



August 2018 E-News

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New Best Food Facts Expert

We are pleased to welcome Dr. Marie-Ève Labonté from Université Laval in Quebec to our list of Canadian experts on Best Food Facts. She specializes in human nutrition and is passionate about finding ways that make nutritious food choices easier for consumers. Dr. Labonté enjoys spending time outdoors and participating in half-marathons in her free time.

She joins a list of over 200 experts from across North America who can answer anything about what's on your plate through the suite of Best Food Facts online resources.



Why a double yolk?

Hormones in food?

What is gluten?

Questions about your food?

Meet your new BFF!

Over 200 university experts ready to answer your questions.

Best Food Facts www.BestFoodFacts.org

Twitter Facebook Pinterest YouTube Instagram Google+

Meet your new BFF in Downtown Toronto

This summer, Best Food Facts has been profiled in "On the Go" magazines and on video ad screens across the GTA in July and August. Featured locations include commuters at Go stations, major shopping centres and the PATH walkway in the financial district. This work builds on the project with the Metro News last summer,

it is intended to evaluate response rate and engagement with urban consumers with the goal of expanding to other markets in the future. Click the image above to see the Best Food Facts video ad example.



Food Safety from Farm to Plate

Research Highlights Webinar September 26, 2018

The Canadian Centre for Food Integrity's
Webinar Series



CCFI research shows that food safety is one of the top concerns among Canadians - so what does this mean for those in the food system? Join us for our "Food Safety from Farm to Plate" webinar to learn more on who consumers hold responsible for ensuring the safety of the food they eat, and how to best engage with the public on this important topic.

[Register here](#) to join us on Wednesday September 26th, 2018 @ 1:00pm - 2:00pm EST



2018 Public Trust Research Results are coming soon...

Fall is just around the corner which means our Public Trust Summit is coming soon. Are Canadians different than Americans when it comes to our values around food and farming? Watch this video for a preview of

one question to expect.

EVENTS



2018 Public Trust Summit

Speaker Spotlight



Dr. Robyn Metcalfe, The University of Texas at Austin

Dr. Metcalfe is a dynamic presenter with some valuable and challenging insights on how to connect with today's conscious consumers.

"One way to contribute to transparency and trust in our food system is to be curious about it. This is a moment of revolutionary change in the way we grow, process, transport and move our food. It's time to understand our supply chain in order to discover the opportunities that await entrepreneurs."

BE CURIOUS ABOUT THE FUTURE OF FOOD

Join thought leaders from across the country and help make this dynamic program come to life on **November 13th - 14th, 2018** in our national capital region at the Hilton Lac-Leamy in Gatineau, Quebec!



[Early bird deadline is September 14th!](#)
[Register Today!](#)

OUR PARTNERS



With thanks to our Members, Partners, Donors

We are passionate about our mission working as a service provider collaborating with all of our members, partners and investors to help our food system earn trust. The credibility and value of our work increases exponentially with the depth and breadth of our funding base. In two years, we have built a solid base of support, with our sincere thanks to the leadership and investment of our members, program partners, and individual donors. We welcome you and your organization to the table!

Click [here](#) to see a list of all our current members. See our full list of members, partners and donors in our [Annual Report](#).

Individuals can [donate here](#) or email learnmore@foodintegrity.ca to discuss options best for you and your organization.

Canadian Centre for Food Integrity

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