

THE CANADIAN CENTRE FOR FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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Important Announcement for Every Partner in the Canadian Food Sector!

Many of you may have already heard about the consultations we're beginning about a new public awareness initiative, a comprehensive and collaborative effort designed to bridge the gap between the food industry and Canadian consumers. This initiative is more than a project; it's a call to action for each of us who is passionate about the integrity and the future of Canada's food system. By fostering a deeper understanding and appreciation of our food system's critical role in society, we aim to elevate it to a position of importance alongside core Canadian values such as healthcare and education.



Our food system is not just about feeding people; it's about sustaining communities, demonstrating Canada's place in the world's food basket, promoting the sector as a valued employer, preserving our environment, and promoting social and physical health and well-being. By making the food system a central aspect of our Canadian identity, we can ensure its sustainability and growth for future generations.

As CCFI embarks on its revitalization journey, our renewed focus on transparency, innovation, and engagement directly responds to the needs and expectations of our stakeholders. This public awareness initiative is a testament to our commitment to excellence, collaboration, and strategic vision.

Your partnership with CCFI on this initiative is crucial. We need partners from every part of the sector to validate the process and demonstrate that this commitment extends to ALL parts of our sector. By working together, we can ensure that our efforts are comprehensive and representative of the entire food system. We invite you to reach out to Erin at erin@foodintegrity.ca to arrange a meeting and discuss how you can be part of this critical effort. Your engagement is key to showcasing that our sector's dedication to food integrity is robust and unified.

Our work to date provides critical insights to enhance consumer understanding. By working together, we can amplify these efforts, ensuring that Canada's food system is recognized and celebrated for its quality and sustainability, both in Canada and globally.

CCFI's commitment to excellence, our strategic vision, and our collaborative spirit are driving us toward a future where Canada's food system is a model of integrity and innovation. Our initiatives are designed to create tangible benefits for our members and the broader food community, reinforcing the importance of our work and the value of your support. With your help, we can shape a future where Canada's food system is not just a necessity, but a cherished part of our national fabric.

Our initiative is not just about promoting food; it's about fostering a deeper connection between Canadians and the food system that supports them. It's about making the food system a pillar of

Canadian identity and pride. Together, we can transform the narrative, ensuring that every Canadian sees the value and importance of supporting our agricultural and food sectors.

Thank you for your continued support and belief in our mission. Let's work together to make Canada's food system not just a necessity, but a cherished part of our national fabric.

With warm regards,

Lisa Bishop-Spencer
Executive Director
Canadian Centre for Food Integrity

EVENTS

THE CANADIAN CENTRE FOR
FOOD INTEGRITY



2024 PUBLIC TRUST SUMMIT

Trust in Action: Cultivating Public Confidence

October 23-24
The Westin Toronto Airport Hotel

Summit Champions



Get Ready for the 2024 CCFI Public Trust Summit!

Don't miss this unique opportunity to engage in insightful discussions and build meaningful connections. Join industry leaders, experts, and innovators as they come together to explore and strengthen trust in the Canadian food system. For more info and registration, visit [CCFI Website](#).

We are pleased to welcome [BC Agriculture Council](#) as the newest CCFI member!



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