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## Thought leaders to come together to learn more about public trust in food and farming

One Month until the CCFI Public Trust Summit  
Have you registered yet?

Interest in public trust in the food system and the challenge to earn it with consumers continues to grow - from the farm and ranch right through to Canada's largest food service companies. A unique mix of thought leaders of all ages from throughout the country, across supply chains, governments, industries and academia will come together in Calgary next month.

The Canadian Centre for Food Integrity (CCFI) Public Trust Summit "Tackling Transparency - the Truth about Trust" will be held September 18-20<sup>th</sup>.

One of the core objectives of CCFI is to create forums for dialogue around public trust. The lineup of world class speakers assembled will share their insights to start stimulating discussion and good thinking on what can be put into action by attendees across Canada.

### Summit program features:

- Crystal Mackay, CCFI, will release the 2017 CCFI public trust research and Charlie Arnot, CFI, will present a new transparency index tool.
- Dr. Gordon Winkel will discuss insights from oil and gas and mining with Dianne Finstad, a well known Alberta communications specialist.
- Dr. Jason Clay, World Wildlife Fund and Vance Crowe, Director of Millennial Engagement for Monsanto will share their experiences on collaboration and transparency.
- Experience Alberta Tour, a live focus group of millennials, Science of the Six Pack Reception and Connecting with Canadians working breakfast to put your inspiration into action.

If you're passionate about food, farming and related fields, register for the CCFI Public Trust Summit today. Join the conversations and help build the momentum for earning trust in Canada's food system for the future.

Register, book hotels and find out more at [www.foodintegrity.ca](http://www.foodintegrity.ca)

Think about who else should be in the room: invite your members, colleagues and customers. Pass this email along to someone you know who would value this experience and opportunity!



The banner features the logo of The Canadian Centre for Food Integrity, which includes a stylized green and blue hand holding a leaf. Below the logo is the text "THE CANADIAN CENTRE FOR FOOD INTEGRITY" and "HELPING CANADA'S FOOD SYSTEM EARN TRUST". To the right, the title "2017 Public Trust Summit" is displayed in large blue and green font. The main headline "Tackling Transparency - the Truth about Trust" is in blue. Below this, a paragraph invites thought leaders to join in Calgary from September 18-20, 2017. A list of bullet points highlights new research, global insights, and millennial consumer feedback. A photo of a diverse group of professionals is shown on the left. A yellow circle with "REGISTER NOW!" is on the right. At the bottom, a green banner contains the text "Don't be disappointed, last year's summit sold out! Find out more at www.foodintegrity.ca".

**THE CANADIAN CENTRE FOR FOOD INTEGRITY**  
HELPING CANADA'S FOOD SYSTEM EARN TRUST

## 2017 Public Trust Summit

### Tackling Transparency - the Truth about Trust

Join thought leaders from across the country and build the momentum to earn public trust in food and farming **September 18-20, 2017** at the **Calgary Westin**.

- New leading research
- Key experts with global insights
- Millennial consumers telling us exactly what they think!

With thanks to our Presenting Partner  
*Tim Hortons.*

**REGISTER NOW!**

**Don't be disappointed, last year's summit sold out!**  
Find out more at [www.foodintegrity.ca](http://www.foodintegrity.ca)

**Canadian Centre for Food Integrity**

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