

THE CANADIAN CENTRE FOR  
**FOOD INTEGRITY**

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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## Join us at the Public Trust Summit

Dear Members and Supporters,

As you know, the Canadian Centre for Food Integrity (CCFI) is at a pivotal time in its history, as we embark on an exciting journey of revitalization. As we prepare for our Public Trust Summit on October 23 and 24, 2024, we are thrilled to unveil a transformative shift in our approach, underscored by an exciting brand refresh for our organization.

Sponsorship of the Public Trust Summit offers a unique opportunity to showcase your commitment to the integrity and future of Canada's food systems. Your involvement will help us deliver an exceptional Summit experience and support our ongoing efforts to strengthen and sustain a resilient, trusted food supply chain. By partnering with us, you will gain valuable exposure and networking opportunities while contributing to a cause that benefits all Canadians.

This revitalization is more than just a fresh look; it represents our renewed commitment to building public trust in Canada's food systems. By fostering greater transparency, collaboration, and consumer confidence, we are dedicated to working with all value chain partners to create a unified front. Our collective efforts will benefit the entire industry and, ultimately, the Canadian public.

The upcoming Summit is not just another event. It's a groundbreaking opportunity for engagement and collaboration, featuring interactive sessions and insights from our latest Public Trust research. This unique platform reflects our new, vibrant approach to working with industry partners, making it a must-attend for anyone in the food industry.

As a valued member of our professional network, I urge you to consider the significant impact your sponsorship can have during this vital period of adjustment and renewal. Please take a moment to explore our Sponsorship Package, tailored specifically for you, to learn more about how you can be an integral part of this transformative event.

Thank you for your unwavering dedication and support. Together, we can create a lasting impact and build a stronger, more trustworthy food system for all.

With warm regards,

**Lisa Bishop-Spencer**  
Executive Director  
Canadian Centre for Food Integrity



## EVENTS



THE CANADIAN CENTRE FOR  
FOOD INTEGRITY

SAVE THE  
DATE

# PUBLIC TRUST SUMMIT 2024

October 23-24, 2024  
The Westin Toronto Airport Hotel

The CCFI team is hard at work on the Public Trust Summit, set for October 23 and 24, 2024. This year, we're revolutionizing the summit experience with more interactive sessions and cutting-edge insights from our Public Trust research.

Featuring keynote speaker Dr. Samantha Nutt, a consumer panel, and the unveiling of our new branding, this summit promises unparalleled opportunities for engagement and collaboration. Interested in taking an active part in this transformative event? Explore our [Sponsorship Package](#).

Mark your calendars and be part of the change at the CCFI Public Trust Summit 2024. Registration will be open soon!



The Canadian Centre for Food Integrity's  
**Webinar Series**

Nourish 2024  
Trend Report

June 18, 2024  
at 11:00 AM

### Webinar | Nourish 2024 Trend Report

**Date: June 18, 2024**  
**Time: 11:00 AM EDT**

Join Jo-Ann as she highlights the Nourish 2024 Trend Report and showcases examples of these trends in action worldwide. This webinar offers data and perspectives to help you make informed decisions to move your business forward, possibly in directions you hadn't previously considered

Registration link and details to be confirmed shortly!

## MISCELLANEOUS

We are pleased to welcome [AdFarm Partnership](#) as the newest CCFI member!



# ADFARM

## Reminder to Members: Take part in the Survey!

Two weeks ago, members received an invitation to participate in a new membership consultation survey. This survey is part of CCFI's efforts to revitalize the organization and better meet the evolving needs of the value chain.

Members' input is crucial in shaping the future direction of CCFI. By participating in this survey, you will help develop strategies that address key priorities, driving innovation and growth within the organization. The survey takes approximately 10 minutes to complete, and all responses are anonymous.

Canadian Centre for Food Integrity  
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