



THE CANADIAN CENTRE FOR  
**FOOD INTEGRITY**



ANNUAL REPORT 2017



*Welcome to our table*











# MENU

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## MESSAGE FROM THE CHAIR

2017 was a year for putting the pieces in place to make the Canadian Centre for Food Integrity a valuable service provider to Canada's food system, and help advance public trust in food and farming.

Considerable progress was achieved. With the help of many partners from coast to coast, the Canadian Centre for Food Integrity established a presence, strengthened its structure, and delivered valuable services. A strong board of directors is guiding the enterprise, and the management team, while small in number, are focused on delivering value to both members and the food system overall.

The 2017 Public Trust Research unveiled Canadian consumer perceptions. It also conveyed the importance of tackling transparency and uncovering new ways to build trust. The Public Trust Summit, held in Calgary in September, attracted a passionate group of leaders from across Canada and all sectors of our food system. Ideas and struggles and success stories were shared. New strategies and actions are starting to emerge.

The Canadian Centre for Food Integrity hosted a number of webinars and provided training and presentations to members and their customers across the nation. Look for other highlights and achievements from 2017 outlined in this annual report.

We would like to thank every member, donor and funding partner as well as the Board of Directors and the staff team for their leadership and solid commitment to excellence.

2017 was a good year. And 2018 promises to be even greater as the Canadian Centre for Food Integrity refines its services to further meet the needs and expectations of a growing industry.

The journey continues...

**Kim McConnell, C.M.**  
Chair



THE CANADIAN CENTRE FOR  
FOOD INTEGRITY

## MESSAGE FROM THE PRESIDENT

The best conversations about food happen around the kitchen table, where families and friends gather to share stories with those they care about most. If we extrapolate that to the business world, the Canadian Centre for Food Integrity was created to host those same kinds of conversations.

2017 was a year of building. Our four strategic priorities – our table legs – keep CCFI's focus narrow and strategic to best deliver on our mandate.

### Building our core business

Earning trust is a big picture goal that requires a strategic approach, with funding and support from a wide range of individuals, organizations and sectors. We are creating a stronger organization through a solid funding base and partnerships representing the diversity of our Canadian food system.

### Public trust research

Beginning with the end in mind, our research is designed to help our food system partners better understand Canadian consumers' concerns and expectations. This research is meant to be shared, with actionable insights on how to improve.

### Forums for dialogue

We bring food system stakeholders to the table. Events like the national Public Trust Summit are unique opportunities for the entire food system to come together, connect and learn.

### Resources

Creating and sharing credible 'foodie friendly' content is what's needed to truly raise the bar on public trust. Best Food Facts gives credible experts a voice across many online channels where Canadians look for information on their food choices.

With gratitude to those who helped build this organization – and a warm welcome to those who may yet join us. The table is set and we're ready for conversations about food, public trust, and what you can do to ensure support for Canada's food system for the future.

### Crystal Mackay

President

# CANADIAN CENTRE FOR FOOD INTEGRITY BOARD OF DIRECTORS

The Canadian Centre for Food Integrity (CCFI) is governed by a skills-based board of directors. Individuals elected to the board bring a wealth of expertise from all parts of the food system, and across Canada. Many thanks to these dedicated individuals for making CCFI's inaugural year a success.



**Kim McConnell C.M. – Chair**

*Founder of AdFarm*

**Alberta**

Kim is a founder and the former CEO of AdFarm, one of the largest agricultural marketing communications firms in North America. Kim has led national and international brand and marketing assignments for many respected national and international agriculture and food companies, and has been the catalyst behind many major industry ventures including an initiative to build greater public trust in food and farming. In 2012 he was inducted into the Canadian Agricultural Hall of Fame, and in 2017 he was appointed a Member of the Order of Canada, Canada's highest civilian award. Kim remains involved with AdFarm, but is also a director on a number of corporate and volunteer boards – including Calgary Stampede Foundation, 4-H Canada, and CCFI. Through it all, Kim continues to be passionate about agriculture, food, youth and the entrepreneurial spirit.



**Adele Buettner**

*Founder and President, AgriBiz Communications Corp.*

**Saskatchewan**

Adele is a passionate foodie and farm girl raised on a grain and beef farm near Saskatoon. Adele founded AgriBiz in 1993 which serves the management, marketing and communication needs of agriculture and food organizations and businesses from across North America. Over her 25 years in business, Adele has also been an active volunteer and has provided leadership on a variety of boards including Past President of both Ag in the Classroom and Saskatoon Prairieland Park. She is also the Immediate Past Chair of SaskTel Centre and past executive member of Canadian Western Agribition, among others.



**Gwen Paddock**

*National Manager, Agriculture and Agribusiness for RBC Royal Bank*

**Ontario**

Gwen was born in Guelph, Ontario, and raised on a beef cow-calf farm. Her career encompasses positions in account risk, and sales management at businesses throughout Southwestern Ontario. In her current role, Gwen focuses on client strategy development for agriculture and agribusiness markets.





