



June 2018 E-News

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### Best Food Facts heads to downtown Toronto

Urban consumers will be introduced to their new "BFF" to answer all their questions about what's on their plate this summer. Best Food Facts will be profiled in downtown Toronto for the months of July and August in "On the Go" magazine for commuters.

[Experts answer questions about what's on your plate](#)

Video ads will air on the PATH, a busy walkway area in the financial district, and on newsstands at all the major shopping centres in the GTA for July and August. This promotion is a pilot project to test the response rate and engagement with urban consumers in this key market with the goal to expand to other markets in the future.

[Check out the Ad here!](#)



## NEWS

### Taking Action on Food Loss + Waste Program Webinar

The Canadian Centre for Food Integrity and Provision Coalition have launched a new one-year program to tackle food loss + waste in Canadian manufacturing facilities to raise awareness of the issue with support from the Walmart Foundation. [Find out more.](#)

### AgWired Interview with Crystal Mackay at the Alltech ONE18 Conference

[Food Facts: Communicating with Consumers the Risks and Rewards of Modern Agriculture](#)



## PUBLIC TRUST RESEARCH

Talking Transparency: [Watch the webinar here](#)

This webinar explored the important link between public trust and transparency and provides a road map for trust-building transparency for all members of the food chain. If you weren't able to join us live, please check out the recording [here](#), and learn as we share specific recommendations and tools to increase transparency in the food system.



## EVENTS



THE CANADIAN CENTRE FOR  
FOOD INTEGRITY

2018 Public Trust Summit

From Insights...

Register today!

...to Actions

Gatineau, Quebec  
November 13-14th

**Where can you connect with food system thought leaders from coast to coast to learn and discuss how we can better earn trust together?**

Plan to join us at this year's CCFI Public Trust Summit in our national capital region in Gatineau, Quebec November 13-14<sup>th</sup>. Get energized to take "Insights to Actions" to move the bar on public trust in our food system for the future!

The CCFI Summit will run from 1:00 p.m. on November 13<sup>th</sup> to 1:00 p.m. on November 14<sup>th</sup> to allow for optimal travel time and encourage networking and meetings. Take advantage of the opportunity and schedule your board, staff and partner meetings that week.

### **Become a Public Trust Sponsor**

Step up and show your organization's support for helping Canada's food system earn trust with this unique national forum for dialogue, learning and connecting. Contact [Toni-Anne Sarlo](#) to discuss what sponsorship option is the best fit for your organization today!

## OUR PARTNERS



In spite of our vast geographical and historical differences, Canada is one big family. With the summer harvest in full swing, chefs and home cooks alike will celebrate our magnificent northern bounty from coast to coast. Food Day Canada was created in 2003 when Canada was experiencing the beef crisis. As we face similar challenges these days, Canada needs to throw a party at the height of the harvest season. On August 4th, the celebration begins - help Food Day Canada celebrate their 15th anniversary. Add #FoodDayCanada #CanadaSfood to any social media and help us put Food Day Canada at the top of the Twitter Trends for the day while enjoying great locally grown food.

Share your stories with us: <http://fooddaycanada.ca/>

### Welcome to the CCFI table

Join us. Add your voice and investment to help build the momentum for the future of earning public trust in Canada's food system. Organizations can become a CCFI member, partner or event sponsor. Individuals like you can make a charitable donation!

[Donate here](#) or email [learnmore@foodintegrity.ca](mailto:learnmore@foodintegrity.ca) to discuss options best for you and your organization.

**Canadian Centre for Food Integrity**

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