



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

Annual Report 2001/02



The Canadian Partnership for Consumer Food Safety Education

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.

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From The Co-Chairs

It has been a busy year for the Partnership! There have been many changes and events that will positively influence our future growth. Here is a brief overview of last year's main activities.

During the summer of 2001, Partnership members could be seen at consumer and trade shows across the country including the International Plowing Match and the Fun Fest at the Experimental Farm in Ottawa.

In late December of 2001 the Partnership hired our first full-time staff person, Curt Hammond as Executive Director. The Executive Director position is for a two-year term initially, after which the Partnership hopes to make the position permanent. Curt joins the Partnership with a wide range of experiences in the not-for-profit sector and is working out of his home office near Guelph, Ontario.

Just around the holidays in December and January, the Media Relations committee organized a series of nation wide appearances for Partnership supporters to talk about food safety on news and TV talk shows. A remarkably impactful program, these interviews had a total audience reach of over 3 million Canadians! Our thanks to the committee and spokespersons that made this happen.


This spring, the Education Committee released our much anticipated food safety information piece for older Canadians. The committee worked hard on this well received brochure. For the first time, the group used a very different medium, a specialised magazine, to distribute the education piece. This allowed for a very large group of seniors to receive the brochure. We are still getting calls from groups and individuals across Canada looking for additional copies. This information is a welcome addition to the Partnership's collection of consumer tools.

Finally, we would like to take this opportunity to thank Cheryl Jitta from the Canadian Food Inspection Agency (CFIA) for her hard work this year. While serving as Project Manager for the Partnership, Cheryl worked tirelessly to advance our messages. The entire board is grateful for her assistance and we wish her much continued success at the CFIA.

The Partnership is moving forward—we welcome you to join us!

Sincerely,

Debbie Cunningham
Public Sector Co-Chair, CFIA


Marie-Claude Thibault
Private Sector Co-Chair, CPMA



From The Executive Director

Not long ago, I was preparing dinner for my children while they were playing in the kitchen. It was one of our favourite and easy meals of “spicy” chicken and rice. After mixing the cubes of raw chicken in our usual salsa mixture and pouring them into a hot skillet, I rinsed off the cutting board and placed it at the far end of the counter.

“What should I do now?” I asked my three and five year olds who were coloring at the kitchen table. “WASH YOUR HANDS!” they hollered without missing a beat. I asked them why as I began to wash my hands. “BECAUSE GERMS ARE BAD!” they confidently shared, extremely proud of their hygiene knowledge. As I finished washing my hands while singing Happy Birthday—twice—my daughter reminded me to dry my hands “real well, because germs can be sneaky!”

At that moment I realized just how easy food safety can really be. After only a few months of working for the Partnership and explaining our messages to my children, they had already learned the concept of ‘food safety’. Tangible proof that clean, separate, cook and chill are not arduous or time consuming behaviours. They are in fact, simple,

easy and important activities that make our homes safer for our families. If the kids get it, so can the rest of us.

The good news is consumers are interested and ready to learn more about food safety. As media interest around the issue increases, Canadians are beginning to understand they must play a greater role in our food system. While moving the Partnership forward, we will look for more ways to work with our current supporters (and connect with organizations outside our current fold) to give consumers the tools and information they need—and want—around food safety. Our messages will continue to have a profound impact upon the well-being of Canadians.

Our members can be confident that their support is making a difference. Because of your dedication, this year we have been involved with several nationally broadcast TV shows, distributed nearly 200,000 pieces of consumer awareness tools, answered hundreds of questions on food safety and raised the profile of our organization through trade shows, media appearances and partnering with other like-minded organizations. In talking with Canadians and our partners, we continuously hear that our messages



hold value. This affords us the exciting challenge of further building on the trust and confidence people have already placed in our organization.

As the Partnership grows, we must continue to ask thoughtful questions about who we are and where we are going. A renewed membership program, updated by-laws, a new distribution system for our consumer materials, a bold new initiative with the Kidney Foundation and new corporate relationships—programs all worked on this year—are the first steps toward finding those answers. A special note of thanks to the Board of Directors and Co-Chairs Marie-Claude Thibault and Debbie Cunningham for their efforts this year.

Thank you for believing in the Partnership: it is your support that drives us onward. It is a pleasure to be involved in building this organization and I look forward to the potential that lies ahead.

With many regards,

Curt Hammond
Executive Director
helier@netcom.ca



Food Safety
for Older Adults

How's your food safety savvy?

