



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

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Another Step Forward in Advancing Public Trust in Canada's Food System

The Public Trust Steering Committee Endorses the Canadian Centre for Food Integrity

GUELPH – September 13, 2019 —A respected body for public trust in Canadian food, the Public Trust Steering Committee (PTSC), has endorsed the Canadian Centre for Food Integrity (CCFI) to be the national coordinator of public trust activities in Canada's food system.

"After thoughtful consideration and discussion with the Canadian Centre for Food Integrity, the Public Trust Steering Committee felt many of the same mandate and goals of the committee could be achieved through the coordinating efforts of CCFI," says Ron Bonnett, Co-Chair of the PTSC. "We are pleased to make this decision in this journey to public trust."

Advancing public trust in Canada's food system led to the formation of the Public Trust Steering Committee (PTSC) in 2017. The committee was organized to create a strategic direction for public trust and was composed of industry partners across the agri-food industry, working together and with government.

Similarly, CCFI was established in 2016 to help Canada's food system earn trust. The research conducted by CCFI shows that a significant portion of Canadians are interested in learning more about their food system and the people behind how their food is grown as food-related topics are relevant and top-of-mind for consumers. The agri-food industry recognizes the importance of providing a more coordinated, values-driven approach when addressing public trust and speaking to consumers about their food.

"This welcomed announcement provides an opportunity to have one, united voice with a national focus to coordinate efforts to build public trust in Canada's food system," says John Jamieson, CCFI CEO. "We appreciate the work the PTSC did and look forward to executing on our newly defined mandate to work in a collaborative manner to coordinate trust activities, provide credible resources and to up the ante on proactive communications."



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This announcement comes after funding was received from Agriculture and Agri-Food Canada in 2018 for Canada's food system to develop a strategy and plan to boost consumer confidence in food. During the development of the plan, there was almost unanimous support for a coordinated, synchronized, collective approach to addressing public trust within Canada's food system. The lack of a coordinated approach was identified as the most limiting factor for advancing public trust and CCFI was viewed as the best entity to deliver on this.

"We are elated to have the PTSC's endorsement to perform this national coordination service," says Kim McConnell, Chair of the CCFI Board of Directors. "The CCFI board is committed to doing everything within its means to help advance a coordinated effort to earn and build consumer confidence in Canada's food system."

With the transfer of the national coordination duties to CCFI, the services of the PTSC are as such that the committee will no longer exist.

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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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