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EVENTS

October 17-18

The Westin Toronto
Airport Hotel



2023 Public Trust Summit

Navigating the Public Trust Summit: Tips and Resources for New Attendees

The [Public Trust Summit](#) is approaching, and we want all attendees, particularly those new to the topics of food integrity, transparency, and building public trust, to make the most of this event. Here are some valuable tips and resources to help you navigate the summit with confidence and deepen your understanding of these critical issues.

To maximize your summit experience, familiarize yourself with fundamental concepts related to public trust such as consumer concerns, audience segmentation, trust-building engagement, and emerging trends. Visit the Canadian Centre for Food Integrity's website and other reputable sources for valuable information and resources on these topics.

Expand your knowledge with recommended readings that offer insights into public trust and the future of food. Consider exploring the [Edelman Trust Barometer 2023](#), [International Food Information Council](#), [Bridging the food trust gap](#), [Nourish Trend Report](#), [Government of Saskatchewan Public Trust Research](#). Engaging with this content will provide new perspectives and deepen your understanding of the challenges and opportunities in building a transparent and trustworthy food system.

Make sure to explore the previous year's [Public Trust Research Report](#) published by the Canadian Centre for

Food Integrity. This report delves into key trends, consumer perceptions, and industry advancements related to public trust in the food sector. It will provide you with a comprehensive overview of the progress made and the challenges ahead.

The Public Trust Summit presents an excellent opportunity to connect with industry professionals, influencers, and like-minded individuals. Actively engage in conversations, share your thoughts, and foster meaningful connections. Collaborating with others who share your passion for a transparent and sustainable food system can lead to exciting projects and partnerships that drive positive change.

Don't miss out on the interactive breakout sessions offered at the summit. These experiences provide practical tools, strategies, and hands-on learning opportunities. Participate actively, ask questions, and contribute to the discussions to enhance your learning experience and gain practical insights that you can apply in your work.

Join us at the Public Trust Summit and unlock the full potential of this event.
[Details & Registration Here](#)

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:

- [Farmers object to housing on prime Ontario farmland](#)
- [Canadian Parliament releases report on food inflation](#)
- [Deloitte's Future of Restaurants Survey](#)
- [New RCC survey looks at Canadian shopping intentions for the Nation's birthday](#)
- [Training in Corporate Pressure Campaigns - Animal Justice](#) (reference below)

This is a video that provides insights into the tactics used by animal activists such as Animal Justice to exert pressure on businesses and corporations.



MISCELLANEOUS

We are pleased to welcome, [Food, Health & Consumer Products of](#)

Canada as the newest CCFI member!

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