



Annual Report 1999-00



Table of Contents

MESSAGE FROM THE CO-CHAIRS.....	3
EXECUTIVE SUMMARY.....	5
BACKGROUND.....	6
OPERATING PRINCIPLES.....	7
MEMBERSHIP.....	9
THE U.S. PARTNERSHIP FOR FOOD SAFETY EDUCATION.....	11
1999-2000 OBJECTIVES.....	12
STANDING COMMITTEE ACTIVITIES.....	12
1. EDUCATION COMMITTEE.....	12
2. CONSUMER TOOLS COMMITTEE.....	12
3. WEB SITE COMMITTEE (www.canfightbac.org).....	14
4. MEDIA RELATIONS/ADVERTISING COMMITTEE.....	14
5. SCIENTIFIC COMMITTEE.....	15
6. STRATEGIC PLANNING COMMITTEE.....	15
7. FUND-RAISING/SPONSORSHIP COMMITTEE.....	15
8. NOMINATION COMMITTEE.....	15
9. COMMUNICATIONS COMMITTEE.....	15
SPECIAL PROJECTS.....	16
<i>FightBAC!</i> @ MEMBER INITIATIVES.....	18
YEAR 2 BUDGET.....	23
NEXT STEPS.....	24
EVALUATION.....	25
CONTACT INFORMATION.....	26
APPENDIX I - TERMS OF REFERENCE.....	27
APPENDIX II.....	30
APPENDIX III.....	31
APPENDIX IV.....	32
APPENDIX V.....	33
APPENDIX VI.....	34
APPENDIX VII.....	36
APPENDIX VIII.....	38
APPENDIX IX.....	39

MESSAGE FROM THE CO-CHAIRS

THE PARTNERSHIP...Building on Success

The Canadian Partnership for Consumer Food Safety Education has just successfully completed its second year of operations. In addition to building upon its initial success by continuing the many and varied program activities launched in 1997, the Partnership made significant progress on the food safety front this year. We expanded our safe food handling messages to children as part of our Kindergarten to Grade 3 Learning Kit, launched April 13, 2000. Special thanks go to members of the Education Committee, including Mrs. Louise Blanchet of the Ministry of Agriculture, Fisheries and Food of Quebec for their work in developing, translating and pre-testing the kit with young students. The Partnership was also able to update its web site to include these new learning components with financial assistance from Industry Canada's Connecting Canadians program. The Learning Kit, which includes an interactive game, is also available on Canada's SchoolNet, a premier web site for Canadian youth which is available in every school across Canada.

Another important achievement this year was the inclusion of the Partnership's messages in the Government of Canada's *Food Safety and You* brochure, distributed to all Canadian households.

This past year, total contributions, monetary and in-kind, exceeded \$1,785,000, which demonstrates the serious commitment of all the partners to food safety. Nevertheless, the Partnership felt that further effort was required to accomplish its short-term goals as well as implement a strategic outlook that would seek to expand its activities in order to increase visibility for the programs under its mandate. As a result, a number of Standing Committees were created and formalized. These Committees pursued a number of activities during the year and developed proposals for short- and long-term funding requirements. These proposals informed a draft Business Plan for the Partnership, which will be finalized early in the Partnership's new fiscal year.

We would like to take this opportunity to thank all members and particularly those that served on the Standing Committees for their diligence and hard work in developing a solid foundation for the Partnership and its current programs.

Special thanks also go to Leanne Byers of the Canadian Food Inspection Agency, Barbara Buchanan of Health Canada and Karen DeBlois of the Canadian Federation of Agriculture for providing their services as project manager, secretariat and financial officer, respectively, for the Partnership. Their work has been outstanding!

Also this past year, the Partnership's membership grew from 60 members to 64 members. Welcome to Agriculture and Agri-Food Canada, the Canadian Meat Sciences Association, the Province of Manitoba, and the Soap and Detergent Association of Canada. We know you will be invaluable contributors to the Partnership.

CONTINUING TO FIGHTBAC!...Next Year's Goals

The Partnership's main program objective for the upcoming year is to expand its membership and bring more corporate support into the mix. This way the Partnership can continue to deliver food safety messages to Canadian consumers as often as possible and to develop educational programs for older school-aged children. Once the Partnership's Business Plan is approved and put into action, the Partnership intends to pursue additional revenue options so that the scope of its activities can be enlarged.



We look forward to a productive, and as always, a pleasurable year working with our partners on this important initiative aimed at influencing consumer behaviour and preventing unnecessary illness or even life threatening situations.

To all Partnership members - thanks for a great year and for your continued support, dedication and effort in getting safe food handling messages to Canadian consumers!

The Canadian Partnership for Consumer Food Safety Education has completed its third year of operations. In addition to building upon its initial success by continuing the many and varied program activities launched in 1997, the Partnership made significant progress on the food safety front this year.

The Partnership built on the success of the Kindergarten to Grade 3 Learning Program, launched last year, and launched the Grades 4 to 7 Learning Program on April 23, 2001. We are continuing to teach safe food handling messages to children, this time reaching out to an older age group, ages 9 to 12.

Special thanks go to all of the members of the Education Committee, including Christine Moses, Chair of the Education Committee from Agriculture and Agri-Food Canada, Isabelle Dufresne and Justine Callahan from Health Canada and Cheryl Jitta, Partnership Project Manager from the Canadian Food Inspection Agency, for their work and dedication in developing the components of the Grades 4 to 7 Learning Program and planning the Launch of the Learning Program.

The Business Plan was also completed this year by Michele Sury of the Canadian Food Inspection Agency. The Business Plan articulates the short and long-term goals of the Partnership and presents options for funding strategies. The Partnership intends to pursue additional revenue options so that the scope of its activities can be enlarged.

This past year, total contributions, monetary and in-kind, exceeded \$1,293,000 which demonstrates the partners commitment to food safety.

We would like to take this opportunity to thank all members, and particularly those that served on the Standing Committees, for their diligence in developing a solid foundation for the Partnership and its current programs.

Special thanks also go to Leanne Byers of the Canadian Food Inspection Agency, Partnership Project Manager until October 2000 and to Cheryl Jitta, Partnership Project Manager as of November 27, 2000, from the Canadian Food Inspection Agency; Isabelle Dufresne, Partnership Secretariat from Health Canada; Joëlle Perreault, Assistant to Project Manager and Karen de Blois, Financial Officer from the Canadian Federation of Agriculture for providing their expertise. The Partnership's main program objective for the upcoming year is to expand its membership and bring more corporate support into the mix. This way the Partnership can continue to deliver food safety messages to Canadian consumers as often as possible.

We look forward to a productive, and as always, a pleasurable year working with our partners on this important initiative aimed at influencing consumer behaviour and preventing unnecessary illness or even life threatening situations.

To all Partnership members - thanks for a great year and for your continued support, dedication and effort in getting safe food handling messages to Canadian consumers!

Robert de Valk
Private Sector Co-Chair

JoAnn Myer
Public Sector Co-Chair

EXECUTIVE SUMMARY

1999-2000 was a year of new and exciting activities for the Canadian Partnership for Consumer Food Safety Education. In addition to creating new communications tools to help educate Canadian consumers on safe food handling practices, it was a year of formalization of structure, mandate and operating principles for the Partnership.

