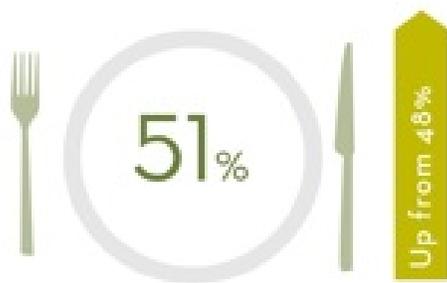




November 2017 E-News
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What do Canadians expect from our food system in 2017? Trend Watch on Hot Topics

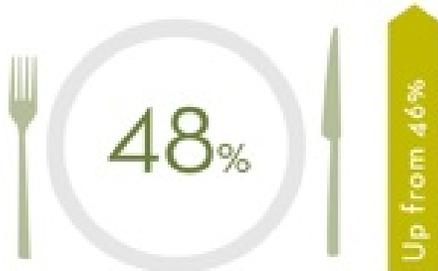
CCFI tracks consumer attitudes about food system issues over time. This tracking is valuable to determine trends and hot topics. It's also an important tool to evaluate the effectiveness of our efforts to address and reduce the levels of concern. Once again in 2017, hormones, pesticides, drug residues and GMOs top the list of issues with the highest levels of concern. While 49% feel they trust food produced in Canada more than outside Canada, only 33% trusted the government food inspection system to ensure food safety.



I am personally concerned about the use of hormones in farm animals.



I trust food produced in Canada more than I trust food produced outside of Canada.



I am personally concerned about the use of pesticides in crop production.



I trust that the government food inspection system ensures the safety of Canadian food.

What can you do differently to address these concerns and change these numbers on the public trust report card in the future? CCFI's research shows connecting with shared values is 3-5 more effective at earning trust than facts. Connect with your most important audiences with shared values first.

Interested in knowing more?

Tune in to this recent webinar to hear the [Highlights from the Canadian CFI 2017 Public Trust Research](#).

Download copies of the 2017 and 2016 CCFI Public Trust Research summaries in French or English at www.foodintegrity.ca.

CCFI members can contact us to access the detailed research and customized insights to best suit your work.

"Should I be eating Omega-3 eggs?"



I've heard about Omega-3 but don't know much about it. How do they get Omega-3 into eggs and why do I need Omega-3 anyways?

Karen Henkso
Sales & Operations Leader, Oakville, ON



"That's a great question. Omega-3's are part of a healthy diet."



The Omega-3's, primarily DHA and EPA, have been shown to support a healthy cardiovascular system. Eggs can be naturally enriched in Omega-3's by feeding laying hens diets containing flax and/or marine oils, with new sources being assessed. A serving of two Omega-3 eggs can contain up to 250 milligrams of DHA & EPA, a substantial dietary contribution of these important nutrients.

Dr. James D. House
Professor and Head, Department of Food and Human Nutritional Sciences, Faculty of Agricultural and Food Sciences, University of Manitoba

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

Best Food Facts - the shared vehicle for credible messengers

This online resource is a unique platform to find out more about what's on your plate and how it was produced by asking an expert. Over 200 university experts and independent dietitians help populate the resource in a 'foody friendly' manner meant to be shared by many. Canadian content continues to be added regularly. Here's a recent article on [Genetically Engineered Salmon on the Market](#) and an example of a BestFoodFacts banner that ran in the Toronto Star and Metro News across Canada.



Attendees gave the **2017 CCFI Public Trust Summit** an enthusiastic thumbs up rating for value, program content and unique opportunity to connect with others from across the food system to learn more about how to earn trust together. You can find out more about the 2017 Summit in the [Summary Report](#) on our website.



Save the date...

The **2018 CCFI Public Trust Summit** will be held at the Hilton Lac-Leamy in Gatineau, Quebec next November 13th & 14th.



Partner Profile... SeCan Growing Trust

With our sincere appreciation to SeCan for their leadership in spearheading an ambitious funding effort to show the seed industry's commitment to earning trust for the future. Recognizing it takes funding to make things happen, SeCan created a two year Growing Trust initiative, which includes matching donations to CCFI from their growers and partners. Thank you to every individual and company who has stepped up and contributed to this positive and proactive initiative.



Special thanks to the Farrell Group for their recent contribution to the SeCan Growing Trust fund. Pictured left to right: Jeff Reid, General Manager, SeCan, Jason Farrell, President, Farrell Agencies Ltd., and Kelly Barany, Chair, SeCan Board of Directors.

Come to the table

This is your opportunity to contribute to the industry that you are passionate about. [Donate today.](#) Individuals receive a charitable tax receipt, with our thanks.

Invest in a future of earning public trust in Canada's food system by supporting the new Canadian Centre for Food Integrity. Become a member or partner today.

With sincere thanks to all our CCFI Members and Partners - you are helping to shape this work from the ground up.

Canadian Centre for Food Integrity

www.foodintegrity.ca

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