**Sylvie Cloutier**

*CEO, Quebec Food Processing Council (CTAQ)*

**Quebec**

Since 2010, Sylvie has been the Chief Executive Officer of the Quebec Food Processing Council (CTAQ). Sylvie was first Vice-President of Communications and Public Affairs at CTAQ between 2003 and 2010. Prior to joining CTAQ, she was Vice-President of Communications for the Canadian Council of Grocery Distributors and Executive Director of the Canadian Grand Prix New Products Awards from 1999 to 2003.



**Dave Eto**

**British Columbia**

Dave has served as Vice Chair and Chair of the BC Food Processors Association for over nine years, and has participated in numerous governmental advisory committees – such as the Food Safety Stakeholder group and Agri-food Advisory Council that introduced the provinces Agri-food and Seafood Growth Strategy in November 2015. He has also had leadership roles in the dairy sector in BC over many years. Dave's diverse and extensive experience in the food sector lead him to join CCFI's board helping to enhance the knowledge and understanding by Canadians and the importance of our food system.



**Mary Robinson**

**Prince Edward Island**

Mary grew up very involved in her sixth generation family farm in Augustine Cove, Prince Edward Island. She continues to be involved with her family agribusiness. Mary sits on numerous boards – such as the Canadian Federation of Agriculture, and is the Chair of the Canadian Agricultural Human Resource Council. Mary is a past President of the Prince Edward Island Federation of Agriculture and is the 2017 recipient of the PEI Women's Institute's Women Outstanding in Agriculture Award.



**Rory McAlpine**

*Senior Vice President, Government and Industry Relations, Maple Leaf Foods*

**Ontario**

Rory has served in senior positions in both government and the food industry. He holds a master's degree in economics from Scotland's University of St. Andrews bringing a global perspective to the table. Rory provides leadership for a number of boards and committees, including Food and Beverage Canada, Food and Beverage Ontario, VIDO-InterVac (University of Saskatchewan), and the Maple Leaf Centre for Action on Food Security.

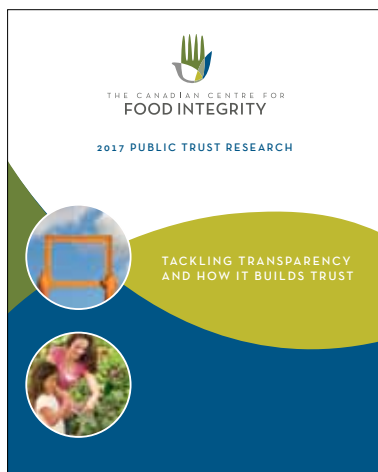
# *Talking to Canadians*

In 2016, the CCFI research confirmed that connecting with shared values leads to trust. The 2017 work showed that demonstrating transparency is expected of the entire food system, and can also lead to earning trust.









# 2017 PUBLIC TRUST RESEARCH

## What's on the menu? Transparency and accuracy, served with a side of uncertainty.

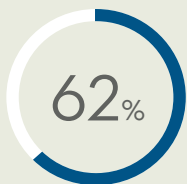
Food companies are considered one of the least trusted sources for food information, but are also held most accountable by Canadians. The 2017 Public Trust Research built on our work launched in 2016 by taking a deep dive into how food companies can use transparency to build trust.

In 2016, the CCFI research confirmed that connecting with shared values leads to trust. The 2017 work showed that demonstrating transparency is expected of the entire food system, and can also lead to earning trust.

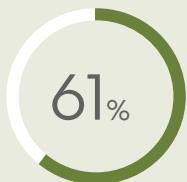
## SEVEN ELEMENTS OF TRUST-BUILDING TRANSPARENCY



©2017 The Center for Food Integrity



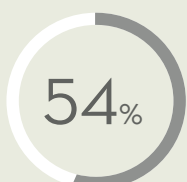
Rising Cost of Food



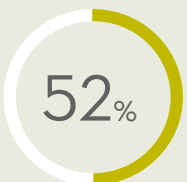
Keeping Healthy Food Affordable



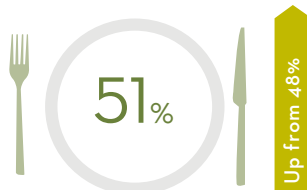
Rising Energy Costs



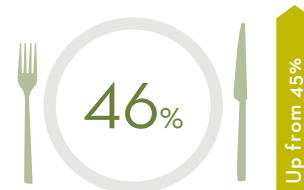
Rising Health Care Costs



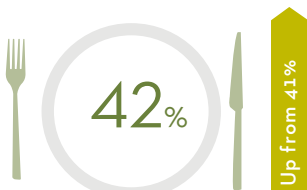
Safety of Food Imported from Outside Canada



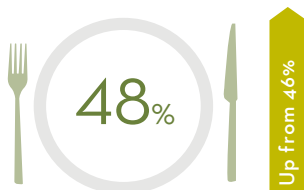
I am personally concerned about the use of hormones in farm animals.



I am personally concerned about drug residues in meat, milk, and eggs.

