



2017
PUBLIC TRUST SUMMIT
Tackling Transparency -
the Truth about Trust



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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welcome

Welcome to the Public Trust Summit.

The Canadian Centre for Food Integrity is pleased to host this important Summit aligned with our mandate to be a support service and help the food system earn public trust.

Having the trust and confidence of the public is important for any industry, especially important for an industry tasked with feeding people and protecting the health of land, water, animals and wildlife.

The Canadian Centre for Food Integrity has an important role to play in Canada's food system. We are committed to conduct and coordinate – listening to what the public is thinking and saying – and then translating that into so that members of Canada's food system (from producer groups, food retailers to industry associations, governments and groups like the Classroom, Agriculture More Than Ever, and Farm & Food Care) can build trust and confidence in our food system.

Creating forums to share information and ideas is another component of the Centre for Food Integrity service offering. From webinars to forums to the Public Trust Summit, the goal is to help the Canadian food system earn the trust and confidence of the public.

Enjoy the Summit. Connect with some new people from other parts of the food value chains. Share ideas and think about how you can apply this information to your efforts when you get back home.

We welcome your feedback on how the Canadian Centre for Food Integrity is providing greater value and service to you and your trust building efforts in the food system.

The journey continues ...



Kim McConnell, C.M.

Chair, Canadian Centre for Food Integrity



Alberta Farm and Food Tour

Calgary Westin Hotel

Coffee to go, meet and greet

8:00 a.m. for a full day program to get out of the city, and find out more about what's new, what's happening in Alberta.

Wine Six Pack Evening Reception

For wine passionate about food and farming from coast to coast to wine masters, learn more about the growing craft beer scene or yourself the best of Alberta beer.

Front of hotel

7:45 a.m. – 8:00 a.m.

8:00 a.m. – 5:30 p.m.

Britannia Room

7:00 p.m. – 9:30 p.m.

South Foyer

8:00 a.m. – 8:45 a.m.

Grand Ballroom

7:45 a.m. – 8:45 a.m.

8:55 a.m.

Overview of the day

8:55 a.m. Dianne Blade, PhD, P.Ag. Dean, Faculty of Agricultural, Food and Nutritional Sciences, University of Alberta

2017 Canadian CFI Public Trust Research: Tackling Transparency

Crystal Mackay, President, Canadian Centre for Food Integrity

Crystal will share this leading research on transparency and what it takes to achieve it with Canadian consumers. Building on the benchmark data from 2016, this work takes a deeper dive on the elements of transparency on key food system issues, with extra insights from millennials and North American comparisons.

What do you think? How can you apply these insights?

Break

If transparency is no longer optional, what do you do about it?

Charlie Arnot, CEO, The Center for Food Integrity (USA)

The Center for Food Integrity has developed a transparency index and tools that define seven elements of transparency. How do you effectively address growing skepticism about today's food? Find out what's important to consumers and how to measure your efforts to improve.

How can the transparency index and related work help your efforts?

Public Trust Steering Committee Update

Ron Bonnett, CFA President and Committee Co-Chair

Working Lunch

Lunch Feature – What can the food system learn from other sectors?

Host: Dianne Finstad, Communications Specialist

From oilsands to ranch fields - the Sustainability Imperative
Gordon Winkel, Director, the University of Alberta Engineering School of Safety and Risk Management

1:30 p.m.-3:00 p.m.

Views into actions: Views from perspectives

Challenges and tough topics: what's next

Speaker: Jennifer Lee, Director of Millennial Engagement, Monsanto

Collaboration for a shared vision

Speaker: Dr. David R. Bell, Vice President, Food & Markets, World Wildlife Fund

Discussion: What can the food system do better together?

3:00 p.m.-3:20 p.m.

Meet some Canadians – let's meet some and listen

Speaker: Dr. Perry, The Center for Food Integrity

Discussion: Why do you want to hear from some consumers about their food? Who do you think, who do they believe, and why?

4:45 p.m.

Keynote: What we heard, What's next

Speaker: Dr. Perry, Chair, Canadian Centre for Food Integrity

5:00 p.m.

6:15 p.m.

Grand Ballroom

6:45 p.m.

Food Celebration

Discussion: Three courses, three tables, three times the connections.

