

AGENDA

Tuesday
October 6

8:00 am Registration & Coffee

9:00 am Welcome & Objectives of the Day

PHASE ONE – THE PRESSURE

9:15 am **The Trust Gap: What Canadians Believe, What They Question, and What Comes Next** – *Dr. Darrell Bricker, Global CEO, Ipsos Public Affairs*

10:15 am Nutrition Break

10:35 am **What Shapes Trust: How Canadians Decide What Feels Right About Food** – *Tim Caulfield, Professor of Health Law and Science Policy, Bestselling Author*

11:35 am **The Invisible Filter: How AI is Reshaping Visibility, Trust, and Relevance** – *Ryan Anderson, Chief Strategist, Northern Army Inc.*

12:15 pm Lunch

PHASE TWO – THE RISK

1:15 pm **Public Trust 2026: Signals, Shifts, and What They Mean for the Food System** – *Ashley Bruner, Director of Research and Stakeholder Engagement, CCFI*

2:30 pm Nutrition Break

2:50 pm **Trusted, But Not Understood: The Risk Beneath the Surface** – *Toban Dyck, Farmer, Writer and Principal at Burr Forest Group*

4:30 pm Day One Wrap Up & Insights

6:00 pm Reception: Food Stations and Hors D'Oeuvres



AGENDA

Wednesday
October 7

7:45 am Breakfast

8:45 am Welcome & Objectives / CCFI Report

PHASE THREE – THE RESPONSE

9:15 am **Public Trust 2026: Deep Insights and What They Reveal -**
*Ashley Bruner, Director of Research and Stakeholder
Engagement, CCFI*

10:15 am Nutrition Break

10:35 am **Beyond Expertise: Why Being Right Isn't Enough to Build Trust -**
*Dr. Brian Goldman, Physician and Host of CBC's White Coat,
Black Art*

11:35 am Wrap up & Insights

12:00 pm CCFI Members Only Lunch and Information Session

