



THE CANADIAN CENTRE FOR  
**FOOD INTEGRITY**



ANNUAL REPORT 2018



*Welcome to  
our table*



# MENU

## *Welcome to our table*

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## MESSAGE FROM THE CHAIR

At the Canadian Centre for Food Integrity, 2018, was a year devoted to 'gaining traction' and advancing our mission of being a valuable service provider to Canada's food system's public trust goals.

Considerable progress was achieved, with the help of many partners, from coast to coast. The Canadian Centre for Food Integrity strengthened its presence and profile, while delivering several 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 members and the industry at large.

The 2018 Public Trust Research survey unveiled the perceptions of Canadian consumers and conveyed the importance of tackling transparency and uncovering new ways to build trust. The Public Trust Summit, held in Gatineau in November, attracted a passionate group of leaders from across Canada and all sectors of Canada's food system. Ideas and success stories were shared, and new strategies and actions are starting to emerge.

In 2018, the Canadian Centre for Food Integrity hosted several excellent webinars; and provided training and presentations to members and their customers across the nation. Look for other highlights

and achievements outlined in this annual report. I think you will agree that the organization is gaining traction and momentum as it assists Canada's food system along the important public trust journey.

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.

Our President, Crystal Mackay, is about to leave the Canadian Centre for Food Integrity in May to pursue new adventures. We offer a sincere thanks for the passion and leadership she has provided to the organization and industry at large for many years. Thank you, Crystal.

2018 was a good year and 2019 promises to be even greater. The Canadian Centre for Food Integrity is consistently refining its service offerings to further meet the needs and expectations of a growing industry.

A handwritten signature in blue ink, appearing to read 'Kim McConnell'.

**Kim McConnell, C.M.**

Chair

# MEET THE CANADIAN CENTRE FOR FOOD INTEGRITY BOARD OF DIRECTORS

The Canadian Centre for Food Integrity is governed by a skills-based Board of Directors. Individuals from across Canada are nominated and elected to the Board. These directors bring a wealth of knowledge from all parts of the food system to the table. We offer our sincere thanks to these dedicated individuals for volunteering their time and expertise to help direct the organization's progress.



**Dave Eto**  
**British Columbia**  
*President, Qumai SA*



**Gwen Paddock**  
**Ontario**  
*Vice President, Southwestern Ontario Agriculture, Royal Bank*



**Kim McConnell C.M. - Chair**  
**Alberta**  
*Founder of AdFarm*



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



**Adele Buettner**  
**Saskatchewan**  
*Principal, AgriBiz Communications Corp*



**Sylvie Cloutier**  
**Quebec**  
*CEO, Quebec Food Processing Council (CTAQ)*



**Jean-Marc Ruest**  
**Manitoba**  
*Senior Vice-President, Corporate Affairs and General Counsel, Richardson International Limited*



**Mary Robinson**  
**Prince Edward Island**  
*Agri-business and Farm Owner*





## MESSAGE FROM THE PRESIDENT

2018 was an exciting year for building on our foundation and creating momentum for the Canadian Centre for Food Integrity. We gained traction on our four strategic priorities as we delivered value in our mandate to help Canada's food system earn trust.

### Public trust research

This year's work built on the foundation of our tracking data and into leading edge digital ethnography with segmentation based on shared values. These key findings will help our food system partners connect with others 'outside our tribe' to more effectively earn trust.

### Forums for dialogue

We brought food system stakeholders from across the country and supply chains to the table to connect, learn and share ideas. At a time when electronic communications and meetings rule the calendars of many, the value of connecting food system partners to build relationships and a collaborative spirit cannot be underestimated. Events like the CCFI Public Trust Summit created unique opportunities to come together to have some genuine conversations and ignite actions.

### Resources

Creating and sharing credible 'foodie friendly' content with millions is what's needed to truly raise the bar on public trust. The award winning BestFoodFacts online resource gives credible experts a voice across many social media channels where Canadians are looking for information on their food choices. The potential for this resource to grow is limitless.

### Building our core business

This year we continued to grow our funding support in both depth and breadth to ensure CCFI is a viable organization in the future. Earning trust is a big picture goal that requires a strategic approach with funding and support from a wide range of stakeholders to be most credible and effective. Every individual donor, government partner, member and event sponsor add up to make a difference. Thank you.