To better reflect the activities of the growing organization, now at 64 members, a slight change from last year was made to the goals and objectives of the Partnership. A number of Standing Committees were created and formalized, each one developing both short and long-term objectives for the year. In addition, the Canadian Partnership continues to work closely with the United States Partnership for Food Safety Education.

The main objective for Year II was to build on the *FightBAC!®* Campaign originally launched in November 1998, with a focus on developing materials to educate children. The Partnership created the *FightBAC!®* Kindergarten to Grade 3 (Ages 5 to 9) Learning Program with Clean and Chill as its key messages.

The Partnership achieved many other objectives in its second year of operations. Every household in Canada received a brochure produced by the Canadian Food Inspection Agency (CFIA) with input from Health Canada and Agriculture and Agri-Food Canada, entitled *Food Safety and You* with the *FightBAC!®* messages included throughout. The *FightBAC!®* web site was redesigned and updated, and due to a high demand, existing communications tools were reprinted and new communications tools were developed. In addition, a number of media relations activities were performed throughout the year.

Other major projects included the national launch of the children's Learning Program, the initiation of the *FeedBAC!* newsletter to keep Partnership members up to date on news and activities, and an investigation into the feasibility of a toll-free food safety information line for consumers. In addition, sections of the *FightBAC!®* web site were made interactive and Partnership retail members conducted a nation-wide flyer campaign. Members undertook many other initiatives throughout the year, from conducting research on *FightBAC!®* projects and attending food and trade shows with the Partnership exhibit and mascot, to writing and distributing newspaper and magazine articles.

The total approximate amount of funding received from Partnership members for Year II was over \$138,000. The value of in-kind contributions and services amounted to approximately \$1,648,000.

The main objective for Year III is to continue to deliver food safety messages to Canadian consumers as often as possible and to develop educational programs for school-aged children.

BACKGROUND

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

Although food reaches the consumer through long chains of industrial production, and 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.

Since December 1997, the Canadian Partnership for Consumer Food Safety Education, a unique coalition of industry, consumer, government, health and environmental organizations has been working together, through the *FightBAC!*[®] Campaign, to improve consumer understanding of foodborne illness and the measures that can be taken to decrease the risks of the illness. The mandate of the Partnership is "*To contribute to the reduction of microbial 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.*"

OPERATING PRINCIPLES

At a planning meeting held in October, the Partnership agreed to amend the Partnership Terms of Reference, goals and objectives, to reflect minor changes in the overall mandate of the Partnership. The Terms of Reference are attached as Appendix I.



PARTNERSHIP STRUCTURE

The Partnership assumes an industry/government co-chair approach to management, with a nominated Board of Directors and elected Executive Committee. In June 1999, Robert de Valk of Further Poultry Processors of Canada was elected to the industry co-chair position for a second term, and JoAnn Myer of the CFIA was elected to the government co-chair position. Members of the Board of Directors and Executive Committee are attached as Appendices II and III. Throughout 1999-2000 the Partnership was managed by Leanne Byers of the CFIA. Barbara Buchanan of Health Canada provided Secretariat services, and Karen DeBlois of the Canadian Federation of Agriculture provided accounting services. The Partnership structure is attached as Appendix IV.

MEMBERSHIP

As of April 30, 2000, membership totaled 64 industry, consumer, health and environmental organizations, and the federal and provincial government organizations which 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 the initial development of the *FightBAC!* Campaign. These members also financed the majority of the activities undertaken in 1999-2000, 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

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



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

membership are attached as Appendix V. A full list of Partnership members and their individual levels of membership at year-end is attached as Appendix VI.



THE U.S. PARTNERSHIP FOR FOOD SAFETY EDUCATION

The United States Partnership for Food Safety Education is an international affiliate member of the Canadian Partnership, with its main organization members located in Washington, D.C. The U.S. Partnership launched the *FightBAC!*® Campaign in October 1997 and continues to be a strong ally of the Canadian Partnership, providing a strong research and development foundation for Canadian Partnership programs and communications tools. Now in its fourth year of operation, the U.S. Partnership continues to focus on developing educational materials for young and high school students, and is involved in developing a grassroots *FightBAC!*® Campaign manual so that communities can work together to fight foodborne illness. 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.

1999-2000 OBJECTIVES

The objectives of the Partnership for Year II were to communicate the messages of the *FightBAC!*® Campaign to Canadian consumers and to develop food safety materials for children.

From May to September 2000, the Partnership developed communication tools and investigated the feasibility of adapting the United States Partnership for Food Safety Education Kindergarten to Grade 3 (Ages 6 to 9) Education Program for use in Canada.

In order to further focus the activities the Partnership and improve decision-making processes, a two-day planning session was held in October. To meet the goals which were identified at this meeting, a number of Standing Committees were created and formalized. These Committees pursued a number of activities throughout the year.

STANDING COMMITTEE ACTIVITIES

1. EDUCATION COMMITTEE

The Education Committee researches, develops and evaluates *FightBAC!*® learning tools for children at the elementary and secondary school level.

The main activity of the Education Committee for 1999-2000 was the development of the Kindergarten to Grade 3 (Ages 5 to 9) Learning Program. In order to develop this program in a time- and cost-efficient manner, the committee adapted the U.S. *FightBAC!*® Kindergarten to Grade 3 (Ages 6 to 9) Education Program. The U.S. program was "Canadianized" and focus tested in Canada to meet the needs of Canadian school teachers and children. The Program is a useful supplementary tool for teachers and other educators to use in their food safety training courses.

The Learning Program contains food safety skits, poems, songs, materials to construct a *FightBAC!*™ puppet and a family vacation game. Additional take-home material for parents is included. Elements of the Program were produced in an interactive format for the *FightBAC!*® web site.

Based on projections from the U.S. and the interest in the Learning Program from Canadian teachers and other educators prior to the completion of the Program, the Committee printed 10,000 copies of the package. Each package contains one presenters guide, one puppet and five games. An additional 5,000 copies of the full colour food safety game were also printed.

Another major project for the Education Committee was launching the Learning Program. Working with the Media Relations/Advertising Committee and the CFIA, the program was formally launched in April in Ottawa.

The learning program is already proving to be popular, with over 1, 200 copies distributed to date.

*Additional details on the launch of the Learning Program are included under "Special Projects".

2. CONSUMER TOOLS COMMITTEE

The Consumer Tools Committee researches the feasibility of, and assists in the development of consumer education tools in order to support the objectives of the *FightBAC!*® Campaign.



Due to high demand from Canadian consumers in 1999-2000, certain existing communications tools were reprinted including:

***FightBAC!®* Action Kits**

The action kits contain 'ready-to-use' communications materials such as fact sheets and graphics for use by organizations interested in running a food safety campaign. The most popular of the kits is the Community Action Kit, with over 12,000 distributed to date. In March, an additional 2,000 Community kits were printed.

