

2019 Public Trust Summit

Saskatoon, Saskatchewan
November 13-14, 2019

agenda

Morning Program

Registration & Continental Breakfast *8:00-9:00 a.m.*

Welcome & Objectives of the Day *9:00 a.m.*

Keynote: Out of this World Transparency, Trust
and Collaboration *9:20 a.m.*

Dr. Dave Williams, Astronaut/Author

Break *10:30 a.m.*

Launch of the 2019 Canadian Centre for
Food Integrity Public Trust Research: Public
opinions, online conversations and messages
that work *11:00 a.m.*

Find out the latest trend data building on the CCFI base going back to 2006. Take a deeper dive into online conversations using leading edge research software to help quantify, segment and understand what consumers think and feel about their food and how it's grown

Lunch *12:00 p.m.*

day one

Wednesday, November 13, 2019

day one

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Afternoon Program

Keynote: Elevating Canada's Place within the Global Economy

1:00 p.m.

Dr. Evan Fraser, Arrell Food Institute, University of Guelph

Break

2:30 p.m.

Panel: Food In the News - What works? What doesn't? What can the food system do better? Candid advice from the different views of the panelists.

3:00 p.m.

Moderator: Kim McConnell

Intro: TBC

Mairlyn Smith – Home Economist, TV Personality and Author

John Gormley – New Talk Radio Host, Speaker and Author

Toban Dyck – Journalist for Financial Post and Farmer

Rod Delahey – Glacier Media

Adjourn

4:30 p.m.

Reception

5:30 p.m.

Celebration of Canadian Food with Saskatchewan Flair Award Gala

6:30 p.m.

CCFI Dinner Bell/Food and Farming Champion Award

agenda

Morning Program

Breakfast

7:30-8:30 a.m.

Welcome, Objectives & Call to Action

8:30 a.m.

Breakouts: Four Concurrent

TBC

Round One:
8:50 – 9:50 a.m.

Breakout sessions:

Round Two:
10:00 – 11:00 a.m.

1. Dealing with Tough Topics – Tips and practice on the questions you hope you're never asked - *Cherilyn Jolly-Nagel & Clinton Monchuk*
2. Connecting with Values – Digging deeper on the jobs to be done to effectively engage to earn trust - *Christina Crowley*
3. Navigating Modern Media – Quick tips for successfully engaging media in 2020 and beyond - *TBD*
4. Collaboration - moving from concept to a working reality – what does it take? Toolkit for successful collaboration. - *OECD*

Break

11:00 – 11:15 a.m.

Five thing in five minutes: what have we learned, shared and been inspired by?

11:15 – 12:00 p.m.

Wrap up Insights

12:00 – 12:30 p.m.

Lunch

12:30 p.m.

CCFI member/sponsor feedback session

12:30 – 1:30 p.m.