8:

Connecting with Canadians Working Breakfast

Hot breakfast buffet

8:

Working Breakfast Session

Now we have learned what consumers think, and you're fired up with inspiration, it's time to get to work! Learn more on what's happening to engage with Canadians about food and farming. Roll up your sleeves, bring your best ideas and resources for sharing with others passionate about connecting farm gates to dinner plates.

Connecting with Canadians Breakfast
co-hosted by





CANADIAN CENTRE FOR
FOOD INTEGRITY

BRINGING CANADA'S FOOD SYSTEM TO EARN TRUST

Dialogue, Insights & Actions

These core objectives include coordinating research and creating opportunities for
to earn trust. These objectives are embodied here at the Summit. Connect and
the food system. What have you learned? How can you put this information to work?

What
find most valuable? _____

_____ and related work to help your efforts? _____

What are the top insights you learned from Gordon Winkel that you can apply in

Views from different perspectives

What insights did you learn from these speakers that you can apply to your effort

What can you do differently to be more effective in earning public trust based on

Millennial consumer panel

You've heard it from the consumers directly. Now what are you going to do with

Stanford F. Blade

Stanford is Dean of the Faculty of Agricultural, Life and Environmental Sciences at the University of Alberta. The Faculty is made up of 400+ faculty and 600 undergraduates and 520 graduate students. The Faculty has an annual budget of \$85m, with approximately \$45m of external research funding. The Faculty has a strong record of spin-off companies, IP license agreements and company partnerships.

Stanford was the founding Chief Executive Officer of the Alberta Innovates Bio Solutions Corporation (AI Bio). Dr. Blade's expertise has been recognized through invitations to participate in research reviews conducted by the European Union, the Innovative Group on International Agricultural Research, Food and Agriculture Organization, Natural Sciences and Engineering Research Council, Agropolis Foundation and the Canadian Foundation for Innovation.

Stanford is a 2012 graduate of the Wharton Business School's Executive Development Program (University of Pennsylvania). Dr. Blade's doctorate was awarded by McGill University (Montreal, Canada) for work done at the International Institute of Tropical Agriculture on a Canadian International Development Agency Ph.D. Scholarship. Stanford currently serves as Vice-Chair on the Board of Trustees of the African Agricultural Biology Foundation, a Nairobi-based agency supported by the Bill and Melinda Gates Foundation as well as on the Boards of Genome Alberta, Livestock Genetec, and the Alberta Biodiversity Monitoring Institute.

Alan Mackay

Alan is the President of the Canadian Centre for Food Integrity, with a vision for strengthening Canada's food system earned through providing research, resources, dialogue and training.

Alan has over 20 years of experience working in communications and executive positions related to public outreach and agri-food sector collaboration through her work with Farm & Food Care, Ontario Farm Animal Council, AGCare and Ontario Pork. Alan 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. Alan is proud of her farm roots in the Ottawa Valley. She is a graduate of the University of Guelph and several executive leadership programs. She is past President of the University of Guelph OAC Alumni Association, and a former director of both the Ontario 4-H Foundation and the Poultry Industry Council. She enjoys spending time with her young family and playing hockey whenever she gets the chance!

Charlie Arnot

Charlie Arnot is recognized as a thought leader in food and agriculture. He is regarded as both a writer and sought-after speaker who engages audiences globally. Charlie has more than 25 years of experience working in communication, public relations and issues management within the food system. He serves as the Director of the Center for Food Integrity, a national non-profit organization dedicated to building consumer trust and confidence in today's food system.

One client said of Charlie's work, "others help us talk about our business, you help us think differently about who we are and what we do." His commitment to excellence, innovation and integrity have positioned him as a trusted counselor to government leaders and executives, and a respected industry advisor on issues within the food system. Clients and food and farm industry leaders seek Charlie's unique expertise in applying the peer-reviewed trust model developed in 2012 to help them build trust in their processes and products.

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

Ron Bennett

Ron Bennett is the president of the Canadian Federation of Agriculture and co-chair of the Public Trust Steering Committee. Ron lives on a cow-calf farm in Bruce Mines, Ontario.

Ron's extensive contributions to farming organizations began when he helped establish the Algoma Federation of Agriculture and served as its founding president during the years of economic hardship that farmers experienced in the 1980s. Ron eventually became involved with the Ontario Federation of Agriculture, serving on its board of directors and executive committee where he was vice-president for two years and then president for four years. It was during his time at OFA that he became involved with CFA, sitting on CFA's National Council and Executive Committee, becoming second vice-president in 2007 and president in 2010.