I would like to extend my personal gratitude to our staff, Board and everyone who has shared the vision for a collaborative approach to earning trust in our



## THE CANADIAN CENTRE FOR FOOD INTEGRITY

Canadian food system. I'm proud of the many good people and organizations who came together to help launch the Canadian Centre for Food Integrity in 2016; right through to our newest supporters or first-time event attendees. Special thanks to our colleagues at the US Center for Food Integrity for their openness, shared resources and valued partnership to help us launch well above ground zero.

While progress is never fast enough or big enough for me - we can all share pride in knowing Canada is a world leader in public trust with our whole food system collaborative approach, and opportunities to do so much more.

The best conversations about food happen around the table, where people gather to eat and share stories with those they care about most. I count myself very lucky to have had the opportunity to share a seat at the table with all of you. And where I come from, the table always has room for more.

***“When you have more than what you need, build a bigger table, not a higher fence.”***

**Crystal Mackay**

President



# *Talking to Canadians*

In 2016, CCFI research confirmed that connecting with shared values is three to five times more powerful than facts when it comes to earning trust. The 2018 research utilized leading edge technology to determine what those values are when it comes to credibility of information about food.





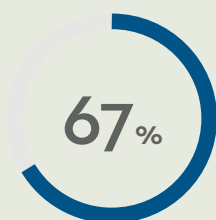


# 2018 PUBLIC TRUST RESEARCH

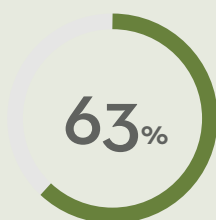
## Insights to Actions - What makes food information credible?

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. This year's work built on both those themes – how well is the food system doing on transparency; and what are the values and motivations that help shape Canadians' views on food information?

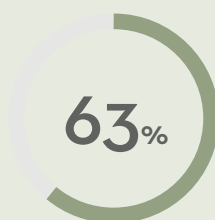
**Food matters.** CCFI trend data shows **cost of food** and **keeping healthy food affordable** top the list of concerns for the third year in a row.



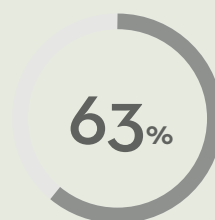
Rising Cost of Food



Keeping Healthy Food Affordable



Rising Energy Costs



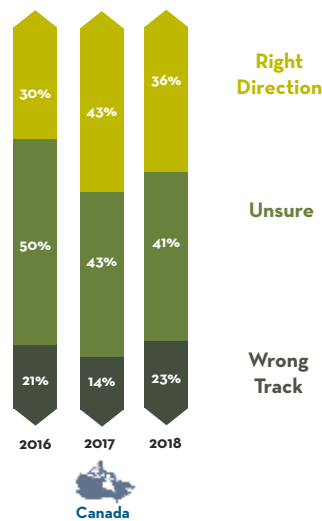
Rising Health Care Costs



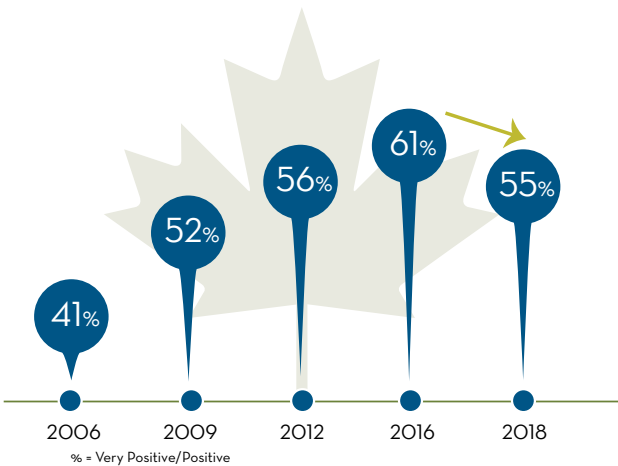
Safety of Food Imported from Outside Canada

**Public trust needs to be earned.** Overall impression of agriculture and food system direction both dropped.

**Is the food system headed in the right direction?**



**Attitudes about Canadian Agriculture**



**Values and motivations are key to understanding what makes food information credible.** CCFI commissioned leading edge research using digital ethnography (study of online behaviour) of **9200 Canadians** from July 2016 to August 2018. Without bias of questions, this tool allows the researchers to map out actual consumer behaviour and determined five values-based archetypes of Canadians.



