

THE CANADIAN CENTRE FOR
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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Strength in Collaboration: Our Path Forward

Recently, I have been travelling across Alberta, Saskatchewan, and Manitoba, meeting with companies, organizations, and other partners across the food value chain. These travels have reinforced a belief that I hold deeply: our industry thrives on connection and collaboration. In a sector as diverse and dynamic as ours, partnership isn't just a benefit—it's a necessity.

When we join forces, we don't just add value to our own efforts; we amplify the impact across the entire food system. It's about expanding our collective influence, creating a ripple effect that strengthens trust and innovation at every level.

As we continue to revitalize the Canadian Centre for Food Integrity, we are committed to developing fresh approaches that meet our community's evolving needs. I'm incredibly proud of the team here at CCFI, who are dedicated to connecting all parts of our food system and fostering trust.

This spirit of collaboration will be at the heart of our upcoming Public Trust Summit. "Trust In Action: Cultivating Public Confidence" is not just a theme but a call to each of us to come together, share our insights, and build the future of Canadian food hand in hand. I encourage you to join us at the Summit to explore how we can collectively elevate our efforts and make a lasting impact on our food system.

There's no better time to unite our efforts. We're excited to continue this conversation and invite you to join us as we strengthen and elevate our collective mission.

Thank you for your commitment, and I look forward to seeing you at the Summit.

With warm regards,

Lisa Bishop-Spencer
Executive Director
Canadian Centre for Food Integrity



EVENTS



2024 PUBLIC TRUST SUMMIT

Trust in Action: Cultivating Public Confidence

October 23-24

The Westin Toronto Airport Hotel

Summit Champions



Get Ready for the 2024 CCFI Public Trust Summit!

Built on the latest insights from CCFI's Public Trust Research, this year's Summit focuses on active participation and actionable insights. Highlights include:

- Unveiling of CCFI's New Brand Identity
- Keynote by Dr. Samantha Nutt: "Feeding Change"
- 2024 CCFI Public Trust Research Results
- Dynamic Consumer Panel: Boomers and GenX – Influencers with More Power Than You Think
- Interactive Plenary with Ipsos: Turning Survey Data into Trust-Building Strategies
- Insightful Breakout Sessions: Explore the diverse landscape of public perceptions within the food system

Group Discount: Save 10% when you register 10+ attendees! Contact toni@foodintegrity.ca.

Accommodation: Enjoy a special rate at The Westin Toronto Airport Hotel—\$212 + taxes per night. Book by September 30, 2024!

For more info and registration, visit [CCFI Website](#).

"What Does Public Trust Have to Do with Attracting and Retaining a Workforce?"

The Canadian Centre for Food Integrity's

Webinar Series



Date: Thursday, September 5, 2024

Time: 11:00 AM – 12:00 PM ET

Attracting and retaining employees in the agriculture industry is key to the success of the industry. There is a growing workforce shortage and increasing competition for talent from all industries in Canada. Understanding the perceptions of the industry with job seekers that may not come from an ag background will help with efforts to attract those with non-ag backgrounds to work in the industry.

Canadian Agricultural Human Resource Council (CAHRC), in conjunction with CCFI, recently took a look at the perceptions Canadian job seekers outside of the ag industry have of opportunities in the industry. Join Jennifer Wright, Executive Director of the CAHRC to learn more about these findings and how to learn from these findings to attract and retain your workforce. [Register now!](#)

MISCELLANEOUS

Membership Survey

We asked, you answered! Thanks to our valued members and stakeholders for helping CCFI achieve an organizational-high response rate, representing 40 distinct organizations. Your feedback is being put into action as we work to enhance our communications, increase member engagement and value, while amplifying CCFI's impact. The detailed feedback report is available for CCFI members on the Members Portal ([2024 Member Feedback Report.pdf](#)) The feedback gathered will play a pivotal role in CCFI's upcoming strategic planning for 2025.

Not a member? Want to have a say? Please reach out to our team at learnmore@foodintegrity.ca to learn more about CCFI membership.

Canadian Centre for Food Integrity
www.foodintegrity.ca | learnmore@foodintegrity.ca



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