

Canadian Centre for Food Integrity Announces Virtual Public Trust Summit, October 19, 2021

Guelph, ON, October 13, 2021 – The Canadian Centre for Food Integrity (CCFI) is proud to announce that its fifth Public Trust Summit will take place on October 19, 2021. Uniting Canadian food system stakeholders and leaders nationwide, the virtual summit will explore the 2021 Public Trust Research findings and feature keynotes on building trust in the food system.

The program will start off with CCFI's public trust research insights about Canadian perspectives and will reveal the top trends to prepare for the future.

Highlights of the summit will include a presentation by international expert in agricultural and food policies keynote speaker [Robynne Anderson](#). Robynne will discuss the United Nations Food Systems Summit and the legacies for the Canadian Food System.

Human behavior expert [Fred Sarkari](#) will deliver the concluding keynote of the day and speak about understanding what motivates Canadians.

The Summit agenda will incorporate the recording of a RealAg Radio episode hosted by [Shaun Haney](#), founder of RealAgriculture, and bonus content of street interviews with Canadian consumers.

"This year's summit is an incredible opportunity for participants to open up to new horizons: they will have access to key findings of our annual Canadian consumer research, and they will hear new perspectives from thought leaders on building trust in the food system," said John Jamieson, President and CEO of the CCFI.

The summit will run from 11 am to 4 pm Eastern time, and sessions will be offered in English and French. To register for the 2021 Public Trust Virtual Summit, please visit: <https://virtualsolutions.bbblanc.com/register/CCFIsummit2021>

About the CCFI

The Canadian Centre for Food Integrity is a national charity with a clearly defined mandate to help Canada's food system earn public trust by coordinating research, resources, dialogue, and communications. For more information, visit foodintegrity.ca and follow us on [LinkedIn](#) and [Twitter](#).

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