Canadians' approach to the credibility of information about food is shaped by their belief about social authorities and the role these authorities should play in society. This work is fundamental for the food system to be successful in engaging with Canadians to earn trust in the future.

**RESEARCH DESIGNED FOR SHARING...43 PRESENTATIONS TO 9000 PEOPLE IN 2018.**

**NEWS RELEASES GENERATED 187 MEDIA HITS REACHING 9.8 MILLION**

## TACKLING FOOD LOSS AND WASTE

The Canadian Centre for Food Integrity and Provision Coalition are partnering on this program to meaningfully tackle food loss and waste on several fronts, with project funding as part of a grant provided to CCFI by the Walmart Foundation.

**The Food Loss + Waste Cost-Share program** helps Canadian food and beverage manufacturers with audits, data, and solid ROI on many levels in a practical, time and cost-effective way. Employee engagement sessions help multiply the value.

**Food Loss + Waste...**  
what are you leaving on the table?

The first 13 companies found on average:

 <b>175,065 kg</b> of food	 <b>\$336,000</b> in savings	 <b>Plus...</b> tonnes of CO <sub>2</sub> & water & electricity and more!
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Only 20 spots left! It's time to find your food loss and waste savings. Sign up today!

This project is funded as part of a grant from the  

**Public Trust Research** – Finding out what Canadian consumers and food company executives think about food loss and waste is key to helping address this issue in our households and in the food manufacturing sector in the future.

### Main Causes of Household Food Loss and Waste

1. Throwing out leftovers 45%
2. Food reaches “best before” date before using 45%
3. Buying too much food 33%

### BestFoodFacts delivers food loss tips online

Canadian experts dish out tips on how each of us can reduce food loss using the research results to guide what's of most interest and value. This content is hosted on [www.bestfoodfacts.org](http://www.bestfoodfacts.org) and promoted across all social media channels. It's meant to be shared!







# *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.







**BestFoodFacts** is a digital resource dedicated to bringing consumers objective, trustworthy, and accurate information directly from qualified third-party sources. This resource gives experts a platform to directly answer consumer questions on all social media channels. Over 200 experts from across North America provide easy to understand answers to common questions about what's on our plates.

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

So many bests...

**BestFoodFacts wins  
“Best Consumer Website”  
at Best of CAMA 2018**



Accepting the award presented in Montreal, was left to right: Francesco Picconi, Creative Director, Kahntact Marketing; Crystal Mackay, CCFI President; and Len Kahn, President, Kahntact Marketing.

Kudos and thanks to the team at the US Center for Food Integrity for their leadership and investment in creating this resource and generously sharing it with us to add Canadian experts, content and expand North American reach.

## Most Popular Topics on Best Food Facts 2018

What Foods Are Genetically Modified?

What's the Difference Between White and Dark Chicken?

White Goo on Chicken - What Is It?

Should I Wash Fresh Fruit in Vinegar?

Do Onions Absorb the Bacteria that Causes Illness?

How Long Can You Leave Milk Out of the Fridge?

TBHQ: What Is It and Is It Dangerous?

Why Doesn't Your Body Digest Corn?

Does Draining Grease From Meat Make it Leaner?

What's Healthier: Pork Bacon or Turkey Bacon?

Total unique  
website visitors in  
2018: **1,460,362**  
Up from 1,065,621  
in 2017



## 2018 BestFoodFacts Canadian Reach

- **102,528** website visitors
- **687** twitter followers
- **943** e-newsletter subscribers
- **25** Canadian experts from universities and governments



## Conversations about food with urban Canadians 'On the Go'

2018 work was built on the successful New Farm Media partnership from 2017, which included a major emphasis on reaching urban Canadians. With a limited budget, the key target audiences chosen were urban commuters, moms and students. BestFoodFacts' video ads played on display screens throughout the PATH (underground walkway system) in Toronto; and on newsstands in major shopping centres around the Greater Toronto Area (GTA) over the summer.

