



2016
PUBLIC TRUST SUMMIT

Connecting the dots

& Tackling the trends

May 31 & June 1, 2016
Delta Ottawa City Centre, Ottawa, ON



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

UPDATE WRITE FREE



Tim Hortons
100% ARABICA

Public Trust Summit Program

Welcome to the inaugural Canadian Public Trust Summit and launch of the Centre for Food Integrity. This is the symbolic first step of a long journey to ensure that today's food system earns public trust in Canada.

This first step really is a milestone celebrating so much great work accomplished by many leaders in food and agriculture across the country.

Farm & Food Care Canada is a unique coalition created in 2011, working with many partners, including farmers, ranchers, associations and processors. Together, we all share a commitment and responsibility to provide information about food and farming.

Not an "association of associations", the strength and true potential of the powerful collaboration of many partners, including dedicated individuals and national organizations and funders.

The Canadian Centre for Food Integrity is a new division of Farm & Food Care Canada. It is affiliated with The Center for Food Integrity based in the United States, but we all have a unique North American approach and perspective on the conversations in our increasingly interconnected global systems.

The Canadian Centre for Food Integrity will work with its member organizations in the industry at large, sharing information that demonstrates our value in animal care and environmental stewardship for the production of food.

This Summit encourages continuous collaborative discussions among system leaders, while developing concrete actions for earning public trust. We continue working with our many partners to meet the public's demand for transparency about how their food is produced and who is producing it.

Together with you, Canadian farm and food industry leaders, we will successfully earn public trust in our dynamic food system.

Bruce Christie

Crystal Mackay

agenda

Ballroom C
1:00 to 2:15 p.m.

Kay, CEO, Farm & Food Care Canada

With the end in mind...

Canadians think about food and farming? Canadian public trust research

David, Canadian CFI Business Development Lead

Ballroom C
2:15 to 3:15 p.m.

Provided...the UK and experience on food, farming & forests

David Hughes (aka Dr. Food)

David, David speaks to senior agribusiness and food industry about global food industry developments that are and will be in business and industry. Come and learn and enjoy this engaging, humorous and insightful speaker who gets rave reviews from the continent.

3:15 to 3:35 p.m.

Ballroom C
3:35 to 4:10 p.m.

Connecting the dots... on global trends, resilience and sustainability

David, Corporate Sustainability Director, Nutreco,

B
4:10

Views from south of the border...

Lessons learned on the journey to earn public trust in food and farming

Charlie Arnot, CEO, The Center for Food Integrity

B
4:50

Our Canadian journey to public trust & social license

Pin
4:50

Reception

B
7:00

Dinner and celebration

Farm & Food Care Canada and Canadian Centre for Food Integrity launch



agenda

Ballroom C
7:15 a.m. to 8:15 a.m.

Roundtable: public trust in food – different perspectives

Think? Roll up your sleeves and tell us what you think. What needs to be done in Canada to build public trust in food?

- Cherilyn Nagel
- Rory McAlpine
- Carol Patterson
- Claire Tansey
- Dr. Leslie MacLaren

Panel with Canadians about food – live consumer panel

Allyson Perry, The Center for Food Integrity

At the end game, let's talk with Canadians directly. What's about food? This panel will make the research that was done by one of our researchers come alive with real people sharing their views, concerns. This style of panel is always a hit at the US CFI event. Don't miss it.

Panel: Food Care action plans for 2015 – connecting the dots with stakeholders – for today and tomorrow

Allyson Perry, CEO, Farm & Food Care Canada

Ballroom C
11:45 a.m.

Lunch

Lunchtime keynote: marketing, messages and storytelling about food
Terry O'Reilly, Marketer, Author, Radio Host

Terry is an international award winning marketer with many years of experience with companies and in media, including hosting CBC Radio One's *Under the Influence*. He will share insights about key marketing issues all food organizations face - from the critical need to embed emotion in marketing, to how to change a negative perception, to why smart marketers don't outspend their competitors - they outsmart them.

Ballroom C
1:00 p.m.

Wrap up. What we've heard. What's next.



David Mackay

David Mackay is the CEO for Farm & Food Care Canada with a vision for building public trust in food farming in Canada. Farm & Food Care represents a coalition of farmers and associated agri-businesses proactively working together with a commitment to provide credible information on food and farming.

David is a dynamic presenter who has delivered hundreds of presentations to a broad range of audiences from farmers to university students to CEOs across North America. She has 20 years experience in both industry and public relations in her former roles with Ontario Farm Animal Council and AGCare.

David was raised on a farm in the Ottawa Valley, where her family still farms today. She is a graduate of the University of Guelph and several executive leadership programs. She is a President of the University of Guelph OAC Alumni Association, and a former director of the Ontario 4-H Foundation and the Poultry Industry Council.

David enjoys spending time with her young family and playing hockey whenever she gets the chance!

David Smith

David Smith, an industry veteran, drives business growth profitably and responsibly, and is a sought-after analyst for "radical collaboration" among food value chains to drive improvements in food safety and quality issues.

