



# Annual Report 1997-99



# Table of Contents

EXECUTIVE SUMMARY .....	3
BACKGROUND .....	4
PARTNERSHIP STRUCTURE .....	5
MEMBERSHIP .....	6
FIRST YEAR OBJECTIVES .....	8
RESEARCH .....	9
COMMUNICATION ACTIVITIES .....	10
SUPPORTING LAUNCH ACTIVITIES .....	12
YEAR I BUDGET .....	13
LAUNCH SUCCESS .....	14
EVALUATION .....	15
NEXT STEPS .....	16
CONTACT INFORMATION .....	17
APPENDIX I - TERMS OF REFERENCE .....	18
APPENDIX II - BOARD OF DIRECTORS .....	20
APPENDIX III - 1998/99 EXECUTIVE COMMITTEE .....	21
APPENDIX IV - MEMBERSHIP/SPONSORSHIP LEVELS .....	22
APPENDIX V - BREAKDOWN OF MEMBERS & LEVELS (As of April 30, 1999).....	23
APPENDIX VI - <i>FIGHTBAC!</i> <sup>™</sup> LAUNCH PARTICIPANTS .....	25
APPENDIX VII - IN-KIND CONTRIBUTIONS.....	26
APPENDIX VIII - Financial Statements - 1999.....	28
APPENDIX IX - <i>FIGHTBAC!</i> <sup>™</sup> MEDIA LAUNCH,.....	31

## EXECUTIVE SUMMARY

The Canadian Partnership for Consumer Food Safety Education (the Partnership) was formed as a result of a commitment made by the food industry, consumer, health and government organizations concerned with food safety, to work together to fight foodborne illness in Canada. Health Canada estimates that each year there are approximately 1 million cases of foodborne illness which cost Canadian health services, industry and society as a whole over \$1 billion annually. Further, many cases of foodborne illness occur as a result of improper food handling techniques used in the home. The goal of the Partnership is to *“Contribute to the reduction of foodborne illness in Canada by increasing awareness of safe food handling practices through the coordination and delivery of food safety education programs focused on the consumer.”*

The 50-plus member coalition is co-chaired by industry and government representatives, and run by a Board of Directors, Executive Committee, and Project Manager. Funding and/or in-kind services were provided by the Partnership members.

The main objective for Year I was to launch a national food safety awareness campaign for consumers. After performing significant research on other national food safety awareness programs, the Partnership adopted the *FightBAC!®* Campaign, developed by the United States Partnership for Food Safety Education. The key messages of the American campaign are: Clean, Cook, Chill, and Separate.

The Partnership achieved many other communication objectives in its first year. Communication tools such as English and French web sites, Supermarket/Retail and Community Action Kits, a portable exhibit, *FightBAC!®* bookmarks, and the BAC!<sup>TM</sup> mascot are now being used across the country.

The *FightBAC!®* Campaign was launched in five Canadian cities in November, 1998. The events consisted of a press conference followed by kitchen food safety demonstrations. Speakers at the events included representatives of consumer, industry, health and environmental, and government organizations.

A media analysis conducted in a two-month period following the launch proved the campaign's initial success with the media. Over 10.9 million Canadians were exposed to the campaign and its messages. The media content was accurate, consistent, and positive. The Partnership plans to continue to evaluate the campaign through the use of surveys and focus groups.

The total approximate amount of funding received from Partnership members for Year I was over \$125,000. The value of in-kind contributions and services amounted to approximately \$150,000.

The main objective for Year II is to increase children's awareness of safe food handling through the development of a Kindergarten to Grade 3 Education Package. Other plans include increasing the use of the exhibit and mascot, securing funding and sponsorship activities, increasing retail promotion of the campaign, and investigating the feasibility of implementing a national 1-800 food safety information line.

## BACKGROUND

Foodborne illness occurs when a person gets sick by eating food that has harmful bacteria, parasites or viruses (also known as ‘microbes’ and ‘pathogens’) present. Due to changing population demographics, changing patterns of food production and consumption and new, re-emerging or drug resistant disease agents, foodborne illness is an emerging infectious disease. According to Health Canada’s latest statistics, each year in Canada there are an estimated 1 million cases of foodborne illness, which cost Canadian health services, industry and society as a whole an estimated \$1 billion a year.

Although food reaches the consumer through long chains of industrial production, in which opportunities for contamination exist during production and harvest, initial processing and packing, distribution, and final processing, it is estimated that many cases of foodborne illness occur as a result of improper food handling and preparation by the consumer.

Industry, consumer and government organizations have been working separately for many years to improve consumer understanding of foodborne illness and the measures that can be taken to decrease the risks of the illness. In December 1997, Health Canada organized a multi-stakeholder meeting intended to address food safety education related to meat and poultry. The group, which included federal and provincial government, meat and poultry industry associations, and consumer and health advocacy groups identified the need to address food safety education relating to all foods which might present potential for foodborne illness. An agreement was made to form the Canadian Partnership for Consumer Food Safety Education (the Partnership) and a formal mandate was developed. The Partnership would “*Contribute to the reduction of foodborne illness in Canada by increasing awareness of safe food handling practices through the coordination and delivery of food safety education programs focused on the consumer.*” In addition, a Partnership Co-Chair was nominated, Janet Pronk, of the Canadian Food Inspection Agency (CFIA).