Full page editorial/ads about BestFoodFacts were featured in over **240,000 copies** of the free *On The GO* magazine placed in commuter train and bus stations through the GTA in July and August.

OTG | FEATURE

### Who cares about what you eat? You. And these 200 experts.

What you eat and choose to feed your family matters. You have questions about your food — from nutrition right back to how it's grown. It seems like there's a new headline or social media buzz around food every day. How best to separate fact from fiction and feel good about what you're eating?

*Ever been asked a tough food question from a concerned consumer?*



Infographic showing various food safety topics in speech bubbles:

- Nutrition
- GMOs
- Ingredients
- Pesticides
- Animal welfare
- Antibiotics
- Hormones

Visit [www.BestFoodFacts.org](http://www.BestFoodFacts.org)

Twitter Facebook Pinterest YouTube Instagram Google+

*Meet your new BFF!*



Best Food Facts

Visit [www.BestFoodFacts.org](http://www.BestFoodFacts.org)

Twitter Facebook Pinterest YouTube Instagram Google+

**Over 7.5 million**  
reached in the GTA



# *Forums for dialogue*

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





THE CANADIAN CENTRE FOR  
FOOD INTEGRITY

2018 Public Trust Summit



# 2018 PUBLIC TRUST SUMMIT



“The Transparency Workshop was very useful and insightful. It was great to see the reality of transparency instead of how transparent we seem to imagine we are.”

## Highlights from Gatineau, Quebec

- 210 attendees from across Canada representing all major sectors of the food system – farmers, food companies, retail, food service, governments, academia, media and food influencers
- Release of the 2018 CCFI Public Trust Research
- Amplifier partners from Agriculture in the Classroom Canada, AgMoreThanEver, and Farm & Food Care SK, ON, PEI all shared their calls to action
- Inaugural Dinner Bell awarded to Anita Stewart, with a standing ovation at the Canadian Food Celebration dinner
- **91%** of attendees would recommend others attend next year's Summit

**“Appreciated hearing from non-agriculture speakers who provided perspective and different ideas that we need to hear.”**



**Mayssam Samaha, Montreal-based Food and Travel Writer shared her passion for conversations about food**



“ Opportunities to connect with new people from across the country - and across sectors – extremely valuable”

## The Reach Beyond the Room

**Media** coverage of the 2018 event and the public trust research was widespread, including Food in Canada, MSN.ca, Canadian Grocer, Morningstar, Shaw Connect, The Canadian Business Journal, and The Chronical Journal, for a total of **187 postings with 9.8 million potential viewers.**



RealAgriculture.com broadcasted ‘live on location’ which aired on Sirius radio and online channels. Shaun Haney of RealAgriculture (left) talks with Marty Seymour, Farm Credit Canada (right).

**Social** Reach extended through social media with over 535 original mentions on Twitter alone reaching a potential of **150,000**, plus shares exponentially beyond that, including many social influencers from both food and farm social media circles.

**#CCFI2018 was trending #1 in Canada and Ontario throughout the Summit.**



Ashley Bruner, CCFI Research Coordinator, shares the 2018 Research.

# INAUGURAL CANADIAN DINNER BELL AWARDED TO ANITA STEWART, FOOD DAY CANADA



The need to come together, collaborate and celebrate the great food we have in Canada has never been greater. The new **Canadian Centre for Food Integrity Dinner Bell Award** takes the symbolism of the dinner bell from the past and brings it forward to recognize the leadership needed for the future.

This new award was created by CCFI to recognize an individual, organization or effort which has meaningful impact on improving public trust in food and inspires us all through their leadership and commitment. The Dinner Bell winner steps up and invites people to the table, engages in conversations about food, and works together with many partners to truly make a difference.

Anita's vision for founding 'Food Day Canada' and executing on the idea together with many partners to grow its success, made her a natural recipient of the first-ever Dinner Bell. A member of the Order of Canada and Food Laureate at the University of Guelph, Anita has an esteemed list of accomplishments and big ideas for celebrating Canadian food - which go right up to lighting the CN Tower as part of the Food Day Canada celebrations!



