



NEWSLETTER

[Version française](#)

Thank You for Making the 2024 Public Trust Summit a Success

With the 2024 Public Trust Summit now behind us, I want to extend my heartfelt thanks to everyone who made this year's gathering such an inspiring success. Under the theme *Trust In Action: Cultivating Public Confidence*, we came together to elevate trust across the Canadian food system. Our discussions highlighted the importance of collaboration and underscored the necessity of public trust in our food systems, especially in light of growing public concerns.

Leading this organization as we embark on our new public awareness campaign to strengthen Canadians' confidence in our food has never felt more meaningful.

Thank you again for being part of this journey, and I look forward to our continued efforts to elevate trust in Canadian food together.

Lisa Bishop-Spencer
Executive Director
Canadian Centre for Food Integrity



The 2024 CCFI Public Trust Research is Here

This year's research reveals that Canadians are becoming increasingly divided in their perceptions of the national food system. The findings highlight the need for greater collaboration across the sector to build public trust, address indifference, and identify actionable strategies to elevate Canadian food and those who produce it.

Download our free [summary report](#)

Want the full report?

Unlock more insights through membership. CCFI Members have exclusive access to the full 2024 Public Trust Report and resources including detailed demographic data, customized presentations, and more.

Public Trust Summit Recap

We were fortunate to host over 115 attendees for

two impactful days at this year's Public Trust Summit, where industry leaders and experts shared insights into fostering transparency and trust within Canada's food systems. Attendees engaged in dynamic breakout sessions, thought-provoking panels, and valuable networking opportunities, inspiring a united vision for a trusted food future.

This event was made possible by our incredible sponsors, whose generous support helped create a memorable and enriching experience!



Explore our New Website

The CCFI team is excited to unveil our brand-new [website](#)! This is more than just a cosmetic update—it's a strategic advancement that provides a robust digital platform to support our ongoing mission of fostering trust within the Canadian food system.

Designed with accessibility and user engagement in mind, our new website is easy to navigate, allowing users to effortlessly find relevant information, connect with our initiatives, and see the impact of our collective efforts.

We can't wait for you to explore this next chapter in our journey. The launch of our new website marks the beginning of an ongoing digital evolution, where we will expand our content, deepen our research, and create even more opportunities for you to engage with the vital work we're doing. Stay tuned for more updates!



Canada's Agriculture Day is Coming Up!

On February 11, 2025, join us in celebrating your passion for food and agriculture.

Participate in exciting activities, connect with others across the country, and share your photos and videos using [#CdnAgDay](#). This special day highlights the dedication and hard work that goes into our food production while showcasing the unique qualities of Canadian agriculture.

Mark your calendars and stay tuned for more details. We can't wait to celebrate with you!

Canadian Centre for Food Integrity
www.foodintegrity.ca | learnmore@foodintegrity.ca





Try email marketing for free today!