***FightBAC!®* Bookmarks**

To date, a total of 44,654 *FightBAC!®* bookmarks, which contain the four messages of the campaign, have been distributed. The bookmarks are housed with the exhibit at the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and at Health Canada, and are distributed to consumers wherever the display is showcased, or upon request. Other consumer tools which were used extensively throughout the year included the *FightBAC!®* Exhibit and the Mascot.

Exhibit

The Partnership 10' x 12' portable exhibit, produced and donated by OMAFRA, was used at a total of 20 food and trade shows and conferences across the country including the Royal Winter Fair in Toronto, Yukon Food Safety Week, and at the South Shore Exhibition in Bridgewater, Nova Scotia to name a few.

***FightBAC!®* Mascot**

Throughout 1999-2000, the *FightBAC!®* Campaign mascot, BAC![™] mascot made appearances at a total of 14 food and trade shows/conferences including the Food Safety Congress in Vancouver, Expo Québec in Québec City, and the South Shore Exhibition in Nova Scotia.

A number of new communications tools were developed in 1999-2000 including:

***FightBAC!®* Brochure**

Due to increased demand for general information on the Partnership and the *FightBAC!®* Campaign, a high-quality, low cost brochure, designed for both organizations as well as consumers was developed. The brochure provides information on the Partnership and the Campaign and lists the communications tools which are available for consumers. 30,000 brochures were printed and to date, 6,063 have been distributed.

***FightBAC!™* Stickers**

These stickers have proven to be extremely popular with both children and adults. A total of 33,394 have been distributed across the country at various trade and food shows.

***FightBAC!®* Refrigerator Thermometers**

Health Canada produced and donated a total of 10,000 refrigerator thermometers to the Partnership in 1999-2000. The thermometers are for use inside the refrigerator and let consumers know if the temperature is too warm, too cold, or ideal. To date, 9,158 have been distributed.

BAC Colouring Sheets and Puzzles

These tools were also popular with children. Over 5,100 of these items were distributed.

3. WEB SITE COMMITTEE (www.canfightbac.org)

The Web site Committee updates and maintains the *FightBAC!*® web site. The Committee also makes recommendations to the Executive Committee on additional materials/tools to post to the site.

The CFIA continues to maintain the bilingual web site for the Partnership, with Achilles Internet as the service provider. In March, a web site developer redesigned and updated the site with the goal of making the site more user-friendly so visitors would remain on the site longer and visit more often.

The improved site contains distinct sections including a Media Centre, Consumer Centre, Partnership Centre and Classroom.

In its second year of operation, the web site totaled 164,414 visitors, with the average weekly number of visitors to the web site being 3,162.

4. MEDIA RELATIONS/ADVERTISING COMMITTEE

The Media Relations/Advertising Committee researches and recommends opportunities for increased visibility for the *FightBAC!*® messages and the Partnership, in the general consumer and trade press.

In 1999-2000 the committee implemented the following activities:

National Press Release Program

A calendar of press releases with the objective of encouraging media to regularly issue news regarding Partnership messages was developed for the remainder of the 1999-2000 year.

December 1999 to April 30, 2000

TIMING	TOPIC	DETAILS	RESPONSIBILITY	DISTRIBUTION
December 1999	Holiday food safety	Food safety facts for holiday foods	CFIA (Communications)	Canada NewsWire
April 2000	Learning Program and improved web site	Launch of education kit and launch of improved web site	CFIA (Communications)	Canada NewsWire Health, education, children, parents magazines, community papers

National Media Kit Distribution

To coincide with the launch of the Learning Program, a *FightBAC!*™ information package was distributed to 156 television, newspaper and radio media in April.

Development of National Media Lists

Media lists for television, radio, newspapers, magazines, health and education organizations were created by the CFIA. These lists will be used regularly for all Partnership announcements and will allow for quicker mail-outs, call-backs, and invitations to news conferences and/or events.



Radio and TV Public Service Announcement (PSA) Distribution

Included in the information packages distributed to the media in April were copies of the television and/or radio *FightBAC!*® public service announcement (PSA). CFIA contacted all major Canadian radio and TV stations in each province (24 TV and 24 Radio) to pitch the PSA's.

National Magazine/Community Newspaper Program

Articles written by the British Columbia Ministry of Health for BC Restaurant industry news magazines were pitched to other similar magazines/publications across the country.

A general information article on the Partnership and the *FightBAC!*® Campaign was written and distributed by the CFIA to all Canadian community newspapers.

Print Media Monitoring

As of April 13, 2000, the Chicken Farmers of Canada have offered to monitor media coverage of the Partnership and the *FightBAC!*™ Campaign.

5. SCIENTIFIC COMMITTEE

The Scientific Committee works with appropriate organizations to determine scientific measurements such as cooking times and temperatures and statistics relating to foodborne illness in Canada. In 1999-2000 the Partnership decided that any consumer enquiries into cooking times and temperatures should be referred to local health units, until all members reach a general consensus on temperatures.

6. STRATEGIC PLANNING COMMITTEE

The Strategic Planning Committee was created to take recommendations from each of the above standing committees and to develop both short and long-term strategic operating plans which will enable the Partnership to achieve its mandate. The Strategic Planning Committee is also responsible for writing the Partnership business plan, which will be tabled early in the 2000-01 year.

7. FUND-RAISING/SPONSORSHIP COMMITTEE

Once a formal business plan is in place, this committee will research and pursue fund-raising/sponsorship opportunities to allow the Partnership to achieve its longer-term objectives.

8. NOMINATION COMMITTEE

The Nomination Committee administers the nomination and election process for the Board of Directors and Officers of the Partnership. The activity is conducted at each Annual General Meeting of the Partnership.

9. COMMUNICATIONS COMMITTEE

An overall Communications Standing Committee was formed to oversee the activities of all Committees to ensure consistency in planning and that overlap of activities would be avoided. This committee will be formalized in 2000-01.

For a list of Standing Committee members see Appendix VII.

SPECIAL PROJECTS

1. *Food Safety and You*

In 1999-2000 every Canadian Household was delivered the *FightBAC!®* messages. With input from Health Canada and Agriculture and Agri-Food Canada, the Canadian Food Inspection Agency produced and distributed a brochure entitled *Food Safety and You* which discussed the food inspection system in Canada. Food safety tips from the *FightBAC!®* Campaign were included throughout and focus testing with Canadian consumers showed that consumer interest in the *FightBAC!®* messages was high. *The Food Safety and You* brochure was distributed to every household in Canada. In addition to English and French, the brochure was translated in Mandarin, Large Print and Braille.

2. *FightBAC!®* Kindergarten to Grade 3 (Ages 5 to 9) Learning Program National Launch

The Learning Program was launched nationally on April 13th in Ottawa at Elgin Street Public School. The event consisted of a news conference followed by a demonstration of parts of the Learning Program. Over 150 Kindergarten to Grade 3 students listened to various speakers discuss the importance of keeping their kitchen counter tops clean and their hands washed before and after eating. Launch speakers included the Hon. Lyle Vanclief, Minister of Agriculture & Agri-Food, Robert de Valk, Partnership Private Sector Co-Chair and General Manager of Further Poultry Processors Association of Canada, Dr. Robert Cushman, Medical Officer of Health for the region of Ottawa-Carleton, and JoAnn Myer, Partnership Public Sector Co-Chair and Executive Director of Public Affairs for the CFIA. Elgin Street Public School Principal, Ms. Terry Davies, was the Master of Ceremonies for the event.