Later the same month, the Canadian Council of Grocery Distributors invited the Partnership to a second meeting of industry, consumer and government organizations to discuss the need for a national food safety awareness campaign. The meeting resulted in the merging of the two groups and the Partnership increased to 24 different organizations. Max Roytenberg of the Canadian Council of Grocery Distributors was nominated as Co-Chair to represent the industry members of the Partnership. Janet Pronk of the Canadian Food Inspection Agency was nominated Co-Chair representing the public sector.

In April 1998, the Partnership was incorporated under the Canada Corporations Act as a non-profit organization, developed by-laws relating to the conduct and affairs of the Partnership, and finalized the Terms of Reference by which the Partnership would operate. The Terms of Reference are attached as Appendix I.

---



## **PARTNERSHIP STRUCTURE**

In addition to the industry/government Co-Chair approach to management, the Partnership is run by a Board of Directors and an Executive Committee. In June, 1998, Robert de Valk of Further Poultry Processors Association of Canada, assumed the industry co-chair position. Members of the Board of Directors and Executive Committee are attached as Appendices II and III respectively. The Partnership is managed by Leanne Byers of the CFIA. Barb Buchanan of Health Canada provides Secretariat services, and the Canadian Federation of Agriculture provides accounting services.

## MEMBERSHIP

As of April 30, 1999 membership totals 61 industry, consumer, health and environmental organizations, and the federal and provincial government organizations who are concerned with food safety. Founding Members of the Partnership include those organizations who were instrumental in the initial development of the Partnership, writing the Terms of Reference, and planning for Year I. These members also financed the launch, and/or contributed in-kind services. The Founding Members are listed below:

### Consumer, Health and Environmental Organizations

- Canadian Home Economics Association
- Consumers Association of Canada
- Environmental Health Foundation of Canada
- Kidney Foundation of Canada

### Industry Organizations

- Beef Information Centre
- Canada Pork
- Canadian Council of Grocery Distributors
- Canadian Egg Marketing Agency
- Canadian Federation of Agriculture
- Canadian Federation of Independent Grocers
- Canadian Meat Council
- Canadian Poultry & Egg Processors Council
- Canadian Produce Marketing Association
- Canadian Turkey Marketing Agency
- Chicken Farmers of Canada
- Chicken Farmers of Ontario
- Crop Protection Institute of Canada
- Dairy Farmers of Canada
- [Further Poultry Processors of Canada](#)

### Government Organizations

- Canadian Food Inspection Agency
- Federal/Provincial/Territorial Committee on Food Safety
- Health Canada
- Ontario Ministry of Agriculture, Food and Rural Affairs
- Vancouver/Richmond Health Board

### Affiliate Member

- United States Partnership for Food Safety Education

Since the incorporation of the Partnership in April, 1998, 35 additional organizations have joined the Partnership. Some of these “BAC Fighters” also contributed financial or in-kind services for Year I activities.

Membership is open to any industry, consumer, health, educational, environmental or



CANADIAN PARTNERSHIP FOR  
CONSUMER FOOD SAFETY EDUCATION  
PARTENARIAT CANADIEN POUR  
LA SALUBRITÉ DES ALIMENTS

government organization interested in contributing to the reduction of foodborne illness in Canada. Partnership meetings are open to all members, although voting privileges are restricted to those who contribute a minimum of \$1,000 per year to the Partnership. The levels of membership are attached as Appendix IV. A full list of Partnership members and their individual levels of membership at year-end is attached as Appendix V.

---

## FIRST YEAR OBJECTIVES

The first objective of the Partnership was to launch a national consumer food safety awareness program. Prior to developing a program, the Partnership conducted research into consumer awareness of safe food handling practices, and examined other national food safety programs.

## RESEARCH

### **The Canadian Food Inspection Agency 1998 National Safe Food Handling Study**

The CFIA conducted the “CFIA 1998 National Safe Food Handling Study”. The study measured consumer knowledge, attitudes and behaviour toward food handling practices in the home, especially as they relate to foodborne illness. The study found that although Canadians are generally aware of safe food handling practices, much confusion still exists as to proper methods of handling food. Results of this study will be used as the baseline comparator for future research.

### **International Research**

The Partnership Research Working Group conducted research into global food safety initiatives. The World Health Organization, New Zealand, Australia, the United Kingdom and the United States were included in this research. The key messages each were communicating to consumers were similar to those which the CFIA research showed were required in Canada. The messages related to cleaning, cooking, separating and storing foods properly.

### **The *FightBAC!*® Campaign**

The United States major national food safety campaign, *FightBAC!*®, was examined more closely based on three significant factors. First, the campaign messages were identical to the messages the Canadian Partnership would use in their campaign. Second, Canadian Partnership funding did not allow for the creation of a ‘new’ campaign. Further, the U.S. were willing, based on a number of meetings that occurred as part of the Partnership's research, for the Canadian Partnership to become an International Affiliate Member of the U.S. Partnership, and use the *FightBAC!*® Campaign in Canada. Finally, it was felt that with the U.S. media coverage being broadcast in Canada, a different food safety campaign might be confusing. Consumers would require consistent messaging across Canada and the U.S. in order for the campaign to be successful.

