



February 2019 | E-News
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5 Highlights

from the 2019 Food Fear Factor Forum

- 1** The need to further understand Canadian consumers and the psychology behind how they see our food & food systems is imperative. Learning about why there is fear in our food system will help us as an industry, better understand what we can do to address consumer fear.

Risk and how our brains have evolved was discussed by New York Times Bestseller, Dan Gardner. Dan discussed how humans gut instinct overrides our conscious thought. How are intuitions formed? Our brain has two distinct modes of decision making known as system 1 & 2. System 1 is outside consciousness - what we do without thinking of it. System 2 is conscious, rational thought that we think about and back with science, logic, stats, etc. The difference between the two? Speed. System 1 is faster which is why we ultimately go with our gut instinct more naturally.

2

- 3** Renowned speaker and best selling author, Timothy Caulfield spoke to the impact and influence that pop-culture has on modern day society. Bottom line: trust is a huge issue. He shared how people trust others who are like them saying, "People believe those who they agree with." That is why its so hard to change someone's opinion on a topic, including those about our food systems.

The new "Social Listening" study, coordinated by CCFI, was shared with the audience. New artificial intelligence technology was used to uncover what the hot button food issues are for Canadians. The new study, soon to be released, shows the outcome from survey results from more than 250,000+ Canadians who were surveyed over a 24 month period on social media. The 4 main hot button food issues for Canadians? GMO's, pesticides, hormones and antibiotics.

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- 5** The good news shared within the "Social Listening" study that could be used to combat fear within our food systems? Farmers. Farmers are seen as the front-line representatives of the agri-food sector in Canada. Canadians feel they are most responsible for talking about issues relating to agriculture and the food they grow for consumers.

#CCFI2019

Look for the report on the new 2019 Social Listening research coming soon!

OUR PARTNERS

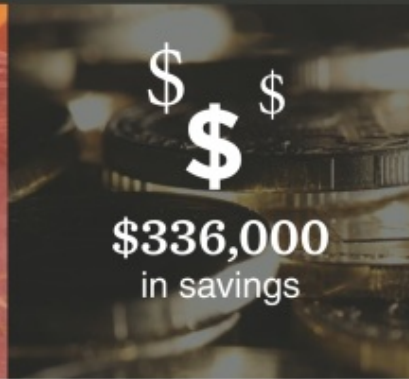


Meet Enviro-Stewards - Helping Companies Tackle Food Loss + Waste

Enviro-Stewards is the firm working with us and Provision Coalition to assess food companies' food loss and waste and identify practical cost-effective areas to improve. The results they are getting are exceeding participating company expectations by far, with the first 13 companies finding \$336,000 in savings.

Food Loss + Waste...
what are you leaving on the table?


The first 13 companies found on average:



Only 20 spots left! It's time to find your food loss and waste savings. Sign up today!

**PROVISION
COALITION**
MAKING FOOD SUSTAINABLY


THE CANADIAN CENTRE FOR
FOOD INTEGRITY

This project is funded as part of a grant from the **Walmart**  **Foundation**

Do you work for a food company? Sign up for this program today. Spots are limited!
Do you supply or buy from food companies? Pass this along to them and encourage them to sign up. Help them save food, money, and demonstrate their corporate social responsibility on this important issue all at once.

Enviro-Stewards Helps Companies Operate at Top Efficiency

Enviro-Stewards is built on being different. The Canadian engineering company, and Best For The World Certified B Corporation, has a mission to cultivate resilient business and to improve lives. [Click here to learn more.](#)



Food and Farming featured on *The Agenda*

The well-respected TVOntario program *The Agenda with Steve Paikin* has featured a number of segments recently related to food and farming. These shows air on TVO, livestream via twitter and facebook, and are hosted on their website for a broad reach.

Rethinking Canada's Food System - Discussion on the Food Guide and future policy with featured guests Crystal Mackay, Canadian Centre for Food Integrity, and representatives from Ryerson University, City of Toronto, and FoodSecure Canada.

<https://www.tvo.org/video/programs/the-agenda-with-steve-paikin/rethinking-canadas-food-system>

Cutting Back on Meat - with featured guest Dr. Sylvain Charlebois, Dalhousie University

<https://www.tvo.org/video/programs/the-agenda-with-steve-paikin/cutting-back-on-meat>

Chinese New Year, Chinese Food - with featured guest and author Ann Hui

<https://www.tvo.org/video/programs/the-agenda-with-steve-paikin/ann-hui-chinese-new-year-chinese-food>

Who's minding the farm animals - featuring Bonnie den Haan, dairy farmer and owner of Sheldon Creek Dairy, and Dairy Farmers of Ontario board member; and Camille Labchuk, executive director for the animal-rights group Animal Justice.

Editor's note: This is a follow up program due to response from an earlier episode about the OSPCA where Ms. Labchuk alleged farm animals are not protected by regulations.

<https://www.tvo.org/video/programs/the-agenda-with-steve-paikin/whos-minding-the-farm-animals>

WWF Responds to Eat-Lancet Report on Global Diets

Guest Commentary by Jason Clay, World Wildlife Fund (WWF)

Editor's note: Dr. Jason Clay presented his views on farming and preserving the environment at the 2017 Canadian Centre for Food Integrity Public Trust Summit in Calgary.

Earth is home to 7.5 billion people. Feeding us comes at a cost - producing food is now the single biggest driver of environmental degradation. And, that is before we have more, wealthier people who consume differently.

But the choice isn't between providing for humanity or protecting the planet. In some places like temperate grasslands, communities that depend on livestock are the main reason these ecosystems persist. In the Northern Great Plains that straddle the U.S. and Canada, for example, well-managed grazing systems protect native grasslands, enhance soil quality, provide critical wildlife habitat, filter water and sequester carbon. They also produce food, turning grass into protein, and support livelihoods. [Read the article here.](#)



EVENTS



SAVE THE DATE!

**Saskatoon, SK
November 13-14th**

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