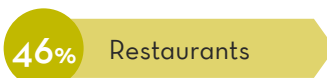
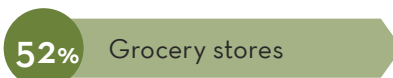
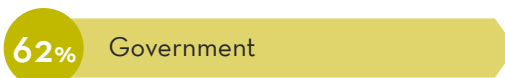
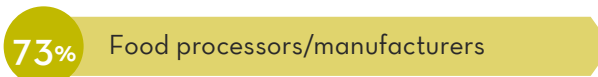


I am personally concerned about eating food that comes from genetically engineered crops.



I am personally concerned about the use of pesticides in crop production.

## Who is responsible for transparency?





## TALKING TO HIGH SCHOOL STUDENTS

To help shape future efforts in promoting careers in the agri-food sector, Agriculture in the Classroom Canada's 2017 think AG Teen Career Inquiry Survey asked 1002 teens for their perspective on Canada's food industry. Through a partnership with the Canadian Centre for Food Integrity, the students were also asked questions from the CCFI Public Trust Research to compare their demographic's unique views to that of the general public.

The teens that believed the food sector is on the right track were more interested in agriculture careers than those who thought the food sector is on the wrong track.

"The connection between increasing trust in agriculture and food and opening young peoples' minds to options for careers in this field is clear. There is a great opportunity to connect with half of teens who are unsure what to think when it comes to their food and how it's grown."

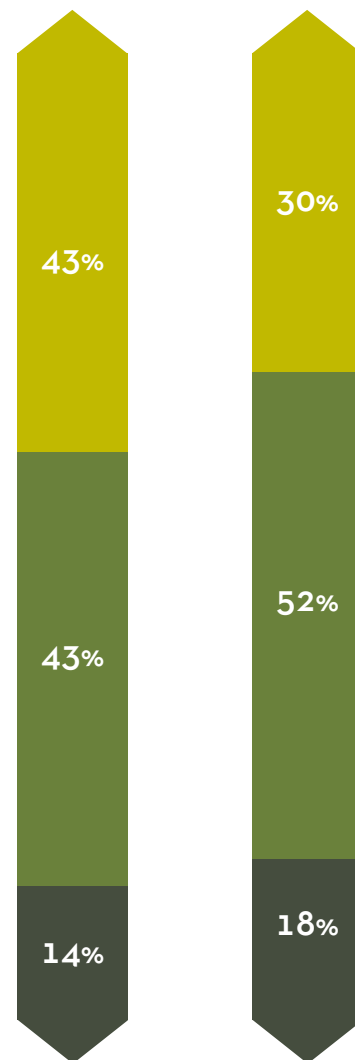
Crystal Mackay,  
CCFI President

### IS THE FOOD SYSTEM HEADED IN THE RIGHT DIRECTION?

Right  
Direction

Unsure

Wrong  
Track



2017  
Canadian



Teens

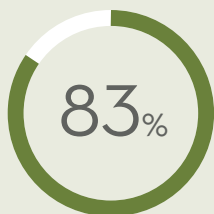


# TALKING TO CANADA'S GRAINS SECTOR

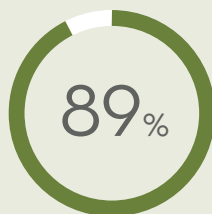
The Grains Value Chain Roundtable investigated how its partners in the grain sector felt about the risks and opportunities around public trust in 2017. With funding support provided by Agriculture and Agri-Food Canada, CCFI conducted research with a range of grain sector representatives.

## HOW DOES CONCERN FOR PUBLIC TRUST COMPARE TO OTHER POTENTIAL BUSINESS RISKS?

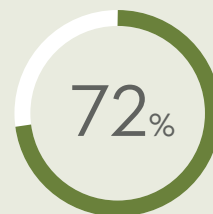
What is the likelihood that public perceptions of the industry will impact your ability to operate in the next five years?



Consumer reactions to new production practices of technologies?

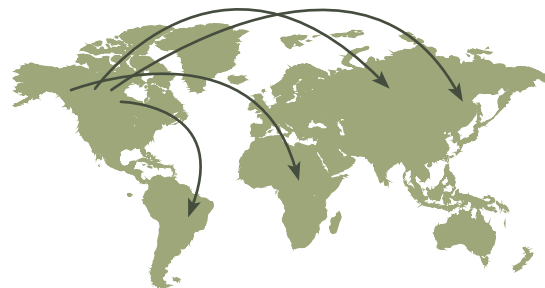


Sales and profits in current market conditions



RATED THESE AS HIGH CONCERNS

It's clear that public trust is viewed by grain sector partners as a business risk that needs to be managed. Ensuring public trust is key to the future growth and success of the agri-food sector, both at home in Canada and in export markets globally.





# *Conversations about food. Online.*

Canadians say they are most concerned with accuracy when it comes to transparency and their food. They find most of their information through web searches and social media.







Canadians say they are most concerned with accuracy when it comes to transparency and their food. They also find most of their information through web searches and social media. But what do they find when they search hot topics like food ingredients, pesticide use or antibiotics?

**Best Food Facts** is a digital resource dedicated to bringing consumers objective, trustworthy, and accurate information directly from qualified third-party sources. Best Food Facts is a central hub that directly answers consumer questions on all social media channels. Over 200 experts provide easy to understand answers to common questions about what's on our plates.

