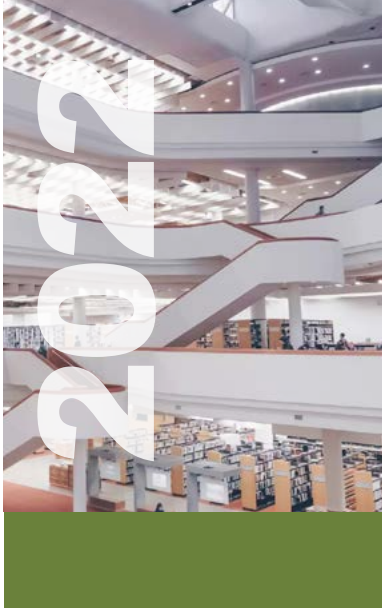
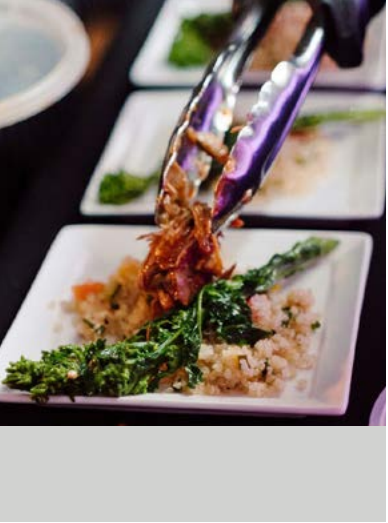


# 2022 PUBLIC TRUST SUMMIT



THE CANADIAN CENTRE FOR  
**FOOD INTEGRITY**

LE CENTRE CANADIEN POUR  
**L'INTÉGRITÉ DES ALIMENTS**



# AGENDA

TUESDAY | **October 25**

## MORNING PROGRAM

MC | Stéphane Beaudoin



**8:00 am** Registration & Breakfast

**9:00 am** Welcome & Objectives of the Day



**9:20 am** Keynote – Dr. Samantha Yammine, aka ScienceSam (Neuroscientist, Science Communicator, and Digital Media Producer: Misinformation)

**10:30 am** Break

**11:00 am** 2022 Research Results – Ashley Bruner (Research Coordinator, CCFI)

**12:00 pm** Lunch

**1:00 pm** Sustainability Panel – Moderator David McInnes; Panelists include Julia Harnal, Vice President Public Affairs Agricultural Solutions BASF SE; Alanna Koch, Farmer & Board Chair of Global Institute for Food Security; Jennifer Lambert, Sr. Manager, Sustainability at Loblaw Companies Limited

**2:30 pm** Break

**3:00 pm** Keynote – John F. T. Scott (Retail Industry Speaker, Consultant, and former CEO: Food Affordability and Purchasing Patterns)

**4:15 pm** Dr. Luis Hernando Cervera Mondragon, IL Cereales, Mexico  
Mexican Nutrition Labelling Regulations

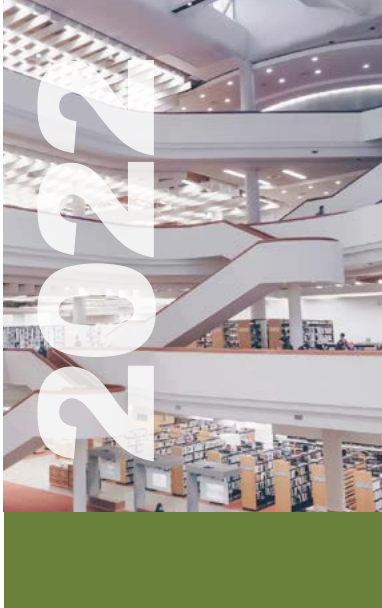
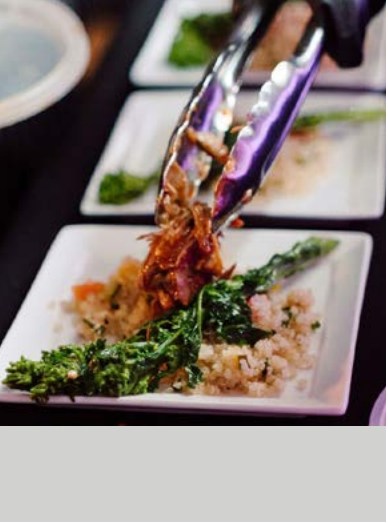
**4:45 pm** Adjourn



