



2017
PUBLIC TRUST SUMMIT
Report



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

Executive Summary

The Canadian Centre for Food Integrity was created as a service provider to help Canada's food system earn trust by coordinating research, resources, dialogue and training. The 2017 Public Trust Summit is a key deliverable on all those fronts.

The theme of the 2017 Public Trust Summit was, "Tackling Transparency – the Truth about Trust" and over 200 attendees took this theme on fully over the three days. The Summit kicked off with a sold out Experience Alberta tour with highlights including a Hutterite Colony, gin distillery and beef feedlot. The Science of the Six Pack Reception featured the best of Alberta craft beers and served as a friendly welcome to the Summit. Tuesday was a full day program kicked off by the 2017 research and capped with a networking dinner which truly fostered the spirit of dialogue across the food system. Wednesday morning was an optional working breakfast hosted by our partners at AgMoreThan Ever, Farm & Food Care and Agriculture in the Classroom designed for feedback and collaborative thinking on what should be done to connect with Canadian consumers.

Attendees rated their overall satisfaction of the event at 89%, up from 81% in 2016. The areas they identified as being of most value to them included:

- the CCFI Public Trust Research
- the quality and diversity of the speaker program and the live consumer panel
- the unique opportunity to connect with food system leaders from across sectors, across the country

The purpose of coordinating an event like this is to encourage learning and new thinking, continuous collaborative discussions amongst food system leaders, and encouraging action plans for improvement on the public trust report card in the future.

Highlights from the 2017 Public Trust Summit

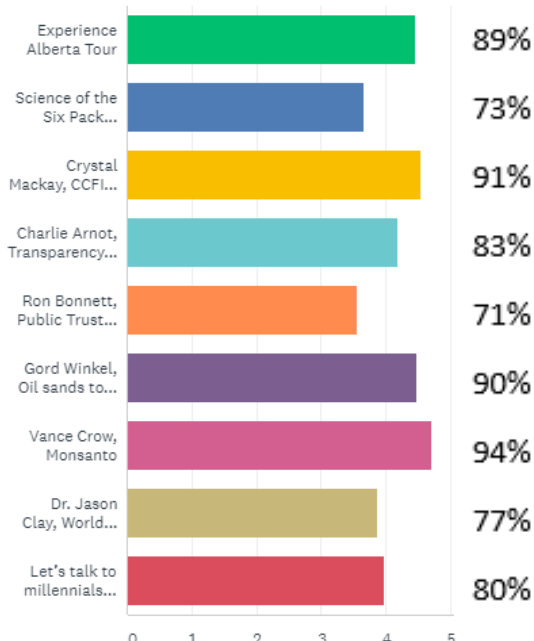
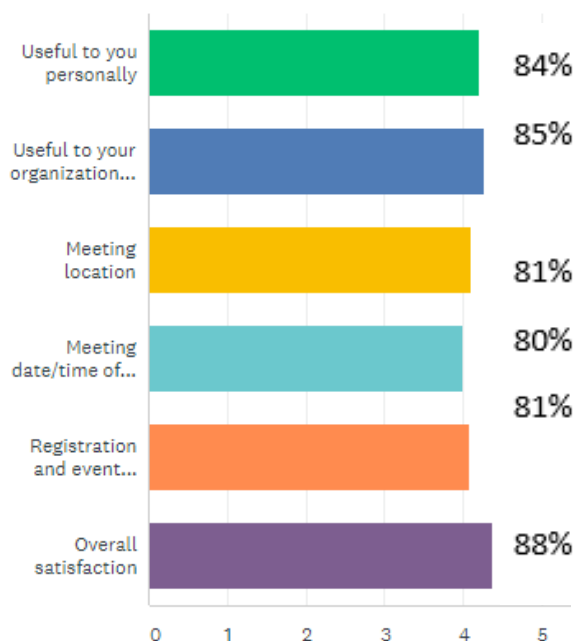
Attendee information

Attendees represented the diversity of the food system from across Canada.