Based on these factors, the Partnership adopted the *FightBAC!*® Campaign, tested the campaign messages for understanding and accuracy in both English and French, and “Canadianized” the U.S. communications tools for accuracy in the Canadian context. The Canadian Partnership and the U.S. Partnership now sit as international affiliate members of each others’ organizations.

### **The United States Partnership for Food Safety Education**

The U.S. Partnership was formed in direct response to a 1996 independent panel report - “Putting the Food Handling Issue on the Table: The Pressing Need for Food Safety Education” - which specifically called for a public-private partnership to educate the public about safe food handling and preparation. In May, 1997, the U.S. Partnership was officially launched and in October, 1997, the *FightBAC!*® Campaign was launched. The goal of the campaign is to inform people of the control they have to prevent foodborne illness by conveying four key principles of food safety: washing hands and cooking utensils; preventing cross-contamination; cooking to proper temperatures; and storing foods correctly. Now in its third year of operation, the U.S. Partnership is in the midst of a campaign targeted at school children. The U.S. Partnership is funded by the contributions of industry trade associations with technical assistance and in-kind support provided by government agencies and consumer organizations.

## COMMUNICATION ACTIVITIES

Leading to the launch of *FightBAC!®* in Canada, the Partnership developed a number of communication tools to supplement the launch, and to serve as long-term tools for use by the Partnership. These activities include a Partnership web site, *FightBAC!®* Action Kits, a portable exhibit, *FightBAC!®* bookmarks, and the BAC!<sup>™</sup> mascot.

### **web site ([www.canfightbac.org](http://www.canfightbac.org))**

The CFIA developed, implemented and maintains the bilingual web site for the Partnership. Achilles Internet is the service provider and web site designer. The average weekly number of visitors to the web site is 1,954.

### ***FightBAC!®* Action Kits**

The *FightBAC!®* Action Kits contain information which organizations can use to plan, develop and implement a food safety campaign, using the *FightBAC!®* messages. The materials are 'ready-to-use' and simply require personalization by the organization. The kits also contain graphics for use on any printed materials. Three separate kits were developed: Community Action Kit, Supermarket/Retail Action Kit, and a kit designed for use by Canadian Members of Parliament.

Bradda Printing of Ottawa designed, printed and distributed the kits. A total of 16,000 Action Kits were printed and distributed to Partnership members, who in turn distributed them to their own members and organizations. In addition, 400 kits for the Members of Parliament were printed and distributed to the House of Commons.

### **Exhibit**

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) created and donated a Partnership exhibit. The 10' x 12' portable exhibit is for use at food and trade shows and conferences, and is housed at OMAFRA in Guelph.

### ***FightBAC!®* Bookmarks**

After conducting research into additional communications/marketing tools for the Partnership, and based on costs, the Communications Working Group, with the assistance of the Chicken Farmers of Canada and Publicom Communications, designed and created a *FightBAC!®* bookmark. The bookmark contains the four messages of the campaign. A total of 30,000 bookmarks were printed. They are housed with the exhibit at OMAFRA and at Health Canada and are distributed to consumers wherever the display is show-cased or upon request.

### ***FightBAC!®* Mascot**

The U.S. Partnership mascot, BAC!<sup>™</sup> was purchased by the Canadian Partnership. The mascot makes appearances with the exhibit and at food and trade shows/conferences.

### **The Launch of *FightBAC!®***

To work with the Project Manager in performing the duties associated with the campaign launch, the Partnership hired a public relations firm, Hill & Knowlton Canada Ltd. A Request for Proposal was submitted to five Ottawa-based firms and all replied. After evaluating the firms through their written proposals as well as through formal presentations, the Executive Committee chose Hill & Knowlton. Hill & Knowlton offices in Vancouver, Montreal, Halifax and Toronto also provided media relations services.

The launch of the *FightBAC!®* Campaign was held on November 26, 1998. Multimedia events were held in five Canadian cities. Events in Vancouver, Toronto, Montreal and Halifax consisted of a press conference with representatives speaking from industry, consumer and government organizations. The conference was followed by a kitchen food safety demonstration, hosted by locally-recognized hosts, and a question and answer period for the media. The Ottawa event



CANADIAN PARTNERSHIP FOR  
CONSUMER FOOD SAFETY EDUCATION  
PARTENARIAT CANADIEN POUR  
LA SALUBRITÉ DES ALIMENTS

consisted of a press conference. Location details and speakers for each of the press conferences are attached as Appendix VI.



## SUPPORTING LAUNCH ACTIVITIES

Various Partnership members embarked on communication activities surrounding the launch of the *FightBAC!*® Campaign. For example, six members (Beef Information Centre, Canadian Meat Council, Canadian Poultry and Egg Processors Council, Canadian Turkey Marketing Agency, Further Poultry Processors of Canada, and Chicken Farmers of Canada) collaborated to produce "Chill Out - Meat and Poultry Handling and Storage Guide." The booklet is contained in the Action Kits. Individual copies are also available.

## YEAR I BUDGET

Partnership members contributed approximately \$126,000 for Year I activities. Expenses for Year I, including public relations for the launch, web site, membership fee to join the U.S. Partnership, mascot and administration fees were approximately \$115,000.

