

Annual Report 2004-2005



**the multi-sectoral trusted voice for science-based
food and nutrition policy and information in Canada**

➔ NATIONAL VOICE

➔ STRONG GOVERNANCE

➔ EXPERT ADVICE

MESSAGE FROM THE CHAIR OF THE BOARD

AND THE PRESIDENT & CEO

➔ Building a Strong Voice for Nutrition in Canada



It's not every day one gets the chance to be involved in the evolution of a new organization. Building the Canadian Council of Food and Nutrition (CCFN) has been very exciting, challenging and rewarding. The support of the founding members and partners from all sectors has enabled the Council to build a solid governance framework. We are fortunate to draw on their commitment to become a trusted voice on the Canadian food and nutrition scene.

We've taken care to preserve the strengths of the collective 25-year history of the original organizations from which CCFN was formed, the National Institute of Nutrition (NIN) and the Canadian Food Information Council (CFIC). We are building on a partnership from many sectors to provide leadership on nutrition issues in Canada. The Tracking Nutrition Trends survey is a prime example of an important legacy from NIN that we pledge to continue.

With member input CCFN has established three priority areas—childhood obesity, *trans* fats and the current review of *Canada's Food Guide to Healthy Eating*. We have begun to address these issues through the actions and achievements detailed in the following sections. The environmental scans underway will provide the necessary groundwork and direction to plan the Council's activities in the future.

We are pleased with CCFN's accomplishments to date. It is clear that the members of this organization are committed to improving the nutritional health of Canadians.

With the governance structure and strategic policy focus securely in place, the Council is ready to take on the challenges ahead. We count on your continued support as we move forward with key policy areas, expand our reach, and build on the foundation established in 2004-05.

With your support we will continue to make reliable nutrition matter.

Rena Mendelson, D.Sc., RD
Chair of the Board

Francy Pillo-Blocka, RD
President and CEO

CONDENSED FINANCIAL STATEMENTS

➔ Auditor's Report on Condensed Financial Statements

KPMG LLP
Chartered Accountants
Yonge Corporate Centre
4100 Yonge Street Suite 200
Toronto ON M2P 2H3

To the Members of Canadian Council of Food and Nutrition/
Conseil canadien des aliments et de la nutrition

The accompanying condensed statements of financial position, operations and changes in net assets are derived from the complete financial statements of the Canadian Council of Food and Nutrition/ Conseil canadien des aliments et de la nutrition as at April 30, 2005 and for the year then ended. In our auditors' report dated June 23, 2005 on the complete financial statements, we expressed an unqualified opinion. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the condensed financial statements.

In our opinion, the accompanying condensed financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These condensed financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these financial statements may not be appropriate for their purposes. For more information on the Council's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.



Chartered Accountants
Toronto, Canada
June 23, 2005

➔ Condensed Statement of Financial Position as at April 30, 2005

	2005	2004
Assets		
Current assets		
Cash and short-term investments	\$ 221,646	\$ 178,543
Accounts receivable	30,376	27,121
Prepaid expenses	3,704	2,394
	255,726	208,058
Capital assets	32,208	3,862
	\$ 287,934	\$ 211,920
Liabilities and Net Assets		
Current liabilities		
Accounts payable and accrued liabilities	\$ 17,667	\$ 17,687
Deferred revenue	123,958	25,045
	141,625	42,732
Net assets		
Invested in capital assets	32,208	3,862
Unrestricted	114,101	165,326
	146,309	169,188
	\$ 287,934	\$ 211,920

➔ Condensed Statement of Operations and Changes in Net Assets

Year ended April 30, 2005

	2005	2004
Revenue		
Membership fees	\$ 219,939	\$ 246,000
Communication projects	13,906	28,906
Grants and contributions	53,343	15,810
Registration fees	13,442	7,900
Interest	2,950	4,303
Research sales	885	-
	\$ 304,465	\$ 302,919
Operating Expenses		
Remuneration and benefits	\$ 261,655	\$ 136,478
General administration	57,814	36,670
Merger and projects costs	38,000	85,591
Communications	18,824	39,346
Recoveries	(48,949)	(43,423)
	327,344	254,662
Excess (deficiency) of revenue over expenses	(22,879)	48,257
Net assets, beginning of year	169,188	120,931
Net assets, end of year	\$ 146,309	\$ 169,188

In just 8 short months—its first fiscal "year"—CCFN has laid down a strong foundation on which to build its success and impact in the years to come

➔ Achievements

New Governance

Much of the year was dedicated to developing the architecture of CCFN, a strong governance framework that reflects today's best practices. The bricks-and-mortar set in place include new bylaws, a new Board of Trustees and four authoritative standing committees to guide the Council's governance, policy, communications and financial actions.

