



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

2024 CCFI PUBLIC TRUST SUMMIT

Trust in Action: Cultivating Public Confidence

PROGRAM



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AGENDA

WEDNESDAY, OCTOBER 23

MC | LISA BISHOP-SPENCER, CCFI EXECUTIVE DIRECTOR

8 am Registration & Coffee

9 am Welcome & Objectives of the Day

9:20 am Revitalizing our Brand: Launching a New Chapter

9:30 am Keynote – Feeding Change, by *Dr. Samantha Nutt*

10:30 am Nutrition Break

11 am Insights Unveiled: 2024 Public Trust Research Results, by *Ashley Bruner, CCFI Director of Research and Stakeholder Engagement*

12:00 pm Lunch

1 pm Boomers and GenX – Influencers with More Power Than You Think - Consumer Panel, hosted by *Christina Crowley-Arklie, Crowley + Arklie Strategy & Co*, introduced by *Paul Hillier, Tactix Risk Communications*

2:30 pm Nutrition Break

3 pm Integrating Insights: Turning Survey Data into Trust-Building Strategies, hosted by *Ipsos*

4:30 pm Adjourn

EVENING RECEPTION

7 pm - 9pm Culinary Delights and Conversation: Food Stations and Hors D'Oeuvres

7:30 pm Remarks

AGENDA

THURSDAY, OCTOBER 24

MC | LISA BISHOP-SPENCER, CCFI EXECUTIVE DIRECTOR

- 7:45 am** Breakfast
- 8:45am** Intro & Call to Action – Advocates, Adversaries and Ambivalents
- 9:05 am** Round 1: Concurrent 3 Breakout Sessions
- Advocates – Harvesting Harmony – Collaborative Strategies for Canadian Food System Success, *hosted by Crystal Mackay, Founder and CEO, Loft32*
 - Ambivalents – Cultivating Confidence – Transparency and Transformation in the Value Chain, *hosted by Jo-Ann McArthur, President, Nourish Food Marketing*
 - Adversaries – Defeating Detractors – Strategies for Facing Opposition, *hosted by Geraldine Auston, President, Ag & Food Exchange Ltd*
- 10:05 am** Nutrition Break
- 10:30 am** Round 2: Concurrent Breakout Sessions (same format as the above)
- 11:45 am** Wrap up Insights, *by Mike Dungate, Chair, CCFI*

BY INVITATION ONLY

- 12:00 pm** CCFI Members Only Lunch and Information Session

DETAILS



DAY 1 - AM

8 am | Registration & Coffee

Begin your day at the Public Trust Summit! As you check in, enjoy a warm cup of coffee and a light breakfast while mingling with fellow attendees. This is the perfect opportunity to meet new colleagues, reconnect with familiar faces, and start the day on a positive note. Arrive early to ensure you're ready for the engaging sessions and valuable discussions ahead.

9 am | Welcome & Objectives of the Day

Join us as we set the stage for an inspiring and productive day ahead. Our Executive Director will provide an overview of the summit's goals, highlight key themes, and outline the exciting agenda we have planned. We'll provide a clear understanding of the objectives we aim to achieve, focusing on fostering transparency, building public trust, and creating a stronger, more resilient food system. You'll gain insights into how each session and activity is designed to enhance your knowledge and engagement with industry peers. Start your day energized and informed, ready to engage with fellow attendees and make the most of this valuable experience.

9:20 am | Revitalizing our Brand: Launching a New Chapter

Join us for an exciting session as we unveil our new brand identity! This marks the beginning of a transformative chapter in our journey. Discover the vision and values behind our revitalized brand and learn how this new identity represents our renewed commitment to fostering transparency, accountability, and consumer confidence in Canada's food systems. Be among the first to experience our fresh look and feel and find out how this rebrand will strengthen our mission and unify the entire value chain for the benefit of all Canadians. Don't miss this pivotal moment of renewal and growth!

DETAILS

DAY 1 - AM

9:30 am | Keynote – Feeding Change: Dr. Samantha Nutt

We are thrilled to welcome Dr. Samantha Nutt, renowned humanitarian, physician, and founder of War Child Canada, as our keynote speaker. In her compelling talk, "Feeding Change," Dr. Nutt will delve into the critical issue of building public trust in an era where food security is a growing concern. Drawing on her extensive experience in conflict zones, she will provide a unique perspective on how these global challenges relate to Canada's food systems. Dr. Nutt's insights will be invaluable in our collective efforts to enhance public trust and promote a more resilient and secure food system for all Canadians.

