



THE CANADIAN CENTRE FOR  
FOOD INTEGRITY



LE CENTRE CANADIEN POUR  
L'INTÉGRITÉ DES ALIMENTS

E-news June 2017

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## Events

### Upcoming Events

#### “Tackling Transparency - the Truth about Trust”

Join us and help build the momentum to earn public trust in food and farming in Canada September 18-20, 2017 at the Calgary Westin.

Leading research on public trust and transparency, key experts with North American and global insights on trust and collaboration, and a lively panel discussion with millennial consumers telling us exactly what they think are just a few highlights.



#### SUMMIT SPEAKERS



**Charlie Arnot**, CEO, US Center for Food Integrity



**Dr. Jason Clay**, Senior Vice President, Food & Markets, World Wildlife Fund



**Vance Crowe**, Director of Millennial Engagement, Monsanto



**Crystal Mackay**, Canadian Centre for Food Integrity



**Gordon Winkel**, Director, David and Joan Lynch School of Engineering Safety and Risk Management University of Alberta

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### [REGISTER HERE](#)

#### Speaker Spotlight: Meet Dr. Jason Clay, Senior Vice President, Food & Markets, World Wildlife Fund

Jason Clay is a thought provoking speaker who works with some of the world's largest companies to reduce their impact on the environment.

In addition to his work with WWF, he is the author of 20 books and is National Geographic's first-ever Food and Sustainability Fellow. Clay created one of the first US fair-trade ecolabels and has been involved in developing many other standards for commodities such as cotton, shrimp and sugarcane.

Early in his career, Clay received a PhD in Anthropology and International

Agriculture as a result of his interest in sustainability from working on and then running the family farm. Over the course of his career, he worked with the US Department of Agriculture, taught at Harvard and Yale and was awarded the 2012 James Beard Award for his work on global food sustainability. He spent 15 years working on human rights with indigenous people, refugees and famine victims

**Have you registered yet? Early bird rates end July 15<sup>th</sup>.  
Last year's event sold out ...don't be disappointed!  
Register and [BOOK YOUR HOTEL TODAY!](#)**

### **Pitch in.**

Add your organization's name to the growing list of those investing in helping our food system earn trust. Sponsor the CCFI Public Trust Summit today! Email [marthe@foodintegrity.ca](mailto:marthe@foodintegrity.ca).

### **Recent Events**

Here are a few highlights of recent and upcoming events with CCFI presentations sharing insights on public trust research and building support:

- June 5 - Canadian Poultry & Egg Processors Council, British Columbia
- June 14 - Canadian Animal Health Institute, Quebec
- July 10 - Canadian Seed Trade Association, Nova Scotia
- July 11 - 14 - 2017 Global 4-H Youth Summit, Ottawa
- Sept 18-20 - Canadian CFI Public Trust Summit, Alberta
- Sept 27 - Agricultural Bioscience International Conference, Manitoba

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## **News**

### **BestFoodFacts rolls out to urban Canada**

The "New Farm" media partnership with the Toronto Star and MetroNews across Canada is reaching three million urban Canadians every week in print for 21 weeks. Editorials written by Owen Roberts feature a wide range of farmers and food sector partners, innovation and interesting angles for the target audience. Every week polls ask the readers to weigh in on what they think. BestFoodFacts banners anchor the editorial page each week, featuring experts in a Q&A format that range from antibiotics in meat to apple cider vinegar - anything about what's on your plate. In addition to the banners, there are five full page features in the Toronto MetroNews.

See all the editorials and BestFoodFacts banners [here](#).

With sincere thanks to the Canadian Canola Growers for their leadership in this effort.

Interested in investing in this proactive communications effort to extend the reach and duration? Email [learnmore@foodintegrity.ca](mailto:learnmore@foodintegrity.ca).



**Danielle**  
Student and sports enthusiast, Toronto



**"Interesting question - Nutrition does make a difference in how you exercise."**

Food takes time to digest. It is recommended to eat two to three hours before engaging in sporting activity. This allows for both the digestion and absorption of the nutrients and energy from the food to reach the cells of the muscles to be available during your exercise.



**Gordon Zello, PHD**  
Nutrition, Metabolism, Diet and Athletics  
Professor of Nutrition and Dietetics  
at the University of Saskatchewan

Let's continue the conversation #BestFoodFacts · @FoodIntegrityCA · [www.BestFoodFacts.org](http://www.BestFoodFacts.org)

## Share your thoughts!

Farmers provide many services to society. Which is the most important?