Left to right: Crystal Mackay, CCFI President; Anita Stewart, Food Day Canada Founder and 2018 Dinner Bell recipient; Rory McAlpine, Maple Leaf Foods & CCFI Board member



**CCFI is a proud partner  
of Food Day Canada**

# FORUMS FOR DIALOGUE...BETTER TOGETHER

As part of CCFI's mandate to be a service provider, the organization works with various partners to help them achieve their goals, while raising the bar on public trust higher together. Here are a few highlights and examples:



- #CdnAgDay was trending throughout Canada for the majority of February 13, 2018
- **125%** increase in Twitter impressions over the previous year
- **28K** AgDay.ca page views
- **315** media stories
- **475** Ottawa conference attendees

**“TOGETHER WE ACHIEVE MORE”**



# CANADIAN AGRI-MARKETING ASSOCIATION

## “EARNING PUBLIC TRUST – A WORKING SESSION”

This Winnipeg based-event’s mandate and theme “We are ALL responsible for earning public trust” spoke to the entire value chain and provided actionable best practice takeaways in developing communications, last April.



**Left to right: Robert Mensies, Canadian Agri-marketing Association and 6P Marketing, Jean-Guillaume Bertola, McDonald’s Canada, Cherilyn Nagel, Saskatchewan farmer, Michael Stebbins, Council for Biotechnology Information, Tim Faveri, Maple Leaf Foods, Owen Roberts, University of Guelph, Sue Clayton, Agriculture in the Classroom Manitoba**

# CANADIAN FEDERATION OF AGRICULTURE

## “CANADIAN FOOD SAFETY FORUM”

The CFA hosted a Food Safety Forum, with a focus on public trust, in conjunction with the CCFI Summit in Gatineau, in November. While this provided savings and planning efficiency, it also created valuable opportunities for attendees to connect and learn between both events.



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



# SHARING WITH CANADA'S FOOD SYSTEM

CCFI's mandate to help the food system earn trust includes making presentations to raise awareness of the importance of public trust; sharing research insights; providing expertise and coaching; and working to help create more successful dialogue and engagement.

In addition to dozens of CCFI member meetings, events and webinars across Canada, here are a few highlights of the types of events CCFI presented at in 2018:

- Saskatchewan Ministry of Agriculture – staff conference
- JEFO Global Poultry and Swine Conference, Quebec
- Alltech ONE, Kentucky
- John Deere webinar for dealers across North America
- Farm & Food Care PEI conference
- Canadian Roundtable for Sustainable Beef, Alberta
- Food from Thought Conference – University of Guelph, Ontario



Paighton Smyth, CCFI, presented the BestFoodFacts call to action

## CCFI PRESENTATION REACH





*With sincere thanks*





# HELPING CANADA'S FOOD SYSTEM EARN TRUST...WITH SUPPORT FROM OUR MANY MEMBERS, PARTNERS AND DONORS.

CCFI members' investments collectively supports our mandate, research, forums for dialogue and resources. These members' investments and leadership benefit the whole food system. Thank you!

## 2018 Canadian Centre for Food Integrity Members

### North American Corporate Members



### Canadian Corporate Members



## Provincial Associations



## National Associations



## Government and Academic Partners



Agriculture and Fisheries



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

## **2018 Champions: \$100,000 +**

Agriculture and Agri-Food Canada\*  
Tim Hortons  
Walmart Foundation

## **2018 Leaders: \$50,000 - \$99,999**

Corteva  
Richardson International  
SeCan

## **2018 Advocates: \$10,000 - \$49,999**

A & W  
Alberta Canola Producers Commission  
Alberta Agriculture and Forestry  
Alberta Pork  
Bayer Crop Science  
BC Egg  
Beef Farmers of Ontario  
British Columbia Agriculture Council  
Burnbrae Farms Ltd.  
Canadian Animal Health Institute  
Canadian Canola Growers Association  
Canadian Cattlemen's Association  
Canadian Federation of Agriculture  
Canadian Poultry and Egg Processors Council  
Cargill Ltd.  
Egg Farmers of Alberta  
Egg Farmers of Canada  
Egg Farmers of Ontario  
Farm Credit Canada  
Government of Saskatchewan  
Jefo  
John Deere  
L.H. Gray & Sons  
Manitoba Egg Farmers  
Maple Leaf Foods  
Maple Lodge Farms  
Manitoba Agriculture  
New Brunswick Department of Agriculture, Aquaculture & Fisheries  
Nova Scotia Department of Agriculture  
Nutrigrroupe  
Ontario Ministry of Agriculture, Food and Rural Affairs  
PEI Department of Agriculture and Fisheries