Following the news conference, the students performed the song from the Learning Program and the BAC!™ mascot made a special appearance. A group of children then played the interactive game from the Learning Program on the computers.

With input from the Partnership's Media Relations/Advertising and the Education Standing Committees, the CFIA produced and distributed 156 media kits to television, radio and newspaper media across Canada, which included the *FightBAC!®* radio and video public service announcement for television and radio stations. An article on the Program was also written and distributed to all community newspapers in Canada (over 1100), by the CFIA. Finally, the CFIA distributed over 2,500 information packages to health and educational organizations.

Media coverage from the event was successful and positive. In the first two days following the launch, five separate television clips appeared on all of Ottawa's major television stations. In addition, the Partnership appeared on a mid-day news show for a live five minute discussion on foodborne illness and the messages of *FightBAC!®*. Radio interviews were also conducted by three radio stations. A French language cable network show also ran a nine minute live interview.

A number of other Partnership members across Canada also distributed information to their members on the Learning Program, including the B.C. Ministry of Health and the Environmental Health Foundation of Canada.

Regional Launch Events

Yukon Territory

The Learning Program was launched in the Yukon during Food Safety Week (March 25 to 31). The Learning Program was mentioned at a number of venues throughout the week including the radio and newspaper media, a number of elementary schools, local grocery stores and shopping malls. A press release was also issued to the media. In addition, a colouring contest was held for the children.

Wellington, Ontario

An event in Wellington was organized by the CFIA on the request of the Minister of Agriculture & Agri-Food. The event followed the same format as the national launch, and news conference speakers included the Minister, Mr. Phil Boyd, Executive Director for the Canadian Turkey Marketing Agency, Dr. Lynn Noseworthy, Medical Officer of Health for the Hastings-Prince Edward Counties Health Unit, Leanne Byers, Partnership Project Manager and Senior Communications Advisor for the CFIA, and Mr. Vic Alyea, Principal, C.M.L Public School.

The event was attended by four local newspapers.

3. Retail Promotional Project

Members of the Canadian Council of Grocery Distributors (CCGD) conducted a flyer campaign in Spring/Summer 1999 to promote the *FightBAC!*[™] messages in grocery store chains across Canada. All major banners in Canada participated in the flyer program which gave *FightBAC!*[™] coverage from coast to coast. Some grocers also placed the messages on their web sites and developed brochures that were available in-store for consumers to take home.

CCGD members represent approximately 80% of the grocery business in Canada and a majority of those members contributed to promoting the messages. During the campaign, it was estimated that over 80% of Canadian households received the messages. The number of flyers circulated each week ranged from 350,000 to over 3 million per company/banner.

4. Interactive Web site Project

Thanks to a donation from Industry Canada, the Web site Committee was able to develop an interactive component for the site. The Family Vacation Game included in the Kindergarten to Grade 3 (Ages 5 to 9) Learning Program, was made into an interactive computer game which children can play either against each other or BAC![™] himself.

5.1-800 National Food Safety Information Line Committee

In response to a proposal made to the Partnership by the Alberta Home Economics Association Food Safety Information Line, the Partnership formed a special committee to investigate the feasibility of partnering with industry and federal/provincial governments to implement a national toll-free food safety information line.

The committee recommended that the Partnership apply for federal government funding and industry grants and monies to explore the feasibility of establishing and pilot testing a national toll-free information line on food safety for Canadian consumers. Food safety questions would be limited to the mandate of the Partnership and a consultant would be hired to coordinate the preparation of the proposal.

After reviewing the recommendations and applicable research, as well as the potential high cost of implementing a toll-free food safety information line, the Executive Committee of the Partnership decided that more research into the wants of Canadian consumers was required – i.e., do Canadian consumers want a toll-free information line, would they use it, etc. This project will be investigated further in the early part of the 2000-01 year.

6. FeedBAC Member Newsletter

Another special project for 1999-2000 was the creation of a newsletter for members of the Partnership. Research was conducted into the wants and needs of a newsletter and a survey completed by Partnership members found that members wanted a quarterly newsletter which would contain information on member initiatives, updates from Executive Committee meetings, news on the U.S. Partnership, etc. To date, issues of the newsletter were distributed in December 1999, and March 2000. The CFIA is coordinating the writing and editing of the newsletter.

FightBAC!® MEMBER INITIATIVES

A number of Partnership members performed significant projects throughout 1999-2000, the details of which are listed below.

Agriculture & Agri-Food Canada

- Minister's speech at two launch events of Learning Program
- Served on 1-800 Food Safety Information Line Committee
- Messages in "All About Food - Agri-Food Facts"
- Attended Royal Winter Fair with exhibit and mascot

Alberta Home Economics Association

- Served on 1-800 Food Safety Information Line Committee

Beef Information Centre

- Served on Executive Committee, Board of Directors, Scientific and Strategic Planning Committees - Provided consultant to chair 1-800 Information Line Committee
- Donated *Chill Out* brochures to the Partnership
- Messages in BIC communications

British Columbia Ministry of Health

- Served on Media Relations/Advertising, Education and Scientific Committees
- Wrote and submitted food safety articles to a number of Canadian magazines

Canada Pork

- Served on Board of Directors and Media Relations/Advertising Committee

Canadian Council of Grocery Distributors

- Served on Board of Directors
- Organized National Retail Flyer Campaign
- Served on Scientific and Consumer Tools Committees

Canadian Egg Marketing Agency

- Served on Board of Directors
- Included *FightBAC!®* messages in all brochures and recipes produced.

Canadian Federation of Agriculture

- Provided accounting services
- Served on Executive Committee, Board of Directors and Fund-raising/Sponsorship, and Strategic Planning Committees

Canadian Federation of Independent Grocers



- Distributed messages to 1,000 retailers

Canadian Food Inspection Agency

- Served in Co-Chair position, Project Manager position, on Executive Committee, and Board of Directors
- Served on Education, Consumer Tools, Web site, Media Relations/Advertising, Strategic Planning, and Fund-raising/Sponsorship Committees
- Paid messaging in Canadian Produce Marketing Association "5 to 10 a Day" Campaign
- Paid messaging for seven-minute Canadian Farm Show segment
- Paid Messaging in Agriculture & Agri-Food Canada Millennium Calendar - distribution of 160,000
- Messages in CFIA Food for Thought Year 2000 Calendar/Poster - distribution of 70,000
- Messages in *Food Safety and You* brochure - distribution to over 11 million Canadian households
- Articles in three separate issues of *CONTACT* Newsletter
- Attended U.S. Partnership meetings in Washington
- Attended Agribition in Regina with exhibit and mascot
- Attended Royal Winter Fair in Toronto with exhibit and mascot
- Attended AAFC Fun Fest Celebration with exhibit and mascot
- Attended Calgary Stampede Parade with mascot
- Attended Canadian Health Network meeting to create partnership to *FightBAC!*® web site
- Attended learning program launches in Ottawa and Belleville with exhibit and mascot
- Presentation to Canadian Food Information Council
- Printed and distributed launch media kits and information packages, and community newspaper articles
- Translated media kits, information packages
- General distribution of Partnership materials to consumers
- Conducted approximately 11 media interviews
- Speeches at launches of learning program
- Maintained and updated *FightBAC!*® web site
- Drafted Chill, Cook, Clean and Separate fact sheets
- wrote and edited *FeedBAC!* newsletter

