



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.

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 food, purchasing choices and relationship with the food system, using 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.

The CCFI research is an annual report representative of the Canadian population using a variety of research methodologies such as qualitative focus groups, quantitative online surveys and ethnographic studies to develop a robust analysis of consumer trends.

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, demographic breakdowns, data tables and member-only webinars. Gain access to the public trust research results dating back to 2016.

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

In May 2021, CCFI assumed ownership over two established brands: Ag More Than Ever and Canada's Agriculture Day, which transform our communication capabilities into a full suite of public trust initiatives. A recent survey highlighted that our members list "Communications" as a top requested member benefit. CCFI is already an industry leader when it comes to research and coordination—now we can add communications to the list, as the unified voice that speaks directly to industry and Canadian consumers.

Our strategy is built around these communication priorities:

Elevate awareness of
Canada's food system

Proactively and reactively
address issues that impact
the advancement of the
food system

Build member-facing
communications to
increase coordination
efforts

VALUE FOR YOU

Our plan is to build and sustain the most robust public trust communications offering throughout the food system.

By supporting CCFI's communications plan you will leverage your own investments in communications to provide Canadians with materials to grow their confidence in our food system. At CCFI, we have many tools to show the effectiveness of our communications.

Most importantly, we have an annual, longitudinal dataset that tracks trust over time. We can show if our communications efforts are making an impact on public trust, and our research will inform areas for continuous improvement.

Dialogue

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

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. Only members have access to the webinars free of charge.

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.

VALUE FOR YOU

CCFI events are unlike any other - designed to grow your networks. Webinars create the opportunity to connect with professionals from all sectors on a monthly basis. Our national Summit provides exclusive networking across all supply chains. Meet and have positive, proactive discussions around trust with key suppliers, researchers, government partners, NGOs and largest businesses..

Resources

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

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.

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

- Full Members Only Research Report with access to data tables and demographic breakdowns
- Access to Monthly Webinars
- Member Only Webinars
- Access to CCFI Member Portal
- Reduced Fee for CCFI Speaker - \$1500 + expenses
- Ability to invoke ACRP
- Access to CCFI Led Special Meetings

Leader

- Full Members Only Research Report with access to data tables and demographic breakdowns
- Access to Monthly Webinars
- Member Only Webinars
- Access to CCFI Member Portal
- Reduced Fee for CCFI Speaker - \$500 + expenses
- Ability to invoke ACRP
- Complimentary Summit Registration (1)
- Access to CCFI Led Special Meetings

Anchor

- Full Members Only Research Report with access to data tables and demographic breakdowns
- Access to Monthly Webinars
- 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

