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The Canadian CFI Announces New President & CEO

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

As announced in May, 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."

[Click here to read the full press release](#)

NEWS



CCFI Board Member receives Honourary Life Member Award

Congratulations to our very own Adele Buettner, who serves on our CCFI Board of Directors, on receiving the 2019 Saskatchewan Institute of Agrologists (SIA) Honourary Life Member award. This award recognizes the achievements in, and



service to agriculture, bioresources, food or the environment.

Maintaining public trust will be an on-going issue for the agrifood sector

Farm and food organizations have their own issues but maintaining public trust is one they must collaborate on.

Ottawa-When it comes to building and maintaining public trust in the food system, agriculture and processing organizations have to exit their silos and work together cooperatively, says Jean-Michel Couture of Groupe AGECO.

"We need a collective national approach to the issue and that includes ensuring we have the right ways to measure it," he said in an interview about his presentation to a Public Trust Steering Committee (PTSC) workshop.

Developing public trust is "a long-haul project for the agrifood sector" he said. With the current level of interest in how food is produced, "it's a challenge that's here to stay. You have to make sure the message is being heard."

[Read More Here >>](#)



[Registration is now open for the 2019 Canadian Public Trust Summit!](#)

Together, the Canadian Centre for Food Integrity and Farm & Food Care Saskatchewan, bring you the 2019 Canadian Public Trust Summit; a forum for building relationships and learning how to engage and build trust in our food system together. The Summit is an exciting and unique opportunity to network with leaders from across supply chains and across the country, who are equally passionate about earning trust in our food.

Click on the image below to preview a short Summit video >>

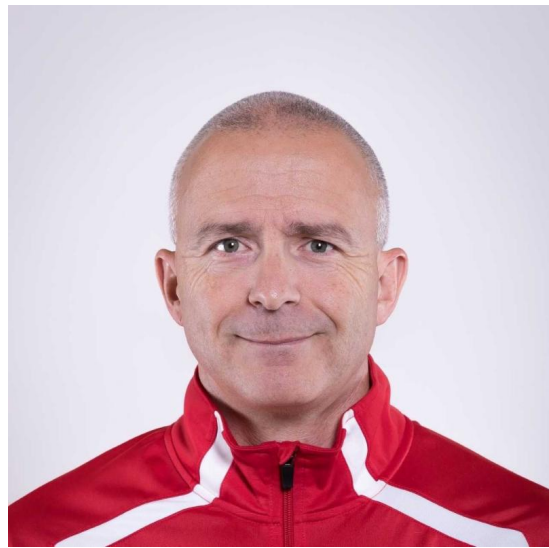


OUR PARTNERS



Meet Dr. Brian Roy New Best Food Facts Expert

Dr. Brian Roy is a Professor at Brock University in the Department of Kinesiology and focuses on exercise and nutrition. He is diligent in his efforts to increase the consumption of whole foods instead of supplements and is currently addressing nutritional interventions for sports related concussions.



Do you ever question what you should be drinking after hockey? Lifting weights? Or the perfect hike? In this article, '[Should you drink milk after a workout?](#)', Dr. Roy helps us to understand the reasons why so many athletes choose milk after exercise and the benefits to this option compared to an electrolyte drink.

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