Canada's Seed Partner

## EVENING RECEPTION

**7:00-9:00 pm** Passed Hors' D'oeuvres and Food Stations with Remarks



# AGENDA

WEDNESDAY | **October 26**

MORNING PROGRAM

MC | Stéphane Beaudoin

**7:30 am** Breakfast

**8:30 am** Intro & Call to Action

**8:45 am** Break

**9:00-10:00 am** Round 1 of Group Sessions: 4 concurrent

Group Session #1 Kurtis Hayne from the Marine Stewardship Council to discuss metrics to support seafood sustainability

Group Session #2 Christina Crowley from Crowley + Arklie Strategy & Co. Learnings from an audit of Canada's food communications plans

Group Session #3 Second Harvest to present about how the industry can partake in the Food Recovery Network Project

Group Session #4 Jennifer Ellson to speak about the role that media can play in today's agri-food system

**10:15-11:15 am** Round 2 of Group Sessions (same as above)

**11:15 am** Break

**11:45 am** Key takeaways from the Group Sessions & Wrap up Insights

# SPEAKERS



## David McInnes

As Principal of DMci Strategies, David is a strategic advisor, speaker and facilitator on change and the opportunities facing the Canadian and global food system.

As part of this role, he initiated and is currently leading a private-public coalition of over 100 partners to develop Canada's first agri-food sustainability index, the National Index on Agri-Food Performance - a novel tool to affirm Canada's sustainability leadership and to mark progress on societal and environmental priorities. David is the Coordinator of this initiative.

David is a Member of the Agricultural Research Institute of Ontario (ARIO), a Governance Committee Member of the Canadian Agri-Food Sustainability Initiative (CASI), an Arrell Food Fellow with the Arrell Food Institute at the University of Guelph, an Affiliate of McGill University's Institute for Global Food Security, and a Global Advisor for Nova Scotia Business Inc.

Previously, David was the President and CEO of the Canadian Agri-Food Policy Institute. He held executive management positions with MDS Nordion, a Canadian-based global supplier of medical isotopes and cancer treatment technologies. Earlier in his career, he worked for the Canadian Bankers Association, Scotiabank, and a Royal Commission on the economy. More recently, David is a former Senior Fellow of Canada 2020 (an Ottawa-based think tank) and a Contributing Editor of The Economist Intelligence Unit. He was also a Chair of WaterAid Canada and Trustee of London-based WaterAid International, an NGO dedicated to clean water and improved sanitation across the developing world.

Among many published newspaper articles and reports in recent years, David co-edited *Virtual Water: Its Implications for Agriculture and Trade* with the universities of Nebraska and Kansas State, 1st Edition, CRC Press (2019). He also authored *Taking It to the Hill - the Complete Guide to Appearing Before Parliamentary Committees*, 2nd Edition, The University of Ottawa Press (2006).

He is a graduate of the London School of Economics (MSc.) and Dalhousie University (B.A.).



# SPEAKERS



## Dr. Luis Hernando

Graduated at law school with a specialty in public administration and public policy by the institute of technology and higher studies of Monterrey.

Master's in public administration and public policy, from the institute of technology and higher studies of Monterrey in collaboration with the John F. Kennedy School of Government at Harvard University, Massachusetts.

Ph.D. in public policy, from the institute of technology and higher studies of Monterrey in collaboration with the John F. Kennedy School of Government at Harvard University, Massachusetts.

National elections counselor. State of Mexico council (most populous state in the country with 16 million people). From 2015 to present.

General director of the Confederation of Industrial Chambers of the United Mexican States (Concamin) from 2012 to 2019.

