THE CANADIAN CENTRE FOR
FOOD INTEGRITY

Working with Canada's food system to earn public trust…

Canada has a superior food system with all the right ingredients to be a global leader in safe, nutritional and sustainable food. One of the challenges to making this happen is the erosion of public trust. The Canadian Centre for Food Integrity is uniquely positioned to work with Canada's food system from coast to coast.

Our membership model allows for an expansive list of participants to play a role in earning public trust and supporting Canada as a global food leader. Engage with your most important audiences through the support and actions of the Canadian Centre for Food Integrity (CCFI).

CCFI's goal is to provide research, resources, dialogue and coordination to our members and the entire food system.

Be proactive. Get connected. Support a united effort.

The benefits can be yours ...

A Coordinated Federal Approach to Public Trust

The Public Trust Steering Committee (PTSC), which was tasked with developing a strategic plan for building and earning public trust in Canada's food system recognized the need for one organization to act as the coordinator of this initiative. In September 2019, CCFI was endorsed by the PTSC as that coordinating organization.

CCFI's role as coordinator will be to ensure that the Canadian food system is provided with the structure and information required to be successful in our goal. CCFI has adapted its organizational structure to ensure a broader portion of the food system is involved in driving the activities of CCFI.

Under its new coordinating role, the Canadian CFI will develop new relationships with the organizations and institutions that are active in building and earning public trust in the food system. Members of the PTSC have indicated the need for these relationships to be guided by Memorandum of Understandings (MOU) between members and CCFI. The MOUs will define CCFI's alignment and form the basis of of a coordination role with amplifiers, Value Chain Round Table Committees, the All-Chairs Committee, provincial and national organizations and FPT governments.

Public Trust Research

What are Canadians thinking?
What are best practices for connecting with consumers?

The Canadian CFI Public Trust Research benchmarks consumer attitudes about today's food, with a comparison to U.S. and Canadian data gathered since 2006. Canadian CFI members invest in this research together for a valuable base of shared knowledge that benefits all food system stakeholders.

VALUE FOR YOU

While the topline study results are shared publicly, only CCFI members have access to the FULL public trust research data, the study instrument and member-only webinars.

Leverage your own investment in consumer research looking at the bigger picture on food and agriculture, with a public trust and transparency lens. Use CCFI questions as a base to inform and support your work with a large comparative database and valuable data trends.

Communication

The development and implementation of CCFI's Communications Plan will be led by CCFI's Communications Committee, made up of industry leaders from across Canada representing all parts of the food system. The CCFI communications plan will be proactive, bold, visual and far-reaching. CCFI's communications plan will focus on three overarching themes that are designed to tell the story of, and build pride in, Canada's food system and highlight its advantages.

Food Safety

The CCFI communications plan will address the general public's concerns around food safety and will convey how industry and government work in unison to ensure that Canada has one of the healthiest and safest food systems in the world.

Innovation & Technology

CCFI will communicate to the public how the Canadian food system, like any other field, uses science and technology to improve practices which improve animal care, reduce environmental footprint and advance health and safety outcomes.

Climate Change

CCFI will communicate about the ways the Canadian food system is proactively addressing climate change, how agriculture is best positioned to combat climate change by sequestering carbon and the accurate role of Canadian protein production on greenhouse gas emissions.

VALUE FOR YOU

By supporting CCFI's communications plan you will leverage your own investments in communications to provide Canadians with materials that will grow their confidence in our food system. This will lead to greater economic opportunities for your organization.

Dialogue

Forums for Dialogue – building trust starts with collaboration among our food system partners

Public Trust Summit

A unique event that brings together stakeholders from across sectors and supply chains for turnkey networking and meaningful opportunities to engage and learn best practices for building public trust.

Food System Forums

Provides context, content and contacts on the toughest topics in food production identified in the CCFI research. These smaller events focus on more specific topics for targeted audiences such as food industry executives. Some of these events are 'invite only' for CCFI members and selected guests.

Value for you

CCFI events are unlike any other. These national events provide exclusive networking across all supply chains. Meet and have positive, proactive discussions around trust with key suppliers, researchers, government partners, NGOs and largest clients.

Resources

Credible and current information for you, your colleagues and your clients

Animal Care Review Panel

The Animal Care Review Panel (ACRP) is a service that CCFI offers to support its members when a controversial undercover video is released to the media. The report provides credible third-party opinions from experts explaining the video footage. The main purpose is to provide expert opinion – publicly, in media, and for supply chain partners to help them make informed choices.

Insight Reports

Insight Reports are brought to you by CCFI using the resources of Meltwater, a software service that develops and markets media monitoring and business intelligence software. These systems help track Canadian news sources both traditional and online. These reports are designed to help the Canadian food system understand perspectives on timely and relevant topics in the food system. Included in the Insight Reports, is a backgrounder on the topic and key messages that are designed to resonate with the general public.

CCFI E-News

CCFI E-News is full of recent and relevant information that members will find informative and entertaining. Each month the CCFI E-News is sent to thousands of respondents across Canada and consists of research, opinion pieces and industry news.

Webinars

CCFI webinars are hosted monthly and provide attendees with information on specific topics relating to the food system. The webinars share best practices, tools and research for members to utilize when connecting with Canadians.

Membership Categories

Become a CCFI member today. Help build momentum and leverage your investment with others. Join the unified effort to build public trust and confidence in Canadian food manufacturing, distribution and agriculture today.

As a national not-for-profit organization with charitable status, our unique model encourages a broad base of funding members and partners; from individual donors to large corporate and government investments. The scope and depth of the funding helps us achieve maximum credibility, which is fundamental in our efforts to earn trust for the future.

Supporter	$3,000 annually
Leader	$10,000 annually
Anchor	$25,000 annually

Membership Benefits

Supporter

- Basic Research Reports
- E-News & Insight Reports
- Member Only Webinars
- Access to CCFI Member Portal
- Reduced Fee for CCFI Speaker - $1500 + expenses
- Ability to invoke ACRP

Leader

- Basic Research Reports
- E-News & Insight Reports
- Member Only Webinars
- Access to CCFI Member Portal
- Reduced Fee for CCFI Speaker - $500 + expenses
- Ability to invoke ACRP
- Complimentary Summit Registration (1)

Anchor

- Basic Research Reports
- E-News & Insight Reports
- Member Only Webinars
- Access to CCFI Member Portal
- Reduced Fee for CCFI Speaker - Expenses
- Ability to invoke ACRP
- Complimentary Summit Registrations (2)
- Free Customized Research Presentation
- One Query per Research Report
- Access to CCFI Led Special Meetings

Sponsorship Opportunites

CCFI E-News (1 issue)	$1,000
CCFI Webinar (1)	$2,000
CCFI Insight Report (1)	$3,000
CCFI Insight Reports (2)	$5,000
Summit Sponsorship Opportunities	$1,500 - $25,000
CCFI Communications Plan	$2,500 - $100,000
CCFI Travel Support	$1,000 - $5,000