Best Food Facts is designed to be shared by many partners across the food system – as a cost effective means to share credible content with a focus on increasing the reach. As the resource is introduced to the Canadian market, its reach will continue to increase exponentially with many collaborating partners.

Our sincere thanks to each expert who donates their time for this resource to help Canadians make informed food choices.

## 2017 Best Food Facts Canadian Reach

- 80,765 website visitors
- 552 Twitter followers
- 645 e-newsletter subscribers
- 12 Canadian experts



**DR. ALISON DUNCAN**  
University of Guelph  
Professor in the Department of Human Health and Nutritional Sciences  
"I am passionate about my area of expertise because everyone chooses what to eat every day, and they can make those choices to improve their health."

**DR. JOHN F. PRESCOTT**  
University of Guelph, Professor Emeritus in the Department of Pathobiology  
"Although I am now retired after 35 years at the Ontario Veterinary College, I continue to be passionate about improving antibiotic use in animals."

**ROBERT WAGER, MSc**  
Vancouver Island University  
Faculty Member in the Department of Biology  
"I am most passionate about helping debunk (many) myths about our food through public education. I am currently working on genetically engineered crop and derived foods."

**DR. KAREN SCHWEAN LARDNER**  
University of Saskatchewan  
Assistant Professor of Poultry Science  
"I am passionate about my field because although meat is part of my diet, I believe that birds should have a good life while they are being raised. Fun fact: I was afraid of birds until my undergraduate degree was complete!"

**MICHELLE JAELEN, BSc, BASC, RD**  
Registered dietitian and creative nutrition communicator  
"The area that I am most passionate about in my profession is translating nutritional science information into creative and practical tips for everyday consumers."

**DR. TIM McALLISTER**  
University of Alberta  
Principal Research Scientist at Agriculture and Agri-Food Canada  
"I am most passionate about delivering a clear message that is firmly based on scientific findings. I am currently working on farm animal nutrition, greenhouse gas emissions and growing forages."

**Best Food Facts**

MEET YOUR EXPERT SOURCE FOR EVERY COURSE

THE CANADIAN CENTRE FOR FOOD INTEGRITY  
Let's keep in touch @FoodIntegrityCA · www.BestFoodFacts.org

# Total unique website visitors: 1,065,621

**"Should I be eating Omega-3 eggs?"**



**Karen Henrikso**  
Sales & Operations Leader, Oakville, ON

I've heard about Omega-3 but don't know much about it. How do they get Omega-3 into eggs and why do I need Omega-3 anyways?



**Best Food Facts**

**"That's a great question. Omega-3's are part of a healthy diet."**



**Dr. James D. House**  
Professor and Head, Department of Food and Human Nutritional Sciences, Faculty of Agricultural and Food Sciences, University of Manitoba

The Omega-3's, primarily DHA and EPA, have been shown to support a healthy cardiovascular system. Eggs can be naturally enriched in Omega-3's by feeding laying hens diets containing flax and/or marine oils, with new sources being assessed. A serving of two Omega-3 eggs can contain up to 250 milligrams of DHA & EPA, a substantial dietary contribution of these important nutrients.

**Let's continue the conversation @FoodIntegrityCA · [www.BestFoodFacts.org](http://www.BestFoodFacts.org)**

## Most Popular Topics on Best Food Facts 2017

- Should I Wash Fresh Fruit in Vinegar?
- Is it Okay to Use Leftover Onion?
- Is There Wax on Apples?
- Do Onions Absorb the Bacteria that Causes Illness?
- TBHQ: What Is It and Is It Dangerous?
- What's Healthier? Pork Bacon or Turkey Bacon?
- What's the Difference Between White and Dark Chicken?
- What Foods Are Genetically Modified?
- What You Should Know About Titanium Dioxide
- Why Doesn't Your Body Digest Corn?

A photograph of a grocery store vegetable section. In the foreground, a hand is holding a ripe red tomato. Behind it, several green plastic crates are filled with various fresh vegetables, including leafy greens, carrots, and bell peppers. The background is slightly blurred, showing more produce and the store's shelving. The overall lighting is bright and natural.

# *Conversations about food with urban Canadians*

The spirit of this partnership was to create a proactive, ongoing conversation about food and how it's produced in Canada - far from the fields where it begins.







# NEW FARM MEDIA PARTNERSHIP

The spirit of this partnership was to create a proactive, ongoing conversation about food and how it's produced in Canada - far from the fields where it begins. Full page editorials, opinion polls, and Best Food Facts banners combined in a unique program that ran in the Toronto Star and Metro News across Canada. Features focused on unique people with vibrant pictures to connect with the readers first, followed by innovation and interesting facts. You can see a library of all the editorials and Best Food Facts banners on [www.foodintegrity.ca](http://www.foodintegrity.ca) in the urban media partnership tab.

## New Farm Highlights:

3 million consumers weekly in print

21 weeks in seven urban centres across Canada

10,000 - 20,000 views online every week

14 new Best Food Facts Question & Answer banners

21 opinion polls to ask the audience what they think

8729 answers to the polls

5 full page ads in Toronto Metro News

### Should farmers use new technology like drones to produce food?

Of course. Modern society embraces technology.

