



**Crystal Mackay
2017 Recipient of the
Canadian Animal Health Institute
Industry Leadership Award**

Guelph, Ontario
June 19, 2017

Crystal Mackay, President of the Canadian Centre for Food Integrity was presented with the Canadian Animal Health Institute's (CAHI) Industry Leadership Award at its Annual Meeting today. As she was presented with the award, CAHI President Jean Szkotnicki reflected on Mackay's influence and many contributions to the Canadian agriculture and food industry, as well as to the animal health sector.

"Crystal is a leader within the agriculture industry who helps us to understand the importance of talking about our day-to-day work with the Canadian public. Her vision for building public trust in food and farming across Canada means she has led many initiatives from Farm & Food Care to the new Canadian Centre for Food Integrity that have given us the communication tools we need to speak out about, such as 'The Real Dirt on Farming' resources," said Szkotnicki.

As an avid advocate for agriculture and food, Crystal is no stranger to the animal health sector and has helped to change the language used to speak about animal health and welfare practices into lay terms more easily understood by the Canadian public. Crystal and her team have delivered multiple workshops and information sharing sessions between farmers, food processors and retailers to spark a conversation between supply chain partners about topics such as antimicrobial use in farm animals. Under her leadership, industry partners have been given many social media tools, web resources, blogs and training to be able to communicate about practices in areas such as animal care, animal and human health, and hormone use in livestock production.

Upon receiving the award, Mackay expressed her appreciation for the honour. "It is truly humbling to be recognized by your peers and the sector I work hard to represent. It's a pleasure to do what I love, connecting consumers to how their food is grown and inspiring my colleagues to get involved in conversations about food and farming," said Mackay.

The Canadian Centre for Food Integrity is a new entity with the vision to help Canada's food system earn trust. The CAHI is the trade association representing the manufacturers and distributors of animal medications in Canada. The Industry Leadership Award recognizes and honours outstanding leadership, innovation and accomplishments in the field of Canadian animal health.

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