



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

2018 Public Trust Summit

From Insights...
...to Actions

Gatineau, Quebec November 13-14th

agenda

day one

Tuesday, November 13, 2018

Afternoon Program

1:00 – 5:00 p.m.

Summit Opening and Welcome

Canadian Centre for Food Integrity 2018 Public Trust Research Release

Crystal Mackay, CCFI President

Ashley Bruner, CCFI Research Coordinator

The Consumer Expectation Gap

Daniel Lemin, Digital Marketing Author & Speaker

What can you learn from a former Google executive, author and food technology start up entrepreneur from California? Daniel Lemin will share his unique perspective on how to close the consumer expectation gaps on food.

“Today’s food consumer has all the outward appearances of being picky, choosy and hard-to-please. They demand personalized products at the same or lower price, but seemingly don’t reward the companies that deliver it. Where does that leave the food industry?”

Evening Program

5:30-10:00 p.m.

Reception and Celebration of Canadian Food: Progressive Dinner for Progressive Thinking

The CCFI Summit is a unique opportunity to connect and engage with interesting people from across the food system from coast to coast. The Progressive Dinner Party is a highlight of the previous Summits and will have you sharing ideas and stories with some great new people.

Morning Program

7:30 a.m.-12:15 p.m.

Breakfast Dialogue Session: The Changing Conversations about Food

Listen, connect and share ideas on how to change the narrative. This session will encourage you to stretch beyond your comfort zone and your network with a common goal, "What can we do better together to help Canadians make informed decisions about their food."

Keynote: Be Curious about the Future of Food

Dr. Robyn Metcalfe, The University of Texas at Austin

Dr. Metcalfe is a dynamic presenter with some valuable and challenging insights on how to connect with today's conscious consumers.

"One way to contribute to transparency and trust in our food system is to be curious about it. This is a moment of revolutionary change in the way we grow, process, transport and move our food. It's time to understand our supply chain in order to discover the opportunities that await entrepreneurs."

Interactive Panel: Insights to Actions

Food influencers will share candid advice on what our food system can do better to earn trust and help Canadians make informed decisions about their food in the future. They will also share specific examples of actions that demonstrate commitment towards those goals.

Transparency Index Workshop

J.J. Jones, US Center for Food Integrity

If transparency is no longer optional, what are you doing about it and how well are you doing? Learn how to walk through a transparency check on your own website using the CCFI Transparency Index and public trust research insights.

Summit Wrap Up & Adjourn

Kim McConnell, CCFI Chair

12:15 p.m.

CCFI Member Lunch and Discussion Session

(by invitation to CCFI Members)

12:30 – 2:00 p.m.

day two

Wednesday, November 14, 2018