



OFFICIAL SUMMIT PARTNER

2023 CCFI PUBLIC TRUST SUMMIT



The Westin Toronto Airport Hotel
950 Dixon Rd, Toronto, ON M9W 5N4

EVENT OVERVIEW

The CCFI Public Trust Summit is an event in the agrifood industry that brings together industry leaders, government officials, and experts from across Canada to discuss and address the challenges and opportunities related to building public trust in the food system.

The goals of the summit are to foster meaningful conversations and partnerships, share best practices and case studies, and provide insights and strategies that can help Canadian food system stakeholders build public trust.

Through keynote speeches, panel discussions, breakout sessions, and networking opportunities, attendees will explore a wide range of topics related to public trust.

Whether you're a food industry executive, a government official, an academic, or an advocate, the CCFI Public Trust Summit is a must-attend event that will provide you with valuable insights, connections, and ideas that can help you drive positive change and build public trust in the food system.

AGENDA



TUESDAY, OCTOBER 17

MC | Darlene McBain (Director, Industry Relations, Farm Credit Canada)

- 8am** Registration & coffee/tea & assorted juices
- 9am** Welcome & objectives of the day
- 9:20am** Keynote – Darrell Bricker (Global CEO, IPSOS Public Affairs)
The Next Canada: Canada’s demography is changing rapidly and radically, opening a gap, which will soon be a gulf, between the new demand and the old supply.
- 10:20am** AG In the Classroom Canada -
Soft launch for the I AM AG campaign
- 10:30am** Break
- 11am** Research Results – Ashley Bruner
(Research Manager, Canadian Centre for Food Integrity)
- 12:00pm** Lunch
- 1pm** Consumer Panel – (Moderator Darlene McBain)
- 2:30pm** Break
- 3pm** Keynote – Derek Nighbor (President & CEO, Forests Products Association of Canada)
Forestry in the Future: Canada’s agriculture and forestry sectors have so much in common.
- 4:15pm** Adjourn

EVENING RECEPTION

- 7:00pm – 9:00pm** Passed Hors’ D’oeuvres and food stations with remarks at 8:00pm (TBC)





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WEDNESDAY, OCTOBER 18

MC | Darlene McBain

7:30am Breakfast

8:30am Intro & call to action

9am – 10:05am Round 1 of breakout sessions: 3 concurrent
(Food Trends, SEO, Demographics)

10:10am – 11:15am Round 2 of breakout sessions (same format as above)

11:15am Break

11:45am Wrap up insights – Mike Dungate (CCFI Board Chair)



SPEAKERS

DARRELL BRICKER

Global CEO, IPSOS Public Affairs



Darrell is more than a numbers guy. An engaging and relaxed business speaker, he analyzes complex data and shares his powerful insights to forecast upcoming demographic trends. Using data from one of the world's leading market research and public opinion firms, he tailors his presentations to your unique audience's needs and interests.

With more than 20 years of experience in the public opinion sector, he has gathered and analyzed the views and data of Canadians from coast to coast. As the CEO of IPSOS Public Affairs, Darrell provides strategic advice to clients within the public, corporate and not-for-profit sectors. Previously, Darrell worked within the Prime Minister's Office as the director of public opinion research.

He is an active member of both the American Association for Public Opinion Research and the Marketing Research and Intelligence Association. Darrell is also the founding President of the Canadian Association for Public Opinion Research. Darrell has co-authored several bestselling books on public opinion.

He has been a regular commentator on public affairs for Reuters News, Global TV, CTV Canada AM, CTV National News, CTV NewsNet and CBC NewsWorld, and has also written for the Institute for Research on Public Policy, the Fraser Institute, and The Globe and Mail.

Darrell is a passionate supporter of Canada's military. In addition to being the Honorary Colonel for the Queen's York Rangers, he is a member of Canada Company, an organization that raises funds to support the families of Canada's soldiers. Darrell is also on the campaign cabinet for Fort York, Toronto's oldest military facility. In recognition of his support for Canada's military, he was awarded a commendation by the head of the army.

ASHLEY BRUNER

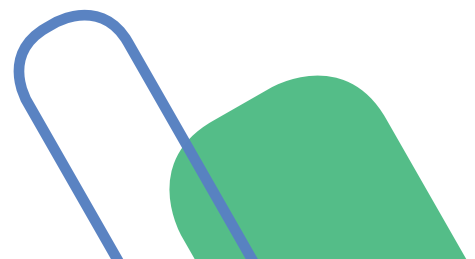
Research Manager, CCFI



As the Research Manager 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 on 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. Before 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.



DARLENE MCBAIN

Director, Industry Relations, FCC



Darlene McBain is Director, Industry Relations at FCC. She works closely with various partners, associations and stakeholders to further help grow the agriculture and food industry across Canada.

