

Centre canadien
pour l'intégrité
alimentaire



Canadian
Centre for
Food Integrity

Monthly News & Updates

A national movement takes root: Canada's Food System: Our Food. Our Future.



We're excited to announce the official launch of **Canada's Food System: Our Food. Our Future.**—a national movement developed in collaboration with partners across the sector to celebrate and protect the food system we all rely on. At the heart of this initiative is a shared goal: to elevate Canada's food system to its rightful place as a core Canadian value—something we **protect**, **celebrate**, and **prioritize**. It's about reversing indifference, building understanding, and spotlighting the people, innovation, and integrity behind our food.

A simple way to get involved

To help Canadians take action, we've launched the Canada's Food System Pledge—a simple but powerful way to show support for the people who grow, raise, catch, make, and move our food. Everyone who signs the pledge is automatically entered into a monthly draw for a \$500 gift card to the Canadian grocery retailer of their choice. You can get involved by signing the pledge at www.canadasfoodsystem.ca. You can also support the movement by following us on social media—including Facebook, Instagram, X, Bluesky, and YouTube—and sharing our posts with your networks. Don't

forget to use the hashtag #OurFoodOurFuture to help spread the word and amplify the message.

This is just the beginning

The strategy is built, the message has been tested, and momentum is growing. With continued support and investment, we can expand our reach, tell more stories, and help shape a future where Canada's food system is understood, valued, and protected. Let's build something bigger than a campaign—Let's build a movement.

Learn more or get involved at www.canadasfoodsystem.ca

Visit Canada's Food System Website

Get a First Look at the 2025 Public Trust Summit Lineup



In a world where fear can travel faster than facts, even the most trusted sectors find themselves on uncertain ground. Misinformation isn't just a nuisance—it's reshaping how Canadians think about food, science, and credibility itself. This year's Public Trust Summit, themed *Fear, Facts, and Food: The Fight for Trust*, tackles that challenge head-on.

Over two impactful days, leaders from across the food system will come together to examine how misinformation spreads, why it sticks, and how we can lead with confidence and clarity—especially when facts alone aren't enough.

Whether you work in communications, policy, research, or executive leadership, this Summit is designed to leave you better prepared to anticipate public concerns, navigate complexity, and protect trust—in your organization, your work, and our broader food system.

Among the many highlights of the 2025 agenda are:

- Opening Keynote | The Science of Misinformation: How Myths Take Root and How to Pull Them Out – *Dr. Joe Schwarcz, Director, McGill Office for Science and Society*
- Research Briefing | *What Canadians Believe: 2025 Public Trust Research*– Ashley

Bruner, Director of Research and Stakeholder Engagement, CCFI

- Plenary Strategy Session | Disarming the Misinformation Machine: You Can't Out-Fact Fear – *Paul Hillier, Partner, TACTIX Risk Communications*
- Consumer Insight Session | When Misinformation Crosses Borders: Emotion, Identity, and Trust in the Food System – *Dr. Mike von Massow, Professor, University of Guelph*
- Closing Keynote | System Shock: Misinformation, Disruption, and the Battle for Credibility – *Jesse Hirsh, Futurist & Digital Strategist*
- ...and more!

Ready to be part of the conversation that's shaping the future of public trust in Canada's food system?

[View Full Program](#)

[Register Now](#)

Fresh Insights Ahead – Register for Our Upcoming Webinar



**FROM INDIFFERENCE TO IMPACT:
REBUILDING TRUST IN CANADA'S
FOOD SYSTEM**

ASHLEY BRUNER
Director of Research and
Stakeholder Engagement, CCFI

June 5th, 2025
11:00 AM ET

Date: Thursday June 5, 2025

Time: 11:00 AM – 12:00 PM ET

For a long time, the biggest challenge facing Canada's food system was indifference. Canadians weren't paying attention. But that has changed. Today, people are paying closer attention to food—but they're also more skeptical, more emotional, and more divided in how they see trust, science, and the future of food.

This session explores the data behind that shift, the forces reshaping public attitudes, and how we can use those insights to move the conversation forward. The research doesn't just reflect where we are—it points to where we can go next.

Join the Canadian Centre for Food Integrity's Director of Research and Stakeholder Engagement Coordinator, Ashley Bruner, as she shares exclusive new research alongside key insights from other trusted sources. Whether you work in agriculture, food manufacturing, retail, or policy, this session will give you the tools to better understand public perceptions—and help you play a stronger role in building a more transparent, trusted, and resilient Canadian food system.

[Register Now](#)



Executive Director's Report

Two weeks into *Canada's Food System: Our Food. Our Future.*, we're seeing early momentum take root. The message is connecting not only with the public but also across the sector. Media coverage, social engagement, and activation by partners have all exceeded expectations.

Read our Executive Director's full message.

[Read More](#)



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

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email & social marketing for free!