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EVENTS



**Upcoming Webinar:
Wednesday July 27th at 11am**

Details coming soon!

2022 Public Trust Summit Agenda Highlights October 25/26



SUMMIT AGENDA HIGHLIGHTS

- KEYNOTE SPEAKER**
Samantha Yimmine aka ScienceSam - Neuroscientist, Science Communicator, and Digital Media Producer: Misinformation
- CCFI RESEARCH RESULTS**
Ashley Bruner - Research Coordinator, CCFI
- SUSTAINABILITY PANEL**
Industry professionals from across Canada's food system share their perspectives on sustainability practices.
- KEYNOTE SPEAKER**
John P. T. Scott - Retail Industry Speaker, Consultant, and former CEO - Food Affordability and Purchasing Patterns
- BREAKOUT SESSIONS**
4 Consumer Workshops

Day One of this year's in-person Summit is chalked full of relevant topics and engaging speakers. The morning program will include an in depth look into how to address misinformation, and CCFI'S research results. The afternoon will kick off with a Sustainability Panel comprised of industry leaders from major organizations to share their sustainability plans, reporting and measurements, consumer research and strategies for the future. Last but not least, we will conclude the day with the focus on food affordability and purchasing patterns.

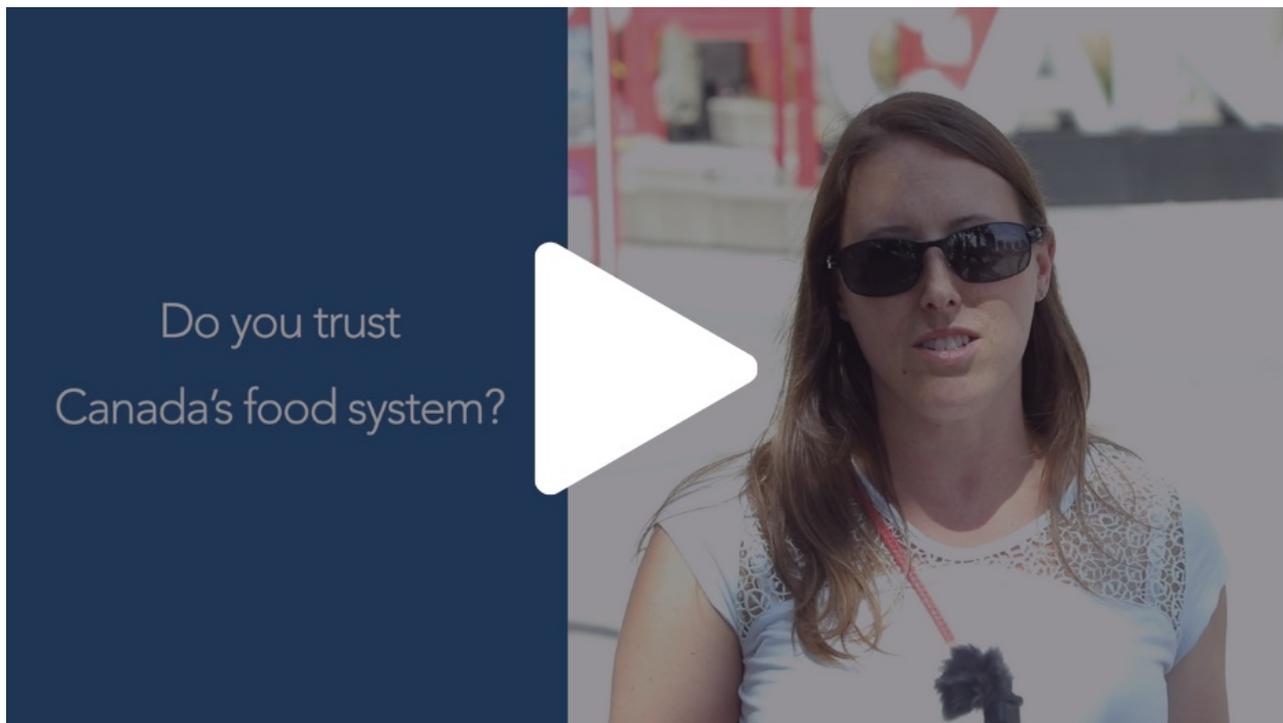
Day Two will consist of four concurrent workshops to reflect topics such as the a communications audit report, metrics to support seafood sustainability, how the industry can partake in the Food Recovery Network Project and the role that media can play in today's agri-food system.

presenters we have lined up!

Click on the image above to see some of the captivating

PUBLIC TRUST RESEARCH

As we are prepare for a new series of street interviews, you can access last summer's entire playlist by clicking on the video below.



WHAT MEDIA IS SAYING

Check out today's trending topics and get up to date with the latest round of thought provoking articles about the Canadian food system. Please note that the views and opinions expressed in these articles are those of the authors and do not necessarily reflect the position of CCFI:

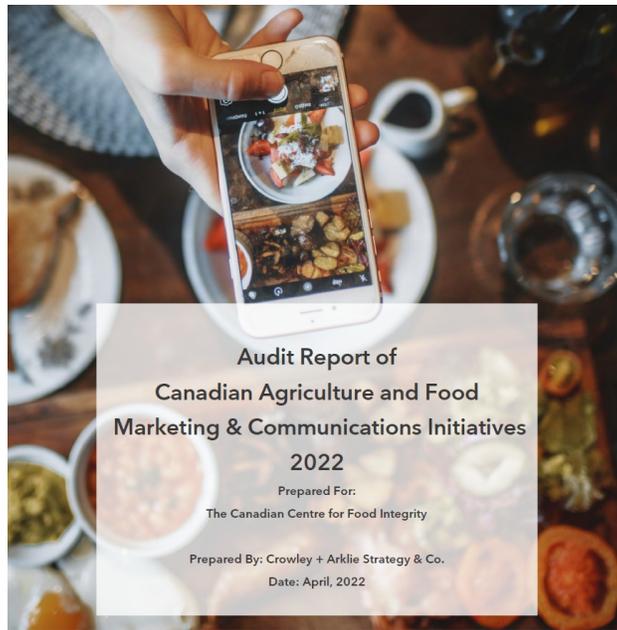
- [Canada is heading for a recession, say most Canadians](#)
- [Sask. residents taking out loans, holding off on paying bills to cope with inflation: survey](#)
- [33% of subscribers say they're ordering groceries less often](#)
- [Most Canadians still prefer taste of beef to plant-based alternatives, but peer-to-peer food shaming is on the rise](#)
- [Agri-businesses want economic sustainability and competitiveness at the heart of policy](#)
- [Sriracha hot sauce shortage shows how California drought affects Canadian food](#)
- [Celebrating Pride on the farm: Diversity is on the rise in agriculture](#)

MISCELLANEOUS

Audit Report of Canadian Agriculture and Food Marketing & Communications Initiatives

A cross-Canada audit was conducted to provide an overview of the current marketing and communications aimed from agriculture and food to Canadian consumers. The audit provides a detailed overview of what initiatives, campaigns and resources are available to Canadians.

Click on the image below to read the full report.



**Audit Report of
Canadian Agriculture and Food
Marketing & Communications Initiatives
2022**

Prepared For:

The Canadian Centre for Food Integrity

Prepared By: Crowley + Arkie Strategy & Co.

Date: April, 2022

Canadian Centre for Food Integrity
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