Born and raised on a poultry farm outside of Quebec City, Darlene has first-hand knowledge of the hard work and dedication that goes into a successful farm operation. She has been working in the agriculture and agri-food industry for more than 20 years and is passionate about food, business strategy, relationship building, and coaching.

After graduating from Laval University with a Bachelor of science in agriculture, she started her career in the banking industry as an account manager. She worked in different geographical areas in the province and built relationships with customers from various agricultural sectors across the province of Quebec.

In 2007, Darlene joined FCC as a manager of customer service. She was responsible of the sales support team and contributed to the strategy, building strong customer relationships and helping farmers and business owners grow their operations in Eastern Quebec.

Darlene has been a member of “l’Ordre des agronomes du Québec” for 20 years. In addition to her professional roles, Darlene has also participated and volunteered in several community organizations and education boards.

DEREK NIGHBOR

President & CEO,
Forests Products Association of Canada



Derek Nighbor was born and raised in Pembroke – in the heart of the Ottawa Valley – and has been President and CEO at Forest Products Association of Canada (FPAC) since March 2016. He is proud to represent Canada’s forest products sector and its workers, families, and communities nationally and internationally.

Prior to joining FPAC, Derek served for over 7 years as Senior Vice President with Food & Consumer Products of Canada (FCPC), the country’s leading voice for consumer goods manufacturers like Coca-Cola, McCains, Nestle, Procter & Gamble, and Unilever.

Derek served for over 3 years as Senior Vice President of Public Affairs with Retail Council of Canada (RCC) representing over 45,000 retail storefronts across Canada, including leading retailers like Canadian Tire, Home Depot, Staples, and Home Hardware.

Derek has also held senior political positions with the Government of Ontario, including two years as Chief of Staff to Ontario’s Minister of Consumer and Business Services.

Derek’s global roles include his recent appointment as the industry representative and advisor to the United Nations Forum on Forests and his involvement as a Steering Committee member of the International Council of Forest & Paper Associations (ICFPA) – an organization of forest sector leaders from 28 countries around the world. He served as ICFPA’s President of from 2019 to 2022.

Derek also represents Canada’s forest products industry on the Steering Committee of the United Nations’ Food & Agriculture Organization’s Advisory Committee on Sustainable Forest-based Industries (ACSFII) and is a member of the Board of Directors of FPIInnovations, Canada’s leading forest sector research institute.

Derek has a keen personal interest in community health care and sport and recently served as Vice Chair of the Board of Directors for Ronald McDonald House Charities Canada. He’s also a past Board Member of the Ontario Curling Association, the Ontario Trillium Foundation’s Grant Review Team for the Greater Toronto Area, and the Ottawa Sports & Entertainment Group’s Equity, Diversity, and Inclusion Committee.



BREAKOUT SESSIONS SPEAKERS

TERESA FORMAN

Partner, and Chief Strategy Officer,
Acart

Theresa Forman is a Partner and the Chief Strategy Officer at Acart, an independent agency that understands the evolving intersection between strategy, media, creative and tech in ways that help transform brands. Theresa has been a B2C and B2B marketing professional for more than 25 years, honing her craft in the consumer-packaged goods, tech, and advocacy sectors. She has spent a career crafting strategies and go-to-market initiatives that have driven brand and business growth internationally for start-ups, SMBs and global enterprises. As an executive who has sat both on the client-side and agency-side, she has catered to many distinct target audiences across many different sectors and industries and as a result, brings a breadth and depth of experience and insight to her engagements.

JO-ANN MCARTHUR

President and Founding Partner of
the Nourish Network

Jo-Ann spent her first career client-side, successfully connecting brands with consumers and retailers at Procter & Gamble, Unilever, and Cadillac Fairview. As a divisional President of Molson Coors, and a member of its North America Management Board, she led the charge to sell more beer more profitably.

Now leading the agency she co-founded, Jo-Ann continues to build powerful strategies for food and beverage products in Canada, the US, and Europe. She works hands-on with the Nourish Team, guiding the creation of marketing plans that move products off shelves and into consumers' shopping baskets and, perhaps most importantly, into their hearts.

She currently appears as a food marketing expert in the international TV documentary series "Eat Me (or try not to)" airing on Curiosity Stream.



DAT TO

SEO & SEM Digital Marketing
Consultant



Dat is an experienced digital marketing leader who has worked with a wide range of businesses across various industries to increase traffic, generate leads, and boost sales revenue. He has developed successful in-house digital marketing strategies and processes and has taught SEO and SEM at George Brown, as well as guest lectured at the University of Toronto and Seneca College. Dat has been a guest contributor on SEO and SEM sites, such as Shopify, GoDaddy, and Freshbooks, and has created a Mastermind Group of over 160 digital marketing professionals from different backgrounds to collectively solve digital marketing, professional, and related business challenges.

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