



2018
PUBLIC TRUST SUMMIT
From Insights...
to Actions



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

CANADA'S FAVOURITE COFFEE



Based on #1 brewed coffee sales in Quick Service Restaurants in Canada, according to The NPD Group/Crest*, year ending Feb 2015. ©Tim Hortons, 2015



Welcome

Welcome to the Public Trust Summit.

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

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

The currency of trust today is transparency, and this happens most effectively when responsibility is shared. And sharing information, thinking and actions is what this Public Trust Summit is all about.

The Canadian Centre for Food Integrity has an important role to play in supporting Canada's food system. We are committed to conduct and coordinate consumer research – listening to what the public is thinking and saying – and then translating these insights so that members of Canada's food system (from value chain roundtables, producer groups, agribusinesses and food retailers to industry associations, governments and groups like Agriculture in the Classroom, Agriculture More Than Ever, and Farm & Food Care) can advance their trust building initiatives.

Creating forums to share information and ideas is another component of the Canadian Centre for Food Integrity service offering. From webinars to forums like this 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 provinces, sectors and value chains. Share ideas and think about how you can apply this information in your efforts when you get back home.

We welcome your feedback on how the Canadian Centre for Food Integrity can be of greater value and service to you and your trust building efforts in the future.

The journey continues ...



Kim McConnell, C.M.

Chair, Canadian Centre for Food Integrity



Agenda

day one

Tuesday November 13, 2018

Welcome

1:00 p.m.

*Afternoon Chair: Jean-Claude Dufour, Dean
Faculty of Agriculture and Food, Laval University*

Insights: CCFI 2018 Public Trust Research

1:15 p.m.

Launch: What makes food information credible?

In 2016, CCFI studied the public trust model and learned shared values are 3-5 times more powerful than facts when it comes to earning trust with Canadians. But what are those values and motivations? This year CCFI's work builds on its base of trend data going back to 2006 and launches leading edge research with insights into Canadians' beliefs and values around food information. These thought provoking insights will change your paradigm on your target audiences and create new opportunities to engage more meaningfully.

*Crystal Mackay, President, CCFI
Ashley Bruner, Research Coordinator, CCFI*

Actions: Taking Action on Food Loss + Waste

2:20 p.m.

Food loss + waste is on the radar of consumers, governments and food system stakeholders around the world. What can we do better together? This program provides leadership and funding to help Canadian food companies look for and implement food loss + waste solutions resulting in thousands of tonnes of food back on the table as well as huge environmental benefits. Add in best management practices and communications on the topic through www.bestfoodfacts.org for a real example of the public trust framework in action.

*Cher Mereweather, Executive Director, Provision Coalition
Paighton Smyth, Consumer Confidence Coordinator, CCFI*

Tim Hortons.

Networking break



2:45-3:15 p.m.

Actions: Public Trust & Food Safety

3:15 p.m.

Ron Bonnett, President, Canadian Federation of Agriculture
 Chair, Public Trust Steering Committee



Insights: The Consumer Expectation Gap

3:30 p.m.

Today's food consumer has all the outward appearances of being picky, choosy and hard-to-please. They demand personalized products at the same or lower price, but seemingly don't reward the companies that deliver it. Where does that leave the food industry?

Daniel Lemin, Digital Marketing, Author & Speaker

Reflections & Wrap Up

4:30 p.m.

Sylvie Cloutier, Quebec Food Processing Council (CTAQ), CEO
 CCFI Board Member

Adjourn

4:45 p.m.

Reception

6:00 p.m.

Putting Canada on the Menu

6:45 p.m.

Progressive Dinner for Progressive Thinking - a celebration of Canadian food and all the people who make it happen!

Masters of ceremonies:

Jill Harvie, Canadian Cattlemen's Association

Marty Seymour, Farm Credit Canada





Agenda

day two

Wednesday November 14, 2018

Breakfast



7:30-8:30 a.m.

Welcome

8:30 a.m.

Morning Chair: Adele Buettner, AgriBiz Communications Corp.

