
- NATURAL CHOICE** — Examining the link between organic farming and natural ecological cycles, emphasizing the synergy with the environment.
- ORGANIC FOR ALL** — Delving into the increasing importance of dedication to equity, respect, and stewardship in farming practices for both people and the planet.
- SUSTAINABLE AGRICULTURE** — Highlighting how organic farming plays a pivotal role in sustainable agriculture practices, fostering environmental resilience and ensuring long-term viability.

GET INVOLVED TODAY. CONTACT:

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Reaching more senior executives, business owners and professionals

Reaching more High-Net-Worth Investors with over \$500K in assets.

Print/Digital Weekly Readers – **6,063,000**
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
July 17	August 30	September 6	July 17