

For immediate release

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The Canadian Centre for Food Integrity Announces New President & CEO

John Jamieson is a proven agri-food leader with a passion for advancing public trust

GUELPH – May 13, 2019 – The Canadian Centre for Food Integrity’s Board of Directors is pleased to announce the hiring of John Jamieson as its new President & CEO. With more than 25 years of senior leadership within Canada’s agri-food sector, John is well suited to lead CCFI as a well-respected leader with a passion for advancing public trust. Jamieson succeeds outgoing President Crystal Mackay, who provided valuable leadership as the inaugural President.

“We are delighted to have a respected leader like John join the Canadian Centre for Food Integrity (CCFI) as our President & CEO to further advance our mandate as we strive to build public trust within Canada’s food system,” says Kim McConnell, Chair of the CCFI Board of Directors. “We are confident in John’s ability to guide CCFI with his esteemed experience, his many contacts in the food, agriculture and aquaculture industries, and his personal passion to advance public trust.”

Jamieson comes to CCFI after serving as the Deputy Minister of Agriculture and Fisheries and the Deputy Minister of Rural and Regional Development in Prince Edward Island. He previously served as the Executive Director of the Prince Edward Island Federation of Agriculture and has a wealth of knowledge working with various commodity organizations. Jamieson is also a Professional Agrologist and Certified Nutrient Management Planner and sits on the Dalhousie University’s Faculty of Agriculture Advisory Committee and previously sat on the Farm and Food Care Foundation Board of Directors.

“I am thoroughly excited to take on this new role and to work with the CCFI Board of Directors and industry members to advance trust in Canada’s top-quality food system,” says Jamieson.

Jamieson’s senior management experience, strengths in working within government and his thorough understanding of Canada’s agri-food sector will be leveraged to continue to build CCFI as the recognized leader in public trust in Canada’s food system. John will be starting with CCFI and reporting to the Guelph office on June 17th.

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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 donors 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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