Keynote: Be Curious about the Future of Food

8:30-9:30 a.m.

One way to contribute to transparency and trust in our food system is to be curious about it. Instead of observing the food system, be engaged with it, relentlessly looking behind the headlines, talking to real people not Tweet bots, and considering the consequences of change. This is a moment of revolutionary change in the way we grow, process, transport and move our food. It's time to understand our supply chain in order to discover the opportunities that await entrepreneurs. Making the supply chain visible for the purpose of innovation is a worthy goal for today's conscious consumers.

*Dr. Robyn Metcalfe,
The University of Texas at Austin*



Changing the Conversations about Food

9:30-10:15 a.m.

Moderator: Lorelee Orr, Corteva Agriscience

This interactive panel will share their passion and their plans for changing the conversations about food and connecting with consumers. We will ask them to share their insights and candid advice on what we can all do better to help Canadians make informed decisions about their food in the future.

Panelists:

Mayssam Samaha - Montreal based Food and Travel writer

Dylan Sher - Documentary Producer of "Before the Plate" following food from Toronto's trendy Canoe Restaurant back to farms.

Dara Gurau - Registered Dietitian and Food Expert

Tim Hortons.

Networking break



10:15-10:40 a.m.

Let's Talk Transparency Workshop

10:40-11:30 a.m.

If transparency is no longer optional, what are you doing about it and how well are you doing? This interactive session will teach you the fundamentals of transparency and walk through a transparency check on your own work using CCFI public trust research insights to guide you.

J.J. Jones, US Center for Food Integrity

Canadian Centre for Food Integrity: Helping Canada's Food System Earn Trust

11:30 a.m.

A report card on progress to date and upcoming plans with Canadian Centre for Food Integrity in their work coordinating research, dialogue, resources and training. What's on the wish list? How can you get involved?

Crystal Mackay, CCFI President

What we heard. What we learned. What's next.

Kim McConnell, CCFI Chair

Summit adjourns

12:00 p.m.

CCFI Member & Summit Sponsor Lunch
Feedback Session

12:15 – 1:30 p.m.





Ashley Bruner

Research Coordinator
Canadian Centre for Food Integrity

Ashley is joining CCFI in the new Research Coordinator position and is excited to bring her market research and public policy experience to the team.

After completing a Master of Public Policy at Simon Fraser University, Ashley joined one of Canada's largest market research companies - Ipsos. For the past six years, most recently as a Senior Research Manager in Public Affairs, she has worked on hundreds of research projects for clients in the public, private, and non-profit sectors. Ashley has experience with a wide range of research methodologies ranging from online, telephone, focus groups, in-depth interviews, and town halls.

Ashley understands that every single data point represents a real person's opinions and views. With this, she is excited to leverage CCFI research findings into actionable insights to help Canada's food system stakeholders better understand and meet the needs of the public they serve.



Crystal Mackay

President
Canadian Centre for Food Integrity

Crystal is the President of the Canadian Centre for Food Integrity, with a vision for helping Canada's food system earn trust by providing research, resources, dialogue and training. She 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.

Crystal has over 20 years of experience working in communications and executive positions related to public outreach and agri-food sector collaboration through her roles with Farm & Food Care, Ontario Farm Animal Council, AGCare and Ontario Pork provincially and nationally.

Crystal 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. Crystal has received several awards recognizing her work to advance agriculture and food, including the University of Guelph Alumni Medal of Achievement and most recently the Canadian Animal Health Institute Industry Leadership Award. She enjoys spending time with her young family and playing hockey whenever she gets the chance!

Cher Mereweather, M.Sc., PMP

Provision Coalition
Executive Director

Cher is one of Canada's leaders in food manufacturing sustainability. As Executive Director of Provision Coalition, an organization she founded with the country's top food and beverage professional associations, Cher works directly with manufacturers to transform their business culture and operations. An advocate for change and a passionate spokesperson, Cher has dedicated her career to advancing sustainability concepts within the Canadian food industry and sustainability solutions at the firm level. Most recently, Cher has sharpened Provision's focus on the reduction of food loss and waste, responsible sourcing and climate change mitigation, by developing innovative technologies and on-line tools that will modernize facility processing.