Why older adults must FightBAC!™

Age brings experience and wisdom. Age also increases the risk of foodborne illness. Everyone's health is different, including our ability to fight off disease, but as we age:

- immune systems, weakened and our ability to fight illness is not as strong or efficient
- stomach acid decreases (stomach acid plays an important role in reducing the number of bacteria in our intestinal tracts)
- sensory losses (sight, smell and taste) may diminish our ability to detect food spoilage
- the risk of chronic illness increases—diabetes, some cancer treatments, and kidney disease may increase a person's risk of acquiring foodborne illness.

It's time to FightBAC!™—eliminate the bacteria responsible for foodborne illness. FightBAC!™ is a national awareness campaign designed to educate everyone about food safety. Assess your current food safety habits and compare them to the FightBAC!™ messages—**Clean, Separate, Cook and Chill.** Then tell your friends, children and grandchildren and encourage them to join you in the national effort to FightBAC!™.

Foodborne illness can be deadly!

In general, foodborne illness is not long lasting, but in some cases it can be severe, even deadly.

- Older adults, young children, pregnant women and people with weakened immune systems are most susceptible to severe bouts of foodborne illness.
- Foodborne illness occurs when a person eats food contaminated with microscopic, disease-causing organisms, such as bacteria, viruses and parasites.
- The most common symptoms may include stomach cramps, nausea, vomiting, diarrhea, headache and fever, or any combination of these.
- These symptoms can occur several hours or several days after eating contaminated food.
- Symptoms will vary according to the type and amount of bacteria, viruses and parasites present in the food.
- The good news—foodborne illness can be prevented. Make sure you're up-to-date on how to FightBAC!™.

FIGHT BAC!
Keep Food Safe From Bacteria

The Canadian Partnership for Consumer Food Safety Education is a unique coalition of industry, consumer, governments, health and environmental organizations working together to improve consumer understanding of foodborne illness and the measures that can be taken to decrease the risk of illness.

Year Highlights

The Education Committee oversaw the production of our newest consumer resource. *Food Safety for Older Adults* was an instant success and was distributed to senior Canadians in English through the magazine *50-Plus* and in French through *Info-Assemblée*. Copies have also been sent to every Health Unit in Canada and can now be ordered through 1-800-0-Canada in addition to the Partnership.



Committee Activities

The Partnership greatly benefits from the countless hours of dedication our partners put toward our organization. Much of our success comes as a result of the committees that have been formed by our members. Committee members are volunteers who offer their time, resources and energy to drive projects forward. Thank you to all committee chairs and members for your hard work. You can be proud of what we have accomplished this year.

The Education Committee

Chair: Christine Moses (Agriculture and Agri-Food Canada)

Members: Klaus Seeger (Environmental Health Foundation of Canada), Lynn Richards (Yukon Health and Social Services), Lynn Wilcott (BC Ministry of Health), Steve Cloutier (Canadian Food Inspection Agency), Jim McCorry (NS Department of Agriculture and Fisheries), Nadine Stumpf (Eastern Ontario Health Unit), Theresa Hackett (3M), Isabelle Dufresne (Health Canada)

This year, the committee designed and distributed a new brochure aimed at senior citizens in Canada. In addition to reaching a circulation of 225,000 in the magazine *50-Plus* in April, the French equivalent was shared with French speaking Canadians across Canada via *Info-Assemblée*. An accompanying news release was sent to media outlets which resulted in a number of interviews for Partnership spokespersons. Copies of the

brochure have been handed out by Meals on Wheels in the Ottawa area and have also been sent to every Public Health Unit in Canada.

Plans for next year: Develop programs targeting the high risk demographic of youth moving out on their own.

The Nominations Committee

Chair: Mary Ann Binnie (Canada Pork)

Members: Anne Kennedy (National Institute of Nutrition)

The Nominations Committee prepared the Call for Nominations for the Board of Directors and followed up with nominees to confirm their acceptance of the nomination. The committee also prepared the proposed slate for the Board of Directors at the 2002 AGM.

Plans for next year: Organize the nomination process for the 2003/2004 Board of Directors.

The Web Site Committee

Interim Chair: Cheryl Jitta (CFIA)

Members: Carla Abbatemarco (Canadian Meat Council); Anne Kennedy (NIN),
Special thanks to: Simona Zoccolan (CFIA New Media)

This year the Partnership web site was upgraded considerably. The committee developed an on-line Self-Serve Graphics





Library which contains many of the Partnership's popular images. The committee also provided general maintenance and regular updating of the site, including member links, contact information, order forms and French requirements. The committee also oversaw the posting of various Partnership and related materials including the 2000/01 Annual Report, 2000/01 Business Plan, Food Safety for Older Adults, Find the BACteria Game (from BIC), Grades 4 to 7 Learning Program, and the *Food Safety at Home* brochure (from BIC).

