



CANADIAN PARTNERSHIP FOR
CONSUMER FOOD SAFETY EDUCATION

PARTENARIAT CANADIEN POUR
LA SALUBRITÉ DES ALIMENTS



Partnership Overview to the
AICF from the Farm Gate to
the Dinner Plate Conference
November 4, 2003
Brenda Watson, Executive Director

What is the Partnership?



- ⌘ A not-for-profit association of public and private organizations committed to educating Canadians about their role in food safety
- ⌘ Messages centered around consumer behaviour
- ⌘ Member focused and volunteer driven

Partnership Support



- ⌘ Financial and in-kind support from three levels of government and associations representing producers, manufacturers and retailers
- ⌘ National in scope and focus



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⌘ Who are some of our members?

- ☒ Agriculture and Agri-Food Canada
- ☒ Beef Information Centre
- ☒ Canadian Council of Grocery Distributors
- ☒ Canadian Egg Marketing Agency
- ☒ Canadian Federation of Agriculture
- ☒ Canadian Food Inspection Agency
- ☒ Canadian Meat Council
- ☒ Canadian Poultry & Egg Processors Council
- ☒ Canadian Produce Marketing Association



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⌘ Members (2)

- ☒ Chicken Farmers of Canada
- ☒ Health Canada
- ☒ Ont Ministry of Agriculture & Food
- ☒ Canadian Turkey Marketing Agency
- ☒ Canada Pork
- ☒ Capital Health

- ☒ Cdn Independent Grocers
- ☒ Environmental Health Foundation
- ☒ Food and Consumer Products Manufacturers of Canada
- ☒ Further Poultry Processors Association



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⌘ Members (3)

- ☒ There are so many more members including Public Health Departments, The Food Safety Info Line, The Guelph Food Technology Centre, Kidney Foundation of Canada, Consumers' Association of Canada
- ☒ many more at www.canfightbac.org

Food Safety in Canada



- ⌘ Growing awareness and interest
- ⌘ Consumer perceptions and needs around “food safety” are changing
- ⌘ Commitment to food safety and quality through the entire food system
- ⌘ More clarification needed on roles and responsibilities of producers, manufacturers, retails, and consumers

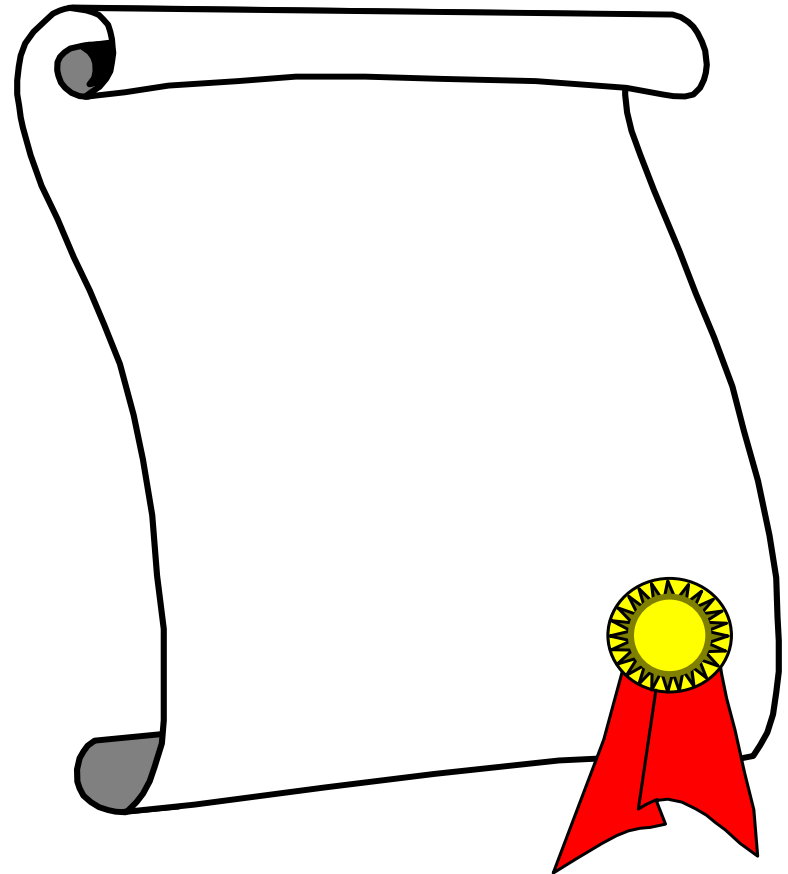
Why is it important?



- ⌘ Impacts 2 million Canadians a year and costs an estimated \$1 billion
- ⌘ Awareness and responsibility around foodborne illness needs to increase
- ⌘ Confidence in the food safety system is built through accountability and education

What do we do?

