

Centre canadien
pour l'intégrité
alimentaire



Canadian
Centre for
Food Integrity

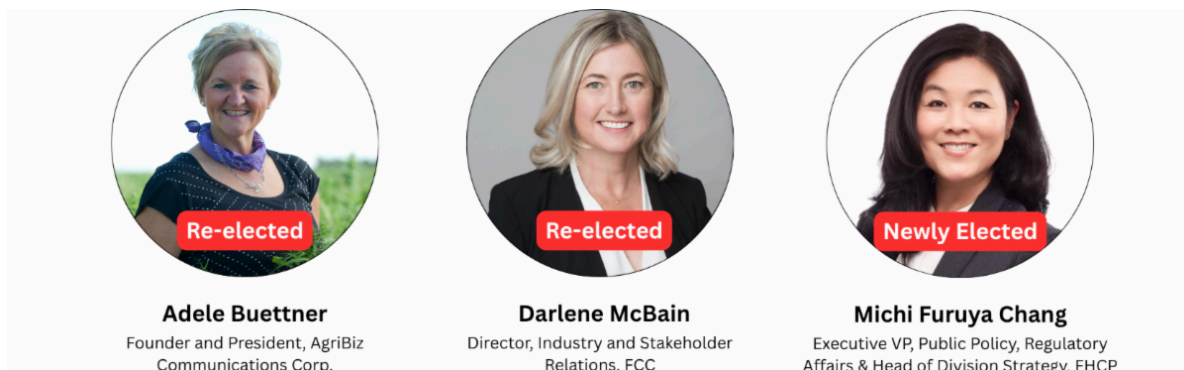
Monthly News & Updates

CCFI Announces Updates to Board of Directors Following 2026 Annual General Assembly

CCFI is pleased to announce key updates to its Board of Directors following its 2026 Annual General Assembly, held on April 15.

We are pleased to confirm that **Adele Buettner** and **Darlene McBain** have been re-elected for additional three-year terms, continuing their valuable leadership and ongoing contributions to CCFI's work.

CCFI is also pleased to welcome **Michi Furuya Chang**, as a newly elected Director. Michi is Executive Vice President, Public Policy, Regulatory Affairs and Head of Division Strategy at Food, Health, and Consumer Products of Canada (FHCP). She brings more than 20 years of experience spanning public health, the private sector, and the not-for-profit sector. She also serves on the federal government's Agile Regulations Roundtable and is Vice-Chair of the Board of Directors of the Canadian Supply Chain Food Safety Coalition.



We extend our sincere thanks to outgoing Directors **Michael Graydon** and **Jean-Marc Ruest** for their leadership and contributions since 2023 and 2018, respectively. Their work has played an important role in strengthening collaboration and advancing CCFI's mission to build trust in Canada's food system.

We congratulate all incoming and continuing Board members and look forward to their continued guidance in the year ahead.

[Full Press Release](#)

First Look at the 2026 Public Trust Summit Theme



Trust continues to play a defining role in how Canada's food system is understood, supported, and strengthened. As expectations evolve and information becomes increasingly fragmented, maintaining public confidence requires more clarity, coordination, and leadership than ever before.

The 2026 Public Trust Summit theme, **Trust Under Pressure: Leading in an Era of Scrutiny**, will explore how Canada's food system can navigate the challenges of maintaining public confidence in a rapidly changing world.

This year's program is built around three key pillars:

- **The Pressure** examines the broader trends affecting public trust, from shifting expectations to polarized opinions and the fragmentation of information.
- **The Risk** explores the potential consequences for the food system, including how misalignment and loss of trust can influence consumer confidence and decision-making.
- **The Response** highlights practical strategies and leadership approaches organizations can adopt to strengthen public trust and navigate this complex environment.

Together, these pillars will guide conversations that are timely, relevant, and action-oriented—bringing together leaders from across the food system to share insights and explore solutions.

Registration will open soon, stay tuned!

