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EVENTS

Upcoming Webinar:

Edelman Trust Barometer 2022
Thurs., March 31, 2022 @ 10:00 a.m. EST

Now in its 22nd year, the 2022 Edelman Trust Barometer is the world’s most robust exploration on trust across 36,000 respondents in 28 markets. Lisa Kimmel is the global managing director of Sector Specialty Agencies (SSAs), DJE Holdings, and oversees Edelman’s Canadian and Latin American operations. Lisa will present this year’s study and the fresh look at the state of trust, and the expectation for how our studied institutions—business, media, government, and NGOs—must work together to lead society forward, innovate and solve today’s most challenging, existential problems.

[Register Here!](#)

*We will now be charging a \$20.00 registration fee for non-members. CCFI Members will receive complimentary registration, by using a promo code provided to them in a separate email.



PUBLIC TRUST RESEARCH

What does a Canadian farmer look like to the consumer?
Click on the video below to find out.

When I say
Canadian farmer,
what picture pops
into your head?



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 the CCFI:

- Nearly 60 per cent of Canadians [find it difficult to feed their families](#), poll finds
- How GMO food labels [impact consumer choices](#)
- Survey indicates Canadians think [customer service is in decline](#)
- Alltech Canada highlights Andrea Stroeve-Sawa and Shipwheel Cattle Feeders who received the [Alltech Canada Planet of Plenty Award in 2021](#)
- Showcase responsible [crop production practices](#)
- [Information overload can erode trust](#)

MISCELLANEOUS



FEB 22
2022



Many thanks to farmers, producers, associations, organizations, governments, businesses, and all partners of the food system that expressed their support and love for Canadian food and agriculture on February 22, 2022. Each one of you made **#CdnAgDay** a very special celebration, and a huge success on Twitter, Facebook and Instagram. Stay tuned for the results to be shared soon!

We are pleased to welcome [Ministère de l'Agriculture, des Pêcheries](#)

[et de l'Alimentation \(MAPAQ\)](#) as the newest CCFI member!

Québec

Canadian Centre for Food Integrity
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