Cher's career has included time with the Guelph Food Technology Centre where she established and directed the Sustainability Consulting Business Unit, and executive positions in environmental economics and policy with the Canadian agri-food think tank, the George Morris Centre. Cher holds a Bachelor and Master's degree in Environmental Economics and Policy. Cher has also been awarded the Canadian Grocer Generation Next award for her leadership, innovation and excellence in sustainability within the food and beverage industry.



Daniel Lemin

Digital Marketing
Author & Speaker

Daniel Lemin is a startup co-founder, trusted advisor and bestselling author on reputation management, digital marketing, and social media customer service. As an early member of Google's global communications team Daniel, led the launch of products in North America, EMEA, and Asia Pacific, and edited the Google Zeitgeist weekly research report featured in over 40 markets worldwide.

He is the CMO and co-founder of Selectivor, a food personalization company that helps people create and share their food preferences. He is also on the consulting team at Convince & Convert, a digital-marketing and customer-experience strategy firm serving organizations such as the United Nations, Comcast, Hilton Worldwide, Best Buy, and 3M. The company is led by Jay Baer, New York Times best-selling author and technology investor.

Daniel regularly provides expert commentary on TV and in high-profile publications such as the New York Times, USA Today, CBS Radio and Fox News, and speaks and leads workshops across the nation. He writes for the world's most popular content-marketing blog, which appears on the Convince & Convert website. In 2015, he released his first book, Manipurated.

A native of Ohio, Daniel earned his MA in communications and leadership from Gonzaga University. He lives in Los Angeles with his cocker spaniel, Truman, by his side and enjoys the simple joys of gin martinis, jazz, and eating his way around the world—he'll try nearly anything as long as it doesn't bite back.





Dr. Robyn Metcalfe

Director of Food + City
The University of Texas at Austin

Dr. Robyn Metcalfe is a Visiting Scholar and Lecturer in the College of Natural Sciences at The University of Texas at Austin. She is also the Director of Food+City, an innovative project that explores the future of our food system.

Food+City tells stories about how we feed cities and supports food tech entrepreneurs through its website and print magazine. Food+City also produces a Challenge Prize, an annual event for startups that are working on improvements to the global food supply chain.

Dr. Metcalfe's past careers include publishing with Sunset Magazine and strategic planning with Arthur D. Little, Inc. She founded a working conservation farm, Kelmscott Rare Breeds Farm in Maine where she actively conserved heritage livestock for ten years.

She received her BA in American Studies from The University of Michigan and a MA and PhD from Boston University in History, with a concentration in Modern European food history. Her third book is about the future of the global food supply chain, scheduled for publication in 2019.



J.J. Jones

US Center for Food Integrity
Roots & Legacies Consulting Inc.

While northwest Kansas will always be home, J.J. lives in and works from Kansas City. He has continued to enhance his agricultural and leadership skills from the strong foundation that was built growing up in a diversified agribusiness family and being an active member of both 4-H and FFA. Earning degrees from Kansas State University in Animal Science and Industry as well as International Agriculture, J.J. is a strong leader in association management, communicating with various agriculture and food industry stakeholders and putting his passion for international agriculture to use in developing global markets for Roots & Legacies' clients.

J.J. has worked with and in over 30 countries on behalf of farmers, ranchers and agribusiness during his career and is a frequent presenter on consumer attitudes and trends regarding agriculture and food as well as global agriculture. J.J. works with Kansas Agriculture and Rural Leadership, Inc., The Center for Food Integrity and Kansas Corn in addition to numerous client projects and speaking engagements.

J.J. is a board member of the Agribusiness Council of Kansas City, an advisory team member for Sheffield Place an elder at Country Club Christian Church and a Governor for the American Royal. J.J. and his partner, Kevin, enjoy all things food and wine!