Plans for next year: Partnership staff, with committee input, will enhance the site for our customers - members, the general public, teachers and the media.

Media Relations/Advertising Committee

Chair: Bonnie Cohen (Canadian Egg Marketing Agency)

Members: Mary Ann Binnie (Canada Pork), Lisa Bishop (Chicken Farmers of Canada), Sylvie Cloutier (Canadian Council of Grocery Distributors), Cheryl Jitta (CFIA), Marie-Claude Thibault (Canadian Produce Marketing Agency), Lynn Wilcott (BC Ministry of Health)

This year's activities include media releases to national magazines, a few of which picked up the stories and included them in their publications. The committee also oversaw a nation wide TV campaign. In total, 10



Year Highlights

The Beef Information Centre (BIC) hit another home run this year with the release of their new food safety brochure, *Food Safety at Home—You're in Control*. BIC and its partners generously donated 50,000 copies of this new brochure to the Partnership to include in our handouts and mailings.



interviews with Partnership spokespeople reached 3 million people across Canada. Visual cues on TV made the information much more effective and much more appealing to the media. The committee arranged for a very successful 15 minute spot on the TV show *Town & Country Ontario* produced by OMAFRA. There was no cost related to the Partnership for this appearance which was seen by audiences across Ontario.

Plans for next year: The committee will again hire a consultant and focus on summer food safety tips. In addition, the committee will try to build relationships with two mainstream Anglophone print publications to talk about ideas regarding food safety information. If possible, the committee will also repeat the appearance on *Town & Country*.

Ad-hoc Committee for the Kidney Foundation Partnership

Members: Bonnie Cohen (CEMA), Lisa Bishop (CFC), Robert de Valk (Further Poultry Processors of Canada), Curt Hammond (Partnership)

This year presented the Partnership with one of the largest opportunities it has seen since its inception. In an effort to promote greater understanding and prevention around kidney disease, the Kidney Foundation of Canada (championed by the Greater Ontario Branch) approached the Partnership

with an offer to be involved in a large awareness campaign it is planning on consumer food safety. Similar to the Organ Donor Campaign that the Foundation was involved with, this new initiative will be developed in conjunction with the Partnership. The goal will be to educate Canadians about food safety and reducing the estimated 5% of cases of Kidney disease caused by foodborne illness.

Much like the Partnership, the Kidney Foundation is interested in changing consumer behaviours and attitudes around food safety. This Kidney Foundation food safety initiative will eventually encompass a bilingual, multi-layered communications plan that will reach consumers in their homes through traditional advertising and other means. The foundation for this program will be the four key messages of the Partnership: Clean, Separate, Cook and Chill.

As we move into a new fiscal year, the Partnership and the Kidney Foundation are discussing the specifics for this new initiative. Currently finalizing financing and other logistics, both organizations are committed to seeing this new program flourish. The impact this will have on the Partnership and our goal of reaching consumers with food safety



messages will be substantial and positive. The Partnership appreciates the opportunity to be involved in this initiative and looks forward to playing an active role in the development of consistent, consumer focused messages.

Plans for next year: Work with the Kidney Foundation to grow this new program and create specific and tangible opportunities to promote Partnership messages.

Ad-hoc Committee for Consumer Materials Distribution

Members: Christine Moses (Agriculture and Agri-Food Canada), Nadine Stampf (Eastern Ontario Health Unit), Isabelle Dufresne (Health Canada), Donna Hull (Partnership), Curt Hammond (Partnership)

This group meet in the spring to look for long-term solutions to the growing interest in our consumer tools and the challenges associated in getting them out to Canadian consumers.

Plans for next year: This group will continue to investigate ways the Partnership can better distribute our consumer materials in an efficient and timely manner.



Year Highlights

The Partnership web site was updated considerably this year. In addition to various brochures, Partnership members can now download the *FightBAC!* images in a variety of electronic formats. Keep watching for more changes and updates to www.canfightbac.org



FightBAC! Across the Country

In addition to financially supporting the Partnership, our members contribute time, energy and expertise to our efforts. Our sincere appreciation to all members who support our efforts with special thanks to the following organizations who supplied the Partnership with an update of their in-kind support for 2001/02.

Agriculture & Agri-Food Canada

Government
Level I Member
Estimated value of in-kind support: \$25,000
The Chair of the Education Committee this year was Christine Moses from Agriculture Canada. The committee successfully launched the *Food Safety for Seniors* booklet in the magazine *50-Plus* and wrote and distributed a news release to announce its availability. The Department also supported the Partnership with a generous grant from their Agri-Food Trade Program.