Canadian Home Economics Association

- Global TV interview/demonstration on food safety
- Served on Board of Directors and Consumer Tools Committee

Canadian Meat Council

- Served on Board of Directors, Web site and Education Committees
- Attended CMC Annual Conference with exhibit and mascot
- Donated *Chill Out* brochures to the Partnership
- Submitted article in *FeedBAC!* Newsletter

Canadian Poultry and Egg Processing Council

- Served on Board of Directors and Scientific Committee
- Donated *Chill Out* brochures to the Partnership

Canadian Produce Marketing Association



- Served on Board of Directors
- Served on Media Relations/Advertising and Fund-raising/Sponsorship Committees
- Messages in *FoodService* newsletter "Give your menu a fresh look" (included in *Restaurant and Hospitality Magazine*) - distribution of 50,000
- Messages in *Mighty Munchers* children's newsletter - 165,000 distributed through Canadian retail stores

Canadian Turkey Marketing Agency

- Attended Royal Winter Fair exhibit
- Speech at launch of Learning Program in Wellington
- Articles in *Plume* newsletter
- Donated *Chill Out* brochures to the Partnership

Chicken Farmers of Canada

- Performed media monitoring services
- Served on Media Relations/Advertising Committee
- Donated *Chill Out* brochures to the Partnership

Chicken Farmers of Ontario

- Served on Education Committee

Consumers Association of Canada

- Served on Board of Directors and Fund-raising/Sponsorship Committee

Environmental Health Foundation of Canada

- Served on Executive Committee and Board of Directors
- Chaired Education Committee and served on Consumer Tools and Strategic Planning Committees
- Conducted survey on use of *FightBAC!*® materials in Canadian health units
- Attended International Plowing Match with exhibit and mascot
- Exhibitor at Canadian Institute of Public Health Inspectors annual education conference
- Participation in International Plowing Match (parade, food safety demonstrations)
- Provided *FightBAC!*® information and updates to health units across Canada
- Participated in Summer Retail Blitz

Further Poultry Processors of Canada

- Served as Co-Chair, on Executive Committee and Board of Directors
- Served as Chair of Fund-raising/Sponsorship and Strategic Planning Committees
- Presentation to the Canadian Home Economics Teacher's Association
- Speech at launch of Learning Program
- Donated *Chill Out* brochures to the Partnership

Halton Regional Health Unit

- Submitted article in *FeedBAC!* Newsletter



- Produced *FightBAC!*® posters and CD-ROM
- Produced *FightBAC!*™ place mats
- Attended Royal Winter Fair exhibit

Hastings-Prince Edward County Health Unit

- Attended "Summer Sizzles" in the *Canadian Living* Test Kitchen event with mascot and exhibit

Health Canada

- Served on Executive Committee, Board of Directors
- Chaired Scientific Committee and served on Education, 1-800 Food Safety Information Line and Strategic Planning Committees
- Provided Secretariate services including organizing meetings, minutes, storage and distribution of campaign materials
- Produced and donated refrigerator thermometers

Kidney Foundation of Canada

- Served on Board of Directors and Education Committee
- Spoke at meeting of the B.C. Food Protection Association

Manitoba Agriculture and Food (Province of Manitoba)

- Distributed material to community nutritionists, regional health authorities, public health inspectors and home economists

National Institute of Nutrition

- Article in *Rapport* Newsletter

Nova Scotia Department of Agriculture & Marketing

- Served on Education Committee

Ontario Farm Women's Network

- Served as Chair of Web site Committee

Regional Municipality of Waterloo (Community Health Department)

- Gave presentations on *FightBAC!*® at two events for senior citizens
- Submitted articles in *At the Market* to food vendors and *Front Burner* to restaurants, and *Wise* for the community.

Toronto Public Health

- Attended Royal Winter Fair with *FightBAC!*® display

Vancouver/Richmond Health Board



- Served on Board of Directors
- Chaired Consumer Tools Committee and served on Education and 1-800 Food Safety Information Line Committees
- Article in the *Canadian Home Economics Journal*

Yukon Health & Social Services

- Served on Education Committee
- Launched Learning Program at Food Safety Week - March 25 - 31
- Messages in action kits for public schools, media, grocery stores and flyers
- Set up displays at federal building, Yukon Government Building and hospital
- Attended Yukon trade show
- Attended local shopping mall with mascot
- Provided *FightBAC!*® materials for local health fairs

Other Activities:

Connaught Educational Services

- Advertising *FightBAC!*® Campaign

SchoolNet - Industry Canada

- Provided grant to make web site interactive
- Advertising *FightBAC!*® Campaign and Learning Program on SchoolNet web site

Canada Information Office

- Advertising *FightBAC!*® Campaign

Dietitians of Canada

- Link to *FightBAC!*® web site on the Canadian Health Network

YEAR 2 BUDGET

Partnership members contributed approximately \$138,000 in 1999-2000. Expenses for Year II, including the development of the Kindergarten to Grade (Ages 5 to 9) Learning Program, the update and re-design of the web site, the reprint of existing communications tools and the development of new ones, were approximately \$95,000.

In-kind contributions to perform services were also donated by a number of Partnership members. The total dollar value of in-kind contributions for 1999-2000 was approximately \$1,648,000. See Appendix VIII for a list of members who provided additional in-kind contributions.

*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.

The total contributions, monetary and in-kind, for the partnership for Year II exceeded \$1,785,000.

** Financial statements (prepared without audit) for the year ending April 30, 2000 are attached as Appendix IX.

NEXT STEPS

The following are some of the objectives/activities the Standing Committees are investigating for Year III and beyond. As in 1999-2000, the Partnership will continue to focus primarily on developing education programs for school-aged children.

Education Activities

The Education Committee will begin to investigate the feasibility of adapting the United States Partnership's Grade 4 to 6 Education Program for use in Canada.

New Consumer Tools

In addition to reprinting existing communication tools, the Consumer Tools Committee will focus on developing four new fact sheets which will focus on the *FightBAC!*® messages. The committee would also like to purchase a new BAC™ mascot.

Other tools the committee is investigating are items such as a table-top display, colour posters, refrigerator magnets, and other *FightBAC!*® items. They would also like to expand the current exhibit program to attend all major food/trade shows/conferences in Canada.

www.canfightbac.org

The Web site Committee wishes to expand the site further and add more interactive components to the site including games for children and teenagers, quizzes for teachers to use as an aid in the classroom and an interactive kitchen.

Media Relations/Advertising

A press release schedule will be finalized for 2000-2001, and plans will be made to reach key media personalities, with the goal of further encouraging the media to use the *FightBAC!*® messages in their current programming, and secure guest spots on programs. Should funding permit, a comprehensive social marketing campaign which would include press releases, mat story placement, direct mail pieces and paid advertising will be pursued.