Lorallee Orr

Marketing Communications Leader – Canada
Corteva Agriscience

Lorallee's life and passion have always been agriculture. Growing up on her family farm and her love of people inspired her to pursue a career in the industry.

As a member of the Commercial Leadership Team and People Leader Team, Lorallee is responsible for overseeing all marketing communications for the organization and championing the marketing communications department. She is integral in ensuring marketing communications strategies align with business goals and works closely with an external agency of record to ensure successful fulfillment and execution of all marketing communications campaigns and tactics.

Dylan Sher

Producer of Before the Plate

Sher, creative mind behind Before The Plate started the project as a result of experiencing the misinformation about the farming industry first hand. Growing up just outside of Toronto, Dylan's initial impression of farming came from urban information sources that had a very negative view of modern agricultural practices. After enrolling at the University of Guelph for agricultural business, Dylan has realized the weight and scale of false information that consumers are exposed to which sheds farmers in a bad light. Dylan plans to use his urban upbringing as an advantage to the project as he has a better understanding of areas that are of concern in the cities and what social implications those carry.



Mayssam Samaha

Montreal-based Food and Travel Writer

Mayssam's blog Will Travel for Food has been a finalist in the Saveur Magazine Blog Awards in the Culinary Travel category two years in a row. She is the founder of SAISONS, a collection of intimate gatherings staged in unique surroundings and headlining Montreal-based chefs working with seasonal and regional ingredients with the express mission of promoting Quebec's distinctive cuisine. She contributes to the Tourisme Montreal blog on a regular basis. Mayssam was born and raised in Lebanon and has lived in New York City before finally settling on Montreal as her home. She travels the world in search of the next culinary discovery from Michelin-starred restaurants across the planet to the latest hole-in-the-wall down the street.



Dara Gurau

Registered dietitian and food expert

Dara Gurau is a registered dietitian and food expert. As a registered dietitian, Dara works as a clinician at a large teaching hospital and is the co-founder of How To Eat, a food and nutrition communication team on a mission to help people relax about their food choices and live happy and healthful lives by cooking and eating good food. Through recipe development, engaging educational videos, thoughtful blog posts and social media content, they encourage and inspire families to cook and enjoy more home cooked meals together. The How To Eat food blog was shortlisted for the 2018 Taste Canada Food Writing Awards in the Best Health and Special Diet category. Dara is a strong advocate for Canadian agriculture and works to educate consumers about where their food comes from and promote Canadian food and farmers. Dara lives in Toronto with her husband and two girls.



With thanks to our CCFI members for chairing and adding their insights to our agenda



Jean-Claude Dufour, Ph.D, Agr, C.Dir.
Dean - Faculty of Agriculture and Food at Laval University



Adele Buettner
*Founder and President
AgriBiz Communications Corp.*



Sylvie Cloutier
*Chief Executive Officer
Quebec Food Processing Council (CTAQ)
CCFI Board Member*



