

chfa[®]

Voice of the Natural Health Industry
La voix de l'industrie de la santé naturelle



2017

ABOUT CHFA

The Canadian Health Food Association (CHFA) is Canada's largest trade association dedicated to the natural health and organic products industry.

Formed in 1964 from a grassroots community of health food pioneers, CHFA now represents over 1,000 member businesses across Canada, including manufacturers, retailers, wholesalers, distributors, and importers of natural health and organic products. These can include foods, vitamin and mineral supplements, herbal products, homeopathic products, sports nutrition products, health and beauty aids and more.

In our capacity as the voice of Canada's natural health industry, we work with government bodies to ensure appropriate regulations and policies exist for the industry, and engage with consumers to educate them about the benefits of natural health and organic products that are safe, effective and of high quality.

CHFA produces three trade shows in Canada — CHFA East, CHFA West and CHFA Québec — showcasing the latest trends and products in the natural health and organic products industry. As industry-only events, CHFA Trade Shows are not open to the public.

Our Vision

A Canada in which everyone benefits from natural health and organic products.

Our Mission

Leading, empowering, and supporting our members to promote the growth and advancement of the natural health and organic products industry.



OUR LEADERSHIP TEAM



[Download Helen's photo.](#)

Helen Long, President

With over 25 years of experience in not-for-profit, including 14 years with CHFA, Helen has led the Association as president and industry thought leader since 2010. In her role, Helen represents CHFA and the natural health and organic products industry by working with government decision makers to create a regulatory environment in which all Canadians can benefit from safe, effective and high-quality natural health products.



[Download Judy's photo.](#)

Judy Sharpe, Director, Trade Shows and Conferences

Judy oversees the strategy, marketing and budget responsibilities for CHFA's innovative trade shows and conferences, CHFA East, CHFA West and CHFA Québec. With more than 20 years of experience, Judy has been instrumental in the growth of CHFA's trade events, which give the natural health and organic products industry an ever-expanding place to showcase new products and innovative companies.

OUR LEADERSHIP TEAM



[Download Michelle's photo.](#)

Michelle W. Book, Director, Communications

Michelle develops, implements and leads an integrated communications strategy to support the strategic priorities of the Association, including internal and external communications, public relations, marketing, advertising and member communications.

Michelle also acts as CHFA's spokesperson and in-house holistic nutritionist, producing and delivering educational content to help Canadians make simple lifestyle changes that will have a lasting effect on good health. Michelle has appeared on media outlets across Canada to deliver educational content, including CTV Morning Live, Breakfast Television, Global News and many more.



[Download Krista's photo.](#)

Krista Jajko, Acting Director, Regulatory Affairs & Policy Development

Krista oversees the Regulatory Department and plays a lead role in planning government relations activities for CHFA and its Members. Krista also manages the association's regulatory councils, responds to regulatory queries from CHFA Members and gathers their input on regulatory issues during stakeholder consultation processes.

OUR LEADERSHIP TEAM

To arrange interviews with or request comments from our leadership team, please contact Devorah Sharpe, Marketing and Communications Manager, at dsharpe@chfa.ca.

Our experienced leadership team is available to discuss topics relevant to the natural health and organic products industry in Canada, including:

- State of the industry
- News and trends in the industry
- CHFA Trade Shows
- The regulatory landscape and development of the industry
- The benefits of natural health and organic products
- Natural and holistic health tips
- NHP Week
- Organic Week

chfa
east TM

chfa
west TM

chfa
québec ^{MC}

Natural Health Products
NHP
week [®]

ORGANIC WEEK [®]

THE NATURAL HEALTH AND ORGANIC PRODUCTS INDUSTRY BY THE NUMBERS

- 77 per cent of Canadians use natural health products (NHPs) on a regular basis
- 45 per cent of Canadians use NHPs daily
- 85 per cent of NHP consumers use these products to maintain or improve their health
- The NHP industry contributes an average of \$3 billion to the Canadian economy annually.
- There are roughly 11,000 establishments in Canada directly involved in the sale of natural health and organic products.
- The natural health and organic products industry employs about 34,000 people in Canada.
- Canada's organic market is worth \$3.7 billion per year.
- The value of the organic market in Canada has grown threefold since 2006.
- There are nearly 5,000 certified organic farms, processors, and handlers in Canada.
- More than 20 million Canadians buy organic products weekly.
- There are 900,000 hectares of organic farmland across Canada.



OUR 2016 BOARD OF DIRECTORS

CHFA's Board of Directors consists of nine members with an equal number of retailers and suppliers. The ninth Director may be either a retailer, a supplier, or an individual who is independent of any member. Each year, three Directors retire and three new Directors are elected to a three-year term. Directors may serve a maximum of two consecutive three-year terms.

From left to right:

Mackie Vadicchino, CEO of Bioforce Canada Inc.

Adam Martin, Community Natural Foods

Robert Assaf (Vice-chair), Kardish Health Food Centre

Mike Fata, Manitoba Hemp Harvest

Alice Chung, Alive Health Centres

Richard Pollock, Orion Sales and Marketing

Don Smith (Chair), Foodsmiths

Jon-Paul Powers, Split Science Inc.

Alexa Monahan, Nature's Fare Markets



THE LOGO

General Guidelines for Use of the Logo

The logo should appear on a white or light background whenever possible to ensure clear visibility. The logo should never be incorporated into text or used in conjunction with other graphic elements except as noted in these graphic standards. When reproducing the logo, always use the official artwork from the electronic files provided. The elements of the logo are fixed and should never be redrawn or altered in any way. The CHFA name is set in a modified Frutiger Bold Condensed font. No other font may be substituted. No elements can be added to the logo other than as specified in these graphic standards. The logo is custom drawn. Do not attempt to recreate this artwork.

Safety Zone

There is a minimum space maintained around the logo to set it apart from other graphic elements. This safety zone should be equal to the width of the 'h' in the logo. When the logo appears with the positioning statements, the minimum space to the right of the logo is measured from the end of the English positioning statement (*see graphics to the left*). In general the logo should have significant white space around it and not be crowded by other elements.

Minimum Size

Minimum width of the logo with the positioning statements is 1.625in / 41mm so that the type size of the positioning statements does not reduce below 5pt. Minimum width of the CHFA wordmark without the positioning statements is 0.75in / 19mm. There is no maximum size.

Download the CHFA logo in a variety of formats below:

- [EPS file](#)
- [PDF file](#)
- [JPEG image](#)
- [PNG image](#)



The safety zone is equal to the width of the 'h' in the logo. This distance must be maintained around the entire logo.



Minimum size is 1.625" measured horizontally.



Minimum size is 0.75" measured horizontally.



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For media inquiries, please contact Michelle W. Book, Director, Communications,
at mbook@chfa.ca or **1.800.661.4510** ext. 230.

For general inquiries, please contact us at info@chfa.ca or **1.800.661.4510**.

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