



September 2018 E-News  
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## 2018 Public Trust Summit Speaker Spotlight



**J.J. Jones**, US Center for Food Integrity

If transparency is no longer optional, what are you doing about it and how well are you doing? Learn how to walk through a transparency check on your own website using the CCFI Transparency Index and public trust research insights.

### TRANSPARENCY INDEX WORKSHOP

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!



Find out more and register today at [www.foodintegrity.ca](http://www.foodintegrity.ca)

#### Have you registered for the Public Trust Summit yet?

Last year's attendees rated it 89% for overall value. They attributed the top quality speakers and unique opportunity to network and connect with thought leaders from the entire food system in one room at the top of the list for reasons to attend.

[Register today!](#)

#### Have you attended past Summits?

If yes, we hope we will see you again. Please pass along the invite to other colleagues who could join us in Quebec. This effort in public trust is new. We could use your help getting



### NEW spots available in the Taking Action on Food Loss + Waste Program

The first few food companies' results are in after their food loss audits and they are adding up beyond expectations...for tonnes of food saved, for the environment, and for directly adding to the bottom line.

There are 30 spots left for food and beverage manufacturers to sign up and find out what's being left on the table. **The first five to sign up only pay \$2500** for this \$10,000 audit - a small investment to find savings many times over that and demonstrate your company's commitment to sustainability.

The Canadian Centre for Food Integrity and Provision Coalition launched this new program together to tackle food loss + waste in Canadian manufacturing facilities, along with public trust and consumer research on the topic, with support from the Walmart Foundation.

**If you work with a food manufacturer...**it's time to find your food loss and waste savings. [Sign up for your spot in this program today!](#) Email: [mlillard@provisioncoalition.com](mailto:mlillard@provisioncoalition.com)

#### **If you don't work for a food manufacturer...**

Please forward this information along to your colleagues, customers, buyers or suppliers who do to let them know about this opportunity.

## NEWS

### Richardson Senior Vice-President Joins Canadian Centre for Food Integrity Board

The Canadian Centre for Food Integrity (CCFI) continues to expand during its second full year of operations with the vision to help Canada's food system earn trust. The CCFI Board of Directors welcomes the newest board member, Jean-Marc Ruest.

Ruest is Senior Vice-President of Corporate Affairs and General Counsel with Richardson International Limited, based in Manitoba. In this role, he manages all legal and corporate affairs for Richardson International and its subsidiaries. Jean-Marc has been actively

involved in Canadian agricultural policy matters as a member of the Western Grain Elevators Association Management Committee, the Canadian International Grains Institute and Cereals Canada (current Chair). [Jean-Marc has also been involved in numerous community associations...](#)



## TVO program features gene editing and biotech in Canada and around the world

The Agenda is a well-respected program on TVO (Television Ontario), hosted by Steve Paikin. CCFI's President Crystal Mackay was a panelist, together with Dr. Stuart Smyth, University of Saskatchewan, Ian

Affleck of CropLife, and Lucy Sharett of the Canadian Biotechnology Action Network. Click on the video to watch the program or check out the @FoodIntegrityCA twitter feed for a view on the engagement around this program the week of September 18<sup>th</sup>.

## PUBLIC TRUST RESEARCH

### Food Safety from Farm to Plate Research Highlights: Watch the webinar here

CCFI research shows that food safety is one of the top concerns among Canadians - 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. Click on the image to watch the recording of this webinar.

The Canadian Centre for Food Integrity's  
**Webinar Series**



### What's next?

Join us in Gatineau at the CCFI Public Trust Summit on November 13, 2018 for the launch of the 2018 research, including special features on food safety and food loss and waste.

## OUR PARTNERS

### With thanks to our Members, Partners, Donors

Did you know...Canadian Centre for Food Integrity is a charity?

Hundreds of individuals who are passionate about earning public trust in food and farming make charitable donations to CCFI. With our sincere thanks to each of you who think of us and take the time to mail in a cheque, make a donation online, or send "in lieu of speakers

gifts" or matching corporate dollars our way. We truly appreciate it.

CCFI was structured to be a charity with a unique funding model including members, program partners and donors for several reasons. The first is the spirit of helping the food system earn trust requires investment from the entire food system - from individuals through to major corporations from across the supply chain. The second is for credibility and robustness - with the broader the breadth and depth of the funding, the more credible the efforts and the model.

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. We know you are too.

Make a donation to CCFI and invest in the future for public trust for the future. [Donate here](#) or email [learnmore@foodintegrity.ca](mailto:learnmore@foodintegrity.ca) to discuss options best for you.

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

**Canadian Centre for Food Integrity**

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

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