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We hope you are keeping well and get a chance to enjoy some downtime this summer. Rest and relaxation are much needed after the past few months of the pandemic. We'll keep this edition short and sweet, and make sure you're up-to-date on the matters most timely and relevant in Canada's food system this month.

## EVENTS

### 2020 Canadian Public Trust Summit | Special Announcement

In light of the ongoing Coronavirus (COVID-19) developments across Canada, the Canadian Centre for Food Integrity has made the difficult decision to delay the 2020 Public Trust Summit until April, 2021. The 2020 Public Trust Summit was scheduled to take place this coming October 14-15, 2020 at the Toronto Reference Library in downtown Toronto, Ontario.

Postponing this industry favourite event will enable us to provide the experience that our members, partners and sector associates expect and deserve in a safe environment. We remain excited to host you next year... please stay tuned for more specific details pertaining to the 2021 Public Trust Summit as we share them.



The Canadian Centre for Food Integrity's

## Webinar Series



### Wednesday August 19th, 2020 @ 11:00 a.m. EDT Perception & Exposure | Agriculture in Canada

Peter Seemann is a senior consultant and principal at Grassroots Public Affairs; an Ontario based firm that helps businesses and industry associations execute effective communication strategies for government and public relation campaigns. During the webinar, Peter will review their latest research efforts on the perception of agriculture among Canadians and how an individual's' exposure to the industry effects their support.

[Register in advance by clicking here.](#)

## PUBLIC TRUST RESEARCH



### Insight Report | Aquaculture

Aquaculture is an innovative industry in Canada with a growing interest among consumers. CCFI's latest [Insight Report 'Aquaculture'](#), explores the top publications, articles, and overall tone within the media on the topic of aquaculture. The backgrounder provides readers with credible facts about salmon nutrition specifically – highlighting that the species of salmon has more influence over the nutritional profile than the form of production does.

It is safe to say, that adding salmon to any diet is a healthy choice. Consumers should select their fish based on their dietary needs, not the buzzwords on the packaging.

Get up-to-date with the latest round of thought-provoking articles and news stories about our food system:

- The [Canadian Cattleman reports on how CCFI's upcoming public trust research](#) is going to consider the effects of COVID-19 and use past research as a baseline for pre-pandemic levels of trust in the Canadian food system.
- [Food affordability is still top consumer concern](#), according to a recent CCFI webinar that Manitoba Cooperator reported on.
- The Canadian Centre for Food Integrity's campaign '[Its Good, Canada](#)' was recently featured by [Farmwork to Feed Canada](#), promoting what the campaign aims to achieve by helping others understand Canada's food system better.
- Celebrate [Food Day in Canada](#) with fellow Canadians across the country on Saturday August 1<sup>st</sup>, 2020 by sharing your photos on social media using the #FoodDayCanada.
- The Saskatchewan Ministry of Agriculture recently released [2020 Public Trust Survey](#), showing that Saskatchewan locals continue to have a positive perception of agriculture.
- The Arrell Food Institute has [a number of COVID-19 related webinars](#), sharing insights on the timely topics of disruption during the pandemic.
- The Canadian Agri-Food Policy Institute and Arrell Food Institute [recently held a webinar as part of the Growing Stronger Project](#), that featured experts discussing what happened to the Canadian food system during the COVID-19 pandemic.

## WHAT MEDIA IS SAYING

Read some of the news stories surrounding COVID-19 and its impact on Canada's food system:

- Opinion: It's an opportune time to grow Canada's agriculture industry, says Dr. Baljit Singh, dean of the University of Calgary's faculty of veterinary medicine in [this Calgary Herald piece](#).
- [Burger King addresses climate change](#) by changing cows' diets, by adding lemongrass.

## MISCELLANEOUS

We are pleased to welcome [Canadian Aquaculture Industry Alliance](#), [Canadian Hatching Egg Producers](#), and [Saskatchewan Wheat Development Commission](#) as the newest CCFI's members.