Beef Information Centre (BIC)

Level I Member
Estimated value of in-kind support: Over \$150,000
An active supporter of the Partnership and a Board Member, this year BIC developed and distributed 1 million copies of their new food safety brochure, *Food Safety at Home*. Once completed, the new booklet was provided in PDF format for use on the Partnership web site. BIC staff across the country also coordinated the donation of 50,000 of these booklets from other members to the Partnership. BIC assisted in the distribution of Health Canada's Burger's Done at 71

magnet (which includes the Partnership name and logo) through a national media campaign and BIC provided input into the development of messages for News Canada – Burger's Done at 71 video. BIC also acted as a resource for the development of the Partnership's seniors food safety piece.

Canada Pork

Representing 13,000 Canadian hog producers
Level III Member
Estimated value of in-kind support: \$3,500
Mary Ann Binnie acted as liaison between the Partnership and the media consultant for Media Relations/Advertising Committee's TV project. The goal of the committee was to incorporate *FightBAC!* messages into consumer resources. Canada Pork also serves as the chair of the Nominating Committee.

Canadian Council of Grocery Distributors (CCGD)

Representing more than 20 grocery chains and foodservice distributors
Level I Member
CCGD endorsed the *FightBAC!* messages at the consumer level with all CCGD members contributing to the promotion of the food safety/handling message in their weekly flyers over a 10 to 13 week period.

Canadian Egg Marketing Agency (CEMA)

Representing more than 1200 egg producers across Canada
Level I Member
CEMA served on the Board of Directors for 2001-2002 and acted as Chair of the Media Relations/Advertising committee. CEMA representatives volunteered at the Partnership's booth at the International



Plowing Match and the sponsored food safety booklet developed by BIC and the Partnership. CEMA also included food safety and Partnership messages on their website and other egg related resources.

Canadian Federation of Agriculture (CFA)

Representing 21 member organizations
Level IV Member
Estimated value of in-kind support: \$5,300
In addition to serving on the Board of Directors and Executive Committee, CFA further contributes to the Partnership by managing all bookkeeping and accounting responsibilities.

Canadian Food Inspection Agency (CFIA)

Government
Level I Member
Estimated value of in-kind support: \$50,000
CFIA had a representative serve on the Board of Directors as Co-Chair and member of Executive Committee (Tim Kehoe and Debbie Cunningham). Cheryl Jitta served as Project Manager from May, 2001 to January, 2002 and acted as Interim Chair of the Web Committee. In addition, CFIA was a member of the Education and Consumer Tools Committee.

CFIA provided essential support to the Partnership in covering many administrative expenses during such as office expenses and transportation costs. CFIA also contributed to the Partnership's communications by provide web design services at cost and editing the Partnership's newsletter. CFIA published Partnership messages in January

2002 issue of the internal CFIA newsletter, *CONTACT* and the March 2002 issue of external newsletter, *Frontline*. CFIA also submitted information for the Government of Canada Seniors Guide 2002 and made Partnership presentations to officials visiting CFIA. With other Partnership members, CFIA participated in Health Canada's ground beef communications sub-committee and organized the Partnership's presence at the International Plowing Match and the FunFest in Ottawa.

Canadian Meat Council (CMC)

Representing 49 regular and 67 associate members
Level I Member
Estimated value of in-kind support: \$3,200
CMC served on the Board of Directors and was a member of the Website Committee this year. CMC was involved in teaching the K-3 Learning Program to a Grade 3 Class at Connaught Public School in Ottawa. CMC proudly represented the Partnership at the Navan Fair, the International Plowing Match and the FunFest on the Experimental Farm in Ottawa. CMC partnered with the Beef Information Centre and provided funds for the development of the new brochure *Food Safety at Home* and for its .

Canadian Produce Marketing Association (CPMA)

Representing 650 organizations
Level I Member
Total value of in-kind: \$9,500
CPMA sits on the Partnership Board and serves as the Private Sector Co-Chair, in addition to being a member of the Media Relations/Advertising Committee. Marie-





Claude Thibault acted as spokesperson for French media. The CPMA also provided the venue and lunch for Executive Committee members during the Executive Director interviews. The CPMA also published *FightBAC!* information in the children's publication *Freggie Tales*.

Canadian Turkey Marketing Agency

Represents over 500 turkey producers

Level II Member

Estimated value of in-kind support: \$4,000

The agency actively participated in the re-draft of the *Chill Out* brochure and was a contributor toward the printing and distribution of the booklet. The Agency also made the *Chill Out* brochure available on-line.

