



January 2018 E-News  
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## What do we need to know about trust building transparency?

Companies and organizations must share information - both positive and negative - that is accurate, easily understood and relevant to consumers. Transparency is defined in the 2017 CCFI Public Trust Research as, "providing the type and amount of information, using language and terms that are easily understood, that helps you make informed decisions." Canadians identified accuracy as the most important element of transparency.

## SEVEN ELEMENTS OF TRUST-BUILDING TRANSPARENCY



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Interested in knowing more?

Download copies of the 2017 and 2016 CCFI Public Trust Research summaries in French or English or listen to webinars of the highlights at [www.foodintegrity.ca](http://www.foodintegrity.ca)  
CCFI members can contact us to access the detailed research and customized insights to best inform your work directly.



## NEWS

### Canadian Centre for Food Integrity (CCFI) Seeks a Research & Membership Coordinator

Are you passionate about public trust in food and agriculture with a strong interest in understanding consumers? Do you consider yourself a positive, collaborative thinker who enjoys working with a small fast-paced team? Then we have an opportunity for you with the Canadian Centre for Food Integrity!

Check out the job posting here, <https://www.linkedin.com/jobs/view/564709488/>



**"Should I be eating - before or after exercise?"**  
With the summer season fast approaching, I have been thinking about my exercise routine. When should I be eating - before or after?  
**Danielle**  
Student and sports enthusiast, Toronto

**Best Food Facts**

**"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)

CCFI has been investing in providing Canadian content and experts in the Best Food Facts Resources. There are currently twelve Canadian experts on Best Food Facts to answer questions from a wide range of topics, with more being added.

Dr. Gordon Zello is a Canadian expert from the University of Saskatchewan who specializes in human nutrition. Dr. Zello released the first Best Food Facts article of the year to help you accomplish your New Years resolutions.

[Food for Fuel: Choosing the Right Food to Get Moving](#)



## OUR PARTNERS

### CCFI is Growing

The Canadian Centre for Food Integrity was launched with 18 founding members who helped to bring this work to Canada in June 2016. We have grown to 34 members by the end of 2017. With a warm welcome to our newest members:

- BC Agriculture Council
- Ontario Ministry of Agriculture, Food & Rural Affairs
- PEI Federation of Agriculture
- Syngenta Canada Inc.

In addition to our members, we have hundreds of program partners and individual donors who contribute to help Canada's food system earn trust. With thanks to all our funding partners for your investments.

## **Introducing...Farm & Food Care PEI**

Farm & Food Care PEI (FFCPEI) is a coalition of farm families, food processors, restaurants, food retailers, agribusinesses, and other food partners working together to tell the story of PEI's food - from production to consumption. PEI boasts excellent food brought to residents and visitors by a myriad of incredible individuals that are passionate about providing us with safe, healthy, and delicious food. Together we provide credible and accurate information on food and farming in PEI.

FFCPEI's efforts will be focused on strengthening the connection between people and their food - across the entire supply chain - through a variety of initiatives. These initiatives will include resource development; public outreach and communications; training opportunities and workshops; and events that provide a venue for the people to interact and engage with those involved in producing their food. We want to have a conversation with Islanders about their food and to be a resource for fact-based information on food and farming.

PEI is the third province to launch Farm & Food Care. Farm & Food Care Ontario was established in 2012 followed by Farm & Food Care Saskatchewan in 2014. Follow us on twitter@FarmFoodCarePEI to join the conversation about the food we love and the people who produce it!

## **Welcome to the table**

Invest in the future of earning public trust in Canada's food system by supporting the new Canadian Centre for Food Integrity. Become a member, partner or make a charitable donation. [Donate here.](#)

**Canadian Centre for Food Integrity**

[www.foodintegrity.ca](http://www.foodintegrity.ca)

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