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2021 Summit Webinar Series



Innovative Digital Media Channels April 29th, 2021 at 11:00 a.m. EST

with **Taha Kahn**

Taha Kahn is the Co-founder and Executive Director of Answer in Progress, a small team of digital creators who produce educational content designed to thrive on social media platforms. Sabrina & Friends, Answer in Progress' YouTube channel, has 367K subscribers and their videos have had more than 11 million views. Taha is an award winning digital media writer, director and creative producer with over 7 years of experience. His expertise in navigating Gen Z and Millennial culture, politics, and digital platforms has led partnerships with Google, BBC, United Nations and Warner Music Group.

[Register in advance by clicking here, or on the image above](#)

PUBLIC TRUST RESEARCH

Insight Report | Livestock Transportation

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

The Backgrounder will explore resources for the Canadian agri-food sector and provide tips and tools to share information about livestock transportation.



Public Trust Performance Metric Report

As part of the 2020 Public Trust Research, CCFI conducted research within the food sector to better understand and measure the outcomes of public trust efforts. Key findings were released last Fall, highlighting the need to formalize organization's work in the public trust space and ensure a person appointed to public trust initiatives is in a position of authority. For additional in-depth findings, [access the full report here](#).

INDUSTRY NEWS

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

- [Low-Down on the Farm](#): The more things change, the more they stay the same. Or do they?
- Congratulations to CCFI's Board Director, Jean-Marc Ruest for this remarkable accomplishment, [Agribition Lists Top 50 Leaders in Agriculture](#).
- [Federal Government Invests in Farm Plastic Management](#). These investments "will go a long way to help Canadian farmers reduce plastic and adopt plant-based plastics for their operations."
- Shoppers don't trust the sustainability credentials being provided by the food industry, a new European survey shows. This article, [Consumers demanding more sustainability information from food industry](#) explores the topic further.

WHAT MEDIA IS SAYING

Check out today's trending topics in the food industry and what the media has to say about them:

- A survey by Farm Credit Canada indicates that [More Canadians Actively Looking to Buy Canadian Food](#).
- [Restaurants Face a Great Reset](#). The industry will come out of the pandemic with scars, but the future presents a great opportunity to redefine its purpose...
- Countries everywhere strive for food security by seeking the best possible methods of production to ensure not only quantity but also quality from their farmers, [Innovation is the Key to Quality and Quantity in Food Production](#).
- [Food Waste's Wider Impact](#), the resources that go into producing wasted food are a significant contributor to climate change.

The Canadian Centre for Food Integrity's
Webinar Series



Webinar | So...What is Gene Editing

This informative webinar helped us to learn about what gene editing is, what's happening in the regulatory landscape, how consumers feel about it and how the agriculture industry can help contribute to positive conversations.

If you missed the opportunity to join us live, please check out the recording any time on [the CCFI website](#).

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