10:30 am | Nutrition Break

Take a well-deserved break to recharge and network with fellow attendees. Enjoy light refreshments while discussing the morning sessions, sharing insights, and making new connections.

11 am | Insights Unveiled: 2024 Public Trust Research Results, *by Ashley Bruner, CCFI Director of Research and Stakeholder Engagement*

Get ready for a groundbreaking session as Ashley Bruner, unveils the 2024 Public Trust Research Results. In "Insights Unveiled," Ashley will share the latest, most compelling data on public perceptions of Canada's food systems. This is your chance to gain exclusive access to cutting-edge research that reveals the pulse of consumer trust and the driving forces behind it. Ashley's presentation will highlight key findings and provide actionable insights that can transform your approach to building transparency and credibility with the public. Discover the trends and shifts shaping our food industry's future and learn how to leverage this knowledge to enhance your strategies and engagement efforts. Don't miss this opportunity to stay ahead of the curve and position yourself at the forefront of trust-building in our food systems. This session promises to be an important factor for all stakeholders dedicated to fostering a more trustworthy and resilient food supply chain.

DETAILS

DAY 1 - PM

12:00 pm | Lunch

Join us for a satisfying lunch, providing a chance to relax and refuel. With a simple but satisfying menu, this lunch will offer hearty and delicious options to energize you for the afternoon sessions. Take this opportunity to network with fellow attendees, discuss the insights from the morning, and build connections that can enhance your experience at the summit.

1 pm | **Boomers and GenX : Influencers with More Power Than You Think - Consumer Panel, hosted by Christina Crowley-Arklie, Crowley + Arklie Strategy & Co, introduced by Paul Hillier, Tactix Risk Communications**

Prepare to rethink everything you know about market influence in our dynamic consumer panel. This session will dive deep into the surprising and often overlooked power of Boomers and GenX in shaping public trust and driving consumer trends in the food industry. This panel, featuring insightful perspectives from real consumers, will explore how these generations are significant market players and key influencers in today's food landscape. Learn how their preferences, values, and purchasing behaviours impact the industry and what it means for the future of food integrity. Discover strategies to effectively engage with and harness the influence of these powerful demographic groups. Whether you're looking to align your brand with their values, improve communication, or gain a deeper understanding of their impact, this session offers invaluable insights. Don't miss this unique opportunity to hear directly from the consumers who wield significant influence and learn how to tap into their potential to build stronger, more trusted food systems. This panel is essential for anyone looking to stay relevant and responsive in an evolving market.

DETAILS



DAY 1 - PM

2:30 pm | Nutrition Break

Take a refreshing break to recharge and network with fellow attendees. Enjoy light refreshments and use this time to discuss the afternoon sessions, share insights, and connect with peers. This pause in the day is designed to help you relax and prepare for the remaining sessions, ensuring you stay engaged and energized.

3 pm | Integrating Insights: Turning Survey Data into Trust-Building Strategies, *by Ipsos*

Get ready for an engaging and interactive session as experts from Ipsos present "Integrating Survey Insights." This plenary session will delve into the latest survey data (including ours and others') on public trust in Canada's food systems and provide hands-on experience in applying these insights to strategic planning and decision-making. You'll learn how to interpret and integrate survey findings into your initiatives through dynamic discussions, real-time polling, and collaborative activities. Discover the key trends, consumer attitudes, and trust drivers shaping the future of the food industry and learn practical strategies to enhance transparency and consumer confidence. This session offers a unique opportunity to interact with Ipsos experts and fellow industry professionals, share your perspectives, and gain actionable insights. Don't miss this chance to harness the power of survey data to build a more trustworthy and resilient food system and join some of our Board members as they facilitate some of the table discussions.

4:30 pm | Adjourn

We conclude the day's events with a brief adjournment. Reflect on the insightful discussions and valuable connections made throughout the day. Our Executive Director will offer closing remarks, summarize key takeaways, and highlight tomorrow's activities.