- Food companies
- Foodservice and retailers
- Farmers and ranchers
- Agri-food businesses
- Media and food bloggers
- Academia and students
- National and provincial associations
- National and provincial governments

Feedback from Event Attendees

- The Summit was rated an 89% in overall satisfaction, up from 81% in 2016.
- 91% of attendees would recommend attending next year's Summit to others.
- The research, live consumer panel, and the opportunity to connect with new people from across the country and across sectors and supply chains were all core values of the summit.



The Reach Beyond the Room

- Media coverage of the event, the public trust research and the launch of Canadian CFI was solid, kicking off with the National Post, Food Navigator, 660 News, Farms.com, Blackburn News, Post Online Media, etc.
- The reach extended into social media with over 626 original mentions reaching a potential audience of 771,411. With a total of 1,156 reshares the mentions reached to an additional 650,680 people. Positive words used the most were **trust, public trust, share, proud** and **thanks**.

Feedback

- "Great line up of speakers with common key messages and so knowledgeable about consumers and transparency. Nice touch adding time in for table discussions!"
- "The table conversations and networking dinner were excellent."
- "I really appreciated the discussions with such a broad range of participants stimulated by the excellent presentations."

Marketing and Communications

Website

- 1,206 web hits in the month prior to the Summit

Email and print

- [Canadian Centre for Food Integrity 2017 July E-Newsletter](#)
- [Canadian Centre for Food Integrity 2017 August E-Newsletter](#)
- [Canadian Centre for Food Integrity 2017 September News Release](#)

Social media coverage

- 1,422,091 people reached
- 1,782 mentions on twitter during event, trended #1 in Alberta on the 18th



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Event Media Coverage

- <http://www.660news.com/2017/09/18/food-summit-focus-public-trust/>
- <http://blackburnnews.com/agrimedia/agrimedia-news/2017/09/20/transparency-part-food-integrity-study/>
- <http://www.newswire.ca/fr/news-releases/plus-de-canadiens-estiment-que-notre-systeme-agroalimentaire-soriente-dans-la-bonne-direction-646550633.html>
- <http://www.poandpo.com/agrifish/more-canadians-think-food-system-is-heading-in-right-direction-2292017155/>
- <https://www.foodnavigator-usa.com/Article/2017/09/25/Survey-More-Canadians-content-with-direction-food-system-is-going>
- <http://www.newkerala.com/news/fullnews-275583.html>
- http://www.peicanada.com/island_farmer/article_f7cabb70-a7ad-11e7-9fb6-9b0339c07eed.html

NATIONAL POST

FULL COMMENT • CULTURE • LIFE • SPORTS • DRIVING • CLASSIFIEDS • CONTESTS • JOBS • SUBSCRIBE • FINANCIAL POST

More Canadians think our food system is heading in the right direction

By Adi Menayang
25-Sep-2017
Last updated on 25-Sep-2017 at 16:08 GMT

Now research on views on food, trust and expectations for transparency

CALGARY, Sept. 21, 2017 (CNW) - New research was released this week by the Canadian Centre for Food Integrity (CCFI), analyzing consumer concerns and expectations surrounding food transparency and the overall food system. Canadians feel the food system is heading in the right direction, proven by an increase from 30 per cent in 2014 to 43 per cent of Canadians this

Most Popular

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It happened in Canada

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Follow @FoodIntegrity 13.8K followers

Like 3.0K

Join our LinkedIn group

Follow 22K

More Canadians content with direction food system is taking, new survey finds

By Adi Menayang
25-Sep-2017
Last updated on 25-Sep-2017 at 16:08 GMT

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momentum

MOST POPULAR NEWS

- 1 NEW PRODUCTS GALLERY: From chocolate peanut butter Cheerios to meals and milked peanuts
- 2 NEW HIRES GALLERY: Hampton (rebuilds its board, Soylent hires new VP, Zillie to take the helm at InSpec