David's past leadership roles in retail and foodservice include VP/General Manager, VP of Marketing, and VP Sustainability with Sobeys, McDonald's, and A&W (Canada), Whole Foods Market (US), and KFC, Pizza Hut, and Subway (Middle East). He has extensive trade association leadership committee experience in Canada, US, and globally, including The Consumer Forum, The Global Social Compliance Program, and The Global Packaging Project, collaborating with Fortune 100 consumer packaged goods manufacturers and retailers.

David is a principal of Orion Global Business Sustainability Consultants (www.OrionGBSC.com) and helps launch and responsibly grow businesses, consumer products, and collaborative initiatives. His recent engagements include helping lead the launch of The Canadian Centre for Food Integrity, develop the Ontario Sustainable Farm & Food Plan, and create a business advisory initiative in Peru. He has an undergraduate degree in environmental science from the University of Toronto.

David Hughes

David Hughes is Emeritus Professor of Food Marketing at Imperial College London, and a Professor at the Royal Agricultural University, U.K. He is a much sought-after speaker at international conferences and seminars on global food industry issues, particularly consumer trends. David has lived and worked in Europe, North America, the Caribbean, Africa, and South East Asia and has extensive experience as an international advisory board member for food companies and financial service organizations on three continents. For 20 years, he has been a Non-Executive Director of Berry Gardens Ltd – a U.K. farmer-owned berry fruit business with a turnover of over £10 million (2015). With his American business partner, David established, grew, and led a branded fresh produce business which served supermarkets in the USA. Around 2010, he worked with food and beverage supply chain companies – including farm input

Jose Villalon

Jose Villalon is the Corporate Sustainability Director at Nutreco, based in The Netherlands. Born in Cuba and raised in the USA, Jose received his Master of Science degree from the University of Washington. He then went on to 27-years' experience farming shrimp in the Virgin Islands, Ecuador and Mexico. He then joined the World Wildlife Fund and led an aquaculture program for six years; managing the initiative called the Aquaculture Dialogue which involved over 2,200 global stakeholders that created environmental/social standards for 12-species of aquaculture commodity products including salmon and shrimp. With industry and partners, he co-founded the independent Aquaculture Stewardship Council (ASC). He was the Chairman of the Board for its initial four years, and remains on the ASC Board. He is an outspoken ambassador for producing more with less by farming responsibly. He is a frequent public speaker at international conferences as well as NGO and business for global sustainability issues.

Charlie Arnot

Charlie Arnot is recognized as a thought leader in food and agriculture. He is highly regarded as both a writer and sought-after speaker who engages audiences across the globe. He has more than 25 years of experience working in communications, public relations and management within the food system. He serves as CEO of The Center for Food Innovation, a non-profit organization dedicated to building consumer trust and confidence in today's food system. He is also the founder and president of CMA, an employee-owned consulting firm with offices in Missouri and Iowa.

Charlie spent 10 years as a corporate officer for a leading food company. He also worked as a public relations agency, was an award-winning radio journalist and worked in video as a producer. Charlie grew up in southeast Nebraska and graduated from the University of Nebraska at Omaha with a Bachelor of Journalism degree.

Rory McAlpine

Rory McAlpine is Senior Vice President, Government and Industry Relations with Maple Leaf Foods. In this role, Mr. McAlpine has overall responsibility for working with government and industry partners on matters of public policy, programs, regulatory affairs and trade. Prior to joining the company, Mr. McAlpine served as Deputy Minister of the B.C. Ministry of Agriculture, Food and Fisheries from 2002 to 2005. He also obtained significant experience with the Federal Government as Director General, International Trade Policy Director, Director Grains and Oilseeds Division; and Deputy Director Multilateral Trade with Agriculture and Agri-Food Canada. Mr. McAlpine also held the position of Executive Director, National Farm Products Council.

Mr. McAlpine serves on a number of boards including Food and Beverage Ontario, InterVac (University of Saskatchewan), Canadian Food Innovators and the Ontario Association of Food Banks.

Patterson

is the Senior Director, Government Affairs and Sustainability with Tim Hortons Inc. is responsible for leading the development and execution of the sustainability and government relations strategies for Tim Hortons.

tion to her seven years with Tim Hortons and now Restaurant Brands International, also has experience in municipal waste management.

enjoys supporting youth minor hockey and the Tim Horton Children's Foundation in her time.

Lyn Nagel

n Nagel, along with her husband David and family, farm in Mossbank, SK and grow wheat, chick peas, canola and lentils.

4, Cherilyn was elected as president of the Western Canadian Wheat Growers tion and after a successful 5 year term she remains a director on the current board. nsiders signing the first durum contract on the open market in December of 2011 to of her career highlights as a farmer.

1, Cherilyn was featured in SaskBusiness Magazine as one of Saskatchewan's Most tial Women and in 2012 was awarded the Agricultural IMPACT award at the Grow a Conference for her efforts and passion for making positive changes in the agriculture In 2014, Cherilyn was awarded the Queen's Bench Diamond Jubilee Medal. n enjoys speaking on agriculture-related topics to a wide array of audiences.