In-kind contributions to perform services were donated by the following members:

Canadian Food Inspection Agency	\$ 110,932.00
Health Canada	44,000.00
OMAFRA	3,000.00
Canadian Federation of Agriculture	2,796.00

\*In-kind contributions from all industry, consumer and government members, including volunteer time spent on Partnership activities, cost of travel to meetings, etc. are not included in the above figures.

In addition, because the *FightBAC!*® Campaign was adopted from the U.S., creative and development charges for the Canadian campaign were nil. The cost of creating and developing the campaign was \$650,000 (Canadian dollars).

The total costs associated with the Partnership for Year I were therefore over \$926,000.

\*Details of in-kind contributions to perform services are attached as Appendix VII.

\*\* Audited financial statements for the year ending April 30, 1999 are attached as Appendix VIII.

## LAUNCH SUCCESS

To analyze the media coverage of the launch, both quantitative and qualitative aspects of the coverage were examined. The time frame used for the media report was November 24, 1998 to January 26, 1999.

Almost every major paper in Canada carried the launch story. A total of 93 newspaper (65 dailies and 28 weekly) articles appeared, resulting in a circulation of 5.8 million. There were 27 television clips, and 51 radio items. The television and radio items were mainly news and feature interviews. Hill & Knowlton estimates the total audience reach for all media was 10.9 million. The full list of media who ran stories is included as Appendix IX.

In measuring the quality of media coverage, the accuracy of the messages, the angle of the news story, and the amount of positive versus negative reporting were examined. Most media coverage contained accurate information on the Partnership and the *FightBAC!*® Campaign. However, a few stories focused on certain pathogens and causes of foodborne illness. The basic news angle of the launch was similar across Canada. Stories were based on the problem of foodborne illness, and the new coalition working to reduce the risk of foodborne illness. Although the media clearly recognized the size and uniqueness of the coalition, the coalition itself was not stressed in the stories, but rather the problem of foodborne illness. The news stories reported to date have been positive in tone, in that they reported the problem of foodborne illness and the solution of fighting foodborne illness in the home. It appears that the media have a strong interest in food safety and are interested in reporting on solutions, not the problem of foodborne illness.

## EVALUATION

The Partnership plans to evaluate both its own success, and the success of the *FightBAC!*<sup>®</sup> Campaign in the following ways: the CFIA will up-date the National Safe Handling Study on a timely basis, and individual partners will also conduct surveys to test the knowledge level, attitudes and behaviour of consumers toward safe food handling practices.

Assessing the impact of the food safety messages on the health system in general is a complex task involving many different municipal, regional, provincial and federal health departments. Health Canada has indicated they will look into updating the Canadian foodborne illness statistics, however, this process can take many years to complete.

Media reports from the initial launch of the campaign and ongoing reports will be generated to measure the overall number of people who are being exposed to the campaign messages. Other evaluation techniques will take place as required.

## NEXT STEPS

The following are some of the objectives/activities the Partnership is investigating for Year II and beyond. Although the Partnership plans to focus primarily on education programs, discussion around other activities are proceeding.

### **Education Activities**

The Education Working Group is currently adapting the U.S. Partnership's Kindergarten to Grade 3 Education Package for use in Canada. The package contains a Presenter's Guide, a food safety game, and materials to construct a *FightBAC!®* puppet. The Education Committee will present a proposal to the Executive Committee once final decisions are made on methods of distribution to teachers, and costs for printing and distributing the package are identified.

The Education Committee is also investigating the research needs and costs associated in developing an education package for Grade 4 to 6 students and junior and high school students.

### **Continued *FightBAC!®* Member Activities**

Many Partnership members and *FightBAC!®* Fighters are running individual food safety campaigns. Organizations have developed *FightBAC!®* posters for use at displays in local grocery stores, colouring placemats, stickers, magnets, etc. The Partnership will continue to encourage its members to use their contacts to spread the word on food safety.

### **Fundraising & Sponsorship Activities**

In order for the Partnership to reach its objectives in the coming years, an increase in funding is required. The Partnership is currently examining the feasibility of hiring a professional communications firm to perform fundraising and sponsorship activities.

### **Retail Promotional Activities**

The Canadian Council of Grocery Distributors and the Canadian Federation of Independent Grocers, members of the Partnership, are encouraging their individual members to begin using the *FightBAC!®* logo and messages in their stores and flyers. This voluntary campaign will begin in the spring of 1999.

### **Communication Activities**

A comprehensive communications plan is currently being prepared by the Communications Working Group. The plan will focus on research needs, an action plan for use of current and future communication tools, a strategy to utilize the tools, and techniques to determine their success. The plan will focus on the use of the Partnership's current communications tools, including the use of the BAC!<sup>™</sup> mascot and Partnership portable exhibit, as well as the continued use of the action kits and bookmarks. Ideas for additional communications tools will be included.

### **National Food Safety Hotline**

The Partnership is examining the feasibility of working with the Alberta Home Economics Association to help facilitate the creation of a national food safety hotline. The current Alberta Food Safety Hotline receives approximately 39,000 calls per year and an evaluation of the line indicates it is popular with the Alberta media and consumers.