**53%** (339 votes)



Only if the technology is necessary and proven.

**34%** (216 votes)



Never. Farm like they did in the old days.

**13%** (86 votes)



**Total Votes: 641**

***"Why do chickens today grow so much faster than years ago?"***



**Angie Tomsha**

Busy mom, dental professional, Calgary Alberta

I've heard the chickens we buy from the grocery store today grow so much faster than chickens from say 50 years ago. Is it because of what they eat or how they are bred and what about animal welfare? Can you clarify?



***"Good question - what they eat, improved breeding and more."***



**Dr. Karen Schiewan Lardner**  
University of Saskatchewan  
Assistant Professor of Poultry Science

Genetic selection for health, growth rate, and behavioural traits has always been important in the poultry industry. Today the selection techniques used in the breeding process are a fine science. It's important to note genetic selection targets many factors including specific health and welfare traits. For example, leg health has improved significantly over the years.

**Let's continue the conversation @FoodIntegrityCA · [www.BestFoodFacts.org](http://www.BestFoodFacts.org)**



# Checking Canada's pulse for lentils

## CROPS

## Farming family finds many positives to legume

Owen Roberts  
Urban Cowboy



Consumers hungry for a home-grown food that is inexpensive, easy on the environment, loaded with protein and vegetable-diet friendly need look no further than the lentil fields of Saskatchewan.

There, on about four million acres of gorgeous prairie cropland, Saskatchewan farmers are producing and exporting one of the hottest commodities to come out of the prairies since canola.

And they're loving every minute of it.

"We think lentils are great," says Cherilyn Nagel, whose family dedicates about one-third of its 18,000-acre farm near Mossbank, 90 minutes west of Regina, to growing lentils. "They're perfect for the crop rotation on our grain farm."

Here's why. Lentils particularly like Saskatchewan growing conditions: long days, cool nights and little rainfall. That's a plus for Nagel. Her farm realized just one inch of rainfall all spring, hardly enough even for lentils.

And like other legumes or what are called "pulse" crops, lentils create their own nitrogen fertilizer, a trait called "fixing" nitrogen. That happens when bacteria in the soil form nodules on the plant roots and interact with air in the soil.

Most times, farmers don't have to add extra nitrogen in the form of natural or chemical fertilizer. In fact, lentils



David and Cherilyn Nagel with their two daughters stand in their lentil crop. The family dedicates about one-third of its 18,000 acre farm near Mossbank to the legume. SANDRA JENNET/SILVER BLUE PHOTOGRAPHY



### THE FUTURE of FARMING

#### Grab your lentils and get going

Love brownies but not the calories? Try making these flax cocoa lentil bars, the most popular recipe from registered dietitian Jane Dummer's book *The Need for Seeds*. Lentils give this recipe added protein and a desirable moist gluten-free texture. "It's a delicious, nutritious grab and go," says Dummer.

#### Cosmetics: a new use for sweet corn

Microscopic nanoparticles derived from Ontario sweet corn are a winner in this year's University of Guelph innovation awards. Mirexus, a start-up company that stemmed from research by physics professor John Dutcher, is building a \$12-million manufacturing facility in Guelph to produce these nanoparticles commercially. They'll be used initially for cosmetics.



Cherilyn Nagel holds lentils and a young lentil plant.

As a result, the next year, when farmers "rotate" different crops such as wheat, durum or canola into fields where lentils formerly grew, the new crops get a natural fertilizer boost. Not a lot, but enough to reduce at least some additional fertilizer.

It's not all roses for lentils, though. They're difficult

to harvest because they're relatively short compared to wheat or canola. Machinery has to run very close to the ground, which can damage the combine.

And they're bushy plants, so the prairie wind doesn't pass through them and keep them as dry as other crops. Dampness during rainy years leaves



### FARM poll

#### How environmentally friendly is Canadian farming?

Tell us what you think at [Metronews.ca](http://Metronews.ca)

them open to plant disease; researchers are working to stave off this threat.

But overall, lentils rock. Over the past 25 years, the provincial government has invested significantly in lentil development, in partnership with farmers themselves, seed companies and the crop protection industry. Farmers pay a levy every time they sell lentils and other pulse crops: \$11.6 million of that sum went into research and development last year.

These efforts are working. Saskatchewan farmers now export more lentils than not just any other province, but rather, more than any other country in the world. Quality Canadian lentils are sought everywhere, particularly in India where they are a dietary staple.

That's good for business. India has 1.3 billion people.

But farmers like Nagel want to make more of a dent in the Canadian market, too. Changing demographics and cultures here mean there's a new appetite in urban Canada for lentils, and she wants to make sure Canadian lentils are top of mind...including to the "consumers" on her own farm.

"We have two daughters and we're teaching them how to cook lentils," says Nagel. "This is local food, grown for all of Canada."

Owen Roberts is an agricultural journalist at the University of Guelph. Follow him on Twitter at @TheUrbanCowboy.



## When it comes to what's in it, we're on it!

Over 200 university experts are on board and ready to help you make informed decisions about your food today.