Eastern Ontario Health Unit

Serving a population base of 200,000

Level IV Member

Estimated value of in-kind support: \$3,600

The Health Unit served on the Education Committee, organized and participated in several school health fairs, promoted the *FightBAC!* messages at the Russell Agricultural Fair and local A&P stores. The Health Unit also organized a booth at a senior fair and promoted food safety messages in the regional Health Unit offices.

Environmental Health Foundation of Canada (EHFC)

The research and education arm of the Canadian Institute of Public Health Inspectors

Level IV Member

Estimated Value of In-Kind support: Over \$6,500

The EHFC is an active supporter of the Partnership as a Board Member, a member of the Executive Committee and Education Committee. As part of the Public Relations

Committee's media campaign, the EHFC participated in five different television interviews promoting the Partnership and its messages, including the OMAFRA (now OMAF) television series *Town & Country*. The EHFC was also a sponsor and participant in the development of the new food safety brochure, *Food Safety at Home*. Quantities of the *Chill Out* brochure and the *Food Safety at Home* brochure were contributed to the Partnership for distribution. Through the EHFC, the Partnership was showcased at the Canadian Institute of Public Health Inspectors annual educational conference in Winnipeg.

Frazier Health Authority

Serving a population base of over 20,000

Level IV Member

The Health Authority supported the Partnership this year by setting up a food safety booth in two communities and handing out Partnership materials to child care providers. The office also mailed out copies of the Grade 4-7 educational program to local school districts.

Further Poultry Processors Association of Canada (FPPAC)

Representing 40 members across Canada

Level III Member

FPPAC served on the Board of Directors and joined the special ad-hoc committee to collaborate on the Kidney Foundation project.

Health Canada

Government

Level I Member

Estimated value of in-kind support: \$205,000

In addition to serving on the Board of



Directors, Executive Committee and Education Committee, Health Canada acts as Secretariat for the Partnership. Health Canada supported the Partnership by helping to organize conference calls, assist in arrangements for Board of Directors' meetings and the AGM, taking minutes at meetings and tracking the Partnership corporate memory. Health Canada further supports the Partnership in paying for the travel expenses of some partner organizations and Health Canada employees to Partnership functions.

Over the year, Health Canada supported the Partnership by answering e-mails and phone requests, assisting with the translation and printing of the Annual Report and other documents.

Health Canada also looks after the storage and distribution of Partnership consumer tools. This year, Health Canada stored over 600 boxes and paid for the shipment of nearly 200,000 items in over 3500 packages. Health Canada also paid for the reproduction of thousands of copies of many consumer materials including *FightBAC!* magnets, fact sheets, board games, Grade 4-7 videos, unpasteurized fruit juice brochures and burger magnets.

Health Canada provided scientific technical support in the development of the educational programs. It also participated at

the International Plowing Match, Farm & Machinery Show and the Fun Fest on the Experimental Farm.

Nova Scotia Department of Agriculture and Fisheries

Government
Level IV Member
Estimated value of in-kind support: \$2,500

In addition to serving on the Education Committee, the Department represented the Partnership at the Maritime Winter Fair and at high school food safety awareness presentations. The department included the *FightBAC!* message in consumer information and press releases, and presented *FightBAC!* programs to other offices in the Ministry.

Ontario Independent Meat Processors Association (OIMP)

Represents 195 members
Level III Member

The association promoted food safety messages every month in the publication *BlockTalk*. In addition, OIMP included Partnership information in new Member Packages and other industry presentations promoting the work of the Partnership and encouraging other organizations to get involved.

Ontario Ministry of Agriculture and Food (formally known as OMAFRA)

Government
Level IV Member
Estimated value of in-kind support: \$1,500

OMAF is responsible for the storage and shipping of the BAC mascot costume and the Partnership display. OMAFRA (at the time) shared booth space at the International





Plowing Match and was responsible for a Partnership profile on their weekly TV show, *Town & Country Ontario*, which is broadcast across the province.

Oxford County Board of Health

Serving more than 100,000 people

Level IV Member

Estimated Value In-Kind support: Over \$2,000

The Board of Health was a member of the Education Committee and attained a commitment from schools in the Thames Valley District School Board and the London District Catholic School Board to incorporate the K-3 and 4-7 Learning Programs into their curriculum. The Board of Health participated at the Canadian Boards of Education Trustees Annual Conference with the Partnership booth in Calgary. In conjunction with other health departments in southwest Ontario the Board of Health produced a *FightBAC!* display for use in local retail centres. The Board of Health also distributed the new *Food Safety for Older Adults* and the *Food Safety at Home* publications to senior groups in Oxford County and at the Ontario RV Association annual regatta.

