



THE CANADIAN CENTRE FOR  
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

[Cliquez ici pour la version en français](#)

## EVENTS



Save the date

October 17-18, 2023

# Public Trust Summit

The Westin Toronto Airport Hotel



## Join the conversation on public trust in the food system at the CCFI Public Trust Summit 2023

We are excited to announce our upcoming Public Trust Summit, taking place on October 17th and 18th at the Westin Airport Hotel in Toronto. We are thrilled to have a lineup of industry leaders and experts who will delve into the critical topic of public trust in the food system and provide valuable insights on how we can work together to improve it.

On Tuesday, October 17th, we will kick off the summit with a morning program featuring keynote speaker Darrell Bricker, Global CEO of IPSOS Public Affairs. Darrell will share his insights on public opinion and trust in the food system.

We will also have a consumer panel moderated by Darlene McBain, Director, Industry Relations at FCC where attendees will have the opportunity to hear directly from consumers about their perspectives on the food system. Additionally, we will present research results from Ashley Bruner, Research Manager at the Canadian Centre for Food Integrity. The summit will also feature a keynote presentation by Derek Nighbor, CEO of the Forest Products Association of Canada. Derek will provide his insights on building trust in the food system from a cross-sectoral perspective.

On Wednesday, October 18th, we will continue the discussion with a series of interactive breakout sessions.

These workshops will cover trending topics and provide attendees with the opportunity to engage with industry leaders and peers to gain concrete knowledge that can be applied to their specific situations.

Registration details and more information about the summit will be coming soon, so stay tuned for further updates.

## PUBLIC TRUST RESEARCH

Looking ahead to the 2023 Public Trust Research, the CCFI has already begun laying the groundwork for what promises to be another comprehensive and insightful study. With a focus on understanding the evolving needs and expectations of Canadian consumers, the 2023 research will provide valuable insights into how the food system can continue to build trust and foster greater transparency. It will be unveiled at the Public Trust Summit on October 17, 2023.

In the meantime, you can access the [2022 Public Trust Research Report](#) to gain valuable insights into Canadian consumers' perceptions of the food system.

## WHAT MEDIA IS SAYING

Check out today's trending topics and get up to date with the latest round of thought provoking articles about the Canadian food system. Please note that the views and opinions expressed in these articles are those of the authors and do not necessarily reflect the position of CCFI:

- [New data reveals consumers increasingly choose products in sustainable packaging globally, despite rising prices](#)
- [Consumers are suffering, but so are the producers](#)
- [Collective Action for a Circular Food Economy in Canada](#)

## MISCELLANEOUS

### The Stew Podcast

It's Good Canada has launched a new podcast called "[The Stew](#)". The show aims to provide listeners with valuable insights and information on Canada's constantly evolving food system. Hosted by Paighton Smyth, the podcast features expert guests who help break down complex food topics in a clear and easy-to-understand way. With so much information available on the internet, The Stew is a valuable resource for anyone looking to make informed decisions about their food choices. Tune in and subscribe to The Stew for informative discussions and tips on how to navigate Canada's diverse food landscape.

Canadian Centre for Food Integrity  
[www.foodintegrity.ca](http://www.foodintegrity.ca) | [learnmore@foodintegrity.ca](mailto:learnmore@foodintegrity.ca)



Canadian Centre for Food Integrity | 100 Stone Road West, Suite 105, Guelph, N1G 5L3  
Canada

[Unsubscribe toni@foodintegrity.ca](mailto:toni@foodintegrity.ca)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent bytoni@foodintegrity.capowered by



Try email marketing for free today!