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NEWS RELEASE

## EARNING PUBLIC TRUST

*an interactive working session*

### CAMA TO HOST NORTH AMERICA'S AG AND FOOD LEADERS TO COLLABORATE ON EARNING PUBLIC TRUST

WINNIPEG, MB CANADA – The entire agriculture and food industry, from one end of the value chain to the other, is responsible for earning and maintaining public trust. Earning public trust is about doing the right thing, assurance and verification, and communicating these commitments.

CAMA Manitoba is hosting the agricultural industry at our ***Earning Public Trust – An Interactive Working Session*** professional development event, **April 26 and 27, 2018** in Winnipeg, Manitoba.

**There is no greater challenge facing the entire agricultural industry** than that of earning and maintaining the trust of the consumer. “We saw a real need to provide a collaborative, working environment for CAMA’s diverse membership who represents the entire value chain of agri-marketers, communicators, brand leaders, producer groups, media and government... really the entire industry,” says Robert Mensies, CAMA Manitoba president. “At the event, attendees will learn best practices through some of North America’s most proactive public trust case studies, and we’ll actually facilitate the development of their own public trust strategic plans.”

The day and a half working session will feature representatives from some of North America’s leading agri-businesses, ag representatives and food brands. Speakers will present their marketing and communications case studies, describing how they have contributed to earning the trust of the consumer. In groups, attendees, through a facilitated process and supplied workbook, will work through each case study to reveal the best practices. The additional half-day strategic planning session will use the previous day’s best practices to help attendees apply them in the development of a Public Trust Strategic Plan for their own organization.

Presenters include:

**Hope Bagozzi**, Sr. Director National Marketing for **McDonald's Canada**, who is part of the team behind McDonald's “Our Food. Your Questions.” and “Not Without a Canadian Farmer” campaigns.

**Tim Faveri**, Vice President, Sustainability & Shared Value at **Maple Leaf Foods**, who in this capacity, leads the development and execution of the strategy and initiatives that deeply embed sustainability and shared value into Maple Leaf’s culture and business. Sustainability and shared value provide the framework for Maple Leaf’s purpose – Raise the Good in Food.

**Cherilyn Nagel**, **outspoken farmer**, Past President of Western Canadian Wheat Growers, Facilitator - Real Dirt on Farming, Speaker and International Director of Global Farmer Network.

**Hannah Thompson-Weeman**, Vice President of Communications, **Animal Agriculture Alliance**, an industry-united nonprofit organization that helps bridge the communications gap between farm and fork. Hannah is based in Arlington, VA.

**Owen Roberts**, Research Communications Director at the **University of Guelph**, President of the **International Federation of Agricultural Journalists** and journalist and columnist who regularly discusses urban perspectives on agri-food issues.

**Michael Stebbins**, Director of External Engagement, **Council for Biotechnology Information and GMO Answers**, an organization representing the major plant biotechnology companies, and responsible for public engagement on the benefits of modern agricultural biotechnology. Michael is based in Washington, DC.

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## Contact

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## About the Canadian Agri-Marketing Association

CAMA (Canadian Agri-Marketing Association) is a network of agribusiness marketing and communications professionals from across Canada. With chapters located in Alberta, Saskatchewan, Manitoba, Ontario and Quebec, CAMA offers valuable provincial and national opportunities to people in the agri-marketing industry. Membership consists of manufacturers, retailers, agencies, media, academia, government, other associations and other agriculturally-related firms – all dedicated to improving the marketing and communications sector of the industry throughout the value chain.

Website: <http://www.cama.org/>  
Twitter: <http://twitter.com/camamanitoba>

