



THE CANADIAN CENTRE FOR
FOOD INTEGRITY



LE CENTRE CANADIEN POUR
L'INTÉGRITÉ DES ALIMENTS

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NEWS RELEASE
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CCFI Unveils Lineup for In-Person Public Trust Summit

Guelph, ON, September 22, 2022 – The Canadian Centre for Food Integrity (CCFI) released the full agenda for its sixth Public Trust Summit which is set to take place in person at the Toronto Public Library on October 25 and 26. The Summit is a national forum for dialogue on earning trust in the Canadian food system.

This one-and-a-half-day event will bring together stakeholders and industry leaders from the Canadian agri-food system to engage in important discussions and networking on topics such as misinformation, food affordability, sustainability, and communications.

The Summit will feature two keynote speakers: neuroscientist and science communicator Dr. Samantha Yamine, aka Science Sam, who will be sharing her perspective on how misinformation has impacted the health sector and providing insights for the food industry. Retail industry speaker, consultant, and former CEO John F. T. Scott will talk about food affordability and changes in purchasing patterns as a result of inflationary pressures.

As a primary component of the Summit, CCFI's public trust research results will be revealed, indicating what the top trends in consumer attitudes are for 2022.

Highlights of the summit include a sustainability panel, moderated by David McInnes, Principal of DMci Strategies. The panel is comprised of experts, Julia Harnal, Vice President Public Affairs Agricultural Solutions BASF SE; Alanna Koch, Farmer & Board Chair of Global Institute for Food Security; and Jennifer Lambert, Sr. Manager, Sustainability at Loblaw Companies Limited.

"For our first in-person event since 2019, we have developed an exciting program for our attendees. The summit is offering a good mix of industry presenters and non-sector presenters that will provide tangible elements to our attendees," said John Jamieson, President and CEO of the CCFI.

On October 26, participants will have the chance to attend four concurrent group sessions: metrics to support seafood sustainability, learnings from the food communications audit, Second Harvest's Food Recovery Network Project, and the role that media can play in today's agri-food system.

To learn more about the 2022 Public Trust Summit and to register for in-person attendance, please visit: <https://www.foodintegrity.ca/events-page/2022-public-trust-summit/>

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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