



November E-News  
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### **CCFI receives \$190,000 Grant from AAFC**

In recognition of its leading edge Public Trust research, and the overall importance to establishing Public Trust in the Canadian Food System, CCFI has been awarded a CAAP grant of \$190,000 from AAFC. This exciting news was announced by Federal Agriculture Parliamentary Secretary Jean-Claude Poissant at the 2018 CCFI Summit held in Gatineau QC. CCFI has earmarked this grant money to fund its new Digital Ethnography research and new Social Media listening research.



Join us on February 13, 2019 as we present the initial results of the Social Media listening research at the CCFI "Food Fear Factor" Forum immediately following Canada's Ag Day in Ottawa. Click on the image below to register for the Forum today.



Tim Caulfield  
Professor, Author,  
Host of Netflix  
"A User's Guide to  
Cheating Death"



## Food System Forum Series

### Food Fear Factor

SAVE the DATE  
February 13, 2019

## NEWS



### Canadian Grocer Magazine Interviews CCFI's President, Crystal Mackay Canadians feel they're most responsible for reducing food waste: Study

When it comes to who's most responsible for reducing food loss and waste, Canadians aren't playing the blame game. According to a new study by The Canadian Centre for Food Integrity (CCFI), 69% of consumers said they themselves are most responsible for reducing food loss and waste. That's followed by restaurants (65%), grocery stores (61%), food processors (58%), government (50%) and farmers (46%). [Read the full article here...](#)

## PUBLIC TRUST RESEARCH



### CCFI Public Trust Research Webinar: Important shifts in perceptions and a new lens to build trust with Canadians

- December 11, 2018 from 1pm - 2pm EST
- For the past three years, CCFI has tracked Canadians' opinions on key food and farming issues and we have some very important results to share with the food system; **public attitudes have shifted on a number of key measures**

Join us to learn what these are and how to act on these results  
[Register today!](#)

## OUR PARTNERS

### SeCan Matching Funds Donations Reach \$100,000

During 2016 and 2017, SeCan put out a challenge to its customers and suppliers to "seed" fund CCFI and help generate public trust awareness and activities across the country. To leverage this effort, SeCan agreed to match donations dollar-for-dollar during the challenge. Over the two years of program, total donations exceeded \$100,000. Thank you SeCan and thank you to all the individual organizations and donors that continue to support Public Trust in Canada's food system.



## EVENTS

### Before the Plate Screening

You're invited to a special screening of the documentary '**Before the Plate**'

**Before the Plate** addresses the questions, the stories and the people behind where our food comes from and how it gets to our plate. The film takes us on a journey from farm to fork, as seen through the eyes of those who grow, harvest, process, distribute, and prepare our daily bread - including celebrity chef John Horne from world-renowned Canoe restaurant in Toronto.



**When:** Thursday Dec 6, 2018

**Where:** Grand River Raceway, 7445 Wellington County Rd 21, Elora

**Wine & cheese and networking:** 6:30pm

Film will screen at 7:30pm sharp, followed by a short panel discussion.

[Register today!](#)

**Stay tuned for Public Trust Summit Highlights to come!**

**Canadian Centre for Food Integrity**

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