



May 2018 E-News

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### Canadian Poultry Expert Joins Best Food Facts

Welcome Dr. Gregoy Bedecarrats as the newest Canadian Best Food Facts expert! He is most passionate about separating facts from fiction for consumers when it comes to animal production systems.

He is a professor at the University of Guelph who studies poultry reproduction and physiology. Gregoy is currently working on understanding the mechanisms controlling reproduction in poultry with continuously evolving genetic, management and animal welfare technology.

Dr. Bedecarrats recently answered a great series of questions on eggs such as why do double yolks and blood spots happen. This content was shared broadly on the website, in the Best Food Facts e-news and across all social media channels. [Click here to learn more.](#)



Best Food Facts is an interactive online resource designed to give credible third party experts like Gregoy a platform to provide consumers accurate information to questions about anything on their plate. Read the [2017 Best Food Facts Program Report](#) to find out more.

**What can you do to share this credible content vehicle with your colleagues, your members, your customers and consumers?** Follow and share on your favourite social channels today!



### The Top 10 Most Popular Topics on Best Food Facts

Over a million visitors utilized the Best Food Facts website in 2017. Here are the top 10 topics consumers were looking for information on:

[Should I Wash Fresh Fruit in Vinegar?](#)

[Is it Okay to Use Leftover Onion?](#)

[Is There Wax on Apples?](#)

[Do Onions Absorb the Bacteria that Causes Illness?](#)

[TBHQ: What Is It and Is It Dangerous?](#)

[What's Healthier? Pork Bacon or Turkey Bacon?](#)

[What's the Difference Between White and Dark Chicken?](#)

[What Foods Are Genetically Modified?](#)

[What You Should Know About Titanium Dioxide](#)

[Why Doesn't Your Body Digest Corn?](#)



## NEWS

### Taking Action on Food Loss + Waste Program Webinar

The Canadian Centre for Food Integrity and Provision Coalition have launched a new one-year program to tackle food loss + waste in Canadian manufacturing facilities to raise awareness of the issue with support from the Walmart Foundation.

Join us on **Wednesday June 13 from 2:00 - 2:30 pm EST for a 30 minute webinar in English or French** to learn more about the program and how food companies can participate.

[Register Here](#)

CCFI will be conducting research with consumers and 50 food companies on both public trust and a special focus on food loss and waste in 2018 to be launched at the CCFI Summit in November. Canadian experts and content to address those findings will be populated on Best Food Facts later in the year.



## PUBLIC TRUST RESEARCH

### Millennials and Trust in the Food System: [Watch the Webinar here](#)

CCFI recently hosted a webinar with insights into the millennial perspective of the food system and how best to engage with this important segment. Listen to a recording of this 30 minute webinar in English or French by clicking [here](#).

### Upcoming CCFI Webinar: Talking Transparency: June 26th

This webinar will explore the important link between public trust and transparency and will provide a road map for trust-building transparency for all members of the food chain.

Please join us as we share specific recommendations and tools to increase transparency in the food system.

English Webinar: Tuesday June 26th, 2018 @ 1:00pm - 2:00pm EST  
<https://attendee.gotowebinar.com/register/1028719962668683778>



## EVENTS



  
THE CANADIAN CENTRE FOR  
FOOD INTEGRITY  
2018 Public Trust Summit

From Insights...  
...to Actions

Register today!

Gatineau, Quebec  
November 13-14<sup>th</sup>

**Where can you connect with food system thought leaders from coast to coast to learn and discuss how we can earn trust better together?**

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 will run from 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 meetings. Take advantage of the opportunity and schedule your board, staff and partner meetings that week.

### **Become a Public Trust Sponsor**

Step up and show your organization's support for helping Canada's food system earn trust with this unique national forum for dialogue, learning and connecting. Contact [Toni-Anne Sarlo](#) to discuss what sponsorship option is the best fit for your organization today!



## OUR PARTNERS

**Farm & Food Care PEI Hosts Public Trust Workshop**

The first annual Farm & Food Care PEI (FFCPEI) Workshop was held in Charlottetown in April. The program attracted a great mix of a crowd kicked off by FFCPEI Coordinator Kayla Nieuwhof and Chair of the FFCPEI Steering Committee, David Mol who gave updates on their work. Crystal Mackay with the Canadian Centre for Food Integrity shared public trust research insights and how to engage consumers to earn trust. Patrick Ledwell led a panel of food and farming advocates, including chef Ilona Daniels, dairy processor Jamie MacPhail, and farmers Mike LaFortune and Morgan Smallman. Nancy Beth Guptill led a Real Dirt on Farming Speakers training session in the afternoon.



Congratulations to Jessica Reeves, the 2018 Food & Farming Champion Award winner, for her work engaging with consumers in conversations about food and farming, with passion and pride for the industry in PEI.

### **CAMA Hosts Public Trust Workshop in Manitoba**

The Canadian Agri-Marketing Association (CAMA) Manitoba chapter recently hosted a day and a half working session on public trust. This workshop featured representatives from some of North America's leading agri-businesses and food brands. Speakers presented their marketing and communications case studies, describing how they have contributed to earning the trust of the consumer. The additional half-day strategic planning session used the previous day's best practices to help attendees apply them in the development of a Public Trust Strategic Plan for their own organization.

CCFI was a strategic partner in this regional event, providing research reports and promotions support. The invite to all attendees to attend the CCFI Public Trust Summit in November was the perfect next step to continue working on their public trust plans! With thanks and congratulations to the organizers for a top notch event.

### **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. Organizations can become a CCFI member, partner or event sponsor. Individuals like you can make a charitable donation!

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

**Canadian Centre for Food Integrity**

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