Strategic Plan

The dynamic strategic plan developed during this period is the blueprint to focus the Council's efforts in the most effective ways, building a stronger and more viable organization structure that is well governed and targets key food and nutrition priorities.

Membership Recruitment

A membership recruitment campaign was launched to broaden CCFN's membership base. A supporting membership recruitment package was developed to communicate the organization's mandate, strategic directions, and key players.

New Name and Visual

The Council established its new name and visual identity. Adculture Group Inc. created the logo at no charge to CCFN.



➔ VISION

To be the multi-sectoral trusted voice for science-based food and nutrition policy and information in Canada.

➔ PURPOSE

To be a catalyst in advancing the nutritional health and well-being of all Canadians by:

- ▶ Championing evidence-based solutions to key nutritional issues affecting the nutritional health of Canadians
- ▶ Advocating for evidence-based nutrition policy in Canada
- ▶ Promoting public understanding of food and nutrition issues

➔ OPERATING PRINCIPLES

- ▶ Proactive in approach to addressing advocacy and communications initiatives
- ▶ Inclusive in process through new and renewed partnerships with other food, health and nutrition organizations

➔ OVERARCHING GOAL

CCFN will demonstrate its essential value to members within 3 years of operation.

➔ STRATEGIC DIRECTIONS

- ▶ Ensure the nutrition policy activity on Board-approved priority areas is evidence based and supports the health and well-being of Canadians. CCFN proactively identifies new issues to be addressed by Canadian policy makers.
- ▶ Engage members, subject matter experts and others in CCFN initiatives which are undertaken to achieve the first strategic direction.
- ▶ Build a national, multi-sectoral organization that is responsibly governed, funded and managed.

IDENTIFYING KEY AREAS FOR POLICY ACTION

2004–05 ACCOMPLISHMENTS

The founding members of CCFN had a say in what policy issues were most important to the nutritional health and well-being of Canadians. From the results of this poll three areas emerged as priorities for CCFN's attention.

➔ Research to Guide Actions

During 2004-05, research was initiated to guide the Council's activities on these three priority areas. Three research interns were chosen out of 40 applicants to conduct environmental scans—reviewing the literature, determining relevant existing policies and positions, and interviewing key informants. Their work is supported by the Human Nutrition Research Council of Ontario fund administered by the National Institute of Nutrition. The results, expected in the fall, will be shared with CCFN members and used as the cornerstone for the Council's actions.

➔ CCFN'S PRIORITY AREAS

To contribute a science-based voice to policies related to:

- ▶ preventing childhood obesity
- ▶ reducing *trans* fat in the Canadian food supply
- ▶ revising *Canada's Food Guide to Healthy Eating*

➔ Action on *Trans* Fat

Canada has one of the world's highest consumption rates of *trans* fats.

- ▶ **Task Force on *Trans* Fat**—At Health Canada's invitation, CCFN appointed a representative to this task force. The Council is working with researchers, governments and industry to identify ways to reduce *trans* fat in processed foods in a responsible manner that will improve the health of Canadians. This is one example of how the Council works to evaluate activities of Canadian policy makers to ensure they are evidence based and support the health and well-being of Canadians.

➔ Action on Obesity

Obesity is a top health issue in Canada, a known risk factor for a number of chronic diseases and on the rise across all age groups.

- ▶ **Policy Scan**—CCFN initiated a policy scan to determine how the multi-sectoral Council can contribute in a unique, proactive way to the policy environment related to combating obesity.
- ▶ **Grand Forum on Obesity**—Blueprints were drawn up for a major forum being held October 21, 2005, in conjunction with the Council's first annual meeting. The forum, "New Directions in Policy in Canada", creates an opportunity to learn more about the work of CCFN and about current policy advocacy on a key topic on the government's agenda. The results of CCFN's policy scan will be presented.
- ▶ **Agri-Food Innovation Forum**—CCFN became a gold sponsor for this inaugural forum, an international event linking the health sector with food and agriculture, held in June 2005. Within the stream "Influences on Agri-Food Innovation" the Council sponsored a dynamic session entitled "Agriculture: The Preventative Medicine for Health". The session, attracting 300 registrants, was designed to stimulate thought on how various sectors can work together to stem the tide of obesity.

➔ Action on *Canada's Food Guide to Healthy Eating*

As Health Canada overhauls *Canada's Food Guide to Healthy Eating*—the key tool guiding the eating patterns of Canadians—it is a crucial time for CCFN to provide an evidence-based perspective.

