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We hope you enjoyed your summer vacation and are as excited as we are for a busy Fall ahead. We've made a few changes to our E-News including a slight re-design and have added a few topics we'll be sharing more information on.

Let us know what you think of the changes by [dropping us a line](#).

MISCELLANEOUS

- CCFI recently responded to an article in The Western Producer with our op-ed piece on [why CCFI wants to be the trusted voice for Canada's food system](#).
- Save the Date: CCFI 2019 Public Trust Research Preview Webinar [Members Only] – Date: November 5th
- CFI US Webinar: "What's Next for Plant Alternatives" – Date: September 13th

PUBLIC TRUST RESEARCH

Insight Report | Glyphosate

Glyphosate - a big buzzword in both the agriculture industry and among consumers. This first-ever [Insight Report](#) shows you who's talking about glyphosate, where Canadians are sharing information and top sources of content. The [Insight Report](#) is designed to provide background information for the agriculture & food industry and share best practices for connecting with Canadians using credible information. This innovative content is intended for sharing with your members, network and consumers.



EVENTS

Canadian Public Trust Summit 2019 | [Register before September 13th to take advantage of the Early Bird pricing!](#)

Together, the Canadian Centre for Food Integrity and Farm & Food Care Saskatchewan are pleased to bring you the 2019 Canadian Public Trust

Summit; a forum for building relationships and learning how to engage and build trust in our food system together. The Summit is an exciting and unique opportunity to network with leaders from across supply chains and across the country, who are equally passionate about earning trust in our food.

Take a sneak peak at the inspiring program we have lined up by clicking on the agenda image found on the right.



2019 Public Trust Summit		
Saskatoon, Saskatchewan November 13-14, 2019		
day one Wednesday, November 13, 2019	agenda	
	Morning Program	
	Registration & Continental Breakfast	8:00-9:00 a.m.
	Welcome & Objectives of the Day	9:00 a.m.
	Keynote: Out of this World Transparency, Trust and Collaboration Dr. Omer Williams, Author	9:30 a.m.
	Break	10:30 a.m.
	Launch of the 2019 Canadian Centre for Food Integrity Public Trust Research: Public opinions, online conversations and messages that work	11:00 a.m.
	Lunch	12:00 p.m.

One of the Topics on the Agenda?

Food in the News: What works? What doesn't? What can the food system do better? We'll be hearing candid advice of the different views from the panelists below.



Toban Dyck
Journalist for Financial Post and Farmer



Rod Delahey
Vice President of Strategic Planning and
Publisher of the Western Producer



Mairlyn Smith
Professional Home Economist



John Gormley
Broadcaster, Lawyer and Author

INDUSTRY NEWS

- The Canadian Seed Growers Association are partnering on a blockchain pilot project that follows

soybeans from seed to the kitchen table, showing how blockchain can be used to transform seed and all of agriculture. [Read more here.](#)

- Manitoba-based farmer Toban Dyck discusses why the growing attention around plant-based burgers is a trigger for Canadian farmers in [his latest National Post column.](#)
- Conflicting consumer expectations is [one of the reasons Cargill found in its recently released global study,](#) why consumers have a hard-to-satisfy list to put food on their tables.
- Since 2013, the Government of Saskatchewan has participated in omnibus polling to gain insight into public perceptions of the agriculture and agri-food industry, assess the impact of efforts to build public trust, and to establish benchmarks for the future initiatives. The 2019 survey, conducted by Inshtrix Research in May, asked 801 Saskatchewan residents for their perspectives on 10 questions. This year the survey included four new questions focused on transparent communication, regulations and intensive livestock development. The [Saskatchewan Public Trust Survey Results](#) continue to show that, in Saskatchewan, there is an overall positive perception of agriculture.

WHAT MEDIA IS SAYING

- In mid-August, the United Nations body for assessing the science related to climate change, Intergovernmental Panel on Climate Change (IPCC), released the highly discussed special report on climate change, desertification, land degradation, sustainable land management, and food security, which was [featured by various media outlets](#) with regards to food production and climate change around the world.
- McDonalds has recently said it [would not be offering plant-based alternatives](#) like many other fast food chains, instead [focusing on its beef amid the growing craze of plant-based burgers.](#)

Canadian Centre for Food Integrity
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