



From Insights...
...to Actions

2019 Public Trust Summit

Saskatoon, Saskatchewan
November 13-14, 2019

agenda

Michaelangelo Room A, B & C

Morning Program

Emcee: John Jamieson, President & CEO, CCFI

Registration & Continental Breakfast

8:00 a.m.

Sponsored by L.H Gray and RBC

Welcome & Objectives of the Day

9:00 a.m.

John Jamieson, President & CEO, CCFI

Clinton Monchuk, Executive Director, FFC SK

Keynote: Out of this World Transparency, Trust and Collaboration

9:20 a.m.

Dr. Dave Williams, Astronaut/Author

Sponsored by the Government of Saskatchewan

Break

10:30 a.m.

Sponsored by Burnbrae Farms

Launch of the 2019 Canadian Centre for Food Integrity Public Trust Research: Public opinions, online conversations and messages that work

11:00 a.m.

Find out the latest trend data building on the CCFI base going back to 2006. Take a deeper dive into online conversations using leading edge research software to help quantify, segment and understand what consumers think and feel about their food and how it's grown.

Paighton Smyth, Partner Engagement Coordinator, CCFI

Lunch

11:45 a.m.

Sponsored by Farm Credit Canada

day one

Wednesday, November 13, 2019

Afternoon Program

Keynote: Elevating Canada's Place within the Global Economy

1:00 p.m.

*Dr. Evan Fraser, Arrell Food Institute, University of Guelph
Sponsored by U.S. Soybean Export Council*

Break

2:30 p.m.

Sponsored by A&W

Panel: Food in the News - What works? What doesn't? What can the food system do better? Candid advice from different views of the panelists.

3:00 p.m.

*Moderator: Mary Robinson, CCFI Board Member
Mairlyn Smith – Home Economist, TV Personality and Author
John Gormley – News Talk Radio Host, Speaker and Author
Toban Dyck – Journalist for Financial Post and Farmer
Sponsored by The Western Producer*

Lessons Learned

4:15 p.m.

Kaitlyn Kitzan, Student from University of Saskatchewan

Adjourn

4:30 p.m.

Reception

5:30 p.m.

Sponsored by Bayer Crop Science

Celebration of Canadian Food with Saskatchewan Flair Award Gala

7:00 p.m.

*Food and Farming Champion Award
Emcee: Cherilyn Jolly-Nagel
Sponsored by Federated Co-operatives Limited*

agenda

Morning Program

Emcee: Erin MacGregor, Registered Dietitian & Food Expert

Breakfast

7:30 a.m.

Welcome, Objectives & Call to Action

8:15 a.m.

Coffee break

8:35 a.m.

Breakouts: Four Concurrent

Round One:
8:50 – 9:50 a.m.

Breakout sessions:

Round Two:
10:00 – 11:00 a.m.

1. Dealing with Tough Topics – Tips and practice on the questions you hope you're never asked - *Clinton Monchuk*
2. Connecting with Values – Digging deeper on the jobs to be done to effectively engage to earn trust - *Christina Crowley*
3. Navigating Modern Media - How the agriculture industry can proactively engage the media - *Cherilyn Jolly-Nagel*
4. Collaboration - Moving from concept to a working reality – what does it take? Toolkit for successful collaboration - *Dr. Dave Williams*

Break

11:00 a.m.

Sponsored by Canadian Canola Growers Association

Five things in five minutes: what have we learned, shared and been inspired by?

11:15 a.m.

Erin MacGregor, Registered Dietitian & Food Expert

Wrap Up Insights

11:30 – 12:00 p.m.

Kim McConnell, Chair, CCFI

Lunch

12:00 p.m.

CCFI member feedback session

12:00 – 1:30 p.m.