



Last Call: Early Bird Pricing Ends July 3



Time is running out to take advantage of early bird pricing for the 2026 Public Trust Summit. Registration at the reduced rate will close on **July 3**, marking your final opportunity to secure your spot at a discounted price.

The Public Trust Summit brings together leaders, researchers, and industry experts from across Canada to explore a critical question: **what happens when trust is under pressure, and what does it mean for organizations navigating today's increasingly complex environment?**

Whether you are returning to the Summit or joining us for the first time, this is your chance to be part of a national conversation that continues to grow in relevance and impact each year.

Don't miss your chance to join us at a reduced rate. Secure your place today and be part of the conversation shaping the future of public trust in Canada.

[Full Program and Registration](#)

Canada's Food System Welcomes a New Supporter



We are pleased to announce Fertilizer Canada as a proud supporter of the *Canada's Food System* initiative.

As a foundational pillar of Canada's food system, Fertilizer Canada and its members are committed to advancing innovation, sustainability, and industry-leading standards that strengthen environmental, economic, and social outcomes across the sector. This vital industry contributes more than **\$42 billion to the Canadian economy** and supports approximately **118,000 jobs** across the country.

Their support reinforces the importance of collaboration across the food system to ensure its long-term resilience and success.

We extend our sincere thanks to the Fertilizer Canada team for joining this initiative, we are thrilled to have them on board.

CanadasFoodSystem.ca

Member Spotlight: The Animal Nutrition Association of Canada (ANAC)



Supporting Canada's Livestock Feed Industry

A proud CCFI member since 2025, ANAC serves the Canadian feed sector by fostering an innovative, adaptable, and resilient industry that helps ensure the continuous availability of safe and nutritious feed for farm animals.

The association collaborates with government, the feed value chain, commodity and producer groups, as well as other provincial and national organizations to develop and support national programs and standards related to food safety and animal health.

Building Trust Through Informed Dialogue Across Canada's Food System



Over the past several weeks, I have had the opportunity to meet with stakeholders from across Canada's food system. Whether the conversation focused on salmon farming, livestock production, crop agriculture, food processing, or food affordability, one theme consistently emerged: Canadians are increasingly interested in understanding their food system.

That interest is important. Questions about how food is produced, how decisions are made, and how the food system is evolving are both reasonable and necessary. In a healthy society, people should be encouraged to ask questions, seek

information, and engage in meaningful discussions about issues that matter to them.

At CCFI, we believe trust is strengthened when people have access to credible information, relevant context, sound research, and opportunities for dialogue. Our role is not to advocate for a particular viewpoint or tell people what they should believe. Rather, it is to help create informed conversations by bringing together research, perspectives, and experiences from across Canada's food system.

This work has never been more important. We live in an environment where information is abundant, opinions are immediate, and complex issues are often presented without the context needed to fully understand them. CCFI's role is to support informed public understanding by making credible research, relevant context, and food system perspectives more accessible. That means contributing to constructive conversations that build understanding, rather than polarizing or divisive debate.

That belief is reflected in all of CCFI's work, from our research and public trust initiatives to the conversations we facilitate among stakeholders across the food system. It is also reflected in Canada's Food System, which seeks to help Canadians better understand the people, processes, innovations, and investments that put food on our tables.

Trust is not built through agreement on every issue. It is built through transparency, engagement, and a shared commitment to informed dialogue. We are proud to contribute to those conversations and grateful to the many organizations and individuals who continue to support this work.

Lisa Bishop-Spencer
Executive Director, CCFI





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