



Farm & Food Care Canada transitions to Canadian Centre for Food Integrity to help Canada's food system earn trust

April 20, 2017, Guelph ON - The Farm & Food Care Canada board of directors has evaluated its mission, vision and organizational structure and transitioned to the Canadian Centre for Food Integrity (CCFI).

The importance of building public trust in Canada's food system is intensifying. The food system is seeking assistance to earn trust and to align resources. The Canadian Centre for Food Integrity with its research, training and consumer support services is well equipped to provide valuable expertise and support to the entire food system.

"We launched the Canadian CFI in June 2016 and after much consideration and consultation feel that this is the right strategic direction and organizational model that's needed to help Canada's food system earn trust in the future," stated Ian McKillop, Chair. "This refined focus will strengthen the CCFI's trust earning services and provide enhanced support for Farm & Food Care Ontario and Saskatchewan, and many other agri-food sector partners working in this area."

The new Canadian CFI is funded by partners and individuals from across the food system and across the country. It will be governed by a small Board of Directors, with a focus on operational excellence, and a larger Advisory Council representative of the entire agri-food chain. The Farm & Food Care Canada board will serve as the transition board for the new CCFI until the new Board and Advisory Council is in place in the next few months.

You can learn more and be part of the progress along with farm and food system leaders from coast to coast and across all sectors at the CCFI Public Trust Summit: "Tackling Transparency – the truth about trust." Program highlights include the release of the 2017 public trust in food and farming research and a live millennial consumer panel. Register now for the CCFI Public Trust Summit in Calgary, September 18-20 at www.foodintegrity.ca

Farm & Food Care Canada was created in 2010 as a charity with the mandate to build public trust in Canadian food and farming. The new Canadian Centre for Food Integrity was launched in 2016 as a program of Farm & Food Care Canada, and an affiliate of The Center for Food Integrity, created in the United States in 2007.

The Canadian Centre for Food Integrity is a not-for-profit organization that helps today's food system earn trust. 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 visit www.foodintegrity.ca

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