



THE CENTER FOR FOOD INTEGRITYSM TRANSPARENCY SUMMIT 2024

Transparency in Action to Build Trust

Join us on October 22-24, 2024 in Chicago as The Center for Food Integrity and industry leaders come together to create actionable strategies for operationalizing transparency across the food and agriculture value chain.

Building upon the success of our 2023 Transparency Summit, where Transparency emerged as the Cornerstone of Trust, this year's event promises to be even more impactful. Join us as we unite food and agriculture leaders to take tangible steps toward making transparency an integral part of our food system.

Why Should I Participate In The 2024 Transparency Summit?

This year, our focus will shift from the need for transparency to the **actions we can take** as a food system to become more transparent.

Join stakeholders from across the food/ag value chain to **put transparency principles into practice**, through expert-led workshops, round-table discussions and strategy development and sharing best practices to speed progress towards a more transparent, resilient and trusted food system.

Engaging Discussions

Connections

Actionable Insights

What's new this year:

- **Understand what consumers want.** Gain direct insights from consumers themselves about their transparency expectations and why it's crucial for your organization's success.
- **Break down barriers holding you back.** We'll explore specific hurdles impacting transparency in your sector and discuss practical solutions that build trust with internal and external stakeholders.
- **Craft your own transparency action plan.** Take part in a transparency self-assessment tailored to your organization and identify concrete strategies aligned with your unique business goals and stakeholder priorities.
- **Build a culture of transparency.** Acquire the essential skills and tools needed to instill a transparent mindset within your team, fostering a culture of accountability and trust from the ground up.
- **Collaborate with peers.** Join forces with industry leaders in intimate working groups, tackling the complexities of Environmental Sustainability, Regulatory Compliance, and Animal Welfare. From sharing best practices to unveiling cutting-edge tools, you'll leave armed with actionable insights to drive real change.
- **Tools for activating transparency.** Leave with practical tools and strategies to build and enhance transparency across your organization.

Don't miss your chance to be part of this transformative event. Join us in Chicago and let's turn transparency into action, together.

Who Attends The Transparency Summit?



Transparency needs to be part of an organization's culture and purpose to build stakeholder trust.

Some examples of attendees who will benefit the most from this Summit include leaders in:

- Government Affairs
- Corporate Communications
- Farmers/Producers
- Food Safety & Regulatory
- Sustainability/ ESG
- Supply Chain
- Risk Management
- Agribusiness & Finance
- Research & Development
- Innovation
- Marketing
- C-Suite Leadership





DAY 1: Tuesday, October 22, 2024 (all times CST)

5:00 - 7:00 PM: WELCOME RECEPTION

Kick off the Summit with a vibrant reception to network, enjoy cocktails, and set the stage for the engaging days ahead.

DAY 2: Wednesday, October 23, 2024

7:30 - 8:00 AM: SUNRISE POWER BREAKFAST

Fuel up with a hot breakfast buffet and get ready to seize the day.

8:00 - 8:15 AM: WELCOME & OPENING REMARKS

Join CFI leadership as we set the stage for Transparency In Action!

8:15 - 9:30 AM: "GETTING TO ACTION!": AN INTERACTIVE KICK-OFF WITH THE SECOND CITY IMPROV GROUP

Dive into interactive and entertaining sessions with The Second City Improv Group. Kickstart your journey towards transparency in action with practical insights and creative approaches.

9:30 - 10:00 AM: REFRESH AND RECHARGE BREAK

10:00 - 11:00 AM: WHAT DO CONSUMERS REALLY EXPECT FROM THE FOOD SYSTEM?

Engage with a dynamic, live consumer panel discussion exploring consumer expectations for transparency. Gain invaluable insights and ask your questions about transparency and trust in food and how it influences their decisions.

11:00 - 12:00 PM: "WHAT THE NUMBERS SAY" - AN INSIGHTFUL DATA DIVE

Delve into the latest research on consumer demands for transparency. Understand the data-driven insights shaping industry practices and consumer trust.

12:00 - 1:00 PM: LUNCH BREAK

INTERACTIVE WORKSHOP: BRIDGING PERSPECTIVES: TACKLING TRANSPARENCY CHALLENGES TOGETHER

Join us for a dynamic session where we address the complexities of transparency. This workshop offers a unique opportunity to:

- Understand CFI's Transparency Model Principles
- Apply CFI's Transparency Model
- Problem-Solve Collaboratively
- Build A Culture of Transparency

1:00 - 1:30 PM: THE FOUNDATION: THE RESEARCH-BASED CORNERSTONE OF TRANSPARENCY

How transparency principles set the stage for strategy that sticks.

