



March 2018 E-News

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### New Canadian Expert Joins Best Food Facts

Welcome Dr. Michael Deyholos as the newest Canadian expert added to the Best Food Facts online resource centre. He is a Professor and Department Head of Biology at the University of British Columbia, Okanagan Campus, with expertise in plant genetics, genomics, fibre crops, flax and cannabis.

Through his research, Michael is passionate about the responsible use of technology to improve the availability of high quality food, with less environmental impact.



When we asked Dr. Deyholos why he chose to become a Best Food Facts expert, this is what he had to say, "Like the name says, Best Food Facts is all about evidence-based information about what's in our food. This helps to balance much of the misinformation on the internet."

Read the new [2017 Best Food Facts Program Report](#) to find out more. This resource was meant to be shared. **What can you do to help share this credible content vehicle on your site and through your online channels?**

## NEWS



### Taking Action on Food Loss + Waste

The Canadian Centre for Food Integrity & Provision Coalition have launched a new one-year national [Food Loss + Waste Cost-Share Program](#). This program is exploring attitudes towards food loss + waste and incenting 50 Canadian food & beverage manufacturers in implementing prevention and reduction strategies.

To learn more about the new research into Canadian perceptions of food loss + waste view:

- [FLW Public Trust Research](#) - Crystal Mackay, President, Canadian Centre for Food Integrity

To learn more about the program view:

- [Program overview](#) - Cher Mereweather, Executive Director, Provision Coalition
- [Overview of Facility FLW Assessments](#) - Bruce Taylor, Enviro-Stewards


For further information about the program and to register please contact [Marcy Lillard](#)

## CCFI Welcomes New Research Coordinator

Coordinating and communicating about public trust research is a key role of CCFI as a service provider to help Canada's food system earn trust. We are pleased to welcome Ashley Bruner to our CCFI staff team in the newly created position of Research Coordinator. Ashley is excited to bring her market research and public policy experience to the team.

After completing a Master of Public Policy at Simon Fraser University, Ashley joined one of Canada's largest market research companies - Ipsos. For the past six years, most recently as a Senior Research Manager in Public Affairs, she has worked on hundreds of research projects for clients in the public, private, and non-profit sectors. Ashley has experience with a wide range of research methodologies ranging from online, telephone, focus groups, in-depth interviews, and town halls.

Ashley understands that every single data point represents a real person's opinions and views. With this, she is excited to leverage CCFI research findings into actionable insights to help Canada's food system stakeholders better understand and meet the needs of the public they serve.




## EVENTS

### CCFI 2018 Public Trust Summit - From Insights to Actions

Join us in Gatineau, Quebec **November 13-14<sup>th</sup>** 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

### Farm & Food Care Ontario Annual Conference

Farm & Food Care Ontario is celebrating 30 years of public outreach and industry support at its Annual Conference and Speakers' Program on April 11, 2018. The event is being held at Country Heritage Park in Milton ON.

The day's keynote speakers include Simon Haley - an agricultural communications expert helping farmers in the United Kingdom create proactive and defensive

outreach strategies to counter campaigns by special interest groups - and Tamar Haspal, an American oyster farmer and veteran Washington Post journalist specializing in food issues and the need for a de-polarized food discussion.

The conference will also look back at the organization's success since its inception in 2011 - as well as those of its predecessor organizations, the Ontario Farm Animal Council (OFAC) and Agriculture Groups Concerned about Resources and the Environment (AGCare).

To reserve tickets or learn more, [click here](#)

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## Welcome to the CCFI table

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 CCFI member, partner or make a charitable donation today!

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

### Canadian Centre for Food Integrity

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