



July 2018 E-News

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

*Canadian CFI 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. Read the full press release [here](#).

### 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. [To learn more, click here](#).

**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](http://www.BestFoodFacts.org)

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**Who cares about what you eat? You. And these 200 experts.**

What you eat and choose to feed your family matters. You have questions about your food - from nutrition right back to how it's grown. It seems like there's a new headline or social media buzz around food every day. How best to separate

fact from fiction and feel good about what you're eating? [Click here to find out more.](#)

## Before the Plate

One Plate. Ten ingredients. Eight farms.

Head chef, John Horne of Canoe restaurant in the heart of Toronto will be going on the journey of modern Canadian agriculture. Along the way, we speak to farmers and industry experts to answer the consumer's questions about where our food comes from.

[Watch the trailer here!](#)



## PUBLIC TRUST RESEARCH

### Public Trust Among Millennials - Passing Fad or Force to Watch?

Sometimes trends are not worth the hype. I'm sure we all have at least one picture lying around with an outfit we thought was 'classic' but is now horribly outdated. In today's age of ever-evolving food trends from cronuts to charcoal ice cream it can be hard to know what trends are fleeting and which ones will stand the test of time.

At the Canadian Centre for Food Integrity (CCFI) we have been studying one of today's most trendy segments in research - millennials. [Read the full article here.](#)



## EVENTS



## 2018 Public Trust Summit

### Speaker Spotlight



**Daniel Lemin**, Digital Marketing Author & Speaker

What can you learn from a former Google executive, author and food technology start up entrepreneur from California? Daniel Lemin will share his unique perspective on how to close the consumer expectation gaps on food.

"Today's food consumer has all the outward appearances of being picky, choosy and hard-to-please. They demand personalized products at the same or lower price, but seemingly don't reward the companies that deliver it. Where does that leave the food industry?"

### BRIDGING THE CONSUMER EXPECTATION GAP

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!



[Register Today!](#)

## OUR PARTNERS

### 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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