



October 2018 E-News



2018 Public Trust Summit

From Insights ... To Actions

Join thought leaders from across the country and help make this dynamic program come to life on **November 13-14, 2018** in our national capital region at the **Hilton Lac-Leamy** in **Gatineau, Quebec!**



SUMMIT SPEAKERS



Ashley Bruner
Research Coordinator
Canadian Centre for
Food Integrity



J.J. Jones
US Center for Food
Integrity



Daniel Lemin
Digital Marketing
Author & Speaker



Crystal Mackay
President
Canadian Centre for
Food Integrity



**Cher Mereweather,
M.Sc., PMP**
Executive Director
Provision Coalition



Dr. Robyn Metcalfe
Director of Food & City
The University of Texas
at Austin

Come together with many others who are passionate about food and farming to learn and share your ideas on how to better earn public trust in food and farming in Canada.

Last year's attendees rated this event 89% overall, with the program content and the opportunity to connect with leaders from the entire food system as key reasons.

[Register today!](#)

Program Highlights:

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

In 2016, we learned shared values are 3-5x more powerful than facts to earn trust. But what are those values? CCFI will launch leading edge research on Canadians' beliefs around food information. These thought-provoking insights will help put a new lens on all your public engagement efforts.

The Consumer Expectation Gap

Today's food consumer has all the outward appearances of being picky 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? Hear from Daniel Lemin, an author, food tech start-up and former Google executive with his unique perspective on consumer expectations.

Be Curious about the Future of Food

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, and considering the consequences of change. Dr. Robyn Metcalf is a dynamic presenter. This food historian and Director of Food & City from Texas will challenge your thinking with a view for the future.

Changing the conversations about food

This interactive panel will share their passion and how they are changing the conversations about food and connecting with consumers. Panelists include: Dylan Sher, the documentary producer of, "Before the Plate" following food from Canoe Restaurant back to the farm; and Maysam Samaha, "Will Travel for Food" blogger and founder of Saisons, a program with chefs in Montreal.

Let's Talk Transparency Workshop

If transparency is no longer optional, what are you doing about it and how well are you doing? J.J. Jones from the US Center for Food Integrity will lead this interactive session to walk you through a transparency check on your own work using CCFI public trust research insights.

And more....

- Putting Canada on the Menu Reception & Dinner Celebration
- Taking Action on Food Loss + Waste program update from CCFI & Provision Coalition

- All in the beautiful setting at the Hilton Lac Leamy in Gatineau.



Save the date for CCFI's "Food Fear Factor" Forum on February 13, 2019, in Ottawa the day after Canada's Ag Day.

Canadian Centre for Food Integrity
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