Let's continue the conversation @FoodIntegrityCA · [www.BestFoodFacts.org](http://www.BestFoodFacts.org)



A man and a woman are sitting at a wooden table, engaged in a conversation. The man, on the right, has a beard and is wearing a plaid shirt. He is gesturing with his hands while speaking. The woman, on the left, is partially visible, looking towards the man. The background is slightly blurred, showing some papers and a textured wall. The overall tone is professional and collaborative.

# *Forums for dialogue*

Bringing food system stakeholders to the table to connect and learn with the goal to inspire action.







# FORUMS FOR DIALOGUE



## Highlights from 2017 Summit in Calgary, Alberta

- 200 attendees from across Canada representing all major sectors of the food system: farmers, food companies, retail, food service, governments, academia, and food influencers.
- Release of the 2017 Public Trust Research to attendees, the media and social media.
- “Experience Alberta” Farm Tour, Science of the Six Pack Reception, Canadian Food Celebration, and Partner Breakfast.

## What did attendees think?

- Rated 89% in overall satisfaction, up from 81% in 2016. Speakers were rated over 90%.
- 91% of attendees would recommend others attend next year’s Summit.
- The live consumer panel, the lightning round panel with public trust from different views, and the opportunity to connect with new people from across the country - and across sectors - were identified highlights.



## The Reach Beyond the Room

- Media coverage was widespread, including National Post, Food Navigator, 660 News, Farms.com, Blackburn News, Post Online Media, and more.
- Reach extended through social media, with over 626 original mentions on Twitter alone reaching a potential audience of 771,411. A total of 1,156 additional shares reached an extra 650,680.
- Positive words used the most during #CCFI17 were **trust, public trust, share, proud and thanks.**

“The networking with other like-minded professionals and learning about public trust with in depth, thorough presentations and conversations was excellent.”



“Great line up of speakers with common key messages who were knowledgeable about consumers and transparency.”

# SUPPORTING PARTNER EVENTS

## “HATCHING IDEAS ON ANIMAL WELFARE”

Egg Farmers of Alberta (EFA) hosted a distinguished group of egg supply chain partners and industry stakeholders for a workshop featuring dynamic discussions about the future of animal care in Canada’s layer industry. 40 participants shared their diverse perspectives and expectations, highlighting the need for cooperation and collaboration in connecting with consumers about the source of their food, and how it was produced at Fairview Colony in Crossfield, Alberta.

CCFI staff worked with the EFA team to help develop the agenda, invite list, and actively participated in the event. Attendees at the CCFI Public Trust Summit in Calgary were encouraged to stay on for this event the next day.



“It is my hope that we can approach all of our discussions with a sense of curiosity and passion, as well as an underlying desire to work collaboratively toward a common goal of a sustainable egg industry that is built on a solid foundation of sound animal care practices. EFA Board and staff will be listening closely to what you have to share, and we will be taking what we learn to our upcoming strategic planning session.”

Susan Schafers,  
Egg Farmers of Alberta chair

# PUTTING TRUST ON THE AGENDA

Sharing our public trust research and expertise and connecting with food system partners across the country is one of CCFI's strategic priorities.

## Presentation Reach 2017

**6300 people at 41 events**

A few examples of the provincial, national and international events CCFI presented at in 2017:

- Atlantic Deputy Ministers' of Agriculture Meeting, Nova Scotia
- Canadian Poultry & Egg Processors Council conference, British Columbia
- Agricultural Bioscience International conference, Manitoba
- Canadian Science Policy conference, Ottawa
- International Life Sciences Institute/Food Safety Program meeting, University of Toronto
- John Deere Canada - webinar for dealers across Canada



Jean Szkotnicki, Canadian Animal Health Institute President, presented Crystal Mackay, CCFI President, with the CAHI Industry Leadership Award at their conference in Montebello, Quebec. The award recognized Crystal for her leadership, dedication and collaborative approach to improving practices and conversations about animal health and welfare in Canada.





# *Partnering with Canada's food system*

As part of CCFI's mandate to be a service provider to Canada's food system we work with many partners to help them achieve their goals - while raising the bar on public trust higher together. This includes making presentations to raise awareness of the importance of public trust; sharing our research; providing expertise and coaching; and working to help create more successful dialogue.



# LET'S CELEBRATE...BETTER TOGETHER



CCFI was a proud partner for several events, including Canada's Agriculture Day and Food Day in Canada in 2017.

Through social media and many other efforts, CCFI and hundreds of other partners helped make these special event days a success from coast to coast.

- #CdnAgDay was the number one trend in Canada on Twitter for 6.5 hours achieving over 35M twitter impressions of #CdnAgDay/#JourAgCan.
- 327 media stories.
- 18,388 website visits to [www.agday.ca](http://www.agday.ca).
- A roomful of agri-food system leaders from across Canada celebrated the day together in Ottawa. CCFI President Crystal Mackay served as the MC for the lunch program.





Want to join an all Canadian party?  
Here's your chance.



