



THE CANADIAN CENTRE FOR
FOOD INTEGRITY



LE CENTRE CANADIEN POUR
L'INTÉGRITÉ DES ALIMENTS

E-News May 2017

[Cliquez ici pour la version française](#)

Second annual Public Trust Summit set to tackle transparency in Canadian food and farming

Thought leaders from the farming and food industry will in Calgary September 18-20 at the second annual Canadian Centre for Food Integrity (CCFI) Public Trust Summit. Transparency in our food system is no longer optional; so farmers and ranchers through to the largest food companies need to know more on how to effectively earn public trust in our food and how it's grown.

The CCFI Public Trust Summit is not 'just another meeting.' It's an experience for you to come and learn from the entire food system, plus help shape the path forward for earning trust in Canadian food and farming.

[Register Here](#)

This year's theme "Tackling Transparency - the Truth About Trust" kicks off with a full day of Experience Alberta farm and food tours on September 18th, capped off by an evening celebrating the "Science of the Six-Pack." Brewmasters will be on-hand to walk through how local barley, hops, yeast, and water combine to make pints of beer.

The second day's highlights include:

- Release of the 2017 CCFI public trust in food and farming consumer research
- World class speakers with a variety of perspectives and insights on transparency and trust
- A lively consumer panel of millennials sharing exactly what they think about food and farming

The conference wraps up with a "Connecting with Canadians" working breakfast on September 20, where attendees will learn more about what they can do and idea swap on what's happening in Canada to engage with consumers.

The inaugural CCFI Public Trust Summit, held last June in Ottawa, sold out with an incredibly diverse representation from food companies, retail and food service, government, academia, farmers and food influencers, like bloggers and dietitians. Register and book hotels today at [PublicTrustSummit](#).

With thanks to our presenting partner



[Thank you to all of our incredible sponsors!](#)

From Backroads to Downtown Canada - New Farm Project rolls out

The "New Farm" media partnership, reaching more than three million urban Canadians every week, was launched May 1, 2017. This partnership is anchored by full-page Urban Cowboy editorials written by agricultural journalist Owen Roberts.

Urban Cowboy columns will feature farmers and others in the food chain, food innovation and technology from across Canada, in the Toronto Star and MetroNews in major urban centres across Canada. These major news outlets see agriculture and food as an underserved and untapped resource.

CCFI is pleased to be a partner with this program. We are coordinating support for poll questions to ask urban Canadians what they think, and a Best Food Facts banner to promote this resource featuring third-party experts who answer common questions about our food and how it's grown.

This program will reach three million urban consumers each week in print alone, with many opportunities for multiplying that through social media. The first phase of this weekly feature will run every Monday for 21 weeks.

It's hoped this work can be built into a longer-term, proactive approach to having conversations with Canadians about their food, with additional funding support. Contact us for options for investing in this work. More partners are welcome to help extend the reach!

You can find all the weekly editorials by searching "new farm" or "urban cowboy" on www.thestar.com or www.metronews.ca

What can you do?

- Follow the stories promoted every Monday on @FoodIntegrityCA #BestFoodFacts
- Share and circulate through your social media channels. Let's multiply that three-million reach many times over!
- Send us your ideas for interesting people and topics that could be covered in the Best Food Facts question and answer banners.
- Invest in extending the reach. Partners who believe in sharing credible information about food and farming can invest in this program and help extend the length of its run, boost social media and other value added options.

Here are links to the first three columns:

Water buffalo are the big cheese

<https://www.thestar.com/news/gta/urban-farming/2017/05/01/ontario-farms-water->

[buffalo-are-the-big-cheese-the-new-farm.html](#)

Canadians spring for asparagus

<https://www.thestar.com/news/gta/urban-farming/2017/05/08/canadians-spring-for-asparagus-this-season-the-new-farm.html>

Finding the cream of the canola crop

<https://www.thestar.com/news/gta/urban-farming/2017/05/15/finding-the-cream-of-the-canola-crop-the-new-farm.html>

Sharing the public trust message

Canadian CFI is in the business of communicating public trust research and insights across the country and across supply chains and sectors. Here are a few highlights:

Recent events:

- Restaurants Canada RC Show, Toronto
- Egg Farmers of Ontario
- John Deere dealers webinar, across Canada
- Grains Value Chain Roundtable, Alberta

Upcoming events:

- Ontario Agri-Business Association
- Canadian Animal Health Institute, Quebec
- Canadian Poultry and Egg Processors Council, British Columbia
- Canadian Seed Trade Association, Nova Scotia

Online:

- Check out our new website at www.foodintegrity.ca

What can you do?

The momentum for earning public trust in food and farming in Canada continues to grow, with sincere thanks to many members, partners and interested individuals like you. Please pass this CCFI E-news along to others in your organizations and networks. Encourage them to sign up for this E-news directly and get involved too!

Follow us on 

www.foodintegrity.ca
