



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

## EVENTS

2023 CCFI  
PUBLIC TRUST SUMMIT

**KEYNOTE  
SPEAKER**

**Darrell Bricker**  
Global CEO, IPSOS Public Affairs

OCTOBER 17, 2023

Darrell Bricker  
Global CEO, IPSOS Public Affairs

2023 CCFI  
PUBLIC TRUST SUMMIT

**KEYNOTE  
SPEAKER**

**Derek Nighbor**  
CEO, Forest Products  
Association of Canada

THE CANADIAN CENTRE FOR  
FOOD INTEGRITY

Derek Nighbor  
CEO, Forest Products Association of  
Canada

**Register now at the early bird discounted rate!**

CCFI members who are eligible for complimentary ticket(s), will have received a separate email to include a promo code.

### 2023 Public Trust Summit: Introducing Our Keynote Speakers

We are pleased to introduce the keynote speakers for our upcoming Public Trust Summit. These experts are leaders in their fields and bring a wide range of knowledge and experience to our event.

Our first keynote speaker is Darrell Bricker, Global CEO of IPSOS Public Affairs. With over thirty years of experience in public opinion research, Darrell is a renowned expert on global trends and their impact on society. He will delve into the crucial role of understanding public opinion in building public trust in the food system. Darrell will discuss the latest trends and insights in public opinion, empowering participants to effectively engage with consumers and build trust.

Our second keynote speaker is Derek Nighbor, President, and CEO of the Forest Products Association of Canada (FPAC). With his extensive experience in the forest products industry, Derek will share his valuable

insights on how to build trust with consumers and stakeholders. Attendees can expect to learn from his success stories and discover transferable lessons that can be applied to various sectors of the food system.

Our keynote speakers' presentations promise to be informative, thought-provoking, and provide you with ideas and leads for building public trust in the food system. Don't miss this opportunity to join the conversation about public trust in the food system.

Register today and join us at the Summit to help shape the future of a trusted and sustainable food system.

## 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:

- [Survey: Canadians coping with higher costs of living by reducing their living expenses](#)
- [Saskatchewan research team identifies Canada's food weakness](#)
- [Price matters more to grocery shoppers than organic: poll](#)
- [Grocery store price perception skewed by imperial vs. metric labelling: study](#)
- [Plant-based food not a passing fad in Canada](#)

## MISCELLANEOUS

### Board of Directors: Election of Michael Graydon

The CCFI is pleased to announce the election of [Michael Graydon](#), CEO of Food, Health & Consumer Products of Canada (FHCP) to its Board of Directors, bringing his visionary leadership experience to our board.

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!