



THE CENTER FOR
FOOD INTEGRITY

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The Center for Food Integrity Expands to Canada

Canadian CFI aims to earn consumer trust in Canadian food and agriculture



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

KANSAS CITY, Mo. – Tuesday, May 31, 2016 – The Center for Food Integrity (CFI) has expanded north with the launch of the Canadian Centre for Food Integrity (CCFI).

With a growing membership representing a diversity of the U.S. food system, CFI is a not-for-profit organization founded in 2007 to help today's food system earn trust. The new Canada affiliate, a division of Food & Farm Care Canada, shares that mission.

“Canada faces many of the same challenges we do here, and with an increasingly interconnected global food system, expanding our North American presence will allow us to better serve members with international interests and locations as we help the food system align with consumer expectations,” said Terry Fleck, CFI executive director.

“Public demand for transparency is growing and consumers want to know more about how their food is produced and who's producing it,” said Crystal Mackay, Farm & Food Care Canada executive director. “The new Canadian Centre for Food Integrity will work with its members and the Canadian food system at large to share information and demonstrate our values when it comes to outstanding animal care, environmental stewardship and producing safe food.”

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Like CFI, the Canadian Centre for Food Integrity will conduct annual consumer trust research to better understand changing public attitudes about food and agriculture, and to provide guidance to the Canadian food system. Results of CCFI's first survey will be unveiled at the inaugural Public Trust Summit May 31 to June 2 in Ottawa, Ontario. Results of the survey are available at www.foodintegrity.ca.

CFI will now offer North American memberships for organizations and companies that have a presence in both the U.S. and Canada.

To learn more about CCFI, visit www.foodintegrity.ca. For more information about The Center for Food Integrity, visit www.foodintegrity.org.

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The Center for Food Integrity is a not-for-profit organization that helps today's food system earn consumer trust. Our members and project partners, who represent the diversity of the food system, are committed to providing accurate information and working together to address important issues in food and agriculture. The Center does not lobby or advocate for individual companies or brands. For more information, visit www.foodintegrity.org.

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