

**For immediate release**

## **Canadian Centre for Food Integrity Elects New Directors**

**Guelph, ON - May 25, 2022** - The Canadian Centre for Food Integrity (CCFI) is pleased to announce the election of three new directors to its Board of Directors. They are Stéphane Beaudoin, President of GestBeau, Nicole McAuley, Head of Communications and Public Affairs at BASF Agricultural Solutions, and Timothy Kennedy, President and CEO of the Canadian Aquaculture Industry Alliance.

"We are pleased to welcome Stéphane, Nicole and Tim to our Board of Directors. They bring a wealth of expertise and leadership in key areas of the agri-food industry," said Kim McConnell, Chair of the CCFI Board of Directors. I am delighted that we have a strong and diversified Board of Directors to continue our industry's efforts to build public trust."

The CCFI would also like to extend its sincere thanks to the four departing Board members whose terms have expired, Sylvie Cloutier, James Donaldson, Gwen Paddock and Janet Riley for their support and contributions to the Board over the past several years.

### **New board members:**

**Stéphane Beaudoin:** Over the last 25 years, Stéphane has evolved mainly in the fields of agronomy, animal production, animal health, continuous improvement, corporate affairs and animal welfare. Stéphane has both a broad and in-depth knowledge into the livestock production value chain and its related regulatory and marketing systems. He has the ability to distill complex industry regulatory issues and relationships into workable insights and intelligence. In 2013, he founded his own animal welfare company, under the name of Gestbeau Inc., and he founded Magon Inc in 2020 to offer agronomic and veterinary tele-consultation service to small-scale livestock producers and urban/peri-urban owners of farm animals.

**Nicole McAuley:** With over 15 years of experience in corporate communications across multiple sectors including agriculture, energy, infrastructure, mining and metal, Nicole is passionate about the craft of communication and its impact on leaders, audiences, and organizations. She is an expert at enhancing and promoting brands, strengthening employee culture, building communities, and developing strategic partnerships. Prior to joining BASF in 2018, Nicole held global communications roles at Hatch, Vale and Yamana Gold.

**Timothy Kennedy:** Timothy began his work leading the national association for Canada's seafood farming sector in April 2017 as President & CEO of the Canadian Aquaculture Industry Alliance (CAIA). He's passionate about the future and potential of sustainable seafood farming for Canada and the world. Tim has worked for over 20 years in Ottawa with experiences as a political and policy advisor, a senior government relations consultant working with leading clients in the natural resources and sustainability sectors, and as a Vice President for a major North American energy company.

The three new directors will be joining the CCFI Board of Directors currently comprised of Adele Buettner, Founder and President, AgriBiz Communications Corp; Mike Dungate, former Executive

Director, Chicken Farmers of Canada; Darlene McBain, Industry Relations Manager, Farm Credit Canada; Kim McConnell, a founder and former CEO of AdFarm; Shanna Munro, General Manager, Diversey Canada; 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.

### **About the Canadian Centre for Food Integrity**

The Canadian Centre for Food Integrity is a national charity with a clearly defined mandate to help Canada's food system earn public trust by coordinating research, resources, dialogue, and communications. For more information, visit [foodintegrity.ca](http://foodintegrity.ca) and follow us on [LinkedIn](#) and [Twitter](#).

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