Yukon Health and Social Services

Representing the Yukon Government and 19 members of the FOODSAFE Regional Council of Yukon

Level IV Member

Estimated value of in-kind support: \$6,900

The organization participated on the Education Committee and coordinated the Yukon food safety activities that included the *FightBAC!* campaign. In addition the Yukon Health and Social Services promoted *FightBAC!* at the Yukon Trade Show and

during Food Safety Week, through use of the *FightBAC!* display and materials at various displays and media venues.

Waterloo Region Health Department – Community Food Safety

Government

Level IV Member

This year the Health Department promoted the *FightBAC!* program with a display at the Cambridge Memorial Hospital. Other exhibits by the Health Department included *FightBAC!* messages in various information packages for food banks, other Health Divisions and expecting parents. *FightBAC!* materials were also used in the regional day-care programs and at the Toyota Employees Wellness display.



In The News

In addition to the efforts of our Media Relations/Advertising Committee, over the past year Partnership representatives have been interviewed for the following:

- *A Troubled Harvest*, airing several times on Prime television
- CBC Radio Newfoundland
- CBC Radio Saskatchewan
- French Télévision Quatre Saisons
- A feature article in *Canadian Living*



Thank You

The Partnership's success in reaching Canadians with food safety messages is a tribute to the encouragement we receive from our partners. Each supporting organization has contributed to the Partnership in a distinct and meaningful way. In addition to the contributions made by representatives of our members, the Partnership would like to specifically thank the following for their dedication and assistance with the day-to-day operations of the Partnership.

Agriculture & Agri-Food Canada

The Ministry of Agriculture has supported the Partnership this past year with a grant through the Agri-Food Trade Program. Because of this support, the Partnership was able to expand the distribution of the very successful seniors' piece to a national audience in both official languages. AFT funds were also used to update our website, and promote our soon to be launched membership program.

The Beef Information Centre (BIC)

A long time supporter of the Partnership, the BIC contributes in many ways to the Partnership. In addition to their Level I financial support and Board Membership, BIC also championed the effort to supply the Partnership with 50,000 copies of their popular new food safety brochure, *Food Safety in the Home*. Special thanks to Joyce Parslow for her creative and on-going enthusiasm for the Partnership and Corinne Dawley from Manitoba for her hard work. Special congratulations to the BIC 2001 National Consumer Food Safety team lead by Marg Thibault. They were recently awarded 1st place in the media relations category at the 2002 ACE Awards in Toronto.

The Canadian Federation of Agriculture (CFA)

In addition to sitting on our board, The Canadian Federation of Agriculture supports the partnership by managing all of our book-keeping and accounting needs. Many thanks to Karen de Blois, Financial Officer at the CFA for the time and commitment she puts toward maintaining the Partnership finances.

Canadian Food Inspection Agency (CFIA)

The CFIA has played a lead role in the development of the Partnership. In addition to a Level I membership, the CFIA sits on the Board, has supported Cheryl Jitta during her tenure as Project Manager and has looked after many operational expenditures including the hosting of many Partnership meetings.

Health Canada

In addition to their Level I financial support and Board Membership, Health Canada acts as the Secretariat for the Partnership. Health Canada is also involved in the daily operations of the Partnership by storing and shipping all of the materials sent to Canadian consumers and classrooms. Last year they shipped nearly 200,000 items across Canada. They also guide the Partnership with scientific and research support for programs and materials. Recently, they reprinted substantial quantities of consumer tools including educational kits, magnets and fact sheets. Thanks to Isabelle Dufresne and Nada Skaf for their tireless efforts.

Ontario Ministry of Agriculture and Food

Thanks to the Susan Murray and her team for the storing and shipping of the *FightBAC!* mascot and display.



Membership

Thank you to all members for their support and encouragement of our efforts. Membership as of April 30, 2002.

Level I \$10,000



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Agriculture and Agri-Food Canada



Beef Information Centre *



Canadian
Council of
Grocery
Distributors

Conseil
canadien des
distributeurs en
alimentation

Canadian Council of Grocery Distributors *



CANADIAN EGG
MARKETING AGENCY
OFFICE CANADIEN DE
COMMERCIALISATION
DES OEUFS

Canadian Egg Marketing Agency *



Canadian Food
Inspection Agency

Agence canadienne
d'inspection des aliments

Canadian Food Inspection Agency *



Canadian Meat Council *



Canadian Poultry & Egg Processors Council *



Canadian Produce Marketing Association *



Chicken Farmers of Canada *



Health
Canada

Santé
Canada

Health Canada, Food Directorate *

Level II \$5,000

British Columbia Ministry of Health

Canadian Turkey Marketing Agency *

Dairy Farmers of Canada *

Level III \$1,000

Canada Pork *

Canadian Federation of Independent Grocers *

Canadian Institute of Public Health

Inspectors (Ontario Branch Inc.)

