



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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EVENTS

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PUBLIC TRUST SUMMIT

VIRTUAL

00:00 00:26



THE CANADIAN CENTRE FOR
FOOD INTEGRITY



AGENDA

TUESDAY | October 19

11:00 AM - 4:00 PM EST

- 11:00 | Welcome & Objectives of the Day - John Jamieson & Becky Parker
- 11:15 | Program Overview - 2021 CCFI Public Trust Research
- 12:00 | Keynote - Rolyne Anderson, Legacies of the UN Food Systems Summit
- 1:00 | Break
- 1:30 | Keynote - Fred Sakel, Understanding What Motivates Canadians
- 2:30 | Shaun Haney - RealAg Radio Show Exploring Research, Communications & Next Steps
- 3:30 | Closing Remarks & Consumers in the 6x Footage



2021 CCFI Public Trust Summit Tuesday October 19th, 2021 @ 11a.m - 4p.m EST

The Canadian Centre for Food Integrity is Canada's leader in food system trust collaboration. We bring together the diversity of today's food industry — from farmers, food companies, restaurants, retailers and food processors to governments, universities, and non-governmental organizations. The Summit is a forum for learning how to engage and build public trust in the food system as a unified front.

[Click on the agenda image to see this year's terrific line up.](#)

Summit Sponsorship Opportunities

Reach and gain profile with hundreds of key leaders and decision-makers. The Centre for Food Integrity seeks to collaborate and partner with organizations like yours to help us deliver an outstanding program featuring leading international and Canadian experts. Sponsoring this Summit will elevate your company's profile among major food sector leaders.

To learn about the options available click on the image to the right, and email [John Jamieson](mailto:John.Jamieson@ccfi.ca) to inquire about the best one for you.



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PUBLIC TRUST RESEARCH



Our 2021 Public Trust Research is in the field! Stay tuned for insights into the mind of Canadians when it comes to the food on their plates.

Want to stay up-to-date on Canadian agriculture? Check out past [Insight Reports](#) on the CCFI website. If you missed a previous webinar, the recording is available, [here](#).

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:

- The [history behind the National Farm Animal Care Council](#) and how it impacts B.C.
- Survey of more than 1,000 Canadian shoppers reveals that [nearly one-third of respondents would change retailers in response to higher prices](#)
- Is public trust about [building relationships?](#)
- CFIA [gene editing proposal problematic](#)
- Ticking down to the [UN Food Systems Summit](#)
- Store layout can influence [healthy food shopping](#)

MISCELLANEOUS

Don't miss our [new series of articles](#) on how the CCFI helps build public trust in the Canadian food system. Our [latest article focuses on public trust research](#) and how it is a valuable tool for our members.

Canadian Centre for Food Integrity
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