



August 2019 | E-News

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Three months to go!



2019 Public Trust Summit

SPEAKER SPOTLIGHT



Dr. Evan Fraser

Director, Arrell Food Institute
at the University of Guelph

ELEVATING CANADA'S PLACE WITHIN THE GLOBAL ECONOMY

Join thought leaders from across the country and help make this dynamic program come to life.

November 13 - 14, 2019

Delta Hotels Saskatoon Downtown

<https://publictrust2019.eventbrite.ca>



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PUBLIC TRUST RESEARCH

The Grassroots Greenhouse

A snapshot of public opinion about Canadian Agriculture

A new poll by [Grassroots Public Affairs](#) finds Canadians hold largely positive views about the current and future state of agriculture and agri-food in Canada. Yet the industry, arguably one of the most significant in our economy, has work to do in telling its story. The online survey measured awareness, attitudes, and public opinion on a range of agricultural issues and policies.

Along with CCFI's public trust research, these results demonstrate that Canadians are looking for credible and transparent information to help build on their already positive impression of Canadian agriculture.


Click on the image below for the full report.



THE GRASSROOTS GREENHOUSE

A snapshot of public opinion about Canadian agriculture

Preliminary Findings
June 3, 2019



NEWS

Egg Farmers of Canada Launch New Assurance Program

The Egg Farmers of Canada have launched a new industry-wide initiative that certifies Canadian eggs are produced according to strict food safety and animal welfare standards. The assurance program, Egg Quality Assurance™ (EQA™ for short), includes on-farm inspections and third-party


audits. The program logo will be featured on egg cartons to show Canadians that Canadian eggs are produced under strict food safety and animal welfare standards. Please watch this link to a video that further describes the program: [Egg Quality Assurance](#)

The following is an outstanding example of linking industry assurance standards to public trust. This link is strengthened by an agreement in place between the Egg Farmers of Canada and McDonald's Canada, where McDonald's advertising for its Egg BLT McMuffin sandwich, sold this summer, will display the EQA™ trademark: [Egg Farmers of Canada welcomes McDonald's Canada's participation in the new Egg Quality Assurance Program](#)

Credible ag info sources often lacking

The following article, by Michael Raine, published recently in the Western Producer, articulates the challenges agriculture and the Canadian food system faces in the media when "minority-position, generally anti-science speakers" make themselves available to speak on agriculture and food issues and are seen by the public as credible voices.

Clearly the Canadian food system needs to work in partnership to have a go-to trusted and credible voice the media can reach out to for comment on food issues. In our recent strategic planning exercise, the CCFI has identified this as a role we can play in the food system. This doesn't mean the CCFI will speak on behalf of a specific sector however, CCFI may be able to act as a conduit to identify trusted, credible sources for the media. In addition to providing information to the media, CCFI will work towards proactive communications. Proactive communications will focus on providing information on a small number of cross-cutting system-wide issues directly to consumers, including engaging in social media discussions. Take a read: [The Western Producer: Credible ag info sources often lacking](#)



OUR PARTNERS

Food Loss + Waste Cost-Share Program

Join [Provision Coalition](#), the Canadian Centre for Food Integrity & [Enviro Stewards](#) on September 12, 2019 as we share the exciting results from 50 food waste prevention assessments completed in food and beverage manufacturing facilities across Canada! These results are after a year-long partnership launched between the Canadian Centre for Food Integrity and Provision Coalition to tackle food loss + waste in Canadian manufacturing facilities and raise awareness of the issue.

Click on the image below to register for the event in Mississauga, Ontario at the rate of \$99.99 + taxes and fees.



FOOD LOSS + WASTE COST-SHARE PROGRAM

SHARING RESULTS & RECOMMENDATIONS.

Profit Maximization Through
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September 12, 2019 – ThinkFOOD! Mississauga



Canadian Centre for Food Integrity

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