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**NEWS RELEASE**  
**For immediate distribution**

## **Canadian Centre for Food Integrity Announces Change in Board Leadership**

**Guelph, ON. November 2, 2022** – As part of its succession plan, the Canadian Centre for Food Integrity's (CCFI) Board of Directors announces that Mike Dungate has been elected chair of the board and will be replacing long-time chair Kim McConnell.

Kim McConnell has served as chair of the CCFI board since its inception in 2016. His leadership, ideas and experience have been instrumental in the establishment of CCFI as the central organization in building public trust in the Canadian food system.

Kim McConnell is a founder and the former CEO of AdFarm, one of the largest agricultural marketing communications firms in North America. Over the years, he has been the catalyst behind many major industry ventures including an initiative to build greater public trust in food.

At the 2022 Public Trust Summit recently held in Toronto, CCFI Board and staff extended their sincere appreciation to Kim McConnell for his support and contributions over the past few years.

Mike Dungate, former Executive Director of Chicken Farmers of Canada, will assume leadership of the CCFI board, where he has been serving as a director since 2019 and Vice-Chair since 2020. Mr. Dungate provides extensive board governance, business, human resources, and government relations expertise to the board. In the area of public trust, he was a key contributor to the creation of the Public Trust Steering Committee and the Poultry Sustainability Value Chain Roundtable.

"It is a privilege to be elected as the new chair of the CCFI, said Mike Dungate. I am very grateful for the leadership and expertise of Kim McConnell who has been integral in taking the CCFI from a start-up to a well-established organization with great industry support and respect."

Additionally, the CCFI board has recently elected Julie Dickson Olmstead as a new board director. As the Managing Director of Public Affairs and Corporate Responsibility for Pattison Food Group, Julie oversees public affairs, ESG and DEI strategy, government and industry relations and strategic planning for sustainability, zero waste and environmental leadership projects.

Ms. Dickson Olmstead joins the following individuals who are currently serving on the CCFI board:

- Stéphane Beaudoin, President, Gestbeau Inc. and Magon Inc.
- Adele Buettner, Founder and President, AgriBiz Communications Corp.
- Mike Dungate, former Executive Director, Chicken Farmers of Canada
- Timothy Kennedy, President and CEO, Canadian Aquaculture Industry Alliance
- Nicole McAuley, Head of Communications and Public Affairs, BASF Canada Agricultural Solutions
- 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)
- Jean-Marc Ruest, Senior Vice-President, Corporate Affairs and General Counsel, Richardson International Limited

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

The Canadian Centre for Food Integrity (CCFI) 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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