CANADIAN PARTNERSHIP FOR  
CONSUMER FOOD SAFETY EDUCATION  
PARTENARIAT CANADIEN POUR  
LA SALUBRITÉ DES ALIMENTS

## CONTACT INFORMATION

**General Partnership Inquiries:** (613) 798-3042

**Partnership web site, Mascot:**

Christine Lailey, Canadian Food Inspection Agency  
(613) 225-2342 ext. 4208 or [clailey@inspection.gc.ca](mailto:clailey@inspection.gc.ca)

***FightBAC!*® Action Kits, Bookmarks:**

Barb Buchanan, Health Canada  
(613) 957-0884 or [barbara\\_buchanan@hc-sc.gc.ca](mailto:barbara_buchanan@hc-sc.gc.ca)

**Portable Exhibit, Bookmarks:**

David Doyle, Ontario Ministry of Agriculture, Food & Rural Affairs  
1-888-466-2372 ext. 63619 or (519) 826-3619

**“Chill Out” Brochures**

Beef Information Centre  
fax: (204) 774-3264 or [robinson@gatwest.net](mailto:robinson@gatwest.net)

---

## APPENDIX I - TERMS OF REFERENCE

---

### Goal

The mandate of the Canadian Partnership for Consumer Food Safety Education is to:

**"Contribute to the reduction of foodborne illness in Canada by increasing awareness of safe food handling practices through the coordination and delivery of food safety education programs focused on the consumer."**

### Objectives

The objectives of the Partnership are:

1. To achieve a reduction in foodborne illness in the Canadian population by implementing a consistent, clear and concise education strategy for food safety awareness;
2. To develop an education strategy for food safety awareness through the coordination of public and private sector participation;
3. To communicate and promote food safety awareness within their respective constituencies and work to ensure that the efforts are responsive to the needs of both consumers and fellow members.

### Guiding Principles

Food is a basic determinant of health. There is a need for coordination at all levels of industry, government and non-government organizations on the relationship of food safety to achieving a reduction in foodborne illness in the Canadian population. Improving consumer food handling practices is an integral element of a comprehensive risk-management strategy.

The collective strength of the Partnership will be used to provide a coordinated scientific (research) resource base to address food safety education.

Members will communicate and promote the work of the Partnership within their jurisdictions. Strong linkages will be formed with other government agencies, non-government organizations, industry and consumer groups.

Programs developed by the Partnership will relate to all foods.

Where deemed necessary, programs developed by the Partnership will be consumer tested prior to implementation.

### Membership

The Partnership is incorporated as a non-profit association under The Canada Business Corporations Act. Membership is open to organizations who share the common goal of reducing foodborne illness in Canada through consumer food safety education.



A broad group of industry organizations, federal departments and agencies, provincial ministries, non-government and consumer organizations have agreed to participate in the Partnership (see Schedule A).

### **Chair**

The Partnership will be governed by Co-Chairs who will call meetings of the Partnership, set agendas, coordinate Partnership activities, and sign where appropriate on behalf of the Partnership. One Co-Chair will represent industry, the other government.

### **Meetings**

The Partnership will meet at the call of the Co-Chairs. Representatives are expected to designate an alternate member of their organization to attend meetings should they be unable to do so.

### **Support for Partnership Activities**

Support for the Canadian Partnership relies on contributions from both industry and government. This support includes both direct financial contributions and the provision of services.

## **SCHEDULE A**

### **FOUNDING MEMBERS**

#### ***Consumer, Health and Environmental Organizations***

Canadian Home Economics Association  
Consumers Association of Canada  
Environmental Health Foundation of Canada  
Kidney Foundation of Canada

#### ***Industry Organizations***

Beef Information Centre  
Canada Pork  
Canadian Council of Grocery Distributors  
Canadian Egg Marketing Agency  
Canadian Federation of Agriculture  
Canadian Federation of Independent Grocers  
Canadian Meat Council  
Canadian Poultry & Egg Processors Council  
Canadian Produce Marketing Association  
Canadian Turkey Marketing Agency  
Chicken Farmers of Canada  
Chicken Farmers of Ontario  
Crop Protection Institute of Canada  
Dairy Farmers of Canada  
Further Poultry Processors of Canada

#### ***Government Organizations***

Canadian Food Inspection Agency  
Federal/Provincial/Territorial Committee on Food Safety  
Health Canada  
Ontario Ministry of Agriculture, Food and Rural Affairs  
Vancouver/Richmond Health Board

## APPENDIX II - BOARD OF DIRECTORS

ORGANIZATION	NAME	PHONE	FAX
Further Poultry Processors Of Canada	Robert de Valk (Co-Chair)	(613) 738-1175	(613) 733-9501
Canadian Food Inspection Agency	Janet Pronk (Co-Chair)	(613) 225-2342	(613) 228-6653
Canadian Federation of Agriculture	Sally Rutherford (Treasurer)	(613) 236-3633	(613) 236-5749
Beef Information Centre	Pat Scarlett (Vice-Chair)	(604) 985-0113	(604) 985-8284
Environmental Health Foundation of Canada	Klaus Seeger (Secretary)	(519) 482-3416	(519) 482-7820
Canadian Meat Council	Carla Abbatemarco	(613) 729-3911	(613) 729-4997
Canadian Poultry & Egg Processing Council	Robert Anderson	(613) 724-6605	(613) 724-4577
Chicken Farmers of Canada	Nicole Beauchamp	(613) 241-2800	(613) 241-5999
National Institute of Nutrition	Suzanne Hendricks	(613) 235-3355	(613) 235-7032
Canadian Council of Grocery Distributors	Francine Labelle	(514) 982-0267	(514) 849-3021
Health Canada	Paul Mayers	(613) 957-0881	(613) 954-1198
Consumers Association of Canada	Chris Mitchler	(613) 591-0717	(613) 591-0492
Kidney Foundation of Canada	Anne Nickerson	(604) 873-7776	(604) 871-6251
Ontario Ministry of Agriculture, Food and Rural Affairs	Arlene Robertson	(519) 826-3535	(519) 826-3533
Canadian Produce Marketing Agency	Marie-Claude Thibault	(613) 226-4187	(613) 226-2984



