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## EVENTS

### Webinar Save the Date: February 7, 2020 at 11:00 a.m. EST "Foresight with Focus | Understanding the 2020 Food Trends"

Join us for our first webinar of 2020 on Friday, February 7th at 11:00 a.m. EST as we have an in-depth discussion of the emerging food industry trends you need to know about for the year ahead. This webinar is hosted by [Nourish Marketing](#) in collaboration with CCFI and [Kahntact](#).

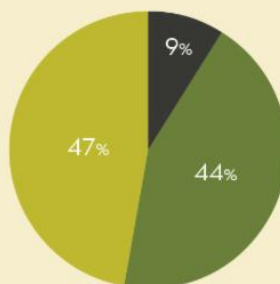
Details:

- Friday, February 7th, 2020 at 11:00 a.m. EST
- Register in advance for the webinar: [https://zoom.us/webinar/register/WN\\_cFYvkQHORB-ULgKrTg2Qqw](https://zoom.us/webinar/register/WN_cFYvkQHORB-ULgKrTg2Qqw)

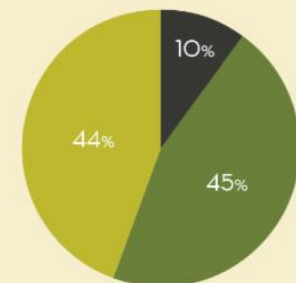
## PUBLIC TRUST RESEARCH

### NEW TRACKING TRENDS

*"I am personally concerned about misleading food labels or descriptions for the purpose of marketing."*



*"I am personally concerned about food fraud – the practice of mislabelling, adulterating or counterfeiting food products."*



### New Tracking Trends

In CCFI's Public Trust Research, launched in November 2019, we asked Canadians about their perceptions and attitudes towards food labelling. Consumers have voted and Canada's food system needs to be aware of the growing concern of mislabelling food products. Canadians want transparent and accurate information about the food at their preferred grocery stores.

To learn this and more, download the [2019 Public Trust Research Report](#). Connect with CCFI staff member [Paighton Smyth](#), our Partner Engagement Coordinator for any questions or high resolution graphics you would like and/or let us know of any suggestions you may have for topics you'd like to see in the upcoming 2020 research.

Read the latest in the headlines...

- The federal government is getting ready to launch a multimillion-dollar [‘Buy Canadian’ food campaign](#).
- [Farm Credit Canada highlights three disruptors to affect Canadian ag in 2020](#) - climate change, protectionism and automation.
- This Farmtario opinion piece discusses how [corporate interest makes sustainability in agriculture tangible](#): *“Marketplace initiatives will sink or swim by virtue of consumer support.”*

## WHAT MEDIA IS SAYING

- With a new decade upon us, [this piece](#) looks at how celebrities like Gwyneth Paltrow made the 2010s the decade of health and wellness misinformation.
- [Food fraud is hidden in plain sight](#) says Researcher John G. Keogh.
- Want to see what may be in store for 2020 food trends? Read [Nourish Marketing’s 2020 Network Trend Report](#) and see what other consumer outlet’s are predicting are food trends for the year ahead – [Food Network](#), [Chatelaine](#), [Whole Foods](#).
- Global communications firm, Edelman, annually releases a Trust Barometer report that looks at trust and credibility from a global perspective. The 2020 report reveals that despite a strong global economy and near full employment, a majority of respondents in every developed market surveyed, do not believe they are better off in five year’s time. Read the newly-release findings [here](#).

## MISCELLANEOUS

Happy New Year to our CCFI readers,

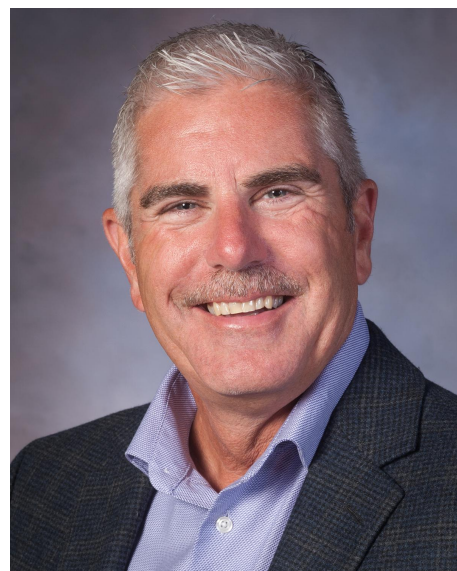
Like you, we've been busy kick-starting 2020. We have a number of plans underway that build upon the endorsement of the Public Trust Steering Committee, announced late last year. The industry's response to the work the Canadian Centre for Food Integrity is doing has been encouraging. We continue to hear your feedback and appreciate the time you take to continually engage with us. We are excited that the role of public trust in Canada's food system continues to be top-of-mind for so many of you and that we all recognize that more can be done to build trust with our intended target audience with Canadian consumers and within our own industry.

In 2020, we plan to continue to build upon the momentum of our three pillars of work:

1. Collaboration/Coordination
2. Communication
3. Resources

We're pleased to report we're working on a new funding model for the organization to engage with our current members and welcome new members; our new Communications Committee is up and running; we're working on a communications plan; and are coordinating a number of resources that will be tailored to Canadian consumers on topics of relevance and importance to them.

Here is to a productive year ahead, we look forward to where it will take us – together.



John Jamieson  
President, CCFI

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