



Monthly News & Updates

Turning Public Trust Insights into Action

At CCFI, our work is built with and for our members.

Together, we've created something that doesn't exist anywhere else in Canada. A consistent, credible understanding of how Canadians think about the food system, grounded in more than a decade of research.

That foundation is being used across the sector.

We are seeing more and more organizations engaging with CCFI to turn public trust research into practical, applied insights that inform strategy, guide communications, and support decision-making.

A growing number of members are working with us to bring public trust into leadership and board discussions, to interpret research within their specific contexts, and to navigate complex or emerging issues with greater clarity.

We're applying this work in real time to help organizations strengthen their engagement with Canadians and their approach to the opportunities and challenges before them.

Public trust is shaped across the entire food system. It is influenced by what Canadians see, hear, and experience every day. That creates a shared responsibility and a shared opportunity to ensure those experiences reflect the full picture of the system.

Through CCFI, and through *Canada's Food System*, we are building that visibility and supporting more informed, grounded conversations.

As we look ahead, Canadians are open, curious, and paying attention. That creates a clear opportunity to continue strengthening understanding and confidence in the food system.

We encourage you to engage with us.

Whether you are navigating a specific issue, preparing for a leadership discussion, or looking to better understand how public trust is evolving, CCFI is here to support that work.

This work is gaining traction across the sector, and we look forward to working with you as it becomes an integral part of how organizations approach public trust.

Lisa Bishop-Spencer
Executive Director, CCFI

Save the Date: 2026 Public Trust Summit

We're excited to announce the **2026 Public Trust Summit**, happening **October 6–7** at **The Westin Toronto Airport Hotel**.

The Summit is a unique opportunity to connect with leaders across Canada's food system, explore pressing challenges like misinformation, and exchange ideas that drive positive change. After the success of last year's event, we're eager to continue the conversation and expand the impact.

Mark your calendars now! Full details and registration information will be shared soon.



Coming this spring: CCFI Member Spotlight



Launching this spring, CCFI is excited **to introduce a new feature on our website: the Member Spotlight!** Each month, we'll shine a light on one of our members and showcase the important role they play across Canada's food system.

The Member Spotlight will give you a closer look at who our members are, what they do, and how their work contributes to a strong and trusted food system. It's a way to celebrate the incredible people and organizations behind the food system.

Interested in being featured in a future Member Spotlight? Please contact Jennily, our Communications Manager, at jennily@foodintegrity.ca.

Stay tuned to discover the amazing organizations helping shape Canada's food system!

CCFI's AGM Is Fast Approaching

CCFI's Annual General Meeting (AGM) will take place on **Wednesday, April 15, 2026, at 11:00 am Eastern**. Attendance is important, as the AGM provides an opportunity to review the past year's

activities, participate in the Board of Directors election, and help shape priorities for the year ahead.

For Members:

Please ensure your organization's voting delegate is confirmed by April 8 to take part in the election. Meeting details have been shared by email, and **all supporting materials have now been uploaded to the members portal.**

Not a Member?

Organizations interested in contributing to CCFI's work are invited to contact us to learn more about membership.



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