General director of the Latin American Cereals Institute. From 2019 to present.

# SPEAKERS



## John F.T. Scott

John F.T. Scott is an economist specializing in the Food Distribution and Retail sector. He is the former CEO of Canada's largest retail grocery association (The Canadian Federation of Independent Grocers), a position he held for 23 years. He currently analyzes strategies and speaks on Canada's food industry. He is renowned for weaving the preferences of the evolving consumer into the dynamics of the industry.

John holds the ICD.D designation from the Institute of Corporate Directors. He is the Immediate Past Chair of the both the Board of Governors of Niagara College and the Board of Directors of the Canadian Agri- Food Policy Institute (CAPI). He also served as Chair of the acclaimed Vineland Research and Innovation Centre and is a Past Director of the Alberta Livestock and Meat Agency (ALMA). He currently serves on several industry Boards including Food Retail Firms in Ontario and British Columbia.

John is an Honourary Member of the Canadian Agri-Food Policy Institute and one of four individuals to have received both of the highest recognitions in Canada's retail food industry - the Golden Pencil (Hall of Fame) and the Spirit of the Independent Award (Inspiration to Entrepreneurs in the Grocery Industry).

# SPEAKERS



## Ashley Bruner

As the Research Coordinator at the Canadian Centre for Food Integrity, Ashley specializes in communicating public opinion research to the food system. Ashley translates numbers and trends over time into actionable insights to help Canada's food system better connect with everyday Canadians and the issues they care about. With an eye for detail and passion for the food system, Ashley tells the story behind every data point.

Ashley holds a Master of Public Policy degree from Simon Fraser University and has over ten years of research, presentation, and policy experience. Previous to joining CCFI, Ashley worked as a senior research manager at Ipsos Public Affairs working 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.

The long-term success and growth of Canada's food system must be grounded in public trust. Over the past four years with CCFI, Ashley has helped food system stakeholders understand and build trust with Canadians on key food system both big and small.

# SPEAKERS



## Alanna Koch

A farmer, industry leader, long-time agriculture champion, former senior government executive and experienced corporate director, Alanna Koch is the Board Chair of the Global Institute for Food Security (GIFS) at the University of Saskatchewan. She is on the board of SeedMaster Manufacturing and the Canadian Agricultural Hall of Fame, is Chair of the CN Agricultural Advisory Council and an active member of the Global Farmer Network. She works with farmers and the agriculture industry through her consulting company, KoHert Agri Inc.

Prior to this, she served as Deputy Minister to Premier Brad Wall and Cabinet Secretary and was the Saskatchewan Deputy Minister of Agriculture for nine years. As one of the longest serving Agriculture Deputy Ministers in Saskatchewan and Canadian history, Alanna worked closely with farmers and industry and her priority was to build and maintain public trust in agriculture by focusing on science-based decision making and communicating the benefits of innovation and modern tools and technology.

Alanna has been involved in the agriculture industry, both professionally and personally, for most of her life. Before joining government, she was President of the Canadian Agri-Food Trade Alliance and was a Director with Agricore United (a predecessor of Viterra), and Executive Director of the Western Canadian Wheat Growers Association. She has been widely recognized for her contributions to the agricultural industry and her community, but her greatest honour was her induction into the Saskatchewan Agricultural Hall of Fame in 2011 for outstanding achievement in the sector. Alanna and her husband, Gerry Hertz, farm at Edenwold, SK, and are committed to sustainable crop rotation practising minimum tillage and utilizing advanced crop technology growing grains, oilseeds and pulse crops.

As a farmer and advocate for agriculture, she actively promotes how agriculture is a solution for environmental, economic and social sustainability. She knows first hand that farmers and ranchers are responsible stewards of land and livestock – the challenge is to connect with consumers on shared interests and communicate how sustainable agriculture is providing safe, nutritious, plentiful and affordable food to Canadians and the world.



# SPEAKERS



## Jennifer Lambert

Jennifer Lambert, Senior Manager Sustainability at Loblaw Companies Ltd.