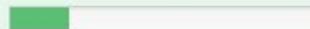
Feed the world

55.59% (756 votes)



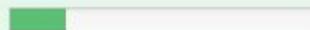
Produce local food and beverages

19.19% (261 votes)



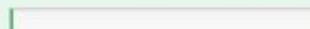
Sustain the environment

18.09% (246 votes)



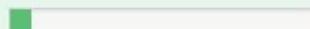
Support rural tourism and recreation

0.37% (5 votes)



Contribute to the economy

6.76% (92 votes)



Total Votes: 1,360

## Jean Szkotnicki to join Canadian Agricultural Hall of Fame

Jean Szkotnicki will be formally inducted into the prestigious Canadian Agricultural Hall of Fame at a ceremony on Thursday, November 30, 2017 in Calgary, Alberta. She will be joined by two other accomplished and talented women, Robynne Anderson and Patty Jones.

The board and staff of the Canadian Centre for Food Integrity wrote a letter of support for this well deserved nomination. Jean was a founding board member of the Farm & Food Care Foundation in 2010, and was a leading advocate for creating the Canadian CFI to help Canada's food system earn public trust.

For more than 25 years, Jean Szkotnicki has led the Canadian Animal Health Institute skillfully balancing the responsibility of advocating for Canadian veterinary pharmaceutical companies with livestock producers. A champion for antimicrobial stewardship, Jean has been instrumental in ensuring antimicrobials are used properly as part of a "one health" approach to human and animal antibiotic use in Canada. She's passionate about building public trust in food and sits on numerous industry boards including the Canadian Centre for Food Integrity and as chair of the animal health product regulatory advisory committee to Health Canada and the Canadian Food Inspection Agency. Jean Szkotnicki was nominated by the Canadian Animal Health Institute.



Szkotnicki (left) presents Crystal Mackay with the Canadian Animal Health Institute Industry Leadership Award. Write something brief and catchy, compelling them to open the email.

## Mackay named 2017 Canadian Animal Health Institute Industry Leadership Award Winner

Crystal Mackay, President of the Canadian Centre for Food Integrity, was presented with the Canadian Animal Health Institute's (CAHI) Industry Leadership Award at its Annual Meeting recently. As she was presented

with the award, CAHI President Jean Szkotnicki reflected on Mackay's influence and many contributions to the Canadian agriculture and food industry, as well as to the animal health sector.

"Crystal is a leader within the agri-food industry who helps us to understand the importance of talking about our day-to-day work with the Canadian public. Her vision for building public trust in food and farming across Canada means she has led many initiatives from Farm & Food Care to the new Canadian Centre for Food Integrity that have given us the communication tools we need to speak out about, such as 'The Real Dirt on Farming' resources," said Szkotnicki.

As an avid advocate for agriculture and food, Crystal is no stranger to the animal health sector and has helped to change the language used to speak about animal health and welfare practices into lay terms more easily understood by the Canadian public. Crystal and her team have delivered many information sharing sessions between farmers, food processors and retailers to spark a conversation between supply chain partners about topics such as antimicrobial use in farm animals. Under her leadership, industry partners have been given many social media tools, web resources, blogs and training to be able to communicate about many farm and food production practices.

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## Public Trust Research

### CCFI Public Trust Research Insights & Actions

In 2016, Canadians rated the rising cost of food and keeping healthy food affordable as the top two overall life concerns - higher than health care, energy and the economy.



When asked if they believed Canada has one of the most affordable food supplies in the world, only 13% strongly agreed. The vast majority were unsure or disagreed.

These are extremely powerful messages from consumers. The statistics show Canada actually does enjoy one of the lowest food costs in the world, yet our consumers don't see it that way.

If you work in any aspect of agriculture or food production, inputs, processors or retailing - think about how you position your work related to

the end goal of providing healthy, affordable food for Canadians. Put a new filter on some of your communication and advocacy efforts to include "healthy, affordable food". If it's a fit for your work, include local, grown close to home or Canadian to strengthen it even further. Think about what a positive position of strength it is to be part of a sector that is addressing the most important concerns of Canadian - working to provide healthy, affordable food.

Read the summary of the [2016 CCFI Public Trust Research Report](#). Full research results and customized presentations are available to CCFI members.

**What next?** Join us at the CCFI Public Trust Summit September 18-20<sup>th</sup> for the release of the 2017 CCFI Public Trust Research, with a focus on transparency and millennials.