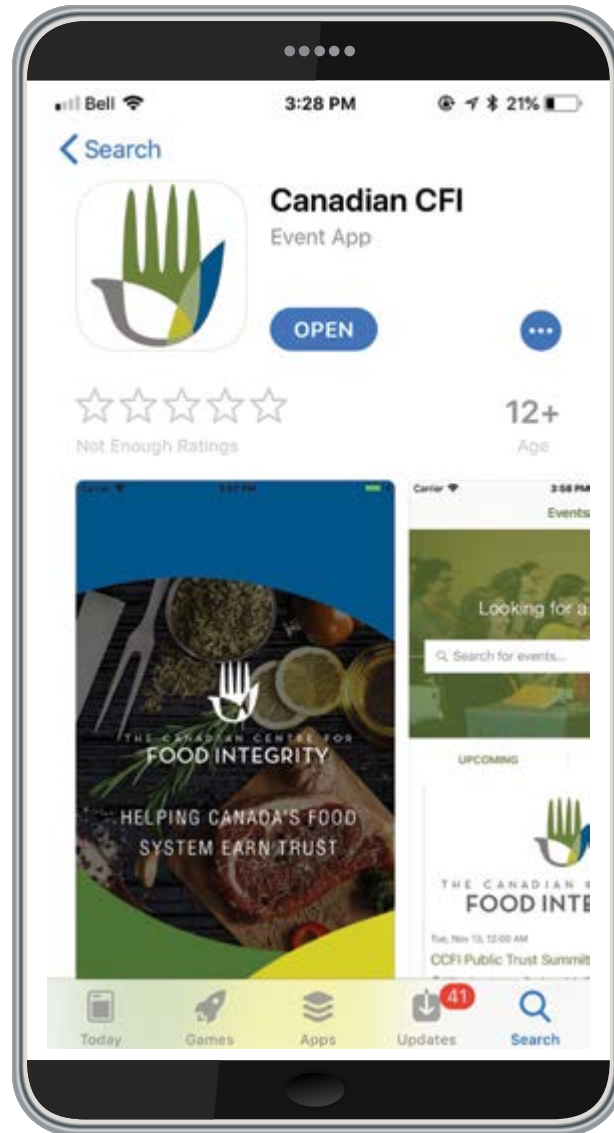
Jill Harvie
*Public & Stakeholder Engagement Manager
Canadian Cattlemen's Association*



Marty Seymour
*Director, Industry and Stakeholder Relations
Farm Credit Canada*

Lisa Hughes
*Senior Director, Purchasing
A&W Food Services of Canada Inc.*

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Helping Canada's food system earn public trust by coordinating research, resources, dialogue and training.

VISION

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VALUES

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With thanks to the following for their leadership and investment in helping establish the Canadian Centre for Food Integrity. This is the first step in a long journey of a coordinated approach to earning public trust in Canadian food. Join us, become a CCFI member today.

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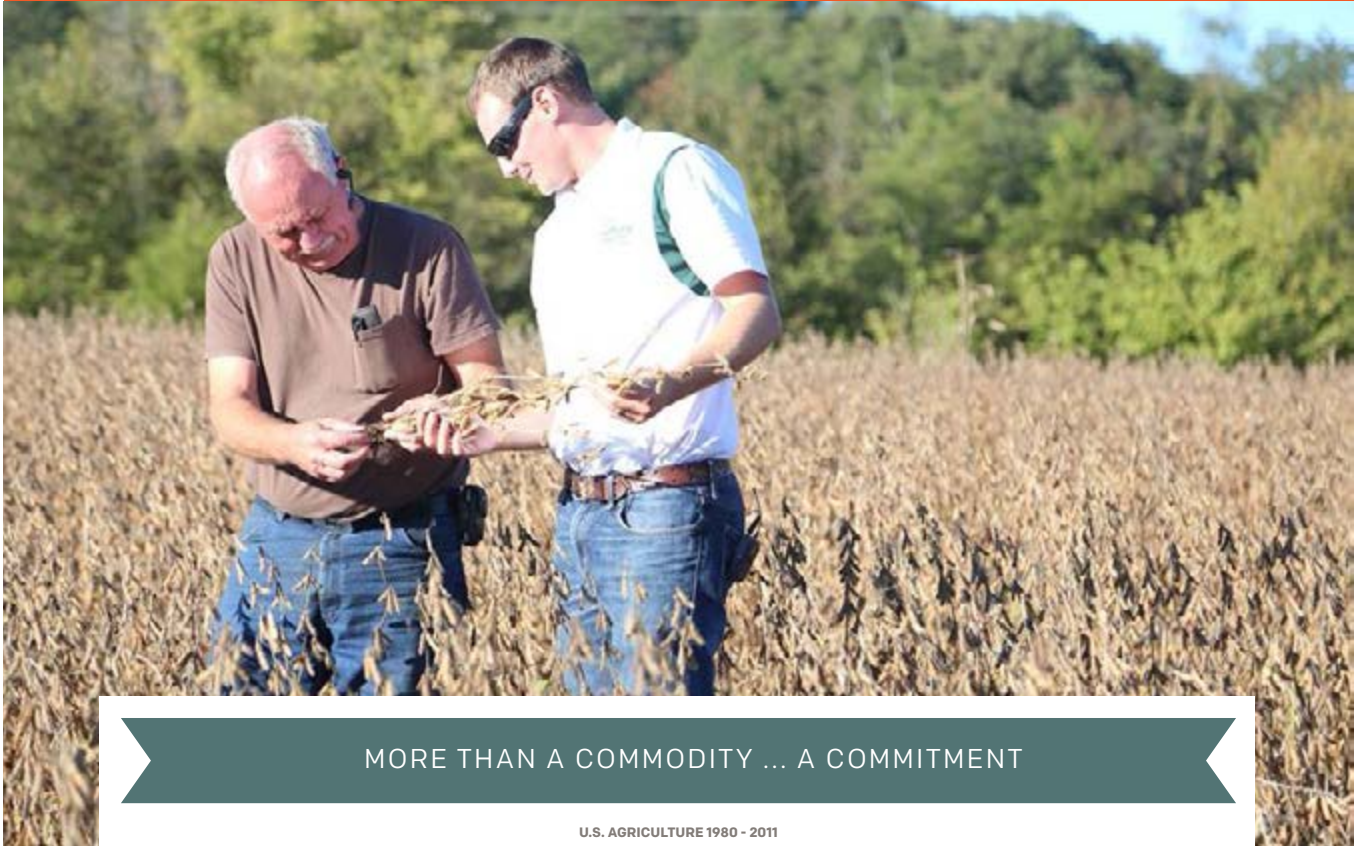


