

Monthly News & Updates

Sneak Peek: Dr. Joe Schwarcz to Headline the 2025 Public Trust Summit



We're excited to give you a first look at what's in store for the 2025 Public Trust Summit—and we're kicking things off with a bang. We're honoured to welcome Dr. Joe Schwarcz as our keynote speaker on the opening morning of the Summit. If you're passionate about public trust, science, food, or how we navigate misinformation in today's world, this session is not to be missed. In his keynote address, "Separating Sense from Nonsense in Science," Dr. Schwarcz will take on some of the biggest challenges we face in building and maintaining public trust in the food system.

We're busy building an exciting program for this year's Public Trust Summit—but registration is officially open! Secure your spot today and take your place in the conversation shaping trust in Canada's food system.

[Read More](#)[Register Now](#)

What Does It Really Mean When We Say “Canada’s Food System”?

For many, the first image is a farm — maybe a combine at harvest or a dairy barn with cows lined up for milking. Others might picture fishing boats off the coasts, or produce displays at the grocery store. And all of those are part of the story — but only part.

The truth is, Canada’s food system is much more — and it touches your life in ways you probably don’t even realize.

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Welcoming Matt Poirier to the CCFI Board of Directors

We are thrilled to welcome Matt Poirier to the CCFI Board of Directors! Matt serves as Vice President, Federal Government Relations at the Retail Council of Canada (RCC).

Before joining RCC, he represented a number of industries including manufacturing, automotive, finance, immigration, and ocean shipping. Prior to that, he was a political staffer in Toronto and Ottawa. He holds a Masters of Science degree in Public Policy and Administration from the London School of Economics and a Bachelor of Arts degree in Political Studies from Queen's University.



We look forward to Matt’s contributions as we continue to advance Canadian agriculture together. Join us in giving him a warm welcome as he begins this exciting new chapter with us!



A Year of Renewal, Relevance, and Resolve

This time last year, I was just getting started at CCFI. I was stepping back into a sector I’ve always loved, with a fresh mandate and a clear goal: to rebuild, refocus, and reintroduce CCFI as a trusted partner in Canada’s food system. What a year it’s been.

Read our Executive Director's full message.

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Canadian Centre for Food Integrity | 7145 W Credit Ave #202 | Mississauga, ON L5N 6J7 CA

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