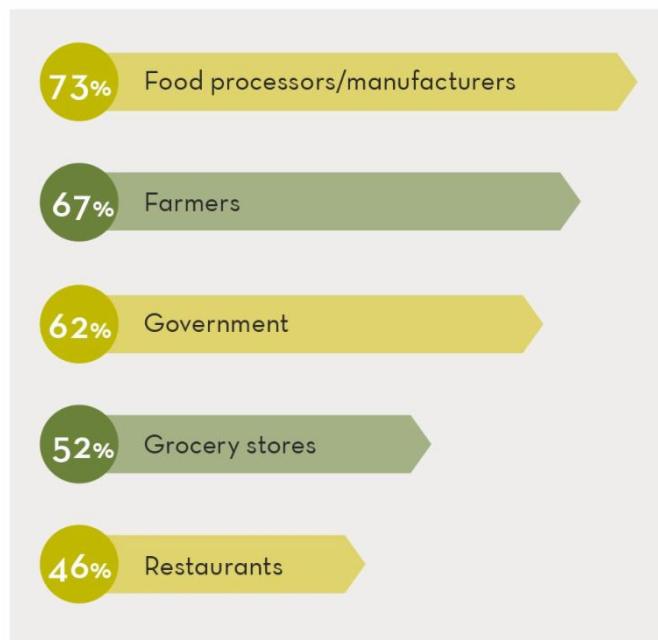




December 2017 E-News
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Transparency - Whose job is it?

We asked consumers who they feel is responsible for providing information about how their food is grown or produced so they can make informed decisions. Half or more rated each of the stakeholder segments an 8-10 "strongly responsible." All stakeholders in the food system play a role, well beyond these categories. This is a trend that will increase in the future as consumers demand answers and explanations on every ingredient in the food chain, from seed to their tables.



Canadian Centre for Food Integrity 2017 Public Trust Research

Interested in knowing more?

Download copies of the 2017 and 2016 CCFI Public Trust Research summaries in French or English or listen to webinars of the highlights at www.foodintegrity.ca. CCFI members can contact us to access the detailed research and customized insights to best inform your work directly.



What makes food news credible? US CFI Research Shows "Truth" is Relative

When it comes to the credibility of food news and information, truth is relative, according to new research from The Center for Food Integrity (US). The study identified five consumer segments, how each defines truth and how food news and information move through culture. It provides the food and agriculture industries insights into which consumers are driving food trends and how - and where - to connect with them to earn trust.

Through digital ethnography, US CFI observed 8,500 consumers online across multiple social channels. Going back two years, the study forensically examined their behaviors, identifying beliefs, values, fears and unspoken motivations when it comes to food information.

Find out more! We invite you, our Canadian supporters and partners, to [register](#) for the US CFI Trust Research Webinar "Shifting Food Beliefs and Trends: Insights Into Closing the Trust Gap" with Charlie Arnot on **Tuesday, January 23, 2018**.

The Rural-Urban Divide in Canada - A panel discussion podcast

'Between The Rows' looks at rural and urban perspectives of food and farming in Canada. How are people in downtown Toronto different than Red Deer? Hosted by Robert Arnason, Western Producer, with guests Mike Von Massow, an agricultural economist at the University of Guelph, Darren Vanstone, a corporate engagement manager with World Animal Protection and Crystal Mackay, president of the Canadian Centre for Food Integrity.

<https://www.agcanada.com/podcasts/between-the-rows/a-panel-discussion-of-rural-and-urban-perspectives-of-food-and-farming-in-canada>

Are there antibiotics in my meat? Let's clear the confusion

How many parents believe their kids are consuming antibiotics because they can't afford meat labeled "antibiotic free?" One look at common questions being asked on internet search engines tells us this misperception is distressingly common, according to the US CFI's Charlie Arnot featured in the Huffington Post Nov 15, 2017. ["Are there antibiotics in my meat?" Let's clear the confusion.](#)

"GMO foods - is there a nutritional difference?"
What is the nutritional difference between GMO foods compared to non-GMO foods?
Stacey Maveal
Marketing Specialist

Best Food Facts

"Great Question - GMOs are healthy."
Yes - genetically modified organisms are healthy. The nutritional profile of GMO fruits is the same as non-GMO fruits. For example; GMO apples and papaya have the same sugar, carbohydrates and protein levels as non-GMO apples and papaya.
Dr. Stuart Smyth
Research Chair in Agri-Food Innovation and Assistant Professor in Department of Agricultural and Resource Economics, University of Saskatchewan

Let's continue the conversation @FoodIntegrityCA · www.BestFoodFacts.org

Best Food Facts - the shared vehicle for credible messengers about anything on your plate

CCFI has been investing in and providing Canadian content and experts to Best

Food Facts over the past year. Meet the two new Canadian experts who were added recently:

- Dr. Doug Korver from the University of Alberta who specializes in poultry nutrition in agricultural food and nutritional sciences
- Dr. James House from the University of Manitoba whose research interests are in food and human nutritional sciences

New experts and content on topics ranging from sweet potatoes to genetically engineered salmon are being answered and uploaded weekly. The website is the base, with content on all the popular social media channels and a foodie friendly monthly e-news.

Best Food Facts is a resource that is meant to be used and shared by many. Go to the site, follow on your favourite social channels and sign up for the e-news at www.bestfoodfacts.org today.



EVENTS

CCFI 2018 Public Trust Summit **SAVE THE DATE: November 13-14, 2018**

The Canadian Centre for Food Integrity 2018 Public Trust Summit will be held at the Hotel Lac Leamy in Gatineau, Quebec on November 13-14th. This Summit supports the CCFI's purpose of helping the food system earn trust by coordinating research, dialogue, resources and training.

What you would like to know more about to help support your efforts in earning trust? Please send ideas for Summit speakers, topics or dialogue concepts to learnmore@foodintegrity.ca



OUR PARTNERS

With our sincere thanks to Farm Credit Canada, one of CCFI's Founding members and a valuable partner on many fronts in helping Canada's food system earn trust.

Join the [Thunderclap on Twitter](#)

What's a Thunderclap? It's a great way to make a big social media impact first thing on Canada's Agriculture Day. Help get #CdnAgDay trending for the world to see.

[Sign up now](#) and your post will be sent out automatically on February 13.



AgDay.ca | #CdnAgDay



What's your vision for agriculture?

FCC Vision is a national agriculture research panel, is looking for new members to help shape the future of agriculture. This is your chance to share your ideas and opinions about Canadian agriculture and how FCC can serve this exciting, growing industry. [Click here to learn more!](#)



Welcome to the table

Invest in the future of earning public trust in Canada's food system by supporting the new Canadian Centre for Food Integrity. Become a member, partner or make a charitable donation. [Donate here.](#)

Canadian Centre for Food Integrity

www.foodintegrity.ca

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