Overall Communications Activities

Once the Partnership finalizes its business plan, the Communications Committee will develop an overall communications strategy for the Partnership.

Retail Promotional Activities

The Canadian Council of Grocery Distributors will again conduct a Summer 2000 campaign using the *FightBAC!*® logo and messages in grocery stores and flyers.

Project Management Support

The Executive Committee would like to hire a part time employee to assist with project management activities.

EVALUATION

The Partnership continues to evaluate its success based on the number of hits to the web site, and requests for *FightBAC!*® communication tools, both of which were extremely high for the 1999-2000 year. In order to continue its supply of tools, a cost recovery mechanism will be investigated.

The Partnership may also consider updating current research on consumer knowledge, attitudes and beliefs toward safe food handling practices in the home.

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.



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

CONTACT INFORMATION

General Partnership Inquiries:

E-mail: fightbac@aspireolutions.net
Ph: (613) 798-3042

Partnership Web site, Mascot:

Judy Waldron, Canadian Food Inspection Agency
E-mail: jwaldron@inspection.gc.ca
Ph: (613) 225-2342 ext. 4705

***FightBAC!*@ Communications Tools:**

Isabelle Dufresne, Health Canada
E-mail: isabelle_dufresne@hc-sc.gc.ca
Ph: (613) 952-7322

Portable Exhibit, Bookmarks:

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

***Chill Out* Brochures**

Beef Information Centre
E-mail: robinson@gatwest.net
fax: (204) 774-3264

***FightBAC!*TM Colour Posters**

Maurice Dickhout, Halton Regional Health Unit
E-mail: dickhout@region.halton.on.ca
Ph: (905) 825-6060 ext. 7410

APPENDIX I - TERMS OF REFERENCE

GOAL

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

"Contribute to the reduction of microbial 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 develop and implement a public awareness strategy for safe food handling practices through the coordinated efforts of the Partnership.
2. To disseminate consistent, clear and credible safe food handling messages.
3. To encourage multi-sectoral support for the Partnership and its mandate.
4. To encourage Partnership members to communicate and promote safe food handling practices within their own organizations.

GUIDING PRINCIPLES

Food is a basic determinant of health. There is a need for coordination at all levels of industry, government and non-government organisations 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 organisations, 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 organisations 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 organisations 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 organisation 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 PARTNERSHIP FOR
CONSUMER FOOD SAFETY EDUCATION
PARTENARIAT CANADIEN POUR
LA SALUBRITÉ DES ALIMENTS

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

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION 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	JoAnn Myer (Co-Chair)	(613) 225-2342	(613) 228-6123
Canadian Federation of Agriculture	Sally Rutherford	(613) 236-3633	(613) 236-5749
Beef Information Centre	Pat Scarlett	(604) 985-0113	(604) 985-8284
Environmental Health Foundation of Canada	Klaus Seeger	(519) 482-3416	(519) 482-7820
Health Canada	Paul Mayers	(613) 946-4591	(613) 946-4590
Canadian Meat Council	Carla Abbatemarco	(613) 729-3911	(613) 729-4997
Canadian Poultry & Egg Processing Council	Robert Anderson/ Martin Pelletier	(613) 724-6605	(613) 724-4577
Chicken Farmers of Canada	Nicole Beauchamp	(613) 241-2800	(613) 241-5999
National Institute of Nutrition	Anne Kennedy	(613) 235-3355	(613) 235-7032
Canadian Council of Grocery Distributors	Bryan Walton/Sylvie Cloutier	(403) 250-6608	(403) 250-7022
Consumers Association of Canada	Joanna Hilchie	(902) 435-3326	(902) 435-3326
Kidney Foundation of Canada	Anne Nickerson	(604) 873-7776	(604) 871-6251
Canadian Produce Marketing Association	Marie-Claude Thibault	(613) 226-4187	(613) 226-2984
Canadian Egg Marketing Agency	Arnold Read	(613) 727-9904	(613) 238-1967
Agriculture & Agri-Food Canada	Linda Robbins	(613) 759-7550	(613) 759-7480
Canadian Home Economics Association	Claire Cronier	(613) 238-8817	(613) 238-8972