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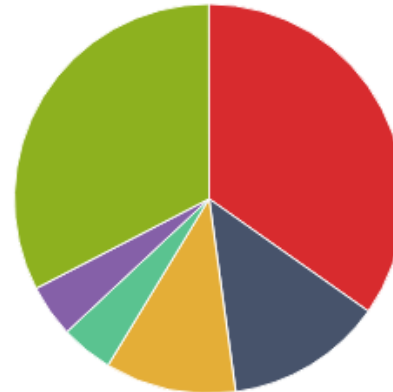
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Total Pickup by Source Type



- Twitter (10/21.7%)
- Blog (6/13.0%)
- News & Information Service (6/13.0%)
- Newspaper (5/10.9%)
- Online News Sites & Other Influencers (5/10.9%)
- Other (14/30.4%)

Total Pickup by Industry



- Media & Information (16/34.8%)
- Retail & Consumer (6/13.0%)
- Financial (5/10.9%)
- Business Services (2/4.3%)
- Travel & Leisure (2/4.3%)
- Other (15/32.6%)

NATIONAL POST

- ✓ National Post [View Release](#)
- 👤 Potential Audience: 202,000 visitors/day
- 📄 Source Type: Newspaper
- 📍 Location: Canada
- 🏢 Industry: Media & Information

MORNINGSTAR®

- ✓ Morningstar [View Release](#)
- 👤 Potential Audience: 156,000 visitors/day
- 📄 Source Type: News & Information Service
- 📍 Location: Canada
- 🏢 Industry: Financial

MORNINGSTAR®

- ✓ Morningstar [View Release](#)
- 👤 Potential Audience: 156,000 visitors/day
- 📄 Source Type: Financial Data, Research & Analytics
- 📍 Location: Canada
- 🏢 Industry: Financial

CNW a CISION company

- ✓ CNW Group [View Release](#)
- 👤 Potential Audience: 15,000 visitors/day
- 📄 Source Type: CNW group
- 📍 Location: Canada
- 🏢 Industry: Media & Information



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Social Media Reach



Bernice Hill
@DishntheKitchen

Following

I learned so much yesterday
[@FoodIntegrityCA](#) #CCFI17 It gave me so
much to think about. Huge thanks to
[@SKmustard](#) for a much needed G & T 🙌



4:32 PM - 20 Sep 2017 from **Innisfail, Alberta**

2 Retweets 4 Likes

EauClaireDistillery

2 4



Farm&FoodCareSK

@FarmFoodCareSK · Sep 18

Starting the [@FoodIntegrityCA](#) conference
with 3 farm visits. First stop Arrowwood
Hutterite Colony for coffee and tour.
[#farmstories](#) #CCFI17
pic.twitter.com/vNtD04QOCj



12 31



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You Retweeted



Annemarie Pedersen @ap_comms · Sep 20

What a fantastic group came together in #yyc for the 2nd annual
[@FoodIntegrityCA](#) Public Trust Summit- a privilege to be involved! #CCFI17



Dean Stan Blade 🇨🇦 @DeanALES_UofA

A great group of people at #ccfi17 learning, thinking &
talking about public #trust & the #agrifood sector. A
privilege to chair the event!

1 5 13



Sue Hudson
@SueHudsonBBF

Following

How about this locally sourced menu
[@FoodIntegrityCA](#) dinner this evening,
Burrata cheese was amazing #CCFI17



6:30 PM - 19 Sep 2017

1 Retweet 5 Likes

1 5

You Retweeted



terry andryo @TerryAndryo · Sep 20

Thanks to all who brought a lot of insight and food for thought to the table
this week. invigorating to be part of [@FoodIntegrityCA](#) #CCFI17



Ag More Than Ever, Crystal Mackay, Farm&FoodCareSK and 6 others

1 4 13

Event Photos



Millennial consumer panel



Table group discussions



Local Canadian cuisine



On-site media coverage



Science of the Six Pack Reception