



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

Food System Forum Series

Food Fear Factor

February 13, 2019 8:30 a.m. - 1:30 p.m.

AGENDA

- 7:45-8:30 a.m.** **Registration & continental breakfast**
- 8:30 a.m.** **Welcome & Objectives**
Crystal Mackay, President, Canadian Centre for Food Integrity
- 8:40 a.m.** **Getting Risk Right**
From breakfast in the morning (choking hazard) until we turn out the lights at night (electrocution), we constantly encounter things that can sicken, injure, or kill. We worry about some and ignore most. How do people make those decisions? Not by gathering statistics and making calculations. Overwhelmingly, judgements about risk are gut-driven intuitions, even when we think we're being cool and rational. But how are intuitions formed? And how do we convince people to think twice about risks when they may not have even thought once?
Dan Gardner, Consultant and New York Times best selling author of Risk: The Science and Politics of Fear and co-lead of the Risk Communications practice at Tactix
- 9:40 a.m.** **Social Listening on the Tough Topics**
CCFI research shows that Canadians most often look online for information about food. Hot topics like hormones, pesticides, antibiotics and GMOs take up a lot of volume in the news, but what kinds of conversations are Canadians having online around these tough topics? Howard Mains of Tactix will explain how artificial intelligence can be used to listen to online conversations to help measure public sentiment before prompting people on these often-polarizing topics. Ashley Bruner will present results from the CCFI social listening study on hormones, pesticides, antibiotics and GMOs in food. What is the volume of these conversations? Gain insight into engagement, opinions, and demographic differences across the country.
Howard Mains, Managing Principal/Owner, Tactix
Ashley Bruner, Research Coordinator, Canadian Centre for Food Integrity
- 10:20 a.m.** **Break**
- 10:50 a.m.** **Battling Bunk in the Era of Twisted Science**
There is a ridiculous amount of science-free noise about health and nutrition polluting popular culture. And the public is confused about both what the science actually says about how to live a healthy lifestyle and who they can trust to provide useful information. In this provocative presentation, Caulfield will look at the sources of health myths, including celebrities, social media and our own cognitive biases. He will then consider the social trends that have facilitated the spread and misinformation and what we can do as combat this trend.
Dr. Timothy Caulfield, Professor, Author, Host of Netflix's "A User's Guide to Cheating Death"
- 11:50 a.m.** **Let's talk panel: What do you think it will take to change the conversations about food?**
The 2018 CCFI Public Trust Research report card shows a 'needs improvement' on trust and transparency and some key food system issues. Panelists will share their candid thinking and thought-provoking ideas on what it takes to change and encourage the audience to do the same.
- 12:30 p.m.** **Food Fear Factor Dig In – Working Lunch & Book signing**
- 1:20 p.m.** **Wrap up and closing remarks**
- 1:30 p.m.** **Adjourn**