

THE CANADIAN CENTRE FOR
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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Towards a New Horizon: CCFI's Journey of Transformation

Dear CCFI Community,

As we reflect on the recent Annual General Meeting, I'm thrilled to share our collective vision for the Canadian Centre for Food Integrity (CCFI) as we embark on an exciting journey of transformation in the coming year.

In my inaugural month as Executive Director, I've been deeply inspired by the unwavering dedication and passion exhibited by both our team members and our esteemed community of past and present members. Together, we stand committed to not only preserving but also enhancing the legacy laid down by our predecessors, propelling CCFI towards even greater heights of success.

Our focus remains steadfast on fortifying existing partnerships and spearheading new research initiatives. It is our fervent endeavor to enrich the value proposition for each member, ensuring tangible benefits from their association with CCFI.

But there's more to our journey than just building upon our foundation. We're gearing up for a significant rebranding effort, a symbol of our unwavering commitment to excellence and innovation. This milestone heralds an exciting new chapter for CCFI as we continue to champion the integrity of Canada's food system, fostering trust among consumers and stakeholders alike.

As we navigate this transformative year, I am deeply grateful for the support of our Board of Directors, our dedicated team, and our invaluable members. Together, we form a community dedicated to shaping the future of food integrity in Canada.

If you're not a member yet, we invite you join us on this exciting journey. Reach out!

With warm regards,

Lisa Bishop-Spencer
Executive Director
Canadian Centre for Food Integrity



EVENTS

SAVE THE
DATE

PUBLIC TRUST SUMMIT 2024

October 23-24, 2024
The Westin Toronto Airport Hotel

CCFI is delighted to extend a warm invitation to all of you to join us at the upcoming Public Trust Summit scheduled for October 23rd and 24th, 2024. This Summit promises to be an invaluable opportunity to exchange ideas, delve into innovative solutions, and collectively shape the trajectory of food integrity and public trust in Canada.

But wait, there's more! We also invite you to take an active part in this transformative event as a sponsor. Contact us today to seize this incredible sponsorship opportunity!

PUBLIC TRUST RESEARCH

Catch Up on Additional CCFI Research and Insights

CCFI is a leading voice in public opinion research and insights within Canada's agrifood system. Did you know we regularly partner with others to conduct new research and develop new insights from our Public Trust database?

Identifying and Addressing Barriers to Careers in Agriculture – Canadian Agriculture Human Resource Council

This study focused on identifying and addressing barriers to attracting non-traditional job seekers to agriculture. The findings are intended to inform the development of CAHRC's National Workforce Strategic Plan's workforce strategy. Report can be downloaded [here](#).

Industry Implications of Evolving Consumer Behaviour – Canadian Agri-Food Policy Institute (CAPI) and Agriculture and Agrifood Canada (AAFC).

This work was a multi-phase project with an overall objective to inform and engage with agriculture and agri-food producers about the evolving expectations and behaviours of Canadian consumers. Consumer 'trends' were identified through: one on one discussions with industry experts, econometric analysis of CCFI survey data (2018-2023) and literature review. CCFI hosted a webinar in partnership with CAPI on these results and can be watched [here](#).

Reach out to us today to explore potential collaborations or propose research projects that align with our shared mission to foster trust in the Canadian agrifood system.

MISCELLANEOUS

Warm Welcome to Keith Currie



We are thrilled to welcome Keith Currie to the CCFI Board of Directors! Keith, an 8th generation farmer from Collingwood, Ontario, brings a wealth of experience. With a background in dairy, cash crops, and various agricultural boards, Keith's leadership is invaluable.

We look forward to his contributions as we advance Canadian agriculture together! Join us in extending a warm welcome to Keith as he embarks on this new journey with us! Learn more about Keith's impressive background here: <https://www.foodintegrity.ca/keith-currie/>.

Membership Survey on the Horizon

As part of our revitalization efforts, we're gearing up to launch a brief survey for our valued members. Your feedback is pivotal in guiding our efforts to evolve and cater to your needs effectively. Your participation will directly influence the direction of CCFI, ensuring we stay aligned with your priorities. Keep an eye out for the survey – your voice matters!

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