



THE CANADIAN CENTRE FOR
FOOD INTEGRITY



Helping Canada's food system earn trust

BECAUSE IT MATTERS

Today's food system faces more challenges and the importance of public trust and social license have never been more prevalent. Be proactive, get connected and learn how to effectively engage with your most important audiences through membership in the Canadian Centre for Food Integrity (CCFI).

Become a member and join the unified effort to build public trust and confidence in Canadian food and farming today.

THE BENEFITS ARE YOURS

Shared intelligence - to guide your business priorities

Canadian CFI Public Trust Research

What are they thinking? How best to communicate? The Canadian Centre for Food Integrity Public Trust Research benchmarks consumer attitudes about today's food, with a comparison to U.S. and Canadian data gathered since 2001. Canadian CFI members invest in this research together for a valuable base of shared knowledge that benefits all food system stakeholders.

Value for you

Members can use this quantitative research to become more proactive in addressing key food system issues like affordability, nutrition, food safety, animal welfare, and environment, through identifying key target consumer segments (Early Adopters, Moms, Millennials, Foodies), their perceptions of believability, confidence, and trust for each value chain player, and how to effectively communicate with them to "balance the conversation".

Networking & knowledge – across sectors, through value chains, from farm gates to our dinner plates

Canadian Centre for Food Integrity Summit

People make things happen, and the first step to success in a unified effort for the food system is getting to know stakeholders from across the value chain. A unique opportunity for food system leaders to gather and delve into current issues related to food and farming – globally and here at home in Canada. Learn how to more effectively reach consumers with the right messages and messengers, with practical insights from various leading experts, companies and organizations.

Value for you

Members can uniquely tap into a turnkey network that is deep across their full value chains – ever more important today to be fully informed on issues, progress, and pressure points across value chains and sectors.

Credible & current information – for you, your colleagues and your customers

BestFoodFacts.org

Consumers can have their questions answered by food system experts who serve up balanced, credible information. Currently populated by over 200 U.S. experts, this site has been expanded with Canadian experts on topics of interest to the public about their food – ranging from processed foods to gluten and GMOs. As more Canadians and the media look to third party sources for trusted answers, directing questions to a well-referenced, professional website is an effective and resource efficient option.

Value for you

Over 700 consumer questions about systemic food system issues have already been answered. CCFI members can access this rich and growing database of balanced, best in class answers by linking their own websites and intranets to BFF so that consumers and staff have easy access."

Animal Care Review Panel

The Animal Care Review Panel (ACRP) process provides a balanced analysis of undercover on-farm investigation videos. The ACRP engages recognized animal care experts to examine video and provide expert perspectives for food retailers, the agri-food industry and media.

Value for you

The Animal Care Review Panel process is only available to CCFI members, and can't be requested by a company. The panel reports provide a valuable tool for both crisis communications and helping food system partners determine next steps in a very timely credible manner.

Engage Training

Engage Training equips participants with the tools to help them more effectively communicate with consumers and customers to build trust using the power of shared values. Our peer-reviewed and published research shows that connecting through values is three-to-five times more powerful in building trust than simply sharing facts. Designed as an interactive training program, we can tailor the training to your specific needs and audiences, and to busy schedules.

Value for you

Members learn how to optimize their engagement with key stakeholders as they seek to be understood and to understand.



And more...insert your ideas here.

The investment in working together with fellow food system leaders from across the supply chain and across the country is valuable, yet somewhat difficult to measure. In addition to the specific benefits outlined, membership includes tailored presentations, discounts to the Canadian Centre for Food Integrity Summit and invitations to other webinars or conferences. As the Canadian CFI business model grows, we welcome your input and ideas on how to work better together.

MEMBERSHIP OPPORTUNITIES

Choose a membership category that's right for you.

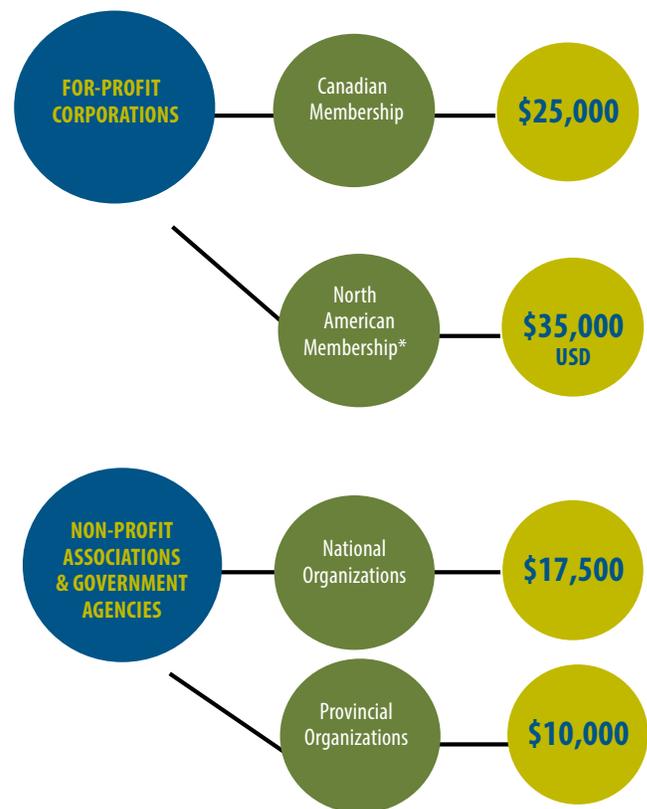
- For-Profit Corporations – Canadian or North American
- National Organizations and Governments
- Provincial Organizations and Governments

Be proactive. Get in the know. Invest in the conversation on food and farming for the future.

Join your fellow food system leaders and become a member of the new Canadian Centre for Food Integrity today.

JOIN AN IMPRESSIVE LIST OF PROFESSIONALS
DEDICATED TO A THRIVING CANADIAN FOOD INDUSTRY

ANNUAL MEMBERSHIP DUES



THE CANADIAN CENTRE FOR
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HELPING CANADA'S FOOD SYSTEM EARN TRUST

www.foodintegrity.ca

Email: learnmore@foodintegrity.ca