

Centre canadien
pour l'intégrité
alimentaireCanadian
Centre for
Food Integrity

Monthly News & Updates

Lessons from the Calgary Stampede

Message from our Executive Director

What a week it was at the Calgary Stampede!

Over the course of several packed days, I had the opportunity to meet with producers, advocates, business leaders, policymakers, and community leaders from across the country. Some conversations were scheduled, others spontaneous. All of them left me with a deeper sense of clarity about the moment we are in, and the direction we need to take together.

While Stampede is rooted in tradition, it has also become a place where important conversations about the future of Canadian agriculture and food take shape. Whether we were discussing trust in the food system, the pressures and opportunities of innovation, or the need for continued progress on sustainability, the message kept coming back to the same point: none of us can do this alone.

Throughout the week, I was struck by how many people emphasized the importance of working together. Leaders like Justine Hendricks, Kim McConnell, and many others shared compelling perspectives that reinforced a central truth. Collaboration is no longer optional. It is the path forward.



At every level of the food system, from production to retail, from policy to community outreach, we are facing challenges that require a unified response. We are also standing on the edge of significant opportunity. When we align our

efforts, we amplify our impact. When we speak with a collective voice, we change the narrative.

That is what Canada's Food System is all about. It is a national initiative built to reflect the pride, purpose, and potential that define this sector. It is about showing Canadians that their food system is strong, innovative, and rooted in shared values. It is also about opening space for new conversations, deeper engagement, and greater visibility for the people who keep this system running every day.

But the initiative is only one part of the work we do at the Canadian Centre for Food Integrity (CCFI). At our core, CCFI exists to help the food system earn and maintain public trust. Through independent research, honest dialogue, and strategic collaboration, we provide insight and leadership at a time when public expectations are evolving quickly. Our work helps the sector respond to those expectations with confidence, transparency, and integrity. That mission is more important now than ever.

What I witnessed at Stampede was not just enthusiasm. It was resolve. There is a growing understanding that our sector has a vital role to play in the lives of Canadians, and that it deserves to be seen, supported, and celebrated.

Thank you for your continued commitment to this work, and for everything you do to make the food system stronger, more trusted, and more connected.

Lisa Bishop–Spencer, CCFI Executive Director

Momentum Builds for Canada's Food System Initiative

Great things are happening with the Canada's Food System initiative, and the momentum continues to build!

In recent weeks, we've welcomed several new partners who share our commitment to showcasing Canada's food system and highlighting its essential role in our society. We're proud to announce that the **Animal Nutrition Association of Canada (ANAC)**, **Turkey Farmers of Canada**, **Dairy Farmers of Canada**, and the **Canadian Canola Growers Association** have officially joined the initiative.

We're also pleased to count on the support of **Agriculture in the Classroom Canada**, helping us share the story of Canada's food system with the broader public.

These new organizations join a growing community of partners who have supported us since the very beginning. Together, we're building a collaborative and inclusive approach to advance conversations around food, farming, and trust in our food system.



Want to join the movement?
We'd love to connect with you.

[Visit Canada's Food System](#)

The Countdown Is On: Join Us at the 2025 Public Trust Summit!

As the 2025 Public Trust Summit approaches, so does the urgency to address misinformation within Canada's food system. This fall, leaders, experts, and changemakers from across the country will come together to better understand and confront the myths that continue to influence public conversations about food.

The Summit will feature thought-provoking keynotes and sessions from a diverse group of experts. **Dr. Joe Schwarcz** of McGill University's Office for Science and Society will explore why facts alone aren't enough to combat food myths. **Jesse Hirsh**, farmer and futurist, will discuss how to build credibility in a disrupted, rapidly shifting media landscape. CCFI's **Ashley Bruner** will unveil new public trust data drawn from thousands of Canadians, offering timely insights into changing perceptions. Strategic communications expert **Paul Hillier** of TACTIX will tackle how to prepare for and respond to misinformation under pressure. Finally, **Dr. Mike von Massow** from the University of Guelph will examine how emotion and identity shape consumer trust in food.

GUEST SPEAKERS



Dr. Joe Schwarcz
Director, McGill Office for
Science and Society



Jesse Hirsh
Futurist & Digital Strategist



Dr. Mike von Massow,
Professor, University of
Guelph



Ashley Bruner
Director of Research, CCFI



Paul Hillier
Partner, TACTIX Risk
Communications

2025

More than just a conference, the Public Trust Summit is a space for connection, collaboration, and practical action. With a lineup designed to equip participants with tools, ideas, and strategies, it's an opportunity to come together and push for meaningful change in how we engage Canadians about food.

Register Now and Make the Most of Your Experience

If you're attending as a group of ten or more, you can take advantage of a 10% discount by contacting toni@foodintegrity.ca. For accommodations, a special room rate has been secured at [The Westin Toronto Airport Hotel](#), available until October 6 or while rooms last.

Support the Summit: Become a Sponsor

We're actively seeking sponsors to help make the 2025 Public Trust Summit as impactful and inclusive as possible. Sponsorship plays a vital role in fostering cross-sector collaboration and ensuring a diverse range of voices can take part.

Your support will help us broaden our reach, elevate critical conversations, and deliver a powerful event that strengthens trust in Canada's food system.

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