



April 2018 E-News

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### CCFI 2017 Annual Report

2017 was a year for building the Canadian Centre for Food Integrity as a valuable service provider to help our food system earn trust. With our sincere thanks to our many funders and partners for your leadership and investment. Click on the image to learn more about CCFI's journey and progress in 2017.



### PUBLIC TRUST RESEARCH

#### Public Trust and Millennials: Infographic and Webinar May 15th

Millennials showed the least trust in traditional sources and differed the most from the other segments of moms, foodies and early adopters in the CCFI Public Trust Research in the past two years. This [infographic](#) provides a brief snapshot of the Research on this key target audience that we need to better understand and engage with in the future.

#### Millennials and Trust in the Food System Webinars: May 15<sup>th</sup>

Register now and join us for some deeper insights on millennials and their views on the food system.

English Webinar: May 15, 2018 1:00pm - 2:00pm EST

<https://attendee.gotowebinar.com/register/4945679558177557507>

French Webinar: May 15, 2018 2:30pm - 3:30pm EST

<https://attendee.gotowebinar.com/register/6127225748501935107>

CCFI Research is meant to be shared and put to work. Pass this e-news, infographic and webinar invite along to a colleague who would be interested in knowing more about this demographic!

## Five things you need to know from CCFI Public Trust Research

Saskatchewan Agriculture, a CCFI Provincial Government Partner, does a great job of profiling five things you need to know about public trust and transparency from the 2017 CCFI Research in their most recent [Agriview](#) issue.



## NEWS

### New Program: Canadian food and beverage companies commit to measurable food loss + waste reductions

CCFI and Provision Coalition are proud to partner on a new program with support from the Walmart Foundation. This program will support unique food loss + waste research with consumers and food companies; drive waste reductions in food manufacturing facilities; and help populate [BestFoodFacts](#) with Canadian content for consumers. The program is now open for the first 50 food companies partners to sign up. Click [here](#) to read the full press release or visit our website for more details.



## EVENTS



THE CANADIAN CENTRE FOR  
FOOD INTEGRITY

2018 Public Trust Summit

From Insights...

Save  
the  
DATE

...to Actions

Gatineau, Quebec  
November 13-14th

Where can you meet and learn from a former Google executive and food technology start up owner, leading edge consumer researchers and a food historian with a completely new lens on changing the conversations about food in the future? Not to mention connect with food system thought leaders from coast to coast and all aspects of the agri-food sector from industry, government, academia and NGOs...

**Plan to join us at this year's CCFI Public Trust Summit in our national capital region in Gatineau, Quebec November 13-14<sup>th</sup>.** Get energized to take "Insights to Actions" to move the bar on public trust in our food system for the future!

The CCFI Summit is planned for 1:00 p.m. on November 13<sup>th</sup> to 1:00 p.m. on November 14<sup>th</sup> to allow for optimal travel time and encourage networking and meeting opportunities. With so many great people in one place, why not take advantage of the opportunity and schedule your board, staff and partner meetings that week?



### Welcome to the CCFI table

Join us. Add your voice and investment to help build the momentum for the future of earning public trust in Canada's food system.

Become a CCFI member, partner or make a charitable donation today!

[Donate here](#) or email [learnmore@foodintegrity.ca](mailto:learnmore@foodintegrity.ca) to discuss options best for you.

**Canadian Centre for Food Integrity**

[www.foodintegrity.ca](http://www.foodintegrity.ca)

519.265.4234 | [learnmore@foodintegrity.ca](mailto:learnmore@foodintegrity.ca)