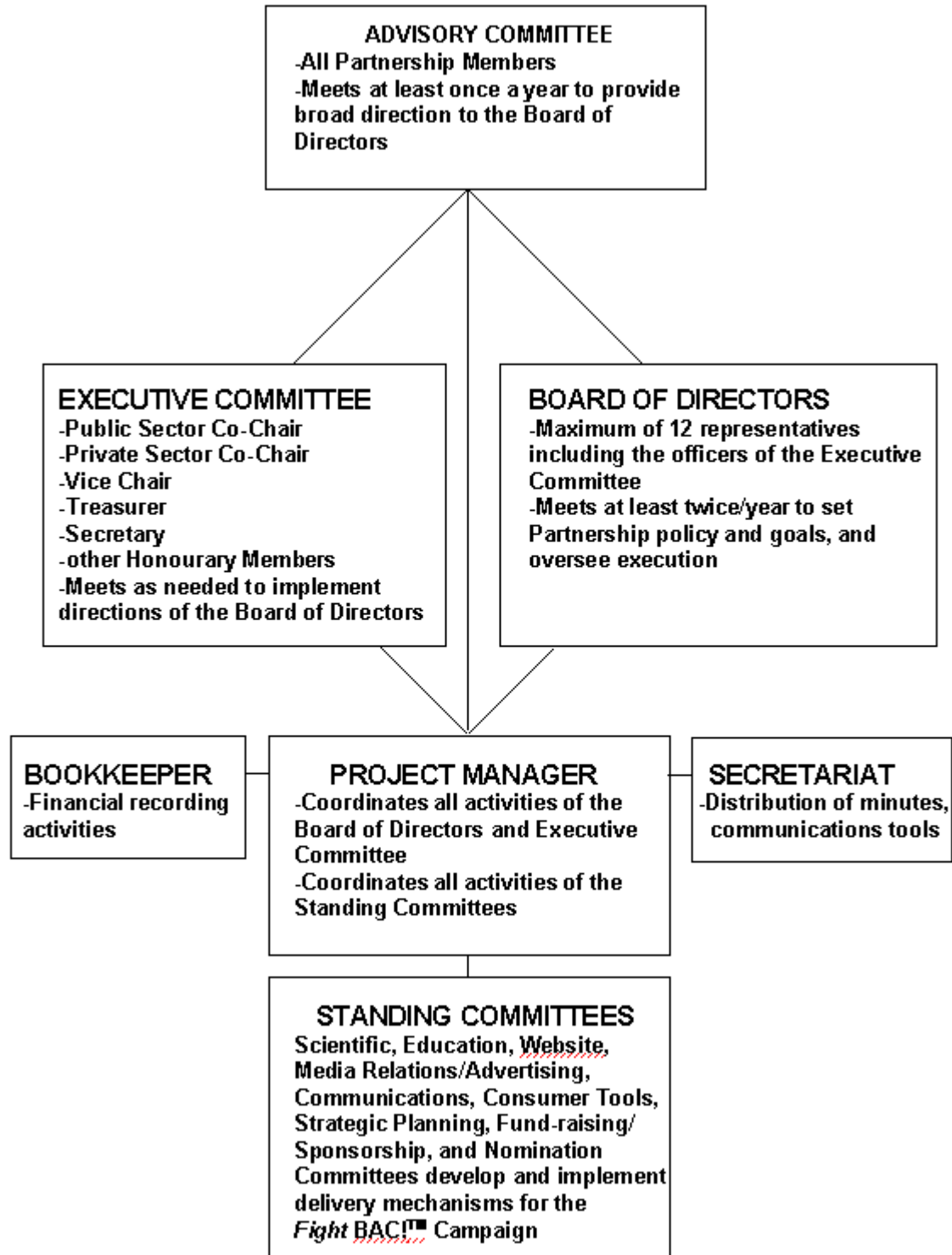
APPENDIX III

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION 1999/2000 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	JoAnn Myer (Co-Chair)	(613) 225-2342	(613) 228-6123
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
Health Canada	Paul Mayers (Honourary Member)	(613) 946-4591	(613) 946-4590
Canadian Food Inspection Agency	Leanne Byers (Project Manager)	(613) 225-2342	(613) 228-6123

APPENDIX IV

PARTNERSHIP STRUCTURE



APPENDIX V

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION 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 VI

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION BREAKDOWN OF MEMBERS & LEVELS (As of April 30, 2000)

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

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

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

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

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

- Canadian Federation of Independent Grocers*
- Canadian Institute of Public Health Inspectors/Association of Supervisory Public Health Inspectors of Ontario
- Canadian Meat Science Association
- Capital Health Authority (Alberta)
- Crop Protection Institute of Canada*
- Environmental Health Foundation of Canada*
- Further Poultry Processors Association of Canada*
- Kidney Foundation of Canada*
- National Institute of Nutrition
- Newfoundland & Labrador Department of Health & Community Services
- Ontario Independent Meat Packers & Processors
- Ontario Ministry of Health
- Province of Manitoba
- Soap & Detergent Association of Canada
- Vancouver/Richmond Health Board*

Level IV Partners (In-Kind Contributions only)

- Alberta Agriculture, Food and Rural Development
- 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 Federation of Agriculture*
- Canadian Home Economics Association*
- Canadian Pork Council
- Consumers Association of Canada*
- Eastern Ontario Health Unit
- Environmental Health Services -Queen's Region Health (PEI)
- FarmFolk/CityFolk Society
- Federal/Provincial/Territorial Committee on Food Safety*
- Guelph Food Technology Center
- Ministère d'agriculture des pêcheries et de l'alimentation du Québec
- 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 VII

STANDING COMMITTEE MEMBERS

EDUCATION

Chair: Klaus Seeger, Environmental Health Foundation of Canada
Leanne Byers, Canadian Food Inspection Agency
Barb Buchanan, Health Canada
Anne Nickerson, Kidney Foundation of Canada
Graham Cobb, Vancouver/Richmond Health Board
Anita MacKinnon
Janet Dryden
Lynn Richards, Yukon Health and Social Services
Linda Glendenning, Chicken Farmers of Ontario
Carla Abbatemarco, Canadian Meat Council
James McCorry, Nova Scotia Dept. of Agriculture

SCIENTIFIC

Chair: Barb Buchanan, Health Canada
Martin Pelletier, Canadian Poultry and Egg Producers Council
Susan MacInnes, Canadian Council of Grocery Distributors
Jackie Crichton, Canadian Council of Grocery Distributors
Lynn Wilcott, B.C. Ministry of Health
Pat Scarlett, Beef Information Centre
Mary Ann Binnie, Canada Pork

FUND-RAISING

Chair: Robert de Valk, Further Poultry Processors of Canada
Nancy Schwartz, National Institute of Nutrition
Sally Rutherford, Canadian Federation of Agriculture
Marie-Claude Thibault, Canadian Produce Marketing Association
JoAnn Myer, Canadian Food Inspection Agency
Joanna Hilchie, Consumers Association of Canada
Leanne Byers, Canadian Food Inspection Agency

NOMINATION

Leanne Byers, Canadian Food Inspection Agency

WEBSITE

Chair: Monique Klein-Swornink, Ontario Farm Women's Network
Carla Abbatemarco, Canadian Meat Council
Anne Nickerson, Kidney Foundation of Canada
Jeff Atkinson, Canadian Federation of Agriculture
Leanne Byers, Canadian Food Inspection Agency

CONSUMER TOOLS



Chair: Graham Cobb, Vancouver/Richmond Health Board
Klaus Seeger, Environmental Health Foundation of Canada
Ellie Topp, Canadian Home Economics Association
Claire Cronier, Canadian Home Economics Association
Susan MacInnes, Canadian Council of Grocery Distributors
Leanne Byers, Canadian Food Inspection Agency

ADVERTISING/MEDIA RELATIONS

Rotating Chair: Nicole Beauchamp, Chicken Farmers of Canada
Marie-Claude Thibault, Canadian Produce Marketing Association
Mary Ann Binnie, Canada Pork
Lynn Wilcott, British Columbia Ministry of Health
Leanne Byers, Canadian Food Inspection Agency

STRATEGIC PLANNING

Robert de Valk, Further Poultry Processors of Canada
JoAnn Myer, Canadian Food Inspection Agency
Klaus Seeger, Environmental Health Foundation of Canada
Pat Scarlett, Beef Information Centre
Sally Rutherford, Canadian Federation of Agriculture
Paul Mayers, Health Canada
Leanne Byers, Canadian Food Inspection Agency

COMMUNICATIONS COMMITTEE

Chair: Leanne Byers, Canadian Food Inspection Agency

SPECIAL COMMITTEE: 1-800 LINE

Chair: Pat Scarlett, Beef Information Centre
Nancy Schwartz, National Institute of Nutrition
Leanne Byers, Canadian Food Inspection Agency
Graham Cobb, Vancouver/Richmond Health Board
Linda Robbins, Agriculture and Agri-Food Canada
Barb Buchanan, Health Canada
Debbie Brekke, Alberta Home Economics Association



APPENDIX VIII

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION 1999-2000 MEMBER IN-KIND CONTRIBUTIONS