## APPENDIX III - 1998/99 EXECUTIVE COMMITTEE

ORGANIZATION	NAME	TELEPHONE	FAX
Further Poultry Processors of Canada	Robert de Valk (Co-Chair)	(613) 738-1175	(613) 733-9501
Canadian Food Inspection Agency	Janet Pronk (Co-Chair)	(613) 952-8021	(613) 957-8601
Canadian Federation of Agriculture	Sally Rutherford (Treasurer)	(613) 236-3633	(613) 236-5749
Beef Information Centre	Pat Scarlett (Vice President)	(604) 985-0113	(604) 985-8284
Environmental Health Foundation of Canada	Klaus Seeger (Secretary)	(519) 482-3416	(519) 482-7820
Canadian Food Inspection Agency	Leanne Byers (Project Manager)	(613) 225-2342	(613) 228-6653

## APPENDIX IV - MEMBERSHIP/SPONSORSHIP LEVELS

---

### LEVEL I PARTNER

- reached with a minimum annual contribution of \$10,000
- will be nominated for a seat on the Board of Directors
- will be nominated for a seat on the Executive Committee
- voting rights in the Partnership
- special recognition at the Annual Meeting
- name will be displayed on signage and displays

### LEVEL II PARTNER

- reached with a minimum annual contribution of \$5,000
- can be nominated for a seat on the Board of Directors
- can be nominated for a seat on the Executive Committee
- voting rights in the Partnership

### LEVEL III PARTNER

- reached with a minimum annual contribution of \$1,000
- can be nominated for a seat on the Board of Directors
- can be nominated for a seat on the Executive Committee
- voting rights in the Partnership

### LEVEL IV PARTNER

- provide contributions in kind
- can be nominated for a seat on the Executive

\* The names of ALL partner organizations will appear on Canadian Partnership for Consumer Food Safety Education promotional materials.

\* ALL partners will have access to the Partnership logo for use on non-commercial print materials.

## APPENDIX V - BREAKDOWN OF MEMBERS & LEVELS (As of April 30, 1999)

---

### Level I Partners (\$10,000 & over)

- Beef Information Centre\*
- Canada Pork\*
- Canadian Council of Grocery Distributors\*
- Canadian Egg Marketing Agency\*
- Chicken Farmers of Canada\*
- Canadian Food Inspection Agency \*
- Canadian Meat Council\*
- Canadian Poultry & Egg Processors Council\*
- Canadian Produce Marketing Association\*
- Health Canada\*

### Level II Partners (\$5,000 & over)

- British Columbia Ministry of Health
- Canadian Turkey Marketing Agency\*
- Dairy Farmers of Canada\*

### Level III Partners (\$1,000 & over)

- Alberta Agriculture, Food & Rural Development
- Canadian Federation of Independent Grocers\*
- Canadian Institute of Public Health Inspectors/Association of Supervisory Public Health Inspectors of Ontario
- Canadian Home Economics Association\*
- Capital Health Authority (Alberta)
- Chicken Farmers of Ontario\*
- Crop Protection Institute of Canada\*
- Environmental Health Foundation of Canada\*
- Further Poultry Processors Association of Canada\*
- Kidney Foundation of Canada\*
- Ministère de l'Agriculture des Pêcheries et de l'Alimentation du Québec
- National Institute of Nutrition
- Newfoundland & Labrador Department of Health & Community Services
- Ontario Independent Meat Packers & Processors
- Ontario Ministry of Health
- Province of Manitoba
- Vancouver/Richmond Health Board\*

### Level IV Partners (In-Kind Contributions only)

- Alberta Home Economics Association Food Safety Infoline
- Alberta Environmental Health
- Association des manufacturiers de produit alimentaires du Québec
- Association of Supervisory Public Health Inspectors of Ontario
- Boundary Health Unit (BC)



- Canadian Aquaculture Industry Alliance
- Canadian Federation of Agriculture\*
- Canadian Pork Council
- Consumers Association of Canada\*
- Environmental Health Services -Queen's Region Health (PEI)
- FarmFolk/CityFolk Society
- Federal/Provincial/Territorial Committee on Food Safety\*
- Guelph Food Technology Center
- National Dairy Council of Canada
- New Brunswick Public Health
- Northern Lights Regional Health Authority (AB)
- Nova Scotia Department of Agriculture
- Northwest Territories Department of Health
- Ontario Farm Women's Network
- Ontario Ministry of Agriculture, Food & Rural Affairs\*
- Ontario Provincial Food Service Health Promotion Program
- Ontario Public Health Association
- Palliser Health Authority (AB)
- Peace River Health Region (AB)
- Regional Municipality of Halton
- Regional Municipality of Waterloo Community Health Department
- Saskatchewan Health
- Wellington-Dufferin-Guelph Health Unit (ON)
- Yukon Health & Social Services