Member Spotlight: Canadian Hatching Egg Producers (CHEP)

This month, we are pleased to highlight the **Canadian Hatching Egg Producers (CHEP)**.

CHEP plays a vital role in building the foundation of Canada's chicken supply by ensuring a steady supply of broiler hatching eggs to hatcheries across the country. Working closely with provincial boards, producers, and hatcheries, CHEP manages production through a coordinated system that supports stability and long-term growth. Their work helps ensure that Canadian chicken production remains reliable, efficient, and responsive to market demand. Together with their partners, CHEP is focused on strengthening domestic capacity and producing more food here at home for Canadians.

A proud CCFI member since 2020, CHEP continues to contribute to a stronger, more reliable food

system built on collaboration and long-term planning.



[Learn more](#)

The 2026 Census of Agriculture is coming

In **May 2026**, farm operators will receive an invitation letter with instructions for completing their 2026 Census of Agriculture questionnaire online.

Census of Agriculture data provide:

- farm operators and industry organizations with crucial information for informed business decision-making;
- all levels of government with high-quality information that they need to develop and implement policies and programs;
- the agriculture sector, all levels of government and the Canadian public with an accurate statistical portrait of the state of agriculture in Canada.

The collection period will be open from **May 4, 2026 to July 31, 2026.**

Please complete your Census of Agriculture questionnaire to support your sector and Canadians everywhere.

To learn more about the Census of Agriculture, visit statcan.gc.ca/en/census-agriculture.



From Reflection to Momentum



Over the past several weeks, we've connected with members and partners in two important conversations.

The first was our Annual General Meeting. The AGM is always an important moment for CCFI. It gives us the opportunity to reflect on the year behind us, share progress, and hear directly from members about where they see value and where they see opportunity. This year's discussion reinforced just how much the role of public trust is evolving.

Across the conversation, there was a clear recognition that public trust is not simply about communication. It shapes how people interpret information, respond to change, and ultimately make decisions about food.

That shift is reflected in how organizations are engaging with CCFI. More members are looking not only for data, but for context and perspective. They are asking how to apply insights in practical ways, whether in their own communications, their stakeholder engagement, or their broader strategic thinking. That is an important signal for us as an organization. It shows how we can help the sector move from reacting to issues to building a stronger, more resilient foundation over time.

In addition to the AGM, we also held a separate discussion with organizations that are currently invested in, or exploring participation in, the *Canada's Food System* initiative. The focus was on what we are learning from the initiative so far, what the early results are telling us, and what it will take to continue building momentum in a way that is both collaborative and sustainable.

The early results are encouraging. The initiative has reached all Canadians over 100 times and is beginning to establish a shared narrative about the role and importance of the food system. More importantly, it is helping us understand how Canadians engage with that story.

We are seeing that when the system is made visible through real people, real stories, and tangible outcomes, Canadians respond. Content that reflects everyday experiences resonates more strongly than abstract or highly technical messaging.

We are also seeing that different approaches play different roles. Paid media introduces the conversation to new audiences, while organic content builds credibility and trust over time. Both are important, but they serve distinct purposes. These insights go beyond the initiative itself. They offer practical direction for how the sector can communicate more effectively.

The investors' discussion then turned to what comes next. There was a shared understanding that the initial phase has demonstrated potential. We're now focusing on how we build on that foundation in a way that reflects shared ownership, realistic expectations, and long-term sustainability.

This is where the *Canada's Food System* initiative continues to evolve as a platform that reflects the full breadth of the food system, that organizations can contribute to and see themselves in, that helps elevate the importance of the sector in a way that no single organization can do alone.

Across both meetings, one idea came through clearly: There is momentum.

The opportunity now is to carry that momentum forward with intention. To continue grounding our work in research and evidence. To apply what we are learning in practical ways. And to create space for organizations across the food system to engage in a shared effort.

The foundation is in place. What we do next will determine how far it goes.

Lisa Bishop-Spencer
Executive Director, CCFI





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