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The 2021 Public Trust Summit is scheduled for October 13-14, in Toronto. We remain excited to host you this year, whether it be in person, virtual or a combination of the two. Leading up to this elite industry event, we will be presenting a Summit Webinar Series, to include captivating speakers on relevant topics. We hope that you will join us, as we embrace and learn about our evolving sector!

## EVENTS

The graphic features a background image of a snow-capped mountain peak. It contains several circular callouts: a purple circle for "SUMMIT" on Oct. 13th &amp; 14th; a yellow circle for "CREST: The Importance of SEO Utilization"; a green circle for "SLOPE: Innovative Communication Channels"; and a blue circle for "CAMP: Growing Organic Inclusion" by Jesee Wente on Feb. 18th. The text "2021 Summit Webinar Series" is prominently displayed in the center. At the bottom, the logo for The Canadian Centre for Food Integrity is shown, featuring a stylized green and blue hand icon. The graphic has a blue, white, green, and yellow color scheme.

Thursday February 18, 2021 @ 11:00a.m. EST

## Growing Organic Inclusion

In this exclusive talk, broadcaster, writer, and advocate Jesse Wente will discuss some of the challenges of Diversity and Inclusion initiatives and some of the barriers that many encounter while doing the work. He will also explore the notion of organic inclusion and will delve into some of the strategies to move us to growing organic inclusion in our workplaces, our communities and our world. Click [here](#) for a sneak peak at one of Jesse's many talents.

**Join us for this engaging, challenging, and inspiring talk.**  
[Register in advance by clicking here.](#)



Many thanks to our presenting sponsor...



## PUBLIC TRUST RESEARCH



### Insight Report | Hormones

Just released - CCFI'S latest [Insight Report on Hormones](#). Check out the top articles, most associated words and overall tonality about the topic of hormones in the news.

The Backgrounder will explore resources for the Canadian agri-food sector and provide tips and tools to share information about hormones in livestock production with your sector or business.

## INDUSTRY NEWS

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

- Mark your calendars for [Canada's Agriculture Day](#), taking place across Canada on February 23, 2021! We will be joining online, along with many industry partners, friends, family and co-workers to celebrate this evolving industry. #CdnAgDay.
- Commodity organizations within Canada's food system, address how they are going to be prioritizing Diversity, Equity and Inclusion (DEI). One being [Beef Farmers of Ontario](#), which has initiated a progressive conversation via their [Statement of Values on Diversity, Equity and Inclusion](#). We at CCFI, will be sharing more soon as to how we are taking part in this commitment for our sector.
- In the Fall of 2020, Egg Farmers of Canada released their [first-ever Sustainability Report](#), outlining what

Canadian egg farmers are doing to advance their vision of sustainable agriculture, what they've accomplished so far, and their goals for the future.

- Chicken Farmers of Canada have launched a new podcast, '[The Inside Coop](#)' to portray chicken farming in the 21<sup>st</sup> century by discussing and speaking with the people who raise our food, in an effort to educate listeners on modern agriculture.
- The Government of Canada [recently announced amidst the pandemic, its investment of \\$162.6 million](#) to strengthen the Canadian Food Inspection Agency.

## WHAT MEDIA IS SAYING

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

- This Canadian Cattlemen article about [What Millennials Want](#), featuring research from CCFI, suggests that "compared to other demographics, millennials tend to link personal social responsibility with the products they buy."
- Food in Canada's editor, Kristy Nudds, [discusses in her latest editorial](#), 'how the past nine months have challenged Canada's agri-food system unlike anything in recent memory' and how we must take advantage of a captive audience.
- Farm Credit Canada economists [list the COVID-19 pandemic](#) as the top disruptor to watch in 2021.
- Protein Industries Canada, along with investments from the Enterprise Machine Intelligence & Learning Initiative (EMILI), national STEM outreach charity Actua and Agriculture in the Classroom Canada (AITC-C), [announced a \\$2 million investment into a program](#) that will introduce youth in Kindergarten through Grade 12 to career opportunities available to them in the plant-protein, agrifood and digital agriculture sectors.
- [Canadian food prices to outpace inflation in 2021](#), says the latest Canada's Food Price Report, which means the average Canadian family will spend \$695 more on groceries in 2021.

Canadian Centre for Food Integrity  
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