- ▶ **Contributing to the Dialogue**—CCFN participated in the Dietary Guidance Regional Meetings held by Health Canada in spring 2005. The dialogue focused on the proposed approach to dietary guidance, as well as types of information and tools that would be of use in delivering healthy eating messages to Canadians.
- ▶ **Gathering Evidence**—With the evidence emerging from CCFN's environmental scan on this theme, we will advocate for the best science to be reflected in the government's guidance to Canadians. CCFN intends to be at the table in fall 2005 when Health Canada consults on specific content issues related to the revision of the Food Guide.

➔ Member Communications

Regular communications with members and other partners is a priority for CCFN.

- ▶ Monthly Member Updates and regular Member Exchange Forums initiated this year provide an opportunity to connect with, update, and consult with members.
- ▶ In April 2005, the first forum and "Town Hall" meeting proved effective in allowing the diverse membership to provide feedback and ask questions of the President and Board.
- ▶ Members are also enthusiastic about the weekly CCFN Headline News service they have been receiving since January 2005.

➔ A Trusted Media Resource

In its first fiscal year of operation, CCFN has already been established as a credible source of information.

- ▶ Media sources, as well as government and professional associations, are regularly seeking the Council's expert advice.
- ▶ Almost weekly in 2004–05 we conducted interviews or referred media to experts on such topics as making healthier choices when eating fast food; red meat and cancer; good and bad features of cheese, wine, chocolate, red meat, nuts and grains in the diet; the glycemic index and the Atkins diet; Canada's Food Guide and ethnic food choices; *trans* fat; and soy.

➔ Tracking Nutrition Trends

CCFN continued the legacy of Tracking Nutrition Trends, garnering insights into the consumer mindset.

- ▶ The Tracking Nutrition Trends V (TNT V) study was released in 2004, the fifth in this series originated by NIN. The survey investigates Canadians' knowledge, attitudes and behaviours with respect to food and nutrition. Policy makers, health professionals and food corporations value the insights this research provides.
- ▶ At Health Canada's invitation, CCFN informed attendees of the Institute of Medicine's Food Forum session in Washington, DC, about how consumers use nutrition information on the food label.

➔ New Website Launched



CCFN's new website (www.CCFN.ca) provides an effective way to keep stakeholders informed of the Council's activities and to exchange information.

- ▶ Most of the groundwork was laid in the 2004–05 fiscal year in preparation for the May 31 launch.
- ▶ Plans are underway to provide a section to meet the needs of members and enable web-based information exchanges.
- ▶ Plans were also initiated for webcasts to inform key stakeholders about the new website, the upcoming forum on obesity, the annual meeting, and the results of research on CCFN's priority topics.

The support of CCFN's members, volunteers and other constituents will continue to build on the organizational and governance structure so carefully designed in 2004–05. They are the pillars that are firmly positioning the Council to serve its mandate effectively for years to come.

VOLUNTEERS SUPPORT THE ACTIVITIES OF THE COUNCIL

➔ Board of Trustees

CCFN's Board is structured to provide a vital balance on food and nutrition matters. The majority of trustees, including the Chair, is from the public sector. Board members have been selected from across Canada to provide the mix of expertise and skills required to provide optimal governance. Members of the Board of Trustees collectively govern CCFN and individually lead Standing Committees, together ensuring the success achieved by the Council.

Officers of the Board

Chair
Rena Mendelson

Vice-Chairs
Public Trustee: Peter Purslow
Private Trustee: Chris Lowry

Secretary
Noella Leydon

Treasurer
Sherry Casey

Public Sector Trustees

Harvey Anderson
University of Toronto
Toronto, ON

Susan Barr
University of British Columbia
Vancouver, BC

Theresa Glanville
Mount St. Vincent University
Halifax, NS

John Kennelly
University of Alberta
Edmonton, AB

Noella Leydon
Saskatoon City Hospital
Saskatoon, SK

Lynn McIntyre
Dalhousie University
Halifax, NS

Rena Mendelson
Ryerson University
Toronto, ON

Peter Purslow
University of Guelph
Guelph, ON

(one vacancy)

Private Sector Trustees

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Wyeth Consumer Healthcare
Mississauga, ON

Mary Ann Binnie
Canada Pork
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Sherry Casey
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Co. and Weston Foods Inc.
Toronto, ON

Chris Lowry
Kellogg Canada Inc.
Mississauga, ON

Grant Morrison
Pepsi - QTG Canada
Peterborough, ON

(one vacancy)

Acknowledgements

CCFN acknowledges with thanks the contributions of the following former Trustees:

Réjeanne Gougeon
McGill Nutrition and Food Science
Centre
Montreal, PQ

Caroline Ruzicka
Effem Inc.
Bolton, ON

➔ Standing Committees of the Board

Membership in these four committees is selected based on the expertise required, with at least one member from the public and the private sectors. Participation is available to representatives from all voting member corporations, institutions and non-profit organizations.

