



CANADIAN FEDERATION OF INDEPENDENT GROCERS · FÉDÉRATION CANADIENNE DES ÉPICIERS INDÉPENDANTS  
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### Chris Powell of Tree of Life Canada to Receive Life Member Designation

**TORONTO—October 6, 2021.** . . Ron Welke, Chair of Canadian Federation of Independent Grocers (CFIG), Thomas Shurrie, President and CEO, and the CFIG Board of Directors are pleased to announce **Chris Powell, Sr. VP, Business Development**, Tree of Life Canada, as the **2021 recipient of CFIG’s prestigious Life Member Award** in the **Industry Builder** category.



After graduating with honours from Queen’s University, Chris got a sales job with Kellogg’s. As part of the Kellogg’s team, his first territory covered a large part of central Ontario and included many independent retailers. Chris loved calling on the independents, and they responded to his enthusiastic support with increased orders.

In the mid 80’s, Chris moved on to E.D. Smith, and was instrumental in the relaunch of E.D. Smith Jam. The relaunch was so successful it became an MBA case study.

In 1991, Chris joined Ashley-Koffman Foods, the company that would become Tree of Life Canada.

During his 31 years with the company, Chris has enjoyed growing the business, especially with Independents. Tree of Life and Chris got involved with CFIG in 2003, and for the last two years Chris has been Chair of the Associate Members’ Council, a group of senior executives representing a variety of Canadian grocery product companies that provides professional guidance to the Board of Directors on industry news and trends. Throughout his career, Chris has developed a true passion for Canada’s independents.

CFIG’s Life Member designation honours those individuals who have made a significant contribution to the food industry. Their experience, accomplishments and commitment are at the foundation of today’s grocery retailing business. Chris will be officially recognized at the Celebration of Grocers event held on Wednesday, October 27, 2021 at 3pm EST, at **GIC LIVE @ HOME**, Canada’s premier virtual grocery exposition and conference will take place online Oct. 26, 27, 28, 2021 at [www.GroceryInnovations.com](http://www.GroceryInnovations.com)

***The Canadian Federation of Independent Grocers (CFIG)** — CFIG is a non-profit trade association founded in 1962, which continues to be a collaborative community, equipping and enabling independent, franchised and specialty grocers for sustainable success. CFIG is the strong and united voice for the independent grocery retailers to Industry and Government across Canada. CFIG also provides programs that support operational excellence while fostering solid relationships among retailers, distributors, and suppliers. [www.cfig.ca](http://www.cfig.ca)*

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