\*Founding Member

## APPENDIX VI - *FIGHTBAC!*™ LAUNCH PARTICIPANTS

### OTTAWA **Newsmakers Breakfast**

**Host:** National Press Club

**Government:** Murray Calder, Federal Member of Parliament, Duffering, Peel Wellington, Grey  
Dr. Colin D'Cunha, Chief Medical Officer of Health for Ontario

**Consumer:** Suzanne Hendricks, President, National Institute of Nutrition

**Industry:** Robert de Valk, General Manager, Further Poultry Processors of Canada  
Nick Jennery, President, Canadian Council of Grocery Distributors  
Edouard Asnong, President, Canadian Pork Council

### TORONTO **Prevadello Residence**

**Host:** Barbara Prevadello

**Government:** Noble Villeneuve, Ontario Minister of Agriculture  
Colin Broughton, Regional Director, Health Canada

**Consumer:** Klaus Seeger, Environmental Health Foundation of Canada

**Industry:** Anthony Longo, Canadian Federation of Independent Grocers  
John Stolp, Canadian Turkey Marketing Agency

### MONTREAL **L'academie Culinaire de Montréal**

**Host:** Chef Pierre Bluteau

**Government:** Mme. Dajenais, Québec Deputy Minister of Agriculture  
André Gravel, Canadian Food Inspection Agency

**Consumer:** Chris Mitchler, Consumers Association of Canada

**Industry:** Nicole Beauchamp, Chicken Farmers of Canada  
Francine Labelle, Canadian Council of Grocery Distributors

### HALIFAX **Waterfront Warehouse Restaurant**

**Host:** Steve Rislav

**Government:** Edward Lorraine, Nova Scotia Ministry of Agriculture  
Sharon Chard, Regional Director, Health Canada

**Consumer:** Anita MacKinnon, Dietician

**Industry:** Jeanne Cruikshank, Canadian Council of Grocery Distributors  
Phil Kudelka, ACA Co-operatives

### VANCOUVER **Debrulle Culinary Institute**

**Government:** Dr. John Blatherwick, City of Vancouver Medical Officer  
Krista Mountjoy, Regional Director, Canadian Food Inspection Agency

**Consumer:** Anne Nickerson, Kidney Foundation of Canada

**Industry:** Pat Scarlett, Beef Information Centre

## APPENDIX VII - IN-KIND CONTRIBUTIONS

### Canadian Food Inspection Agency

Project Management (% of salary)	\$ 43,585.45
Design of the Partnership logo	1,284.00
PMT versions of Partnership logo	107.00
Print of Partnership letterhead	1,142.59
web site:           Development (% of salary)	3,600.00
Maintainance	500.00
Action Kits:       Writing/Editing	3,600.00
Printing/Distribution	41,188.86
Office Expenses	
Mailing, Photocopying, Courier, Telephone, Printing	3,000.00
Translation	1,000.00
Travel to Washington/Montreal	<u>4,925.00</u>
<b>TOTAL</b>	<b>\$103,932.90</b>

### Health Canada

Secretariat Services (% of salary)	\$ 20,000.00
Meetings & Associated Costs	<u>24,000.00</u>
<b>TOTAL</b>	<b>\$ 44,000.00</b>

### Canadian Federation of Agriculture

Bookkeeping	\$ 710.00
Courier & Postage	117.79
Stationery & Supplies	88.73
Rent	400.00
Office Equipment	200.00
Telephone & Fax	80.00
Management	<u>1,200.00</u>
<b>TOTAL</b>	<b>\$ 2,796.52</b>

### Ontario Ministry of Agriculture, Food & Rural Affairs

Display	<u>\$ 3,000.00</u>
<b>TOTAL</b>	<b><u>\$ 3,000.00</u></b>

**TOTAL FROM CANADIAN MEMBERS** **\$153,729.42**

### United States Partnership for Food Safety Education

Research	\$130,000.00
----------	--------------



CANADIAN PARTNERSHIP FOR  
CONSUMER FOOD SAFETY EDUCATION  
PARTENARIAT CANADIEN POUR  
LA SALUBRITÉ DES ALIMENTS

Creative development of slogan, symbol, <i>FightBAC</i> ™	45,000.00
Video PSA Production	25,000.00
Core Program	203,000.00
Action Kits	\$ 30,000.00
<b>TOTAL</b>	<b><u>\$433,000.00</u> (650,000 CDN)</b>
 <b>TOTAL IN-KIND CONTRIBUTIONS FOR YEAR I</b>	 <b><u>\$803,729.42</u></b>

## APPENDIX VIII - Financial Statements - 1999

### REVIEW ENGAGEMENT REPORT

To the Members,

#### Canadian Partnership For Consumer Food Safety Education

We have reviewed the Statement Of Financial Position of **Canadian Partnership For Consumer Food Safety Education** as at April 30, 1999 and the Statements Of Operations And Net Assets and Cash Flows for the ten month period then ended. Our review was made in accordance with generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the organization.

A review does not constitute an audit and consequently we do not express an audit opinion on the financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these statements are not, in all material respects, in accordance with generally accepted accounting principles.