Canadian Meat Science Association

Chicken Farmers of Ontario

Further Poultry Processors of Canada *

New Brunswick Department of

Health and Wellness

Ontario Independent Meat Processors

Ontario Ministry of Health

Province of Manitoba: Departments of

Agriculture and Food, Health,

Conservation and the City of

Winnipeg Health Unit

Canadian Consumer Speciality Products

Association

Soap & Detergent Association of Canada

Vancouver/Richmond Health Board *

Level IV In-Kind Support

Alberta Agriculture, Food and Rural

Development

Alberta Environmental Health

Association des manufacturiers

de produits alimentaires du Québec

Association of Supervisors of Public

Health Inspectors of Ontario

Canadian Federation of Agriculture *

Canadian Home Economics Association *





Capital Health Authority
Consumers Association of Canada *
Crop Life Canada *
Eastern Ontario Health Unit
Eat Smart! Ontario's Healthy Restaurant Program
Environmental Health Foundation of Canada *
Environmental Health Services Prince
Edward Island
Farm Folk/City Folk Society
Food and Consumer Products
Manufacturers of Canada
Food Safety Info Line
Growing Manitoba
Guelph Food Technology Centre
Huron County Health Unit
The Kidney Foundation of Canada *
Ministère de l'agriculture, des pêcheries
et de l'alimentation du Québec
National Institute of Nutrition
Newfoundland and Labrador Department
of Community and Health Services
Northern Lights Regional Health Authority
Northwest Territories Department of Health
Nova Scotia Department of Agriculture
and Fisheries
Ontario Farm Women's Network
Ontario Ministry of Agriculture,
Food and Rural Affairs *
Ontario Public Health Association
Oxford County Board of Health
Palliser Health Authority
Prime Restaurants Group Inc.
Province of Manitoba
Region of Peel Health Department-
Environmental Health

Regional Municipality of Halton,
Health Department
Regional Municipality of Waterloo
Community Health Department
Saskatchewan Health
South Fraser Health Region
Wellington-Dufferin-Guelph Health Unit
Yukon Health and Social Services

International Affiliate

US Partnership for Food Safety Education

* *Founding Member*

The Partnership Team

Curt Hammond

Executive Director

Isabelle Dufresne

Health Canada
Partnership Secretariat

Karen de Blois

Canadian Federation of Agriculture
Accountant

Donna Hull

Customer Service Representative

Nada Skaf

Health Canada
Order Processing

Thanks to **Cheryl Jitta** from the Canadian Food
Inspection Agency who served as Project Manager
for the Partnership from May 2001 until January
2002.





Board of Directors 2001-2002

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AUDITOR'S REPORT

To the Members,

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION

We have audited the Balance Sheet of **CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION** as at April 30, 2002 and the Statements Of Operations, Changes In Net Assets and Cash Flows for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the company as at April 30, 2002 and the results of its operations for the year then ended in accordance with generally accepted accounting principles.

Chartered Accountants

Ottawa, Canada
May 16, 2002

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION

STATEMENT OF FINANCIAL POSITION
AS AT APRIL 30, 2002

	2002	2001
ASSETS		
CURRENT		
Cash	\$ 60,442	\$ 53,354
Accounts receivable	<u>7,781</u>	<u>2,441</u>
	68,223	55,795
CAPITAL ASSETS (note 3)	<u>1,046</u>	<u>-</u>
	<u>\$ 69,269</u>	<u>\$ 55,795</u>
LIABILITIES		
CURRENT		
Accounts payable	\$ 8,829	\$ 9,863
NET ASSETS	<u>60,440</u>	<u>45,932</u>
	<u>\$ 69,269</u>	<u>\$ 55,795</u>

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION

STATEMENT OF CHANGES IN NET ASSETS
FOR THE YEAR ENDED APRIL 30, 2002

	INVESTED IN CAPITAL ASSETS		UNRESTRICTED	2002	2001
NET ASSETS					
BALANCE, BEGINNING OF YEAR	\$	-	\$ 45,932	\$ 45,932	\$ 59,119
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSE		(262)	14,770	14,508	(13,187)
INVESTMENT IN CAPITAL ASSETS		1,308	(1,308)	-	-
BALANCE, END OF YEAR	\$	<u>1,046</u>	\$ <u>59,394</u>	\$ <u>60,440</u>	\$ <u>45,932</u>

