

Monthly News & Updates

The Future of Trust in a Disrupted World: Jesse Hirsh to Deliver Closing Keynote at the Public Trust Summit



In a world of deepening polarization, fragmented media, and constantly shifting digital landscapes, how do we maintain credibility—especially in a sector as foundational as food?

To close this year's Public Trust Summit, futurist and digital strategist Jesse Hirsh will take the stage with a thought-provoking keynote titled "System Shock: Misinformation, Disruption, and the Battle for Credibility." Known for his dynamic, outside-the-box thinking, Jesse brings a unique lens to the evolving trust landscape—one rooted not only in digital fluency but also in grounded, rural experience. From his research hub and farm in Eastern Ontario, Jesse explores the intersections of technology, media, and food with clarity and insight.

In this session, Jesse will unpack how today's information ecosystem—shaped by influencers, algorithms, and fragmented audiences—is rewriting the rules of trust. He'll challenge participants to consider:

- Who gets to speak with authority in 2025?
- What makes a message credible when every voice has a platform?
- And how can food system leaders remain trusted when trust itself is under pressure?

This isn't just a talk about communications—it's a deep dive into legitimacy, power, and visibility in a rapidly changing world. Drawing on his work in AI governance, data ethics, and automated media, Jesse will push us to look at trust as a systems challenge, not just a messaging one.

[View Full Program](#)[Register Now](#)

Get Involved: Use Our Toolkit to Support Canada's Food System



The success of the *Canada's Food System: Our Food. Our Future.* initiative depends on the voices we bring together. The more voices—from across the entire sector—the stronger the impact. We're calling on industry leaders, organizations, and advocates to help amplify this message and encourage participation across their networks.

To support your outreach, we've developed a promotional toolkit with ready-to-use materials so you can get involved quickly and easily. The toolkit includes graphics, animations, and sample social media posts that you can copy, paste, or customize for your own channels.

How You Can Support the Campaign

- Encourage your network to sign the pledge at www.canadasfoodsystem.ca
- Follow Canada's Food System channels and reshare our content—or create your own
- Use the hashtag **#OurFoodOurFuture** to join the national conversation

Thank you for helping us elevate the conversation around Canada's food system. Your voice matters—and together, we're building a stronger, more connected future for food in Canada.

Food Processing Skills Canada Wants to Hear From You



National Consultation Survey

Impact of Recent Tariffs on
Canada's Food & Beverage
Sector

Food Processing Skills Canada is inviting businesses in the food and beverage manufacturing industry to take part in a national consultation.

This survey explores the real and potential impacts of tariffs on workforce development, interprovincial trade, supply chains, and financial performance. Your feedback will help identify key challenges and shape future strategies—including government programs and industry supports.

The survey is **quick to complete (10–15 minutes)**, **anonymous**, and **confidential**. The deadline to participate is **July 15, 2025**.

The consultation explores a range of key areas, including:

- Tariff exposure and awareness
- Financial and economic impact
- Workforce challenges
- Operational and supply chain disruptions
- Mitigation strategies and resilience practices
- Access to support, policy barriers, and future needs
- Inter-Provincial trade issues

Following the survey, regional roundtables will be held across the country to discuss the findings and gather feedback on how the sector can move forward—together.

[Take the Survey Now](#)

Reflections on Trust: At Home
and Abroad



As summer begins, I would like to take a moment to reflect on two events that underscore why CCFI's work and our shared commitment to public trust feel more vital than ever...

Read Our Executive Director's full message.

[Read More](#)



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