Syngenta Canada Inc.  
The Quebec Food Processing Council (CTAQ)  
Trouw Nutrition Canada  
US Soybean Export Council

## **2018 Partners: \$1,000 - \$9,999**

Alltech  
B-W Feed & Seed Ltd.  
Canadian Agri-Food Policy Institute  
Canadian Horticultural Council  
Crowley + Arklie Strategy & Co.  
Hendrix Genetics  
Manitoba Swine Seminar  
McIntosh Poultry Farms Ltd.  
Moonfleet Poultry Inc.  
Mountain View County  
PEI Federation of Agriculture  
Royal Bank of Canada  
The Bruce & Audrey Groves Family Foundation  
Western College of Veterinary Medicine

## **2018 Friends: Up to \$999**

4-H Canada  
6P Marketing / CAMA  
AdFarm  
Agriculture in the Classroom Canada  
Agriculture in the Classroom New Brunswick  
Alberta Chicken Producers  
Anchor Communications  
Animal Nutrition Association of Canada  
Ann Godkin  
AquaBounty Technologies Inc.  
BDO  
Beef Improvement Opportunities  
Beeler Consulting Inc.  
Bob Hunsberger  
British Columbia Poultry Association  
British Columbia Dairy Association  
Bruce Christie  
Bruce Sargent  
Canada 2020  
Canada Organic Trade Association

This list reflects all funding sources including: donors, program participants, sponsors and members in 2018, while keeping in line with our values and full transparency on all our funding sources.

\*Under the Canadian Agricultural Adaptation Program



Canadian Aquaculture Industry Alliance  
 Canadian Federation of Agriculture  
 Canadian Horticultural Council  
 Canadian Meat Council  
 Canadian Organic Growers  
 Canadian Pork Council  
 Canadian Roundtable for Sustainable Beef  
 Canadian Roundtable for Sustainable Crops  
 CanWest DHI  
 Cereals Canada  
 Charles McDonald  
 Charlie Gracey  
 Chicken Farmers of Canada  
 Conlee Farms Inc.  
 Craig Hughson  
 CropLife Canada  
 Crystal Mackay  
 Dairy Farmers of Canada  
 Dairy Farmers of Manitoba  
 Dairy Farmers of Ontario  
 Darold Niwa  
 David Rose  
 Debbie & Clarence Coke  
 Deborah Whale  
 Derek Runions  
 Durham Region Federation of Agriculture  
 Ed Verkley  
 Eden Valley Poultry Inc.  
 Exceldor Cooperative  
 Farm & Food Care Ontario  
 Farm & Food Care Saskatchewan  
 Farm and Food Discovery Centre  
 Food & Consumer Products of Canada  
 Food+City  
 George Arnold  
 Gerry Horst  
 Gilbert Owens  
 Grain Farmers of Ontario  
 Grain Growers of Canada  
 Grand Valley Fortifiers  
 Groupe AGÉCO  
 Gwen Zellen  
 Henry Bremer  
 Henry Reinders  
 James Prosser  
 Janessa Warkentin  
 Jason Castellan  
 Jean Szkotnicki

Jody Durand  
 Joel Barohn  
 John Kelly  
 Kahntact  
 Kim McConnell  
 La Cité collégiale  
 Lansink Poultry Inc.  
 Lillie Ann Morris  
 Lorrie McFadden  
 Luke Lowenberger  
 Maggie Van Camp  
 Mary Firth  
 McIntosh Family Farm Inc.  
 McKinley Hatchery Ltd.  
 Merck Animal Health  
 Mercy For Animals  
 Mervyn Erb  
 Michel Morin Farms Ltd.  
 Nate Martin  
 National Cattle Feeders' Association  
 Norm McNaughton  
 Northlands  
 Nourish Food Marketing  
 Ontario Agricentre Ltd.  
 Ontario Broiler Hatching Egg & Chick Commission  
 Ontario Federation of Agriculture  
 Ontario Fruit & Vegetable Growers Association  
 Ontario Greenhouse Vegetable Growers  
 Orion GBSC  
 Pat Jilesen  
 Paula Georgei  
 Peter Johnson  
 Phil Malcolmson  
 Philip Rentsch  
 Pulse Canada  
 Quentin Martin  
 Richard Limoges  
 Rodney Aldborough Agricultural Society  
 Roger Larson  
 Rory McAlpine  
 Saskatchewan Egg Producers  
 Semex  
 Sheryl Strydhorst  
 Sofina Foods Inc.  
 Stephen Pallett  
 Synthesis Agri-Food Network  
 TACTIX Government Relations  
 TELUS Communications

