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2019 CANADIAN PUBLIC TRUST SUMMIT

An Opportunity to Connect with Canada's Food System

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

November 13-14
Delta Hotels Saskatoon Downtown
<https://publictrust2019.eventbrite.ca>



The 2019 Canadian Public Trust Summit is one month away

Here's a sample of what our agenda will cover:

- Launch of the 2019 Canadian Centre for Food Integrity Public Trust Research: Public opinions, online conversations and messages that work.
- Keynote speakers: Dr. Dave Williams (Astronaut and Author), and Dr. Evan Fraser (Arrell Food Institute, University of Guelph) will provide insights into transparency and collaboration in the food industry and how to elevate Canada's place within the global economy.
- Panel: Food in the News - What works? What doesn't? What can the food system do better? Candid advice from different panelists' views.

[Register before the November 9th deadline!](#)

PUBLIC TRUST RESEARCH

- The US Centre for Food Integrity (CFI) held a webinar in September, 'Protein Plays: the Emerging Trends and Consumer Appetites for Protein Alternatives.' The panelists provided valuable insights into the rapid evolution of protein alternatives, current consumer attitudes and what's next for both consumers and those in the protein complex. Did you miss the webinar and want to watch the replay, learn more by registering and watching here: <http://www.foodintegrity.org/cfi-live-the-protein-play-webinar/>.
- Look for our new 2019 CCFI research coming soon entitled '2019 Public Trust Research | Connecting with Canadians.'

INDUSTRY NEWS

- The [Royal Bank of Canada released their Farmer 4.0 report](#) this fall, highlighting the economic growth opportunities for Canada's agri-food sector. The report also outlines the upcoming new era of farming and the high skill-set that the next generation of farm operators will need.
- A recent study published in Nature Human Behavior graphically illustrates the existence of a trust gap when it comes to how our food is made as discussed [in this latest article by Nourish Marketing](#).
- "Farmers need more than catchy slogans to repair the public trust in agriculture" says Toban Dyck in [his latest Financial Post column](#).
- The [Canada 2020 National Forum on Agri-Food: Competing in a New World Order](#) two-day conference is taking place this coming November 6-7 in Ottawa, ON Canada 2020 Agri-Food Event in Ottawa.

WHAT MEDIA IS SAYING

- Despite McDonalds saying it would '[focus on beef amid the plant-based burger craze](#),' McDonalds is the latest retailer to [introduce a plant-based patty](#), conducting a 12-week test in Southwestern Ontario of a new plant-based burger called the P.L.T.
- Veganism may seem popular, but [food experts say the future is flexitarian](#).
- Eighty-five per cent of Canadians wish food labels were easier to read [says this no name® brand survey](#).
- Many people's opinions about genetically-modified foods and crops are related to their views on what constitutes acceptable risk, [says this latest academic opinion piece](#).

MISCELLANEOUS

- CCFI was pleased to announce in early September, that the Public Trust Steering Committee (PTSC) has endorsed the Canadian Centre for Food Integrity to be the national coordinator of public trust activities in Canada's food system. Read our news release [here](#).
- CCFI has created [key messaging](#) for the agri-food industry to use and share in circumstances such as the [Animal Agriculture protests that took place at CFIA offices](#) recently.

