

FOR IMMEDIATE RELEASE

CCFI Announces 2026 Public Trust Summit Program: Trust Under Pressure

Mississauga, ON, May 27, 2026 – The Canadian Centre for Food Integrity (CCFI) is pleased to announce the program and speaker lineup for the 2026 Public Trust Summit, taking place October 6–7, 2026 at the Westin Toronto Airport Hotel.

The Summit returns at a pivotal moment. Canadians are navigating constant information, rising scrutiny, technological disruption, economic uncertainty, and growing skepticism toward institutions and expertise. In this environment, trust is shaped not only by facts, but by emotion, visibility, lived experience, transparency, accountability, and alignment with public values.

Under the theme *Trust Under Pressure: Leading in an Era of Scrutiny*, the 2026 Summit will bring together leaders from across Canada's food system to explore how trust is being shaped, challenged, and rebuilt in today's increasingly complex information environment.

"This year's program is designed to meet the moment," said Lisa Bishop-Spencer, Executive Director of CCFI. "Organizations across the food system are being asked to communicate, explain, respond, and lead in an environment where scrutiny is constant and trust cannot be taken for granted. The Summit will provide practical insight into how trust is built, challenged, and maintained in that reality."

As CCFI marks its 10th anniversary, this year's Summit includes reduced registration rates to encourage broader participation from across the food system.

Structured around three interconnected themes, *The Pressure, The Risk, and The Response*, the program will bring together researchers, communicators, industry leaders, academics, health experts, journalists, and strategists to examine how public trust is evolving, where vulnerabilities may be emerging, and what organizations can do to build resilience in an increasingly complex environment.

Across two days of keynote presentations, research insights, facilitated discussions, and reflective conversations, participants will explore topics including misinformation, AI and digital discoverability, public understanding, institutional credibility, and the growing gap between being visible and being truly understood.

Featured speakers:

- **Darrell Bricker**, CEO of Ipsos Public Affairs and one of Canada's leading experts on public opinion and societal trends, examines the broader forces influencing trust and confidence.
- **Tim Caulfield**, professor, author, and internationally recognized expert on misinformation and science communication, explores how Canadians assess credibility and navigate conflicting information.
- **Ryan Anderson**, Chief Strategist at Northern Army, discusses how AI and digital ecosystems are reshaping visibility, influence, and trust online.

- **Ashley Bruner**, Director of Research and Stakeholder Engagement at CCFI, presents the latest findings from Canada’s longest-running longitudinal research on public trust in the food system.

- **Toban Dyck**, farmer, writer, and Principal at Burr Forest Group, explores the growing gap between being trusted and being understood.

- **Dr. Brian Goldman**, emergency physician, bestselling author, and host of CBC’s *White Coat, Black Art*, explains why expertise alone is no longer enough to build meaningful public trust.

Early registration is strongly encouraged to secure preferred rates, hotel accommodations, and full access to Summit networking opportunities.

Read the full program and register by July 3 to access early bird rates: foodintegrity.ca/2026-public-trust-summit/

About the CCFI

The Canadian Centre for Food Integrity is a national charitable organization with a vision to help Canada’s food system become the most trusted in the world. CCFI works across the food system to support public trust through research, resources, and transparent two-way communication.

-30-

Media Contact

Jennily Germain Lauzon
Communications Manager
The Canadian Centre for Food Integrity
jennily@foodintegrity.ca