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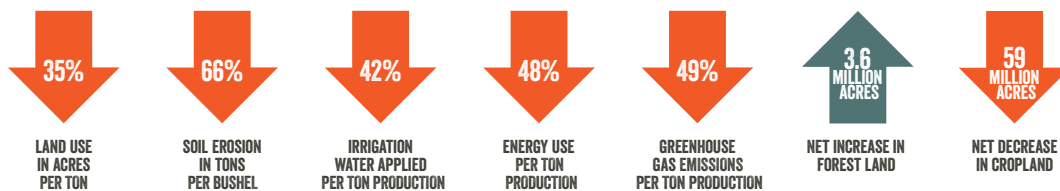


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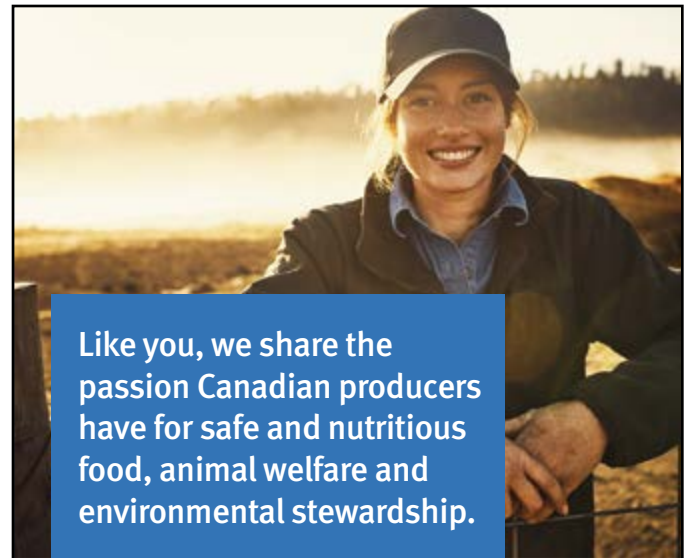
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Like you, we share the passion Canadian producers have for safe and nutritious food, animal welfare and environmental stewardship.

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As proud sponsors of the 2018 CCFI Public Trust Summit, we look forward to connecting and working with the dedicated thought leaders, decision makers and influencers who are shaping the future of our food system.

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