Jennifer is the sustainability lead at Loblaw Companies for their Control Brand business. In this role she is responsible for identifying sustainability opportunities along with supply chain risks. This work involves implementing sustainability strategies for high risk commodities, working with suppliers on animal welfare, reducing the environmental footprint of packaging, and monitoring and implementing strategies to meet future consumer needs in areas like organics, GMOs and ingredients of concern in both food and personal care and household products.

Jennifer has an Engineering degree in Food Process design from the University of Guelph and an MBA with a specialization in global strategy and brand marketing from The Schulich School of Business at York University.

As part of her role at Loblaw, Jennifer participates in several industry sustainability initiatives and is a regular speaker at industry events and conferences. She was recently elected as Vice Chair of the Canadian Roundtable for Sustainable Beef, is a governance committee member of the Canadian Agri-Food Sustainability Initiative and is an advisor to the AAFC Sustainability Table.

Prior to working in the sustainability field Jennifer led a team of Quality Assurance professionals responsible for ensuring the safety and consistent quality of Loblaw's control brand products.

# SPEAKERS



## Julia Harnal

Julia is Vice President Public Affairs for Agricultural Solutions at BASF's Agricultural Solutions Division in Germany. She leads a global team passionate about sustainability in agriculture and stakeholder dialogue.

Julia grew up in a farming family and studied agronomy before joining the industry. She holds a master's degree in agricultural sciences, agronomy and crop science from the University of Kiel in Germany.

Throughout her career, she has held various management positions with BASF in Germany, France and Canada.

# SPEAKERS



## Dr. Samantha Yammine

Dr. Samantha Yammine is passionate about empowering people to explore science by making it more familiar, accessible, and inclusive. She does this in part by sharing interactive science commentary and research updates on Instagram through short videos, emoji-filled captions, and engaging pictures. She's created space for continued, multi-way dialogue about science that transcends geographical borders and the traditional gate-keeping of academia. A leader in digitizing science on social media, Samantha founded Science Sam Media to continue to grow the reach and impact of her science communication initiatives.

Samantha always takes an audience-first approach to share complex topics in clear and entertaining ways. She is a frequently requested speaker and event host who loves engaging folks with anything science, anywhere & everywhere - she's hosted a livestream with an astronaut aboard the International Space Station, presented her research on the streets at Toronto's busiest intersection, talked ringside with Muay Thai fighters about performance anxiety, and showed off model and real brains at 1am in a Yurt during an all-night art festival. She leads interactive workshops on science communication, personal branding, and social media to teach scientists and STEM professionals the skills they need to share their science creatively.

Dr. Yammine earned her PhD from the University of Toronto researching how stem cells build the mammalian brain before birth and maintain it throughout adulthood. In addition to her doctoral research, she co-authored a crowd-funded research study exploring the effects that #ScientistsWhoSelfie on Instagram can have on public perceptions of scientists. She's also published in Nature and Science on communicating science online.

She's produced, scripted, and hosted educational videos for companies like 3M, GE, Lady Speedstick, and Seeker. She also regularly appears as a guest expert in the popular media including appearances on TVO Kids, AsapSCIENCE, Leafs Nation Network, Netflix, CBC GEM, and a regular correspondent with LBC Radio UK, CBC Radio, and NewsTalk1010. She has both hosted and spoken at TEDx events, with her TEDx talk entitled "You Are a Molecular Masterpiece" receiving thousands of views. Samantha is a member of the Editorial Committee for the World Congress of Science and Factual Producers, and the Board of Trustees for the Royal Canadian Institute for Science. She was the Founder and a Co-Producer of the first ever #SciencelsADrag event, which she continues to run in Toronto in partnership with RCIScience, Geith Maal-Bared, and Shawn Hercules.

