



Agenda

day one

Tuesday November 13, 2018

Welcome

1:00 p.m.

*Afternoon Chair: Jean-Claude Dufour, Dean
Faculty of Agriculture and Food, Laval University*

Insights: CCFI 2018 Public Trust Research Launch: What makes food information credible?

1:15 p.m.

In 2016, CCFI studied the public trust model and learned shared values are 3-5 times more powerful than facts when it comes to earning trust with Canadians. But what are those values and motivations? This year CCFI's work builds on its base of trend data going back to 2006 and launches leading edge research with insights into Canadians' beliefs and values around food information. These thought provoking insights will change your paradigm on your target audiences and create new opportunities to engage more meaningfully.

*Crystal Mackay, President, CCFI
Ashley Bruner, Research Coordinator, CCFI*

Actions: Taking Action on Food Loss + Waste

2:20 p.m.

Food loss + waste is on the radar of consumers, governments and food system stakeholders around the world. What can we do better together? This program provides leadership and funding to help Canadian food companies look for and implement food loss + waste solutions resulting in thousands of tonnes of food back on the table as well as huge environmental benefits. Add in best management practices and communications on the topic through www.bestfoodfacts.org for a real example of the public trust framework in action.

*Cher Mereweather, Executive Director, Provision Coalition
Paighton Smyth, Consumer Confidence Coordinator, CCFI*

Tim Hortons.

Networking break



2:45-3:15 p.m.

Actions: Public Trust & Food Safety

3:15 p.m.

Ron Bonnett, President, Canadian Federation of Agriculture
Chair, Public Trust Steering Committee



Insights: The Consumer Expectation Gap

3:30 p.m.

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?

Daniel Lemin, Digital Marketing, Author & Speaker

Reflections & Wrap Up

4:30 p.m.

Sylvie Cloutier, Quebec Food Processing Council (CTAQ), CEO
CCFI Board Member

Adjourn

4:45 p.m.

Reception

6:00 p.m.

Putting Canada on the Menu

6:45 p.m.

Progressive Dinner for Progressive Thinking - a celebration of Canadian food and all the people who make it happen!

Masters of ceremonies:

Jill Harvie, Canadian Cattlemen's Association

Marty Seymour, Farm Credit Canada

Tim Hortons.



Agenda

day two

Wednesday November 14, 2018

Breakfast



7:30-8:30 a.m.

Welcome

Morning Chair: Adele Buettner, AgriBiz Communications Corp.

8:30 a.m.

Keynote: Be Curious about the Future of Food

8:30-9:30 a.m.

One way to contribute to transparency and trust in our food system is to be curious about it. Instead of observing the food system, be engaged with it, relentlessly looking behind the headlines, talking to real people not Tweet bots, and considering the consequences of change. 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. Making the supply chain visible for the purpose of innovation is a worthy goal for today's conscious consumers.

*Dr. Robyn Metcalfe,
The University of Texas at Austin*



U.S. SOY FOR A GROWING WORLD



Changing the Conversations about Food

9:30-10:15 a.m.

Moderator: Lorelee Orr, Corteva Agriscience

This interactive panel will share their passion and their plans for changing the conversations about food and connecting with consumers. We will ask them to share their insights and candid advice on what we can all do better to help Canadians make informed decisions about their food in the future.

Panelists:

Mayssam Samaha - Montreal based Food and Travel writer

Dylan Sher - Documentary Producer of "Before the Plate" following food from Toronto's trendy Canoe Restaurant back to farms.

Dara Gurau - Registered Dietitian and Food Expert

Tim Hortons.

Networking break



10:15-10:40 a.m.

Let's Talk Transparency Workshop

10:40-11:30 a.m.

If transparency is no longer optional, what are you doing about it and how well are you doing? This interactive session will teach you the fundamentals of transparency and walk through a transparency check on your own work using CCFI public trust research insights to guide you.

J.J. Jones, US Center for Food Integrity

Canadian Centre for Food Integrity: Helping Canada's Food System Earn Trust

11:30 a.m.

A report card on progress to date and upcoming plans with Canadian Centre for Food Integrity in their work coordinating research, dialogue, resources and training. What's on the wish list? How can you get involved?

Crystal Mackay, CCFI President

What we heard. What we learned. What's next.

Kim McConnell, CCFI Chair

Summit adjourns

12:00 p.m.

CCFI Member & Summit Sponsor Lunch Feedback Session

12:15 – 1:30 p.m.

Tim Hortons.