**The Date:** Saturday...August 5th...ALL. DAY. LONG!

**The Location:** Anywhere, Everywhere in Canada

**How?** Get creative! Check out our Shop Like a Canadian list of 150 awesome ingredients. Make a dish...or a menu. Take a picture, add the hashtag #fooddaycanada then share it on Instagram or Twitter. Then watch the feast unfold on FoodDayCanada.ca...from coast to coast.

Join the party [#fooddaycanada](#) · [@fooddaycanada](#) · [www.fooddaycanada.ca](#)



*Carry on the conversation about food in Canada all year long*  
[www.bestfoodfacts.org](#) · [@FoodIntegrityCA](#)



Toronto Metro News



# HELPING CANADA'S FOOD SYSTEM EARN TRUST WITH SUPPORT FROM OUR MEMBERS. THANK YOU!

## 2017 Canadian Centre for Food Integrity Members

### North American Corporate Members



### Canadian Corporate Members



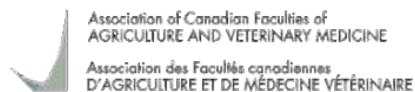
## Provincial Associations



## National Associations



## Government and Academic Partners



# WITH OUR SINCERE THANKS... TO OUR MEMBERS, PARTNERS AND DONORS.

## **2017 Champions: \$100,000 +**

Tim Hortons

## **2017 Leaders: \$50,000 - \$99,999**

Cargill Ltd.

L.H. Gray & Sons

Maple Leaf Foods

SeCan

## **2017 Advocates: \$10,000 - \$49,999**

A&W Food Services of Canada Inc.

Agriculture and Agri-Food Canada

Alberta Agriculture & Forestry

Alberta Canola Producers Commission

Alberta Pork

Alltech Canada Inc.

BC Agriculture Council

BC Egg Farmers

Beef Farmers of Ontario

Burnbrae Farms Ltd.

Canadian Animal Health Institute

Canadian Canola Growers Association

Canadian Poultry and Egg Processors Council

CTAQ (Le Conseil de la Transformation Alimentaire du Québec)

Dow Agrosciences

Dupont

Egg Farmers of Alberta

Egg Farmers of Ontario

Farm Credit Canada

Food & Beverage Ontario

Government of Saskatchewan

Jason Farrell

John Deere Canada

Manitoba Egg Farmers

Maple Lodge Farms

Monsanto

Nova Scotia Department of Agriculture

Ontario Ministry of Agriculture, Food and Rural Affairs

PEI Department of Agriculture and Fisheries

PEI Federation of Agriculture

Syngenta Canada Inc.

Trouw Nutrition Canada Inc.

## **2017 Advocates: \$1,000 - \$9,999**

Alberta Barley

Alberta Beef Producers

ATB Alberta Treasury Branches

Atlantic Poultry

Bio Agri Mix LP

Bow Park Farm Inc.

Calgary Stampede

Canadian Seed Trade Association

Craig Martin

DR Huber Farms Ltd.

DSM Nutritional Products Canada Inc.

Eisses Farms Ltd.

Farrell Growth Group, LLC

Federated Co-operatives Ltd.

Feedlot Health Management Services Ltd.

Foothills Forage & Grazing

Golden Valley Foods Ltd.

Halchemix Canada

Jean Szkotnicki

Jon Firth

Kim McConnell

Laurie Wakefield

Lori Litherland

McIntosh Poultry Farms Ltd.

MNP LLP

Moonfleet Poultry Inc.

New Life Mills

North Peace Applied Research Association

Nova Scotia Fisheries & Aquaculture

Oatways Seed Farm

Ontario Agri Business Association

Reisner Farm Ltd.

Royal Bank of Canada

Sargent Farms

Snobelen Farms

South Western Ontario Dairy Symposium

Stan Eby

Tomtone Seed Farm

Toronto Stock Yards Land Development Board

Tyler Whale

UFA Co-operative Ltd.

The list above reflects all funding sources from donors, program participants, sponsors and members in 2017, keeping in line with our values and full transparency on all our funding sources.

## 2017 Friends: Up to \$999

ACHTYMICHUK

Adele Buettner

Agriculture in the Classroom Alberta

Agriculture in the Classroom Canada

Agriculture in the Classroom Saskatchewan

Agrium Inc.

Allan Hawryluk

Andrew Campbell

Antonio Carlos

Bayer

BC Chicken Growers' Association

Beth Storey

Bob Hunsberger

Brad Brinkworth

Bradley Pinkerton

Brenda Trask

Brian Nadeau

Brian's Poultry Services Ltd.

Bruce Christie

Bruce Martin

C.T. Riddell Farm Ltd.

Cereals Canada

Charles McDonald

Charlie Gracey

Christine Reaburn

Clay Switzer

Court Seeds

Crystal Mackay

Dairy Farmers of Canada

David Martens

Dean Rix

Denis Vermette

Derek Runions

Doug Knight

Echo Ridge Farms

Ed Hadland

Edith Nugent

Eric Theriault

Erwin Hanley

Farm & Food Care Ontario

Farm & Food Care Saskatchewan

George Arnold

Gordon Hill

Gregoire Seed Farms Ltd.

Gwen Paddock

HC Coaching & Training

Hedley Seeds Ltd.