**Robertson Hill Parker Prins**

**Chartered Accountants**

Ottawa, Canada  
June 10, 1999

---

**CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION**  
**STATEMENT OF FINANCIAL POSITION**  
**AS AT APRIL 30, 1999**  
(prepared without audit)

---

**ASSETS**

CURRENT

Cash	<b>\$75,887</b>
Accounts receivable	<b><u>4,731</u></b>

**LIABILITIES**

CURRENT

Accounts payable	<b>\$66,965</b>
------------------	-----------------

<b>NET ASSETS</b>	<b><u>13,653</u></b>
	<b><u>\$80,618</u></b>

---

**CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION**



**STATEMENT OF OPERATIONS AND NET ASSETS  
FOR THE TEN MONTH PERIOD ENDED APRIL 30, 1999**  
(prepared without audit)

---

**INCOME**

Membership - Level I	<b>\$96,075</b>
Membership - Level II	<b>14,018</b>
Membership - Level III	<b>16,822</b>
Interest	<b><u>2,749</u></b>
	<b><u>129,664</u></b>

**EXPENSE**

Bank charges	<b>90</b>
Bookmarks	<b>3,388</b>
Legal	<b>600</b>
Mascot	<b>7,036</b>
Membership	<b>7,728</b>
Professional fees	<b>500</b>
Public relations	<b>94,500</b>
Web site	<b><u>2,169</u></b>
	<b><u>116,011</u></b>

<b>EXCESS OF REVENUE OVER EXPENSE FOR THE PERIOD</b>	<b>13,653</b>
<b>NET ASSETS, BEGINNING OF PERIOD</b>	<b><u>-</u></b>
<b>NET ASSETS, END OF PERIOD</b>	<b><u>\$13,653</u></b>

---

**CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION  
STATEMENT OF CASH FLOWS  
FOR THE TEN MONTH PERIOD ENDED APRIL 30, 1999**  
(prepared without audit)

---

**CASH FLOWS FROM (USED FOR) OPERATING ACTIVITIES**

Net income for the period	<b>\$13,653</b>
Net change to non-cash items related to operations:	
Accounts receivable	<b>(4,731)</b>
Accounts payable	<b><u>66,965</u></b>
<b>NET INCREASE IN CASH POSITION</b>	<b>75,887</b>
<b>CASH POSITION, BEGINNING OF YEAR</b>	<b><u>-</u></b>
<b>CASH POSITION, END OF YEAR</b>	<b>\$75,887</b>

---

**CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION**  
**NOTES TO FINANCIAL STATEMENTS**  
**APRIL 30, 1999**  
(prepared without audit)

---

**1. NATURE OF BUSINESS**

The goal and purpose of the Partnership is to contribute to the reduction of food borne illness in Canada by increasing awareness of safe food handling practices through the coordination and delivery of food safety education programs focused on the consumer.

The objectives of the Partnership are to:

- achieve a reduction in food borne illness in the Canadian population by implementing a consistent, clear and concise education strategy for food safety awareness;
- develop an education strategy for food safety awareness through the coordination of public and private sector participation; and
- communicate and promote food safety awareness within their respective constituencies and work to ensure that the efforts are responsive to the needs of both consumers and fellow members.

**2. SIGNIFICANT ACCOUNT POLICY**

**REVENUE RECOGNITION**

The Partnership recognizes revenue when received.

**3. UNCERTAINTY DUE TO THE YEAR 2000 ISSUE**

Many entities may experience operating and financial consequences arising from the Year 2000 issue which if not addressed, may affect their ability to conduct normal operations.

It is not currently possible to affirm that prior to December 31, 1999 and thereafter, all aspects of the Year 2000 issue affecting the Partnership, including those related to the efforts of suppliers or third parties, will be fully resolved.

## **APPENDIX IX - FIGHTBAC!<sup>TM</sup> MEDIA LAUNCH,**

**NOVEMBER 26, 1998  
MEDIA ANALYSIS AND SUMMARY REPORT  
HILL AND KNOWLTON CANADA, APRIL 29, 1999**

### **A: Approach**

To analyse the media coverage of the *FightBAC!*<sup>®</sup> campaign launch, Hill and Knowlton has examined both the quantitative and qualitative aspects of the coverage. The period covered is from November 24<sup>th</sup> (two days before launch) to January 26<sup>th</sup>. (Although we have records of two magazines publishing stories in their April issues).

For the quantitative analysis of print, we have included both the circulation numbers (reach) and the audience impressions. Impressions are a measurement used in media relations to estimate how many people are actually exposed to the information in an article, beyond circulation numbers. For example, when a newspaper is delivered to an address, that is counted as "one" in terms of circulation but in many cases two or three people in the house hold are reading the paper. The impressions measurement is calculated by multiplying the circulation of a publication by 2.6.

The circulation numbers for the print coverage come from Matthews Media Directory and CARD (Canadian Advertising Rates and Data).

The radio and television audience numbers come from reports from the BBM, the Bureau of Broadcast Measurement, which measures audience on a quarter hourly basis.

### **B: Quantity of media coverage**

We have reports of 93 daily newspaper stories on the *FightBAC!*<sup>®</sup> campaign launch from November 24<sup>th</sup> to January 26<sup>th</sup>. Almost every major paper in the country, from Newfoundland to B.C. carried the story, many of them more than once. Canada has 110 dailies, 65 of which carried the story.