Toni-Anne Sarlo  
 True Foods/Grand Valley Fortifiers  
 U.S. Embassy, Foreign Agricultural Service  
 UFCW  
 United Way of Greater Toronto  
 Vista Villa Farms Ltd.  
 Weber Shandwick  
 Wenrob Poultry Farm Ltd.  
 William Bearss  
 William Stevens  
 Wilton Consulting Group  
 WJE Consulting  
 WS  
 Zoetis Canada Inc.

The Canadian Centre for Food Integrity is a national non-profit organization with charitable status (#84777 9204 RR0001).

Individuals who donate 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 & Program Coordinator; Arnie Strub, Chief Operating Officer

**Top:** Crystal Mackay, President

**BestFoodFacts.org:** 1,460,362

**FoodIntegrity.ca:** 8686

**Presentations:** 43 events to 9000 people

**Twitter Followers:** 1626

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

**2018 Members** 39

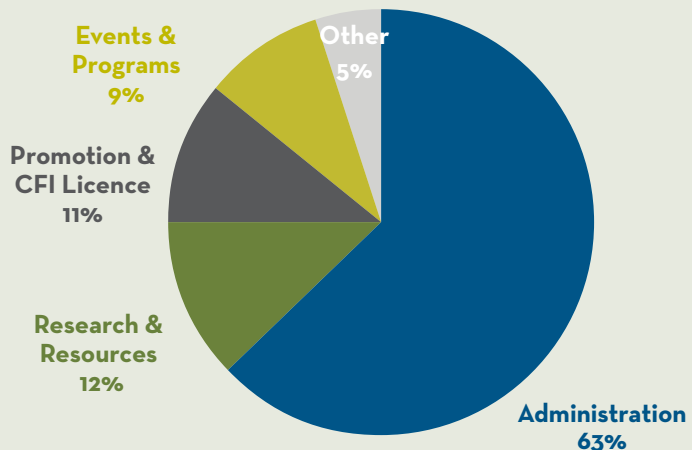
**Program Supporters** 23

**Individual Donors** 97

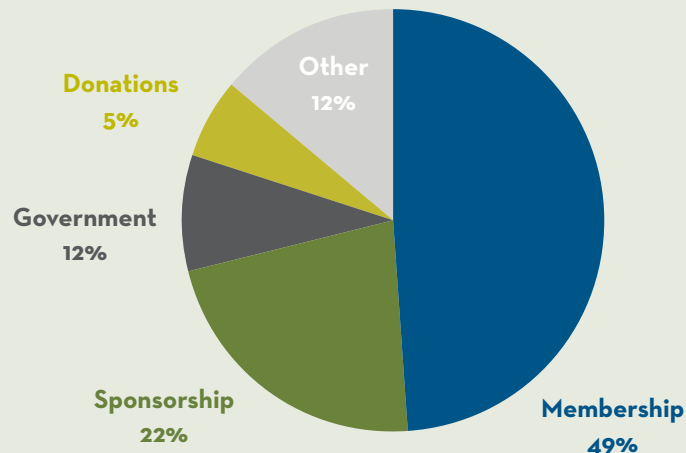
## Summary of Financial Statements

	2018	2017
<b>Revenue</b>	1,126,367	989,678
<b>Expenses</b>	923,256	1,000,695
<b>Operating surplus (Deficit)</b>	203,111	(11,017)

## 2018 Expenses



## 2018 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 to help Canada's food system earn trust.

### **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

THE TABLE IS SET. JOIN US.



INVEST IN 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)  
[@FoodIntegrityCA](https://www.instagram.com/FoodIntegrityCA)

519.265.4234