DETAILS

DAY 1 - EVENING

EVENING RECEPTION

7:00 pm – 9:00 pm | Culinary Delights and Conversation: Food Stations and Hors D'Oeuvres

Join us for an evening of meaningful connections and engaging conversations at our "Culinary Delights and Conversation" event. This is your chance to network with fellow attendees, industry leaders, and experts in a relaxed and inviting atmosphere. Enjoy a variety of food stations and hors d'oeuvres, with plenty of delicious options – there's ample food for a satisfying evening.

At 7:30, we will have special remarks highlighting the key takeaways to set the tone for the exciting discussions ahead. Don't miss this opportunity to unwind, connect, and share ideas with peers dedicated to building a stronger, more trustworthy food system.

DETAILS

DAY 2 - AM

7:45 am | Breakfast

Start the second day of the Public Trust Summit with a hearty breakfast. Enjoy a simple yet satisfying meal as you prepare for another day of insightful sessions and networking opportunities. This is a great time to reconnect with fellow attendees, discuss your previous day's experiences, and prepare for the exciting agenda ahead. Fuel up and get energized for a productive and engaging morning.

8:45 am | Intro & Call to Action – Advocates, Adversaries and Ambivalents

This informal introduction will set the stage for the day, exploring the diverse landscape of public perceptions within the food system. The goal is to provide a thought-provoking start, offer valuable perspectives, and set the tone for the more formal sessions to follow. Don't miss this opportunity to gain early insights and prepare breakout sessions with lots of learning and engagement.

DETAILS

DAY 2 - AM

9:05 am | Round 1 of Concurrent Breakout Sessions – Choose one

1. Advocates – Harvesting Harmony – Collaborative Strategies for Canadian Food System Success, hosted by Crystal Mackay, Founder and CEO, Loft32

Join us for a dynamic session focused on leveraging the power of collaboration. Discover collaborative strategies that drive success across the Canadian food system. Engage with like-minded individuals to share best practices and innovative approaches to building stronger alliances and promoting positive change. This session will provide actionable insights to harness the influence of advocates and create a unified front for the betterment of our food systems.

2. Ambivalents – Cultivating Confidence – Transparency and Transformation in the Value Chain, hosted by Jo-Ann McArthur, President, Nourish Food Marketing

Dive into the world of ambivalent consumers in this insightful breakout session. Explore effective ways to cultivate confidence through enhanced transparency and transformative practices within the Canadian food value chain. Learn how to bridge the gap with ambivalent stakeholders by addressing their concerns and showcasing the integrity of our food systems. This session will equip you with the tools to turn ambivalence into trust and support.

3. Adversaries – Defeating Detractors – Strategies for Facing Opposition, hosted by Geraldine Auston, President, Ag & Food Exchange Ltd

Prepare to tackle the opposition head-on in this compelling session focused on adversaries. Gain strategic insights into identifying, understanding, and addressing detractors within the food system. Learn from experts on how to effectively communicate, mitigate risks, and transform challenges into opportunities for growth and improvement. This session will arm you with practical strategies to navigate and overcome adversity, strengthening the resilience of our food systems.

DETAILS



DAY 2 - AM

10:05 am | Nutrition Break

Use this time to recharge, grab some light refreshments, and network with fellow attendees. Enjoy a moment to relax and connect with peers before diving back into the summit's activities.

10:30 am | Round 2 of Breakout Sessions (same format as round 1)

This second round of breakout sessions follows the same format as the first, offering you another chance to dive into the same topics. You will have the opportunity to choose a different session from the first round, allowing you to gain insights from two distinct areas. Choose wisely to maximize your learning and engagement.

11:45 am | Wrap up Insights, by *Mike Dungate, Chair, CCFI*

Don't miss our concluding session, which will encapsulate the summit's essence. It will offer a comprehensive summary of the key takeaways and transformative insights shared throughout the event.

Mike will highlight the most impactful strategies and discussions from our breakout sessions. Reflect on the valuable knowledge gained, the innovative ideas exchanged, and the new connections formed. This session is designed to leave you inspired and equipped with the tools to drive meaningful change and foster public trust in Canada's food systems.

