

THE CANADIAN CENTRE FOR  
**FOOD INTEGRITY**

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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## Transforming Research into Action

Since I began as Executive Director in March, I've engaged in numerous conversations with stakeholders eager for more from CCFI. We've been diligently working to find new ways to continually increase the value we provide, and the 2024 Public Trust Summit marks the beginning of this exciting transformation.

CCFI is undergoing a significant shift. We're moving beyond the traditional model of sharing research findings into an era where our research drives real-world action. This Summit may look similar in structure, but its content is fundamentally different. Every session is designed to be interconnected, ensuring our latest research isn't just discussed but actively used to create solutions.

Built around our comprehensive research, this year's Summit transforms data into actionable insights that can lead to tangible changes in the food sector. It's not just about attending sessions; it's about engaging deeply with our findings and collaborating to implement practical solutions that we can take back to our organizations and communities. Expect dynamic sessions that foster interactive learning, meaningful discussions, and hands-on workshops where we can apply insights immediately.

Aligned with our theme, "Trust In Action: Cultivating Public Confidence," we're committed more than ever to ensuring our research doesn't sit on a shelf. Instead, we aim for it to be a catalyst for meaningful progress. We strive to create a collaborative environment where attendees can turn our research into actions that benefit everyone in the food sector. Your trust in us is our driving force.

But this Summit is just the beginning. We're planning more significant initiatives to engage the entire food sector and beyond. From public awareness initiatives to new collaborative projects, we're poised to drive significant change. Our vision is to elevate Canadian food and celebrate everyone who makes it possible, from every part of the value chain, embedding it as a core Canadian value.

Join us on this exciting journey of innovation and transformation. Together, we can ensure our research leads to impactful actions and meaningful change.

For more information and to register, visit the [2024 Public Trust Summit webpage](#).

With warm regards,

**Lisa Bishop-Spencer**

Executive Director

Canadian Centre for Food Integrity





## Press Release | CCFI Announces Program for 2024 Public Trust Summit

The Canadian Centre for Food Integrity (CCFI) is thrilled to announce the program for the 2024 Public Trust Summit, scheduled for October 23-24 at the Westin Toronto Airport Hotel. This year's summit, themed "Trust in Action: Cultivating Public Confidence," is set to be a highly engaging and transformative event, offering a more interactive and cohesive experience than ever before.

Based on the latest data from CCFI's Public Trust Research, the program is designed to highlight key findings and address current issues. Attendees will be guided in translating these insights into actionable strategies, ensuring valuable research is put into practice.

### Key Highlights of the Program:

- **Unveiling of CCFI's New Brand Identity** Discover the vision and values behind our revitalized brand, representing our renewed commitment to fostering transparency, accountability, and consumer trust in Canada's food systems.
- **Keynote – Dr. Samantha Nutt:** Renowned humanitarian, physician, and founder of War Child Canada, Dr. Nutt will deliver a compelling talk titled "Feeding Change," addressing the critical issue of building public trust in an era of growing food security concerns.
- **Insights Unveiled:** Ashley Bruner, CCFI Director of Research and Stakeholder Engagement, will present the 2024 Public Trust Research Results, sharing the latest data on public perceptions of Canada's food systems.
- **Dynamic Consumer Panel – "Boomers and GenX – Influencers with More Power Than You Think":** This session will explore the surprising influence of Boomers and GenX in shaping public trust and driving consumer trends in the food industry.
- **Interactive Plenary Session with Ipsos – "Integrating Survey Insights":** Experts from Ipsos will present the latest survey data on public trust in Canada's food systems and provide hands-on experience in applying these insights to strategic planning.
- **Concurrent Breakout Sessions:** Topics include "Advocates, Adversaries, and Ambivalents," exploring the diverse landscape of public perceptions within the food system.

To see the full program and register, please visit the [CCFI Website](#).

## A look back at the Mid-Year Nourish Trend Report Update Webinar

We extend our heartfelt thanks to Jo-Ann McArthur, President and Founding Partner of the Nourish Network, for her outstanding presentation of the Mid-Year Nourish Trend Report Update on June 18. Jo-Ann expertly highlighted key trends from the report and showcased compelling examples of these trends in action from around the world.

For members who were unable to attend the live session, [the webinar is now available on the members' portal](#)

Would you like to become a member and gain access to free webinars? Send us an email at [learnmore@foodintegrity.ca](mailto:learnmore@foodintegrity.ca).

Thank you once again, Jo-Ann, for your dedication and for delivering such a valuable resource to the attendees.

## PUBLIC TRUST RESEARCH



### Book Ashley Bruner for Your Next Event

This month, Ashley Bruner, CCFI Director of Research and Stakeholder Engagement, participated in the following engagements:

- June 19, 2024: Saskatchewan Ministry of Agriculture – Building Public Trust in Agri-Food
- June 24, 2024: Manitoba Ministry of Agriculture – Connecting on Key Consumer Issues with CCFI Public Trust Research

It would be our privilege to share our expertise with your audiences. Whether it's a keynote presentation for your next conference, an interactive seminar or panel discussion – we can tailor the content to meet your needs.

To schedule Ashley Bruner for your next event, submit a request with your event details to [learnmore@foodintegrity.ca](mailto:learnmore@foodintegrity.ca).

## MISCELLANEOUS

Lisa Bishop-Spencer recently presented at the Grow Our People Unconference on May 30 in Niagara-on-the-Lake, where professionals from the agriculture and food industries gathered to discuss leadership, community building, and best practices. Her presentation focused on transforming research into actionable strategies.

Lisa addressed the challenges of public perception and misinformation, advocating for science-based communication. She highlighted effective public engagement strategies, the importance of elevating the food system's value, and shared insights from our public trust research.

The Grow Our People Unconference was an excellent initial foray for Lisa as Executive Director, providing an opportunity to connect with industry leaders and spotlight CCFI's work.



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