# SPEAKERS



## Stéphane Beaudoin

Stéphane Beaudoin is a graduate of McGill University in General Agriculture program and a member of l'Ordre des Agronomes du Québec. Over the last 25 years, Stéphane has evolved mainly in the fields of agronomy, animal production, animal health, continuous improvement, corporate affairs and animal welfare. Stéphane has both a broad and in-depth knowledge into the livestock production value chain and its related regulatory and marketing systems. He has the ability to distill complex industry regulatory issues and relationships into workable insights and intelligence. He defines himself as a facilitator, even a bridges builder between the various stakeholders with the following ultimate goals: the promotion of the ONE Health principle (health and well-being of animals, humans, ecosystems), food safety and consumers' trust in their agri-food system.

His entrepreneurial journey began with his meeting with Dr. Temple Grandin in 2007. It was for him his epiphany where he understood how he could amalgamate his passions for animal welfare, science, agribusiness and education. In 2013, he founded his own animal welfare company, under the name of Gestbeau Inc.

In order to reach an atypical but growing clientele, he founded Magon Inc in 2020 to offer agronomic and veterinary tele-consultation service to small-scale livestock producers and urban/peri-urban owners of farm animals.

# SPEAKERS



## Christina Crowley-Arklie

Christina is on a mission to transform the way we communicate in agriculture-food and beyond. Christina is the founder and digital communications strategist behind Crowley + Arklie Strategy & Co., providing communications and digital marketing services and strategy, corporate communications leadership training and one-on-one coaching to help elevate brands, businesses and leaders in communicating their why. Her ten plus years' experience has led her to manage communications efforts in the political, corporate, academic and non-for-profit sectors, for clients in agriculture-food as well as technology, trades and consumer packaged goods, from small business to agencies, start-ups to fortune 500 companies.

An active advocate for Canada's food system and an engaged community volunteer, Christina has been recognized as a Top 40 under 40 by the city of Guelph where she resides with her husband Andrew and two children and as a 10x10 Alumni with Impact by her alma mater at the University of Guelph's College of Business & Economics. She is pleased be Past President of the University of Guelph Alumni Association Board of Directors, as well as a Board member with the Guelph General Hospital Foundation.



# SPEAKERS



## Jennifer Ellson

Jennifer Ellson is a 22-year veteran communicator, print and broadcast journalist who has held editorial positions in various media – including prior stints at the Financial Times, Forbes, Newsweek, Montreal Gazette, Global, and international trade magazines. In addition, she worked for organizations as a PR and senior communications specialist. Jennifer conducts media coaching, training, writing and consulting workshops, and has a degree in communications and journalism from Concordia University in Montreal, Quebec.



## Kurtis Hayne

Program Director, Marine Stewardship Council (MSC) Canada.

The MSC is a global non-profit certification for sustainable wild-caught seafood. The program uses a market-based model to fuel its mission to recognize, reward and encourage sustainable fishing practices as well as transform the seafood market to a sustainable basis.

In addition to advocating for more sustainable fishing, through consumer education and awareness the MSC strives to highlight its ‘blue fish label’ as a powerful way consumers can support this transformation by increasing demand for certified sustainable seafood.

Kurtis leads the Canadian strategy and works directly with fisheries, supply chain companies, scientists, researchers, and other NGOs across the country.

# SPEAKERS



## Charlotte Demeslay

Charlotte is the Food Procurement Manager - Retail with Second Harvest. Charlotte spent seven years working in the food industry in France in various positions from sales to category and business unit management. In 2021, Charlotte joined Second Harvest to manage the national roll-out of Sobeys Food Rescue Program on the Second Harvest Food Rescue App in all Sobeys Inc. banners. She now manages the development of food rescue programs with retailers across Canada. Passionate about food and driven by Second Harvest's vision of "No Waste. No Hunger."



## Dylan Putzel

Dylan is the Senior Manager, Food Procurement with Second Harvest. He manages food rescue partnerships with producers, processors, manufacturers, and distributors across Canada to rescue and redistribute large volumes of healthy, surplus food to Second Harvest's national non-profit network. His background includes working with food supply chains and sustainable agriculture in both the private and charitable sectors, and he holds a master's degree in Human Geography.

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