1:30 - 2:30 PM: THE WORK: PUTTING THE PRINCIPLES INTO ACTION

Applying CFI's Transparency Model to real-world challenges through interactive case studies.

2:30 - 3:00 PM: BREAK

3:00 - 3:30 PM: THE LEARNINGS: TABLE REPORTING

Hear tangible next steps from around the room.

3:30 - 4:00 PM: GUIDE TO BUILDING A CULTURE OF TRANSPARENCY TODAY

Discover the key actions to building a culture of transparency across your organization.

4:00 - 5:00 PM: FROM THE RANCH TO WALMART: HOW PARTNERSHIPS DRIVE CHANGE

Hear insights from Walmart and partners on collaborative efforts to enhance transparency in the beef supply chain. Learn how transparency has increased value and reduced friction across a complex supply chain.

5:00 - 7:00 PM: EVENING SOCIAL: COCKTAILS AND HEAVY HORS D'OEUVRES

Relax and unwind with delicious drinks and appetizers while networking with peers.



Day 3: Thursday, October 24, 2024

7:30 - 8:00 AM: MORNING MINGLE BREAKFAST

Start your day with a hearty breakfast and stimulating conversations.

8:00 - 8:30 AM: FACILITATED Q&A: IDENTIFYING BARRIERS TO ORGANIZATIONAL TRANSPARENCY

Review audience survey results and engage in a dialogue on common hurdles hindering transparency. Discuss solutions and best practices based on participant insights.

8:30 - 9:30 AM: REAL TALK: "WE DO THIS EVERY DAY!"

Hear from trusted trailblazers from farm to shelf as they share their unique transparency challenges, and how they address and overcome them. Learn how they define and benefit from being transparent.

9:30 AM - 1:00 PM: "REVOLUTIONIZING THE FOOD CHAIN: THE POWER OF TRANSPARENCY"

Interactive and engaging sessions with experts tackling transparency's most challenging issues "workshopped" in small groups:

- **Session 1: "What Could Possibly Go Wrong?"**
Manage transparency risks and discuss strategies for mitigating challenges by integrating transparency practices.
- **Session 2: "You've Made a Claim, Now Prove It!"**
Explore the complexities of regulatory compliance and the power of verifiable claims. Learn how integrated traceability and verification solutions are essential to building transparent, trusted supply chains.
- **Session 3: "Trust Me! I'm Transparent!"**
Learn transparency's pivotal role within the food system's most trusted companies. Uncover their key strategies and best practices to foster consumer confidence.

1:00 - 2:00 PM: INSIGHTS OVER LUNCH

Enjoy a meal while moderators report back on the lessons learned and answer your questions from the morning sessions.

2:00 - 2:45 PM: "CHANGE IS HARD! HOW TO TAKE THE FIRST STEPS"

Change is hard, organizational change is really hard. Get inspired with practical tools and strategies to embark on or enhance your transparency journey.

2:45 - 3:00 PM: CLOSING THOUGHTS

Reflect on key takeaways and prepare to implement new strategies as you return to your organization.

2024 Speakers and Sponsors



PEPSICO



Summit Sponsorship & Support Opportunities

- Increase your reach and impact on food system transparency with engaged food system thought leaders.
- Put transparency principles into action with stakeholders from across the food/ag value chain.
- Speed progress towards a more transparent, resilient and trusted food system.
- Tailor sponsor deliverables to align with your business goals & objectives.

2024 Transparency Summit Sponsorship Levels



Title Sponsor Recognition Package (\$70,000 and Above)



Platinum Sponsor Recognition Package (\$50,000 - \$69,999)



Gold Sponsor Recognition Package (\$30,000 - \$49,999)



Silver Sponsor Recognition Package (\$15,000 - \$29,999)



Bronze Sponsor Recognition Package (\$10,000 - \$14,999)

Learn More About Sponsorship Opportunities:

Kelly Leighton, VP of Growth & Engagement

The Center for Food Integrity

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The Transparency Summit is a resource of The Center for Food Integrity in cooperation with the Foundation for Food Integrity (FFI). FFI is a 501(c) (3) public charity that conducts research defining consumer expectations, identifying barriers to trust and providing balanced, credible information for building trust across the food system.

Contributions to FFI are tax deductible as allowed by law.