



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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La version française suit

Canadian Centre for Food Integrity builds with new leadership Announces inaugural board members and elects new Chair

Guelph – The new Canadian Centre for Food Integrity (CCFI) elected inaugural board members from across Canada recently to build its mandate to help Canada's food system earn trust. CCFI provides a support service to assist Canada's agri-food sector earn public trust by coordinating consumer research, resources, dialogue, and training.

The new CCFI board has named its first six directors, from west to east: Dave Eto (Naturally Splendid, BC), Kim McConnell (AdFarm, AB), Adele Buettner (AgriBiz Communications Corp, SK), Gwen Paddock (Royal Bank, ON), Sylvie Cloutier (Conseil De La Transformation Alimentaire Du Quebec CTAQ, PQ), and Mary Robinson (potato farmer, PEI). Three former Farm & Food Care Canada directors (Bruce Christie, Carolynne Griffith and Ian McKillop) are also members of the inaugural board but will be transitioning as additional directors are added to the board over the next few months.

The board is a key step in the development of a solid business model for CCFI, with a smaller, skills-based and governance-focused group of directors. The CCFI leadership model will also include a larger Advisory Council with representation from many sectors, partners, NGOs, academia and government to provide insights and strategic thinking to the board and staff team. Development of the Advisory Council is now underway.

Crystal Mackay will assume the role as President of the Canadian Centre for Food Integrity.



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Kim McConnell was elected the Chair of the Canadian Centre for Food Integrity. “There is both a need and a strong desire for a coalition approach and shared investment model for more effectively earning trust in Canadian food and farming for the future,” McConnell stated. “We are ready to get to work and deliver on CCFI’s important mandate to help support our many partners and the Canadian food system to earn trust.”

Find out more and help build the momentum for earning public trust in food and farming in Canada by attending the upcoming Canadian CFI Public Trust Summit ‘Tackling Transparency – The Truth about Trust’ in Calgary on September 18-20, 2017. Register today at www.foodintegrity.ca

The Canadian Centre for Food Integrity helps Canada’s food system earn trust by coordinating research, resources, dialogue and training. Our members and project partners, who represent the diversity of the food system, are committed to providing accurate information and working together to address important issues in food and agriculture. The CCFI does not lobby or advocate for individual companies or brands. For more information sign up for the CCFI e-news and visit www.foodintegrity.ca

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