Don Winkler

Don Winkler is a Vice President from Syncrude Canada Ltd., Gord Winkler joined the University of Alberta in 2010 and has supported the establishment of the David Sloan Wilson School of Engineering Safety and Risk Management in 2015. The school will deliver education in safety and risk management as a core competency requirement for all undergraduate engineering disciplines graduating from the University of Alberta, as well as initiating graduate studies and research in the field.

Winkler works to improve safety and technology in Mining led to Distinguished Lecturer status from the Canadian Institute of Mining in 2002, 2008 and 2013. Winkler chairs the Surface Mining Association for Research and Technology (SMART) and is a member of the J.T. Ryan Safety Committee for the Canadian Institute of Mining. Gord is Vice President for the University of Alberta Board of Governors Safety, Health and Environment Committee, and serves on the Alberta Health Services Safety and Quality Committee. Additionally, Gord serves on a Board for the Commissionaires of Northern Alberta and on the Board for Careers, The Next Generation.

Winkler also works to provide support in safety, risk management and organization effectiveness, to firms and agencies across Canada.

Debbie Finstad

Debbie Finstad is a familiar face and voice in Alberta's farm community. She spent years covering agriculture and rodeo from Red Deer in television and radio broadcasting, as well as newspaper reporting. Now working as a communications consultant, she's excited to do a variety of projects; ranging from hosting at conferences, to interviewing rodeo champions at places like the Calgary Stampede. Debbie also writes stories for several farm and western publications.

Debbie is a Board Director for Lakeland College and Red Deer's Westerner Park. She grew up in southern Alberta, where her family has ranches for more than a century. Debbie credits 4-H public speaking for sparking her interest in broadcasting.

Debra Crowe

Debra Crowe is the Director of Millennial Engagement at Monsanto in Saint Louis, Missouri. Vance is a former Communications Strategist for the World Bank Group, a former U.S. Peace Corps Volunteer stationed in Kenya, a former communications manager at a National Public Radio (NPR) affiliate in Northern California and was also on an eco-tourism ship that traveled in the Western Hemisphere. Vance earned an undergraduate degree in communications from Marquette University and a Master's Degree in Cross-Cultural Negotiations from the Seton Hall School of Business.

Jason Clay

Jason Clay, Senior Vice President for Markets and Food at World Wildlife Fund, works with some of the world's largest companies to reduce their impact on the environment.

In addition to his work with WWF, he is the author of 20 books and is a National Geographic's first-ever Food and Sustainability Fellow. Clay created one of the world's first fair-trade ecolabels and has been involved in developing many other standards for commodities such as cotton, shrimp and sugarcane.

Early in his career, Clay received a PhD in Anthropology and International Agriculture as a result of his interest in sustainability from working on and then running the farm. Over the course of his career, he worked with the US Department of Agriculture, taught at Harvard and Yale and was awarded the 2012 James Beard Award for work on global food sustainability. He spent 15 years working on human rights with indigenous people, refugees and famine victims.

Allyson Perry

Allyson Perry joined The Center for Food Integrity in July 2009. Her roots run deep in agriculture, and she is passionate about building trust in the food system. She grew up on a farm and worked in the pork industry for 18 years' in public affairs, government affairs and human resources, and she was a pork producer herself.

Allyson is a top-notch communicator who prides herself on creating win/win situations and exercising basic common sense in a world that's not always logical. She is a former member of the Missouri Pork Producers and is on the executive board of the Agribusiness Association of Iowa—the largest association of ag retailers in the nation—having served as the first female chairperson.

In her spare time, she sings in three choirs at church and serves on the leadership team for the chancel choir. She holds a Bachelor of Science degree in Marketing from Oklahoma State University in Tulsa, Oklahoma.



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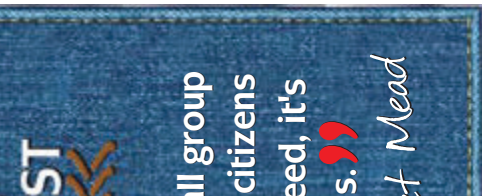
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