

Centre canadien
pour l'intégrité
alimentaire



Canadian
Centre for
Food Integrity

Monthly News & Updates

Public Trust Summit: The countdown is on!

The **2026 Public Trust Summit** is just around the corner. Next week, Canada's food system leaders will come together in Toronto to explore what's shaping trust, how the landscape is changing, and what leaders can do next.

SPEAKERS



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

**The Pressure.
The Risk.
The Response.**



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.

Over two days, we'll dive into these questions and more:

- What does the 2026 Public Trust Research reveal?
- What's shaping public trust in the food system, and what does it mean for our sector?
- How do Canadians decide what feels "right" when it comes to food?
- How can organizations stay relevant and trusted in a rapidly evolving digital landscape shaped by AI?
- How do we bridge the gap between being trusted and being understood?
- What can leaders do to communicate effectively in emotionally charged environments?

With an incredible line-up of speakers, the Summit promises thought-provoking conversations, fresh perspectives and practical ideas for navigating an increasingly complex trust landscape.

Haven't registered yet? There's still time to join us.



Message from the Mayor

I am pleased to welcome everyone participating in the 2026 Public Trust Summit, hosted by the Canadian Centre for Food Integrity.

This year's theme, "Trust Under Pressure: Leading in an Era of Scrutiny," provides a timely opportunity for leaders from agriculture, food, government, academia, research and related sectors to exchange perspectives. Participants will consider how organizations can respond to misinformation, public scrutiny, emerging technologies and changing expectations.

The City of Toronto recognizes organizations that encourage dialogue, knowledge sharing and collaboration on issues of public interest.

On behalf of Toronto City Council, please accept my best wishes for an informative and productive summit.

Yours truly,

Original signed

Olivia Chow
Mayor of Toronto

[Read the original letter](#)

Canadian Queer Agri-Food Network: Building a Diverse Community Across Canada's Food System

The Canadian Centre for Food Integrity is proud to support and celebrate diversity across Canada's food system.

The Canadian Queer Agri-Food Network is a new national initiative supporting queer (2SLGBTQIA+) professionals working across Canada's food system from agriculture and primary production to processing, retail, research, policy, and beyond. The Network was created to help address the isolation, lack of visibility, and uncertainty about whether it is safe to show up as their full selves that many queer professionals continue to experience across the industry.

By creating spaces for connection, visibility, and community, the Network helps members discover one another, strengthen their professional networks, and see themselves reflected across the agri-food ecosystem.



If you are a queer-identifying person working anywhere within Canada's food system or if you represent an organization interested in supporting queer inclusion, you can reach out to: info.cqafn@gmail.com.

Interested in joining the Network?

If you are a queer-identifying person within Canada's food system, [apply to become a member](#).

You can also follow the **Canadian Queer Agri-Food Network** public [LinkedIn group](#).

FOOD FORWARD
SUMMIT

JOIN ME
AT FOOD FORWARD
SUMMIT 2026

LISA BISHOP-SPENCER
Executive Director
Canadian Centre for Food Integrity

I'LL BE SPEAKING ON:
Moving Canada Forward: The
Commitments That Will Shape Our
Food Future

USE MY EXCLUSIVE CODE

LISA50
FOR 50% OFF ALL TICKETS

WHEN YOU REGISTER

GET YOUR TICKETS →

OCTOBER 8, 2026
 THE INTERNATIONAL CENTRE
MISSISSAUGA, ON

foodforwardsummit.com

A reminder for our CCFI community: save 50% on the Food Forward Summit 2026!

CCFI's Executive Director, Lisa Bishop-Spencer, will be speaking at the Food Forward Summit in Mississauga, taking place immediately following CCFI's Public Trust Summit.

On October 8, the Food Forward Summit brings together leaders from Canada and around the world at The International Centre to connect ideas with action and explore new partnerships, commercialization and real market opportunities across the food system.

As a CCFI community partner, you can **save 50% on registration** with code **LISA50**.

Learn more: www.foodforwardsummit.com

5 Powerful Reasons Your Child's Lunchbox Matters More Than You Think



Like many parents, I am all too familiar with the back-to-school question that rolls around every September: what do I put in my child's lunchbox? Something my kid will eat. Something that survives the bus ride and the bottom of a backpack. Something safe and healthy.

But working in Canada's food system has made me think about something else too: everything that had to happen before that food even reached my kitchen counter. As Executive Director of the Canadian Centre for Food Integrity, I spend my time looking at what Canadians know, and don't know, about the system behind their food. I work with leaders across Canada's food system to better understand public expectations and strengthen confidence in the complex and interconnected system that brings food to our tables...

[Read the full article](#) from Lisa Bishop-Spencer, CCFI Executive Director

CCFI on the road this September



September has been a busy month, and I've had the chance to spend a lot of it out talking with people across Canada's food system.

I started the month in St. John's at Cold Harvest / Aquaculture Canada, where I spoke about public trust, innovation, and what it takes to build confidence as the food system continues to evolve.

From there, I travelled to Huntsville for the Canadian National Millers Association. That conversation focused on the public trust environment and what some of the shifts we're seeing mean for the milling sector.

I was back in St. John's on the 23rd for Food Forward Atlantic, where I delivered a keynote called "Permission to Progress." It was a chance to talk about something I think about a lot: the role trust plays in giving Canada's food system the room it needs to innovate, adapt, and move forward.

Ashley has been on the road for CCFI too. At the Animal Health Canada Forum in Ottawa, she led a session on "Understanding Misinformation to Organizational Readiness," looking at how

organizations can better understand the information environment around them and be better prepared when trust comes under pressure.

Then it was off to Calgary for the Tri-National Agricultural Accord, joining representatives from Canada, the U.S., and Mexico for a conversation about misconceptions and public trust in agriculture.

It's been a packed month, but also a really valuable one. These conversations give us the chance to listen, share what we're learning, and bring public trust intelligence into rooms where decisions are being made across Canada's food system.

Lisa Bishop-Spencer
Executive Director, CCFI



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

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email & social marketing for free!