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION

STATEMENT OF OPERATIONS AND NET ASSETS
FOR THE YEAR ENDED APRIL 30, 2002

	BUDGET 2002	ACTUAL 2002	ACTUAL 2001
REVENUE			
Membership (note 4)	\$ 125,000	\$ 128,000	\$ 126,345
Cost recovery	11,200	12,722	-
AFTP grant	46,331	43,123	-
Interest	1,500	1,678	4,801
Other donations (note 5)	-	100	1,272
	<u>184,031</u>	<u>185,623</u>	<u>132,418</u>
EXPENSE			
Education	80,000	81,622	87,591
Consumer tools	25,000	19,966	35,325
Program launches	-	-	1,908
Web site	7,000	6,569	2,522
Media relations/advertising	10,000	8,457	2,349
Staff	43,000	34,352	7,270
Membership package	5,000	4,504	-
Administration (note 6)	6,400	7,890	1,072
United States membership fee	7,600	7,755	7,568
	<u>184,000</u>	<u>171,115</u>	<u>145,605</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSE FOR THE YEAR	<u>\$ 31</u>	<u>\$ 14,508</u>	<u>\$ (13,187)</u>

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED APRIL 30, 2002

	2002	2001
CASH FLOWS FROM (USED FOR) OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expense for the year	\$ 14,508	\$ (13,187)
Net change to non-cash items related to operations:		
Amortization	262	-
Accounts receivable	(5,340)	22,689
Accounts payable	(1,034)	(62,437)
Deferred revenue	-	(935)
	<u>8,396</u>	<u>(53,870)</u>
 CASH FLOWS USED FOR INVESTING ACTIVITIES		
Capital asset purchase	<u>(1,308)</u>	<u>-</u>
 NET INCREASE (DECREASE) IN CASH POSITION	7,088	(53,870)
 CASH POSITION, BEGINNING OF YEAR	<u>53,354</u>	<u>107,224</u>
 CASH POSITION, END OF YEAR	<u>\$ 60,442</u>	<u>\$ 53,354</u>

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY EDUCATION

NOTES TO FINANCIAL STATEMENTS

APRIL 30, 2002

1. NATURE OF ORGANIZATION

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

The organization is exempt from income tax under section 149 (1)(l) of the Income Tax Act.

2. SIGNIFICANT ACCOUNTING POLICIES

REVENUE RECOGNITION

Monetary contributions are recorded on an accrual basis. In-kind contributions and contributions of services have not been recognized in the financial statements.

CAPITAL ASSETS

Office equipment is stated at cost and is being amortized over its estimated useful life of five years using the straight-line method.

3. CAPITAL ASSETS

	<u>COST</u>	<u>ACCUMULATED AMORTIZATION</u>	<u>NET BOOK VALUE</u>	<u>NET BOOK VALUE</u>
			2002	2001
Office Equipment	\$ 1,308	\$ 262	\$ 1,046	\$ -

CANADIAN PARTNERSHIP FOR CONSUMER FOOD SAFETY

EDUCATION

NOTES TO FINANCIAL STATEMENTS (continued)

APRIL 30, 2002

4. MEMBERSHIP

	2002	2001
Membership - Level I	\$ 100,000	\$ 98,037
Membership - Level II	15,000	14,673
Membership - Level III	13,000	13,542
Membership - Level IV	<u>-</u>	<u>93</u>
	<u>\$ 128,000</u>	<u>\$ 126,345</u>

5. OTHER DONATIONS

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

6. ADMINISTRATION

	2002	2001
Bank charges	\$ 235	\$ 88
Legal	780	30
Professional fees	2,275	750
Amortization	262	-
Translation	443	204
Postage and courier	287	-
Stationery	1,373	-
Telephone and fax	723	-
Miscellaneous	77	-
Meeting costs	161	-
Insurance	<u>1,274</u>	<u>-</u>
	<u>\$ 7,890</u>	<u>\$ 1,072</u>

7. COMPARATIVE FIGURES

The figures for the year ended April 30, 2001 are presented for comparative purposes only and are unaudited.

8. BUDGET FIGURES

The budget figures are presented for reference only. They have not been audited and are thus not covered by the auditors' report.

CANADIAN PARTNERSHIP FOR CONSUMER
FOOD SAFETY EDUCATION

FINANCIAL STATEMENTS

2002

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