Henry Bremer

Henry Reinders

Hugh Simpson

Jeff Reid

Jennifer Dick-Doelman

Jim Downey

Jody Gerrant

John Grooms

John Hildebrand

Kathryn Firth

Kemp Farms Ltd.

Kim Berscheid

Lakeview Seed Farms Ltd.

Lambton Soil & Crop Improvement Association

Larry Penner

Linda & Glen Runions

Livingspring Farms Ltd.

Lorrie McFadden

Luke Lowenberger

Marco Ruscitti

Mark Keating

Martin Harry

Martintown Animal Hospital Professional Corporation

Mary Firth

Mary Thornley

McLennan Farms Ltd.

Mederneck Farms Ltd.

Mervyn Erb

Michelle Vieira

Miller Family Farms

Patrick Ackerman

Peter Johnson

Peter Van Sleeuwen

Philip Rentsch

Pulse Canada

Ralph Bakker

Richard & Chris Brown

Richard Limoges

Rick Willemse

Robert Rugg

Rory McAlpine

Roy Klym

Sally Sutter

Sandra Beirnes

Scott Horner

Shawn Brook

Shawn Fraser

Sheryl Strydhorst

Solick Seeds Ltd.

Stanley W. Swerdfeger

Stepehn Pallett

Stephanie Schill

Teresa Falk

Timchishen Seed Farms

Todd Hyra

Todd Vanstone

Tom McKinley

Toni-Anne Sarlo

Trawin Farms Ltd.

Trent Whiting

Wagner's Seed Farm Ltd.

Walter Graveley

Wendy Anderson

Wenrob Poultry Farm Ltd.

White Feather Farms Inc.

Wildeman Holdings Ltd.

William Enright

Witdouch Farms

The Canadian Centre for Food Integrity is a national non-profit organization with charitable status (#84777 9204 RROOO1). Individuals who donate to our work receive a charitable receipt for their contribution. The CCFI's charitable purpose falls under the fourth category of charity: advancement of education. "To advance education in the charitable sense means formal training of the mind, advancing the knowledge or abilities of the recipient, or improving a useful branch of human knowledge through research. Purposes focused on advancing the public's appreciation and other purposes beneficial to the community in a way the law regards as charitable."





## CCFI Staff Team

**Front row (left to right):** Paighton Smyth, Communications Coordinator (part-time); Ashley Bruner, Research Coordinator  
**Middle row:** Toni-Anne Sarlo, Office Manager & Project Coordinator; Arnie Strub, Chief Operating Officer  
**Top:** Crystal Mackay, President

## BestFoodFacts.org

Total visitors: 1,065,621

Canadian visitors: 80,764

## FoodIntegrity.ca

Unique visitors: 3900

## Presentations

41 events to 6300 people

**Twitter Followers** 1054

**CCFI is funded by membership, program support and individual charitable donations.**

**2017 Members** 34

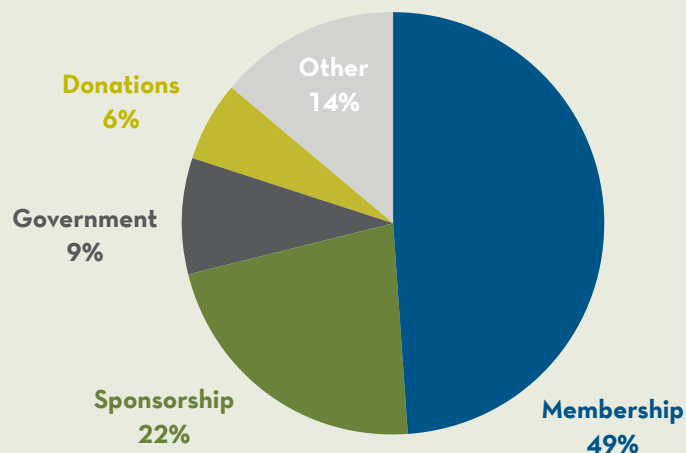
**Program Supporters** 47

**Individual donors** 152

**2017 Revenue** \$989,677

**2017 Expenses** \$1,00,695

## 2017 Revenue





## THE CANADIAN CENTRE FOR FOOD INTEGRITY

The Canadian Centre for Food Integrity (CCFI) was launched in Canada in June 2016 as a program of Farm & Food Care Canada. In April 2017, Farm & Food Care Canada transitioned to become the Canadian Centre for Food Integrity as its own distinct organization with a clearly defined mission and mandate.

In this initial year of development, many milestones have been achieved – the first being diverse leadership and investment from Canada’s food system. A solid foundation has been created, with many opportunities for growth.

### MISSION

Helping Canada’s food system earn public trust by delivering research, resources, dialogue and training.

### VISION

To be Canada’s recognized service provider in food system trust collaboration.

### VALUES

Integrity  
Empowerment  
Excellence  
Accountability  
Transparency



*You're invited!*

## THE TABLE IS SET.

JOIN THE CONVERSATIONS ON EARNING PUBLIC TRUST  
IN CANADA'S FOOD SYSTEM FOR THE FUTURE.



THE CANADIAN CENTRE FOR  
**FOOD INTEGRITY**

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

519.265.4234