



October 2017 E-News

Highlights from the 2017 CCFI Public Trust Research Webinar Tackling Transparency - The Truth About Trust

Wednesday, October 18, 2017

1:00 p.m.-2:00 p.m. EST

Register here [Webinar](#)

Did you know food related topics ranked as three of the top five concerns by Canadians in 2017? Find out who consumers are looking to for information on their food and how it's grown. Learn about the transparency model and how Canadians compare to Americans.

Register for this complimentary webinar to find out those answers and more. Pass along this invitation to others who would also value these insights!

Please click here to register: [Webinar](#)

Look for more webinars on the 2017 CCFI Public Trust Research coming later this fall and winter. Download copies of the 2017 and 2016 CCFI Public Trust Research summaries in French or English at www.foodintegrity.ca



2017 CCFI Public Trust Summit Tackled Transparency

The 2017 CCFI Public Trust Summit created a forum for dialogue and learning for over 200 people from across Canada representing all sectors of the agricultural and food supply chain. Attendees rated the Summit with a top notch 89% rating overall, with the program and several speakers in the same A+ range for value and quality.

"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 three main categories of value for attendees centered around the research on public trust, the quality and diversity of the program, and the unique opportunity to connect with a broad range of food system stakeholders. Attendees represented the diversity of the food system and influencers including food bloggers, farmers, food companies, government, academia, associations, food service and retail.

"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."

This feedback lines up with CCFI's strategic mandate to coordinate research and resources, forums for dialogue and training to help Canada's food system earn trust.

The Reach Beyond the Room

- Media coverage of the event and the 2017 CCFI Public Trust Research results was solid, including the [National Post](#), [FoodNavigator](#), 660 News, RealAgriculture, Farms.com, Blackburn News, Post Online Media, and more.
- Social media and #CCFI17 was busy for the full week around the Summit with the reach extending over 600 original mentions reaching a potential audience of 770,000 and re-shares reaching an additional 650,000 people. The social media cloud generated around #CCFI focused on the words used the most: trust, public trust, share, proud and thanks

With our sincere thanks to our many 2017 CCFI Public Trust Summit [sponsors](#) and partners who helped create this event and opportunity to advance public trust in Canadian food and farming.



What does the value of earning public trust in food and farming mean for you? Join us. Become a CCFI Member today.

Invest in the future of earning public trust in Canada by supporting the new Canadian Centre for Food Integrity today. Members help shape this work from the ground up, with great member value including access to the detailed public trust research reports and customized insights.

Contact Crystal Mackay learnmore@foodintegrity.ca or find out more on our website [here](#).

Staff Announcement: CCFI Welcomes New Chief Operating Officer

Arnold (Arnie) Strub has been named into the newly created role of Chief Operating Officer for CCFI. Arnie brings unique experience to this role in food company management as the former Executive Vice President of Strub's Pickles, non-profit management in his role with the Stoney Creek Chamber of Commerce and board experience with the Ontario Education Collaborative Marketplace as Chair. His education includes an MBA in Marketing from McMaster and a BA in Economics & Commerce from the University of Toronto.

The new COO role will be focusing on operational excellence, board governance and internal functions. Crystal Mackay, in her role as CCFI President, will focus on building the CCFI brand and support for the vision of helping the Canada's food system earn trust externally.

Canadian Centre for Food Integrity

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