Agriculture and Agri-Food Canada	
- Attended Royal Winter Fair for two days	\$500.00
Total	\$500.00
Beef Information Centre	
- <i>CNW</i> Cut brochures	\$2,500.00
- Staff time	1,500.00
- Consultant for 1-888 committee	1,000.00
- <i>CNW</i> Cut in BIC communications	1,000.00
Total	\$6,000.00
Canadian Council of Grocery Distributors	
- Approximate cost of paid advertising space by CCGD members to place messages in grocery flyers (based on 162 issues at \$5,000 per issue, not including distribution costs)	\$910,000.00
Total	\$910,000.00
Canadian Food Inspection Agency	
Project Management & Staff:	
- Project Manager	\$61,865.00
- Co-op Student (4 @ \$8,000)	32,000.00
- Other Staff (.10 FTE @ 1S-04)	13,479.25
Website:	
- Development (.10 FTE @ 1S-04)	13,479.25
- Maintenance (112.5 hours)	1,357.50
Paid Use of <i>FightBAC1™</i> Messages:	
- Millennium Poster/Calendar	15,000.00
- Canadian Produce Marketing Agency \$ to 10 a Day Campaign	10,000.00
- AAFC Food Celebration Calendar	20,000.00
- Canadian Farm Show <i>FightBAC1™</i> Segment	7,000.00
- <i>Food Safety and You</i> Brochure	375,000.00
Other Events:	
- <i>FightBAC1™</i> Launch at Calgary Stampede	3,200.00
- National Launch of Learning Program:	
- Development, Printing, Distribution of Media Kits & Information Packages	1,330.00
- Distribution to Community Newspapers	250.00
- Learning Program Launch in Belleville	
- Travel for 3 staff members	955.00
- Royal Winter Fair	
- Travel and accommodations for 3 staff	4,948.38
- Attended AAFC Fun Fest with exhibit & mascot	500.00
Office Expenses	
- Mailing, Photocopying, Courier, Telephone, Printing	5,000.00
- French Translation Services	3,000.00
- Travel to Washington (4 times in 99/00)	5,987.07
- Attendance at Canadian Health Network Meeting (Toronto)	\$ 518.00
TOTAL	\$575,869.45
* The Food Safety and You Brochure was a one-time publication only.	
Canadian Federation of Agriculture	
Bookkeeping	\$1,005.00
Courier & Postage	126.20
Stationery & Supplies	130.73
Rent	600.00
Office Equipment	300.00
Telephone & Fax	120.00
Management	1,800.00
TOTAL	\$4,081.93
Canadian Meat Council	
Partnership exhibit at Annual Conference	\$100.00
<i>CNW</i> Cut Brochures	75.00
TOTAL	\$175.00
Canadian Turkey Marketing Agency	
Attendance at Royal Winter Fair and Launch in Wellington	\$300.00
TOTAL	\$300.00
Environmental Health Foundation of Canada	
Attendance at International Plowing Match (includes staff time, production and printing of stickers, <i>FightBAC1™</i> stamps, and administrative costs)	\$6327.50
TOTAL	\$6327.50
Halton Regional Health Unit -	\$38,000.00
Resource development including posters, attending fairs, using displays.	\$38,000.00
Health Canada	
Secretariat services (% of salary)	\$21,600.00
Meeting	2,125.96
Travel for members to attend meetings	4,261.60
Refrigerator Magnets	7,069.63
Translation fees	1,015.98
Taxis	121.50
Courier	1,294.77
Printing	4,537.06
Telephone - Conference Calls	1,300.00
Postage Canada Post	400.00
Office Supplies	709.90
TOTAL	\$44,996.10
Yukon Health & Social Services	
Salary to run events (10%)	\$6,400.00
Promotional materials, supplies, advertisements, display and mascot shipping	1,806.00
Administrative support (mailing, travel, etc.)	1,231.00
TOTAL	\$9,437.00
Ontario Ministry of Agriculture, Food and Rural Affairs	
Shipping of <i>FightBAC1™</i> exhibit	\$ 500.00
Labour	400.00
Storage	100.00
TOTAL	\$1,000.00
Regional Municipality of Waterloo (Community Health Department)	
Presentations to senior citizens, materials	\$1041.25
TOTAL	\$1041.25
Toronto Public Health	
Attendance at Royal Winter Fair	\$200.00
TOTAL	\$200.00
TOTAL FROM CANADIAN MEMBERS	\$1, 597,928.23
United States Partnership for Food Safety Education	
Kindergarten to Grade 3 Learning Program	\$50,000.00
- Creation & Production	\$50,000.00
TOTAL	\$50,000.00
TOTAL IN-KIND CONTRIBUTIONS FOR YEAR II	\$1, 647,928.23



APPENDIX IX

1999-2000 FINANCIAL STATEMENTS (PREPARED WITHOUT AUDIT)

Canadian Partnership For Consumer Food Safety Education

Financial Statements - 2000

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, 2000 and the Statements Of Operations And Net Assets and Cash Flows for the year 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 Partner PwC

Chartered Accountants

Ottawa, Canada

May 24, 2000

Canadian Partnership For Consumer Food Safety Education

Statement Of Financial Position

As At April 30, 2000

(prepared without audit)

	2000	1999
Assets		
Current		
Cash	\$ 107,224	\$ 75,887
Accounts receivable	<u>25,130</u>	<u>4,731</u>
	<u>\$ 132,354</u>	<u>\$ 80,618</u>
Liabilities		
Current		
Accounts payable	\$ 72,300	\$ 66,965
Deferred revenue	<u>935</u>	



	73,235	66,965
Net Assets	<u>59,119</u>	<u>13,653</u>
	<u>\$ 132,354</u>	<u>\$ 80,618</u>

**Canadian Partnership For Consumer Food Safety Education
Statement Of Operations And Net Assets
For The Year Ended April 30, 2000**
(prepared without audit)

	2000	1999
Income		
Membership - Level I	\$ 94,766	\$ 96,075
Membership - Level II	19,019	14,018
Membership - Level III	14,019	16,822
Interest	3,044	2,749
Other donations (note 3)	10,000	
	140,848	129,664
Expense		
Bank charges	78	90
Legal	30	600
Program launches	1,332	7,036
United States membership fee	7,572	7,728
Professional fees	750	500
Media relations/advertising	615	94,500
Web site	12,940	2,169
Education	39,480	
Consumer tools	<u>32,585</u>	<u>3,388</u>
	95,382	116,011
Excess Of Revenue Over Expense For The Year	45,466	13,653
Net Assets, Beginning Of Year	<u>13,653</u>	
Net Assets, End Of Year	<u>\$ 59,119</u>	<u>\$ 13,653</u>

**Canadian Partnership For Consumer Food Safety Education
Statement Of Cash Flows
For The Year Ended April 30, 2000**
(prepared without audit)

	2000	1999
Cash Flows From (Used For) Operating Activities		
Excess of revenue over expenses for the year	\$ 45,466	\$ 13,653
Net change to non-cash items related to operations:		
Accounts receivable	(20,399)	(4,731)
Accounts payable	5,335	66,965
Deferred revenue	935	
Net Increase In Cash Position	31,337	75,887
Cash Position, Beginning Of Year	75,887	



Cash Position, End Of Year

\$ 1 07,224

\$ 75,887

**Canadian Partnership For Consumer Food Safety Education
Notes To Financial Statements**

April 30, 2000

(prepared without audit)

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:

- develop and implement a public awareness strategy for safe food handling practices through the coordinated efforts of the Partnership
- disseminate consistent, clear and credible safe food handling messages
- encourage multi-sectoral support for the Partnership and its mandate
- encourage members to communicate and promote safe food handling practices in their own organizations

Significant Accounting Policy

Monetary contributions are recorded on an accrual basis. Contributions in-kind have not been recognized in the financial statements.

Other Donations

This refers to additional monetary contributions made to the partnership by non-member organizations.

Comparative figures

Certain of the 1999 comparative figures have been reclassified to conform to the 2000 presentation of the financial statements.