Governance Committee

- Ensures that procedures and practices are in place to enable good Board governance

Chair
Susan Barr
University of British Columbia
Vancouver, BC

Theresa Glanville
Mount St. Vincent University
Halifax, NS

Kerry Grady-Vincent
Dairy Farmers of Canada
Toronto, ON

Noella Leydon
Saskatoon City Hospital
Saskatoon, SK

Policy Committee

- Provides the Board with strategic advice on food and nutrition policy issues

Chair
Lynn McIntyre
Dalhousie University
Halifax, NS

Walid Aldoori
Wyeth Consumer Healthcare
Mississauga, ON

Nancy Bevilaqua
Ontario Society of Nutrition
Professionals in Public Health
Toronto, ON

Randy Kaplan
Canadian Sugar Institute
Toronto, ON

John Kennelly
University of Alberta
Edmonton, AB

Communications Committee

- Oversees communications with members and stakeholders on behalf of the Board

Chair
Peter Purslow
University of Guelph
Guelph, ON

Nicole Doucet
Nicole Doucet Communications Inc.
Montreal, PQ

Jane Langdon
Langdon Starr Ketchum
Toronto, ON

Lisa Mina
Beef Information Centre
Mississauga, ON

Finance and Audit Committee

- Monitors the current fiscal budget and oversees the long-term financial management of the organization

Chair and CCFN Treasurer
Sherry Casey
George Weston Ltd. - home of Loblaw
Co. and Weston Foods Inc.
Toronto, ON

Harvey Anderson
University of Toronto
Toronto, ON

Mary Ann Binnie
Canada Pork
London, ON

Grant Morrison
Pepsi - QTG Canada
Peterborough, ON

Accountant
Bruce Sylvester
Bruce G. Sylvester & Associates Inc.
Mississauga, ON

Our New and Founding Members

Organizations that join CCFN believe in our governance framework and our core purpose of having a science-based approach to all food and nutrition policy and information issues. We are pleased to recognize the following organizations that are helping to make reliable nutrition matter in Canada.

➔ Corporate Members

Corporations with a related interest in food and nutrition; public relations firms; communications firms; and franchise restaurateurs

Adculture Group Inc.
Canadian Salt Co. Ltd.
Cantox Health Sciences International
DowAgro Sciences Canada
Fleishmann Hillard Public Relations Canada
GCI Communication Inc.
General Mills Canada Corp.
George Weston Ltd. - home of Loblaw Co. and Weston Foods Inc.
Kellogg Canada Inc.
Langdon Starr Ketchum
McCain Foods Canada
Nestlé Canada Inc.
Nicole Doucet Communications Inc.
Pepsi - QTG Canada
Pioneer Hi-Bred Limited
The Art of Living Well Catering
Wyeth Consumer Healthcare

Acknowledgements

CCFN acknowledges the following supporters whose membership ended in 2005:

Coca-Cola Ltd.
Effem Inc.
Hain Celestial Canada
Kraft Canada Inc.

➔ Non-Profit Association Members

Trade associations; primary-producer associations; and consumer associations

Advertising Standards Canada
Beef Information Centre
California Walnut Commission
Canada Pork
Canadian Egg Marketing Agency
Canadian Restaurant and Foodservices Association
Canadian Sugar Institute
Canadian Turkey Marketing Agency
Canola Council of Canada
Chicken Farmers of Canada
Council for Biotechnology Information
Dairy Farmers of Canada

➔ Affiliate Members

Health-related associations; and academic and government institutions and organizations

Heart and Stroke Foundation of Canada
Ontario Society of Nutritional Professionals in Public Health

*lists current as at September 20, 2005

The Canadian Council of Food and Nutrition (CCFN) is a national, non-profit organization established in 2004 through the union of the mandates of the National Institute of Nutrition and the Canadian Food Information Council. It is uniquely positioned to provide leadership in advocacy and communication on critical food and nutrition issues within Canada.

The vision of CCFN is to be the multi-sectoral trusted voice for science-based food and nutrition policy and information in Canada.

To successfully achieve its vision, CCFN acts as a catalyst in advancing the nutritional health and well-being of all Canadians by:

- ▶ Championing evidence-based solutions to key nutrition issues affecting the nutritional health of Canadians
- ▶ Advocating for evidence-based nutrition policy in Canada
- ▶ Promoting public understanding of food and nutrition issues

CCFN's governance model fosters a multi-sectoral approach to issues and ensures that sound science is the foundation of our work. Our Board of Trustees is comprised of key experts with expertise from the public and private sectors.

Canadian Council of Food and Nutrition / Conseil canadien des aliments et de la nutrition