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

Guelph, ON: Thought leaders from the farming and food industry will gather 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," says Crystal Mackay, Canadian Centre for Food Integrity.

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. Interested attendees are encouraged to register and book hotels well in advance at www.foodintegrity.ca

The Canadian Centre for Food Integrity helps Canada's food system earn trust by coordinating research, forums, dialogue and training. Our members and project partners, who represent the diversity of the food system, are committed to providing accurate information and working together to address important issues in food and agriculture. The CCFI does not lobby or advocate for individual companies or brands. For more information visit www.foodintegrity.ca

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