Leslie MacLaren

ie MacLaren is a professor in the Department of Plant and Animal Sciences, Dalhousie ity. A physiologist, her more recent interests have included collaboration with gricultural leaders and scientists working to address two broad objectives; linking ture, food and health across sectors for the benefit of society, and building our capacity ulture to mitigate the influences of climate change so that we may sustainably meet rld's food needs in future. Leslie recently returned to the agricultural campus after a ar secondment to StFX as academic vice-president, and prior to that served as co- ant and vice president academic of Nova Scotia Agricultural College until its merger halhousie University in 2012. Her professional appointments and service are extensive, ve enabled her to work within government, education and the private sector to develop d understanding of the complexities, challenges and opportunities in agriculture, food alth.

Claire Tansey

Claire Tansey is a chef, teacher and food expert. She has over 20 years experience working in restaurants, education and media, notably as Food Director at Chatelaine and as guest on Cityline. She now focuses on inspiring home cooks with easy, fun and delicious recipes. Claire Tansey's Kitchen, on Cityline and in the classroom at George Brown College. Originally from Montreal, Claire lives in Toronto with her partner, Michael, and son, Thomas.

Terry O'Reilly

Terry began his career in radio and then went on to become an award-winning copywriter at a number of Toronto advertising agencies. He created campaigns for many of the top agencies in the country, including Labatt, Molson, Bell and The Hudson's Bay Company. In 1999, he co-founded Pirate Radio & Television with a staff of 50, with 8 recording studios in Toronto and New York City.

When Terry's not creating advertising, he's talking about it as the host of the award-winning CBC Radio One/Sirius Satellite/WBEZ Chicago radio show, "Under The Influence," which is the follow-up to the hit series, "The Age of Persuasion."

He has been given Lifetime Achievement Awards by the Advertising & Design Association of Canada, The Television Bureau of Canada, and the American Marketing Association. He has also been granted an Honorary Doctor of Laws Degree from McMaster University in 2012, an Honorary Bachelor of Applied Arts Degree from Humber College in 2014, and an Honorary Doctor of Civil Law Degree from St. Mary's University in Halifax in 2015.

He has co-written a best-selling book called "The Age of Persuasion: How Marketing Works in a Culture," published in Canada by Knopf, and in the U.S. by Counterpoint Press in Berkeley, CA. He has a wonderful wife and three lovely daughters.

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DIAN CENTRE FOR
INTEGRITY

Thanks to the following for their leadership and investment in helping the Canadian Centre for Food Integrity.

Our first step in a long journey of a coordinated approach to earning trust in Canadian food. Join us.

- Food Services Canada Inc.
- Agriculture and Forestry
- Investment and Meat Agency Ltd.
- York
- Faculty of Agricultural and Veterinary Medicine
- University of Ontario
- Farms
- Sciences
- University of Alberta
- University of Ontario
- Agri Canada
- Beverage Ontario
- Agri Canada ULC
- Agri & Son Limited
- Agri Foods

, Landmark
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July 13, 2016

As leaders in animal nutrition we pride ourselves on working with our Canadian customers to provide innovative nutritional solutions to their needs.

Creating more value together.

En tant que chef de file en nutrition animale, nous sommes fiers de travailler avec nos clients canadiens afin de rendre disponibles des solutions nutritionnelles innovantes pour leurs besoins.

Ensemble, créons de la valeur.



THE CANADIAN CENTRE FOR FOOD INTEGRITY

Food system faces more challenges and the importance of public never been more prevalent. Be proactive, get connected and to effectively engage with your most important audiences membership in the Canadian Centre for Food Integrity.

Benefits are yours

Intelligence – to guide your business priorities
Working and knowledge – across sectors, through value chains,
Farm gates to our dinner plates
Local and current information – for you, your colleagues and your
Fellow food system leaders and become a member of the new
Centre for Food Integrity today.

Be a member, please contact Crystal Mackay at
farmfoodcare.org.

The new Canadian Centre for Food Integrity is a division
of Farm & Food Care Canada, with a shared vision for
building public trust in food and farming in Canada.

www.FoodIntegrity.ca



Farm & Food Care Canada is a national charity created with the public trust and confidence in food and farming in Canada in 2011. It is a unique coalition that works together with many partners from across the country with a shared commitment to provide credible information about food and farming.

What does Farm & Food Care do?

Build public trust and confidence in food and farming.

Engage and inform with credible resources in conversations, online, in presentations, at events and tours.

Collaborate with many partners from coast to coast for a shared research, strategy and delivery.

How can you get involved?

Invest in Farm & Food Care Canada – make a donation and support our efforts.

Join the Canadian Centre for Food Integrity.

Support one of our many programs like Breakfast on the Farm or *The Real Dirt on Farming*.

Be proactive. Get in the know. Invest in the future. conversation about food and farming for the future.

For more information please contact us at
info@farmfoodcare.org.



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