Join us for this powerful wrap-up, ensuring you leave the summit with a clear vision and renewed energy to contribute to a more transparent, accountable, and resilient food system. Let's take these insights forward together and make a lasting impact.

SPECIAL EVENT

BY INVITATION ONLY

12 pm | CCFI Members Only Lunch and Information Session

- Directly following the Summit in Plaza A (TBD).
- Artisan sandwiches, salads, sweets and refreshments will be provided.

We invite you to join us for an exclusive CCFI Members Only Lunch and Information Session, a highlight of the summit that you won't want to miss. This is your opportunity to be at the forefront of our groundbreaking public awareness initiative.

As a valued member, you'll get an exclusive sneak peek into our ambitious new project aimed at elevating public trust in Canada's food systems. During this lunch, we will unveil the initiative's goals, innovative strategies, and the significant progress we've made so far. This session will provide you with an insider's perspective on how we are working to transform public perceptions and build a stronger, more transparent food system.

Enjoy a delicious lunch while engaging in direct discussions with the team leading this vital initiative. You'll gain valuable insights and learn how your involvement can contribute to its success and amplify its impact.

For those who are not yet members, this session is a compelling reason to join the CCFI. Becoming a member grants you access to exclusive opportunities like this, where you can influence the future of food integrity in Canada and be part of a community dedicated to positive change.

Don't miss this chance to be informed, inspired, and involved in a transformative effort that will shape the future of public trust in our food systems. Join us and be a part of something extraordinary.

SPEAKERS



Dr. Samantha Nutt

Physician | Global Affairs Expert | Founder,
War Child Canada and War Child USA

Dr. Samantha Nutt is a respected authority for many of North America's leading media outlets. She is a regular foreign affairs and public health panelist on the acclaimed news program, CBC TV NEWS "The National", and has appeared on the popular podcast, "Great Minds" with Advertising Week Global CEO Matt Scheckner.

For the past 25 years, Dr. Nutt's work has focused on public health as the science of prevention. In 2020, she spearheaded the Emergency Coalition of Canadian Charities to continue supporting vulnerable populations during the COVID-19 pandemic. She has been asked by schools, sports franchises and other organizations to provide guidance and advice to them and to their employees around COVID and to review their infection control strategies. Her expertise has been shared on CBC NEWS The National's "Beyond Our Borders Panel: Covid-19", as well as a number of other interviews and Q&A's.

Dr. Nutt graduated summa cum laude from McMaster University, earned a M.Sc in Public Health with distinction from the University of London and holds a Fellowship in Community Medicine (FRCPC) from the Royal College of Physicians and Surgeons of Canada. She is further certified by the College of Family Practice and completed a sub specialization in women's health through the University of Toronto as a Women's Health Scholar. Dr. Nutt is the recipient of numerous honorary doctorates from universities in Canada and the U.S.A.

Dr. Nutt is a staff physician at Women's College Hospital in Toronto and is an Assistant Professor of Medicine at the University of Toronto. She is a Senior Fellow at Massey College, University of Toronto and is on the board of the David Suzuki Foundation.

SPEAKERS



Ashley Bruner

Director of Research & Stakeholder
Engagement, CCFI

Ashley specializes in communicating public opinion research to the food system. Ashley translates numbers and trends over time into actionable insights to help Canada's food system better connect with everyday Canadians on the issues they care about. With an eye for detail and passion for the food system, Ashley tells the story behind every data point.

Ashley holds a Master of Public Policy degree from Simon Fraser University and has over ten years of research, presentation, and policy experience. Before joining CCFI, Ashley worked as a senior research manager at Ipsos Public Affairs working on hundreds of research projects for clients in the public, private, and non-profit sectors. Ashley has experience with a wide range of research methodologies ranging from online, telephone, focus groups, in-depth interviews, and town halls.

The long-term success and growth of Canada's food system must be grounded in public trust. Over the past five years with CCFI, Ashley has helped food system stakeholders understand and build trust with Canadians on key food system both big and small.

SPEAKERS



Paul Hillier

Partner, Tactix Risk Communications

Paul is a Partner at Tactix Risk Communications, leading the firm's DeepLearning insights. He previously spent 10 years in the Canadian Forces, working on psychological operations and counter propaganda.

