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EVENTS

2020 Public Trust Research Release | November 10, 2020

CCFI will be releasing the [2020 Public Trust Research Data](#) on Tuesday, November 10th at 4:00 p.m EST, during the upcoming 2020 Virtual Food & Nutrition Forum. Take a sneak peak at the key findings below:

Confidence in Canada's Food System at an All-Time High

This past year our food system has faced exceptional pressures and public scrutiny, but our sector has remained strong resulting in Canadians feeling optimistic about the food they eat and those who produces it.

Affordability is Front of Mind

A reflection of the unprecedented time we are living in, Canadians are facing economic strain on several fronts including food affordability. In particular, access to healthy, affordable food is a critical issue for Canadians.

Sustainability – More Than Just a Buzzword

Sustainability in food is not just a trend but a requirement to be a trusted and successful food system player. When it comes to sustainability, do not get left behind! Those who are the most innovative will be the most successful.

What Gets Measured Gets Managed

Public trust in Canada's food system is hard to earn but easily eroded, and fostering trust requires collaboration across the entire value chain. Improvement is required in standardized and consistent measurement of the agri-food industry's public trust efforts.

Learn about these key findings and more by tuning in to the release of CCFI's public trust research by [signing up for this free webinar today!](#)



Hosted by Farm & Food Care Saskatchewan

November 25, 2020: The annual Cultivating Trust conference brings people together from across the food and agriculture spectrum. Organized by Farm & Food Care Saskatchewan, this year's theme is "Managing Misinformation" and is free to all to attend online. It will feature real-time presentations and Q&A sessions

with our keynote speakers, **Dr. Timothy Caulfield**, who will present The Infodemic: Is Misinformation Killing Us? and **Dr. Frank Mitloehner**, who will discuss whether livestock could actually be part of the solution to the problem of global warming.

See www.farmfoodcaresk.org/conference for the full agenda and how to register.

Globe and Mail Webinar on Food Affordability and Access

Thanks to those who joined us recently for the Globe and Mail's Webinar on Food Affordability and Access, presented by CCFI. This eye-opening conversation shared the different perspectives of how Canadians view our food system and what areas we could focus our efforts on. The Globe and Mail shared [this piece](#) about the key takeaways, which include:

1. Consumers want more transparency;
2. This fall may bring uncertainty;
3. Canada has enough food for everyone;
4. We can't take food for granted; and
5. The pandemic is an opportunity to prioritize food production.

STUART MCNISH

FOOD FOR THOUGHT

CONVERSATIONS THAT MATTER

WATCH NOW

JOHN JAMIESON

HOST

CEO CANADIAN CENTRE FOR FOOD INTEGRITY

AN ORIGINAL VIDEO SERIES WITH HOST STUART MCNISH IN PARTNERSHIP WITH CONVERSATIONS THAT MATTER & THE CANADIAN CENTRE FOR FOOD INTEGRITY

'Food for Thought' Conversation Launches in Partnership with 'It's Good, Canada'

Food For Thought, a partnership between Bayer, the Canadian Centre For Food Integrity (CCFI), and veteran journalist and broadcaster Stu McNish recently launched with [this piece in the Globe and Mail](#) on Thanksgiving weekend. It will take you on an eye-opening journey, examining issues critical to ensuring the resiliency and sustainability of food supply, production, safety, and security in Canada. The campaign explores Canada's food supply system and takes the opportunity to learn more about the complex, varied, nuanced and ever-evolving world of food, while also taking the time to listen to the agriculture industry, as they share their unique stories with us.

For those interested in following Stu's journey to understanding our food, you can watch his video conversations with agricultural dynamos by visiting the [It's Good, Canada website](#).

INDUSTRY NEWS

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

- The [2020 Virtual Food & Nutrition Forum](#) will take place on Tuesday, November 10th at 11:00 a.m. EST. Our amplifier groups, the three Farm & Food Care organizations across Canada have partnered with the Royal Agricultural Winter Fair (RAWF) to host this forum. Participation is free of charge and registration is open now on the [RAWF website](#).
- Agricultural journalist, Owen Roberts, discusses how the [second pandemic wave of COVID-19 is heating up pressure on food support](#).
- Canadian Cattlemen wrote how a [greater understanding and support is required to strengthen Canada's food system](#).
- Agriculture and Agri-Food Canada announced at the beginning of October that the Government will [refresh the Canada Brand platform](#), enabling agri-food industry and partners to reach more consumers and enhance virtual connections with international buyers.
- [World Food Day](#) was recently celebrated on October 16th, also marking the 75th anniversary of the Food and Agriculture Organization of the United Nations (FAO). Did you know the FAO was founded in Quebec City in 1945 under the leadership of Canadian Prime Minister Lester B. Pearson?!

WHAT MEDIA IS SAYING

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

- [This special in the Vancouver Sun](#), discusses food integrity in Canada with our CEO John Jamieson. The piece highlights how Canada has unparalleled food security.
- [This opinion piece](#) in the Regina Leader-Post on how Canadian agriculture can help feed the world, discusses Canada's role as a global agricultural powerhouse being tied to our ability to provide sustainable food.
- The [Federal government announced it is doubling pandemic aid for Canada's food banks](#), adding a second \$100 million in support as Canadian food banks experience ['Most challenging, difficult year.'](#)

Canadian Centre for Food Integrity
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