

***For immediate release***

July 12<sup>th</sup>, 2018

## **Canada's Food System Leaders Invited to Convene on Public Trust**

### **Canadian Centre for Food Integrity Public Trust Summit will take attendees "From Insights to Actions"**

Guelph, ON: Canada's agri-food sector has identified earning public trust in food and farming as a key priority and foundation for future success, growth, and innovation. Thought leaders from all aspects of the food system from the farm through to retail will gather to learn, engage and plan how to earn trust in food better together this November.

The third annual Canadian Centre for Food Integrity (CCFI) Public Trust Summit will be held in Gatineau, Quebec on November 13<sup>th</sup>-14<sup>th</sup>.

"Our forum for dialogue is unlike any other – with the whole food system from coast to coast coming together to engage and discuss ideas on how to move the bar on public trust together," stated Kim McConnell, CCFI Chair. Attendees will get energized to take what they learn and discuss and put it to work when they get home."

This year's event will kick off with the release of the new 2018 CCFI public trust research on Canadian consumers. Daniel Lemin, a former Google executive and food company start-up entrepreneur from California, will share his views on "The Consumer Expectation Gap" and where food trends are quickly shifting. Day one will conclude with a Celebration of Canadian food and the people who produce it.

Day two shifts to actions, with an interactive breakfast dialogue session that inspires participants to stretch beyond their comfort zone to change the conversation about food. Additional highlights include a workshop on how to work through a transparency check for your own initiatives.

Join thought leaders from across the country and help make this dynamic program come to life to help build the momentum on earning trust in food and farming in Canada. Register for early bird rates and book hotels well in advance at [www.foodintegrity.ca](http://www.foodintegrity.ca)

The Canadian Centre for Food Integrity helps Canada's food system earn trust by coordinating research, forums, dialogue and training. Our members and project partners, who represent the diversity of the food system, are committed to providing accurate information and working together to address important issues in food and agriculture. CCFI does not lobby or advocate for individual companies or brands. For more information visit [www.foodintegrity.ca](http://www.foodintegrity.ca)