Tactix' food and agriculture practice has, for 25 years, worked to protect Canadian's trust in innovative products, ingredients, and systems.

SPEAKERS

PANEL MODERATOR

Christina Crowley-Arklie

Founder of Crowley + Arklie Strategy & Co.



Christina is the founder of Crowley + Arklie Strategy & Co., a strategic marketing, communications and leadership business, serving clients across Canada. They focus on 1:1 client work, corporate training and facilitation, speaking, and 1:1 business coaching to help brands, businesses and leaders communicate their ‘why.’ They’ve been proud to work with clients in public sector, private sector, not-for-profit, from technology to trades and consumer packaged goods; from small businesses to agencies, start-ups and Fortune 500 companies.

With a particular focus and a number of clients in Canadian agriculture and food, Christina is on a mission to transform the way we communicate in agriculture-food and beyond. Christina brings a wealth of knowledge and experience to the industry, particularly with her firsthand familiarity as a dairy farmer’s daughter, her experience in communications, marketing and government relations-politics, and her particular interest in public trust and how it relates to defining the future of our Canadian agriculture + food sector.

An active advocate for Canada’s food system and an engaged community volunteer, Christina has been recognized as a Top 40 under 40 by the city of Guelph, as a 10x10 Alumni with Impact by the Lang School of Business and Economics and the University of Guelph, was a proud founding Leadership team member of Ag Women's Network and is pleased to serve as a Board member with the Guelph General Hospital Foundation Board.

On the weekends, you can find Christina with her husband and three children in the country on their family farm.



SPEAKERS

BREAKOUT SESSION FACILITATOR



Crystal Mackay

Founder and CEO, LOFT32

Crystal is recognized as a speaker, trainer and leader in communications, business skills and earning public trust in food and farming in Canada. She served as the founding CEO of Farm & Food Care, the Canadian Centre for Food Integrity, and now her own company, Loft32 and training platform UTENSIL.CA. Crystal is a dynamic presenter and engaging trainer who has delivered over 1000 presentations and 500 media interviews around the globe. She can share a vision, encourage others to get on board, and get to work to make it happen – all with a smile!

Crystal is well connected across the food system with experience in communications, C-suite, and board member roles - most recently with Food Day Canada, the Royal Agricultural Winter Fair, and the Canadian Roundtable for Sustainable Beef. Crystal is a graduate of the Advanced Agricultural Leadership Program and several other executive business management training programs. She is past president of the OAC Alumni Association at the University of Guelph, where she graduated with her degree in Animal Science.

Crystal is proud of her farm girl roots in the Ottawa Valley where she still owns some land today. She enjoys travelling, spending time with her family and playing hockey whenever she gets a chance!

SPEAKERS

BREAKOUT SESSION FACILITATOR



Jo-Ann McArthur

President at Nourish Food Marketing

Jo-Ann spent her first career client-side, successfully connecting brands with consumers and retailers at Procter & Gamble, Unilever, and Cadillac Fairview. As a divisional President of Molson Coors, and a member of its North America Management Board, she led the charge to sell more beer more profitably.

Now leading the agency she co-founded, Jo-Ann continues to build powerful strategies for food and beverage products in Canada, the US, and Europe. She works hands-on with the Nourish Team, guiding the creation of marketing plans that move products off shelves and into consumers' shopping baskets and, perhaps most importantly, into their hearts.

She currently appears as a food marketing expert in the international TV documentary series "Eat Me (or try not to)" airing on Curiosity Stream.



SPEAKERS

BREAKOUT SESSION FACILITATOR



Geraldine Auston

President, Ag & Food Exchange Ltd

For 33 years, Geraldine Auston has been working with farming and food clients across Canada in the areas of association, risk, issues & crisis management, as well as communications and promotions.

Geraldine has managed numerous horticulture and animal agriculture organisations, including the BC Raspberry Council, BC Blueberry Council, BC Mushroom Council, BC Farm Animal Care Council, BC Pork Producers Association and BC Hog Marketing Commission. She has held positions on various agriculture committees, served as director of communications for groups, and was national coordinator of the Canadian Livestock Transport Program.

Currently, she provides comprehensive risk and crisis management expertise to food production and other animal-use businesses in Canada; as well as speaking and advising internationally.

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