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Canadian Centre for Food Integrity announces change in leadership

GUELPH – After more than a decade of leading industry associations, Canadian Centre for Food Integrity (CCFI) President Crystal Mackay has advised the CCFI Board of her decision to pursue a career change and will therefore step down following the CCFI’s annual meeting at the end of April.

“Crystal has been a catalyst in building public trust in food and farming”, stated Kim McConnell, CCFI Chair. “CCFI and the Canadian public trust initiative has benefited significantly under Crystal’s leadership. We would like to extend our sincere appreciation to Crystal for her leadership on behalf of the board, staff and extensive network of CCFI partners across Canada’s agri-food system. She has truly been a pioneer in shaping the vision and implementing a unique whole-food system approach to earning trust.”

While Mackay is leaving her position at the CCFI, she remains committed to its vision, and is a strong supporter of the role the CCFI plays in the next phase of the Canadian food system’s trust building journey and intends to remain engaged with its initiatives. “I have really enjoyed the leadership role I played with the Canadian Centre of Food Integrity,” stated Mackay, “and I am committed to support this important organization and the public trust cause as I pursue my interests and passions for public speaking, communications and training & development.”

The CCFI Board and staff are committed to continuing to build the strength of the CCFI and its mandate as a service provider to help Canada’s food system earn trust. This includes a solid transition plan and assurance of delivery on services and value for its funders and partners. A search for a new President will be underway in the near future.

The Canadian Centre for Food Integrity is a non-profit organization that 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. www.foodintegrity.ca

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