



## The Wait Is Over: The 2026 Public Trust Summit Program Is Live

The program and speaker lineup for the 2026 Public Trust Summit, taking place October 6–7, 2026 in Toronto, is now available. Under the theme **Trust Under Pressure: Leading in an Era of Scrutiny**, this year's Summit will explore how public trust is being shaped by forces far beyond any single issue or sector.

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.

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.

**SPEAKERS**

**SAVE WITH EARLY BIRD RATES UNTIL JULY 3**

**Oct 6 & 7 2026 Toronto**

**Dr. Darrell Bricker**  
Global CEO, Ipsos Public Affairs

**Tim Caulfield**  
Professor of Health Law and Science Policy and Bestselling Author

**Toban Dyck**  
Farmer, Writer and Principal at Burr Forest Group

**Dr. Brian Goldman**  
Physician and Host of CBC Radio's White Coat, Black Art

**Ashley Bruner**  
Director of Research and Stakeholder Engagement, CCFI

**Ryan Anderson**  
Chief Strategist, Northern Army Inc.

### Program highlights include:

**Dr. Darrell Bricker** (Global CEO, Ipsos Public Affairs), **Tim Caulfield** (Professor of Health Law and Science Policy and Bestselling Author), **Ryan Anderson** (Chief Strategist, Northern Army Inc.), **Ashley Bruner** (Director of Research and Stakeholder Engagement, CCFI), **Toban Dyck** (Writer and Principal

at Burr Forest Group), and **Dr. Brian Goldman** (Physician and Host of CBC Radio's *White Coat, Black Art*).

As part of CCFI's 10th anniversary, early registration is strongly encouraged to secure preferred rates, hotel accommodations, and full access to Summit networking opportunities.

**Register by July 3 to access the early bird rate.**

[Full Program and Registration](#)

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## A Must-Attend Session with Ipsos & Public Trustworks

**Canadians are making decisions differently.**

New research. New realities.  
New direction for Canada's food system.

**AN EXTENDED STRATEGIC SESSION**  
with Ipsos and Public Trustworks

**JUNE 11**  
11 – 1 PM  
EASTERN

Because the organizations that understand this shift will be **better positioned** to lead through it.

Centre canadien pour l'intégrité alimentaire | Canadian Centre for Food Integrity | Ipsos | Public Trustworks  
Canada's Social Licence Strategists

Join us for an in-depth strategic session exploring how Canadians are making decisions in a time of economic pressure, social uncertainty, and constant information flow. Confidence is increasingly shaped not just by information, but by how people interpret, filter, and act on what they see. In this context, more information does not always lead to greater trust or clarity.

Drawing on its latest national and global research, Ipsos will examine how Canadians process information, navigate conflicting signals, and form confidence in institutions and systems.

Public Trustworks will then translate these insights into practice, sharing practical frameworks to help organizations better understand these shifts and align with evolving expectations.

[Register Now](#)

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## Member Spotlight: Burnbrae Farms

This month, we are pleased to feature **Burnbrae Farms** in our Member Spotlight. A proud CCFI member since 2016, Burnbrae Farms is a sixth-generation Canadian family-owned business and one of the country's leading egg producers.

They help strengthen Canada's food system by supplying eggs to grocery retail, foodservice operations, and households across the country.



Rooted in a long-standing commitment to sustainability, innovation, and community, Burnbrae Farms continues to help feed Canadians, one egg at a time.

[Learn more](#)

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## Trust Is a Vital Ingredient in Canada's Food System

In a recent op-ed in *The Western Producer*, Lisa Bishop-Spencer highlights why trust is becoming one of the most important elements of Canada's food system.

As Canadians navigate rising costs, information overload, and increasing skepticism toward institutions, confidence in how food is produced and delivered is under pressure. The piece draws on CCFI research showing that while trust remains relatively strong, it is fragile and depends on continued transparency, clarity, and engagement across the food system.

It also underscores what Canadians are looking for: clearer information, greater openness about food production, and ongoing efforts to make the system easier to understand and navigate.

[Read the Full Op-Ed](#)

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## Telling the Story of Canada's Food System Together



86% of Canadians believe that initiatives like Canada's Food System can help improve trust in the food system.

This finding signals an important insight: public trust is not fixed. It can be strengthened through greater understanding. It also highlights a clear opportunity for the sector: when Canadians are able to see the people, innovation, and expertise behind how food is produced and delivered, confidence grows.

That is precisely the role Canada's Food System is designed to play.

By sharing the stories behind the sector, the initiative is helping shape how the food system is understood and valued. In doing so, it is opening new pathways to build trust at scale and deepen the connection between Canadians and the system that feeds them.

So far, this story has been heard more than 180 million times across the country. Help shape what comes next. Join the movement.

[Visit CanadasFoodSystem.ca](https://www.canadasfoodsystem.ca)

## Earning Trust in a Changing Environment



Public trust is no longer shaped only by what people know. Increasingly, it is shaped by what people are experiencing.

Canadians are making decisions in an environment defined by economic pressure, information overload, technological change, skepticism toward institutions, and a growing sense that systems are harder to understand and harder to navigate. In that environment, facts still matter, but they don't travel on their own. They are filtered through emotion, lived experience, values, visibility, and whether people feel that institutions and sectors are being transparent, accountable, and responsive.

For Canada's food system, this matters deeply.

The food system is an essential infrastructure. It supports our economy, our communities, our health, our environment, and our everyday lives. But its scale and complexity can also make it feel distant from the people it serves. When Canadians don't see how the system works, who is involved, or how decisions are made, space opens up for uncertainty, skepticism, and misinformation to take hold.

That is why public trust cannot be treated solely as a communications challenge. It is a leadership challenge.

It requires us to think differently about how we show up, explain complexity, listen, and make the food system more visible and understandable to Canadians. It also requires us to recognize that trust is not built in a single campaign, a single statement, or a single moment of crisis. It is built over time through consistency, transparency, shared values, and meaningful engagement.

This is the work CCFI is focused on.

Through our research, programming, member engagement, Public Trust Summit, and Canada's Food System initiative, we are helping the sector better understand the pressures shaping public confidence and the practical steps organizations can take in response.

The opportunity before us is significant. CCFI's research shows that 86% of Canadians believe initiatives like Canada's Food System can help improve trust in the food system. That tells us something important: public trust is not fixed. It can be strengthened when Canadians are given the opportunity to better understand the people, expertise, innovation, collaboration, and care behind the system that feeds them.

As we look ahead, the question is not simply whether Canadians trust the food system today. The more important question is whether we are doing enough, together, to earn and maintain that trust for the future.

That is the conversation we will continue to lead.

**Lisa Bishop-Spencer**  
Executive Director, CCFI



The 2026 Census  
of Agriculture is here

Complete your questionnaire today.  
[census.gc.ca](https://census.gc.ca)



Canada



Canadian Centre for Food Integrity | 7145 W Credit Ave #202 | Mississauga, ON L5N 6J7 CA

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