- ⌘ The Partnership coordinates and delivers food safety awareness programs aimed at the Consumer
- ⌘ A core program is our FightBAC! campaign



Messages

⌘ Clean, Separate, Cook & Chill



Accomplishments: The Brightest and the Best



- ⌘ Consumer products that are in ever increasing demand
- ⌘ Research projects underway
- ⌘ BBQ season media campaign
- ⌘ Calls for information that can be routed to our Partners or the Food Safety Info Line or Food Safety Network

Accomplishments (2)



⌘ Website that is visited often

☑ Family piece on website (new)

☑ Members Section (new) and under construction

☑ Calendar of Events (new) and under construction

Have Exhibit, Will Travel



Month	Place	Estimated Reach
September	United Way on Parliament Hill, Ottawa, Ontario	2500
	Rural Expo & Plowing Match, Carleton Place, Ontario	9,000
	Cdn Public Health Inspectors Conference, Ontario Branch	200
	Dieticians of Canada Conference	150
	October	Delta Ottawa Staff Healthy Lifestyle Day
	Ottawa Food Council Food Festival	300
	Manitoba Health Canada – Science Teachers Conference – program only	85

Exhibit Travels Cont'd



November	AICF Conference	150
	From Farm to Fork	
	Toronto Women's	9,000
	Show – 3 days	
	Royal Agricultural	30,000
	Winter Fair – 10 days	
	Dupont Canada	50
	ROSE program from	100
	FWIO	
	TOTAL/ 3 mths	51,735

Major Projects in 2003/04



⌘ Young Adult Campaign

- ☑ piloted at 4 University campuses in early February '04
- ☑ Mrs. Cookwell is the newest spokesperson for the Partnership food safety messages

- ☑ Campus coordinator training and information
- ☑ On-campus information kits for the students
- ☑ Mrs. Cookwell website with FAQ section - the Food Safety Info Line will manage this section of the web

Another Project



⌘ Media Spokesperson Training

- ☑ mid January members of the Partnership will be invited to send participants from across Canada to attend an intensive one day workshop.
- ☑ Session in Ottawa and another in French planned for Montreal
- ☑ Objective is to train spokespersons to deliver the Partnership messages to media across the country

And Another Project



⌘ National FightBAC! Consumer Survey

- ☑ a survey will be conducted across the country in both English and French to assess our brand recognition (BAC!)
- ☑ a second objective is to determine consumer awareness of food safety issues
- ☑ a third objective is to gather benchmark data to build on the 1991 and 1998 food safety practices studies coordinated by CFIA

And Another

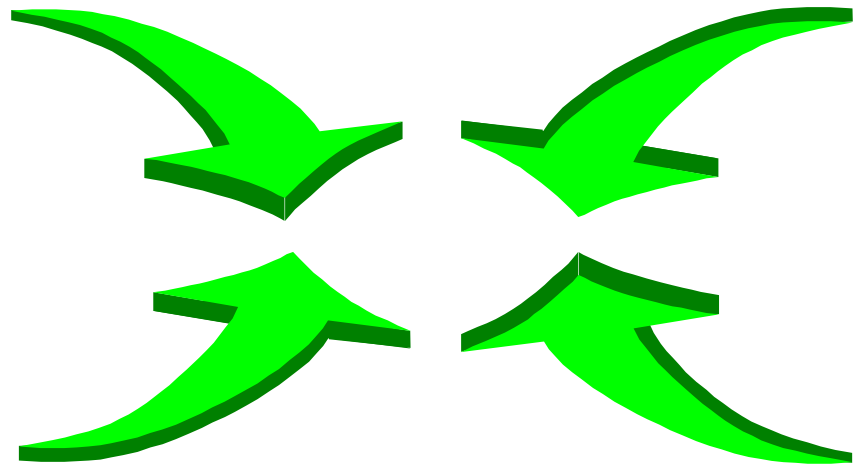


⌘ Media Survey

- ☑ a survey of the media is being undertaken to determine the most appropriate methods, venues and forms to reach consumers with our proactive food safety messages

Draft National Food Safety Communication Strategy Framework

- ⌘ Partnership members participated in a facilitated process to develop a communication strategy framework
- ⌘ This tool will enable those delivering food safety messages to consumers to deliver consistent science and evidence based information



And Another Project



⌘ **Food for Health Exhibition** - Canada Museum of Science and Technology

- ☑ Partnership is a part of the development team
- ☑ Exhibition is scheduled to open in 2006
- ☑ Committed to bringing in three members who can become major sponsors
 - ☒ CFIA, Health Canada, and we are looking for another

Talking to Consumers



- ⌘ "Food Safety" is changing
- ⌘ Focused and targeted messages
- ⌘ Linking food and food safety
- ⌘ Building trust and confidence in the quality and safety of our food system in Canada
- ⌘ Adding value in a growing market place

Opportunities



- ⌘ Consumers quest for knowledge is driving our growth
 - ☑ strategic alliances
 - ☑ new vehicles and innovative approaches to reaching the consumer with a consistent food safety message
 - ☑ adding value to the HACCP process

Opportunities cont'd



- ⌘ Audience focused programs
- ⌘ Consistent and clear messaging from the farm gate to the dinner plate
- ⌘ Creative delivery of clean, separate, cook and chill messages

Working Together



- ⌘ Food safety is a high priority
- ⌘ Partnership wants to educate and empower consumers
- ⌘ More can be done to send a clear focused message about the importance of issue
- ⌘ More can be done to communicate with consumers about the role they play in food safety

Food Safety Communication



- ⌘ Food safety needs to be incorporated into existing food vehicles
- ⌘ Food safety needs to evolve into a lifestyle message
- ⌘ Timing is right for new and exciting initiatives; opportunity is great to alter consumer behaviors

Question To Ponder



- ⌘ Within your area of influence in the farm gate to dinner plate system, what are your ideas around sustaining food safety messaging?



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- ⌘ Thank you for helping Canadian families enjoy their food safely!
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