



THE CANADIAN CENTRE FOR  
**FOOD INTEGRITY**

For immediate release

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## Canadian Centre for Food Integrity Welcomes Five New Board Members

*Experience & Breadth of Knowledge from Canada's Food System adds to Dynamic Board*

GUELPH, ON. November 27, 2019 – The Canadian Centre for Food Integrity (CCFI) is pleased to announce the appointment of five new members to its Board of Directors, bringing its total to 11.

"We are pleased to have attracted an exceptional group of industry leaders to join our Board of Directors," says Kim McConnell, Chair of the CCFI Board of Directors. "These individuals are well-respected in their professions with strong connections across Canada's entire food system, and all are committed to advancing public trust in Canada's agriculture and food industry."

This news comes after leaders within the agriculture and food community endorsed CCFI to be the national coordinator of public trust activities in Canada's food system. This results in one, united voice for public trust in Canada's food system and the new additional Board of Directors are a direct result of CCFI's expanded mandate.

Joining the CCFI Board of Directors are:

**James Donaldson**, CEO, BC Food & Beverage. James brings over 25 years of experience and success in the BC food industry. His background includes working with a broad range of businesses from start-up ventures to multi-national corporations. He has held positions with companies such as Diageo, Yves Veggie Cuisine, BC Hot House Foods and Maple Leaf Foods in sales, marketing, and general management functions. James also holds several industry leadership functions, including Board positions with Food & Beverage Canada, Cannabis Standard Association, and in the private sector with Red Dog Deli Raw Food Company.

**Mike Dungate**, former Executive Director, Chicken Farmers of Canada. Mike brings extensive business, human resource management and government relations expertise to the board. In the area of public trust, Mike was a key contributor to the establishment of the Public Trust Steering Committee and the Poultry Sustainability Value Chain Roundtable. He is also a proud member of Swimming Canada's Board of Directors.

**Darlene McBain**, Manager, Industry Relations, Farm Credit Canada. Born and raised on a poultry farm outside of Quebec City, Darlene has first-hand knowledge of the hard work and dedication that goes into a successful farm operation. She has been working in the agriculture and agri-food industry for more than 20 years and is passionate about food, business strategy, relationship building, and coaching. She has also been a proud member of "l'Ordre des agronomes du Québec" for 20 years.



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**Shanna Munro**, President & CEO of Restaurants Canada. Shanna is a senior executive with extensive experience in the foodservice, retail, entertainment and financial services industries across North America, spanning more than 25 years. Shanna plays a key leadership role in the country's largest association for the hospitality industry and promotes an organizational culture that fosters commitment and passion for the 30,000 businesses that belong to Restaurants Canada — including restaurants, bars, caterers and other foodservice providers in communities across the country.

**Janet Riley**, Vice President of Communications and Public Affairs, Maple Leaf Foods. As the voice of the North American Meat Institute for 28 years, Janet has deep experience in public relations, media relations, crisis management, issues management and animal welfare. Riley joined Maple Leaf in 2019 and leads internal and external communications for the company. She has a Bachelor of Science in Journalism from Northwestern University in Evanston, Illinois, and has done graduate work in leadership and organizational development at Saint Joseph's University in Philadelphia, Pennsylvania.

The five new directors will be joining the CCFI Board of Directors currently comprised of Adele Buettner, Founder and President, AgriBiz Communications Corp; Sylvie Cloutier, CEO of Quebec Food Processing Council (CTAQ); Kim McConnell, a founder and former CEO of AdFarm; Gwen Paddock, Vice President Southwestern Ontario Agriculture, RBC Royal Bank; Mary Robinson, farmer, agribusiness owner, and President of the Canadian Federation of Agriculture (CFA); and Jean-Marc Ruest, Senior Vice-President, Corporate Affairs and General Counsel.

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The Canadian Centre for Food Integrity is a national charity with a clearly defined mandate as the service provider to help Canada's food system earn trust by coordinating research, resources, dialogue and training. As CCFI gains traction in Canada, the opportunities for collaboration among industry partners, stakeholders, members and consumers continues to grow. Leading the way in spreading the message of the importance of public trust is key for Canada's food system and its many opportunities.

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

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