



February 2018 E-News
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NEW Food Loss + Waste Cost-Share Program for Canadian Food & Beverage Manufacturers

Canadian Centre for Food Integrity and Provision Coalition are pleased to invite food and beverage manufacturers from across Canada to join us and learn about a new cost-share program that will tackle food loss and waste in manufacturing facilities.

Join us March 5th to secure your spot for participation in the program.

The **first 50 food and beverage manufacturers** enrolled in the program will receive 50-85% cost share (total project value of \$10,000) for a facility food loss and waste assessment that will identify operational cost savings.

CCFI will be researching both consumer and manufacturer views on food loss and waste, with a public trust lens.

When: March 5, 2018
12:30 - 3:00pm - *includes lunch*

Where: Food & Consumer Products of Canada
2700 Matheson Blvd E, Mississauga

Can't join us in person? Livestream access available

[View full details](#) or [Register online here](#)

This workshop is being funded as part of a grant provided by the Walmart Foundation.



NEWS

Why are canola growers investing in public trust?

Read about why Canadian canola growers helped to establish the new Canadian Centre for Food Integrity and why they feel investing in public trust is important for the whole food system for the future.

[Canola Digest, January 2018](#)

Canada's Ag Day Success!

Canada's Agriculture Day was created to celebrate our food and the people who make it happen on February 13th. Public trust and collaboration were two key themes heard throughout the main event hosted by Farm Credit Canada's Agriculture More than Ever in Ottawa, and on social media reaching millions with #CdnAgDay.

CCFI was well represented at the Ottawa celebration and on the agenda. Board Member Sylvie Cloutier, Quebec Food Processors Council CTAQ, presented on the opportunities in food trends. A second board member, Mary Robinson, a potato farmer and agri-business owner from PEI, was part of a dynamic panel of female farmers sharing their personal views and insights; and our Chair, Kim McConnell was recognized for his recent induction into the Order of Canada.



Listen to a live on location interview with CCFI President Crystal Mackay on RealAgriculture.com that aired on Sirius Radio on the value of Canada's Ag Day and the opportunities to take the conversation beyond the food system to consumers. [Listen here](#)

EVENTS

Research Webinar: Consumers Ditch Diets for Year-Round Health

The public's interest in the relationship between diet and health continues to intensify, according to new research from The US Center for Food Integrity. Join Roxi Beck for "Consumers Ditch Diets for Year-Round Health: How to Leverage the Shift to Connect." Research Webinar **Tuesday, February 27th from 10 to 11 a.m. CT.**

This webinar is \$99 USD. Click here to [Register](#)

Earning Public Trust - An Interactive Working Session in Manitoba

The Manitoba chapter of the Canadian Agri-Marketing Association is hosting the agricultural industry at "Earning Public Trust - An Interactive Working Session" professional development event April 26-27, 2018 in Winnipeg.

"We saw a real need to provide a collaborative, working environment for CAMA's diverse membership who represents the entire value chain of agri-marketers, communicators, brand leaders, producer groups, media and government... really the entire industry," says Robert Mensies, CAMA Manitoba president.

CCFI is pleased to be a strategic partner with CAMA Manitoba as they host this forum in the true spirit of our mandate to help our food system earn trust. Be part of the dialogue! [Read more here...](#)

CCFI 2018 Public Trust Summit - From Insights to Actions

Join us in Gatineau, Quebec **November 13-14th** as we go from "Insights to Actions" with this year's Public Trust Summit. Learn from leading experts. Connect with others from across the food system. Get energized to act as we all aim to move the bar on public trust in our food system for the future!

Look for details and registration coming soon.



OUR PARTNERS

Food & Beverage Canada Launched

Two provincial members of CCFI, Food & Beverage Ontario and CTAQ, have worked together with many others to help launch the new Food & Beverage Canada. This new organization representing over 1500 food and beverage manufacturers in Canada, "United to nourish the world", will work to be the national voice for this vital sector of Canada's economy. [See full article...](#)

CCFI Member Base Growing in the Right Direction

The Canadian Centre for Food Integrity membership has doubled in the 18 months since launch - growing from 18 to 36. We are pleased to welcome our newest provincial government partners, the Manitoba Department of Agriculture and the New Brunswick Department of Agriculture, Aquaculture & Fisheries.

CCFI is funded by the diversity of the food system from coast to coast - from our members ([click here](#)), to hundreds of program partners and individuals like you who make charitable donations. With our sincere gratitude to all of you who contribute to help Canada's food system earn trust.

Welcome to the table

Is your name on the list yet? Join us. Add your voice and investment to help build the momentum for the future of earning public trust in Canada's food system. Become a member, partner or make a charitable donation today!

[Donate here](#) or email learnmore@foodintegrity.ca to discuss options best for you.

Canadian Centre for Food Integrity

www.foodintegrity.ca

519.265.4234 | learnmore@foodintegrity.ca

