

IMPACT REPORT 2022

Empowering the next generation



JUNE 2023



FOOD ALLERGY CANADA

Helping Canadians live safely and confidently with food allergy

We are a national charity and the country’s leading patient organization committed to educating, supporting, and advocating for the more than 3 million Canadians impacted by food allergy. We focus on improving daily quality of life by providing education and support needed to effectively navigate this medical condition, building informed and supportive communities, and acting as the national voice on key patient issues.



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FOOD ALLERGY CANADA



EDUCATION & SUPPORT

Empowering those impacted to live well

We are the trusted provider of education and support for managing food allergy confidently. Through our educational programming, support services, and medically-reviewed resources, we help individuals and families living with the condition through life stages and events, while raising awareness of food allergy and educating the broader community.



ADVOCACY

The national voice for key patient issues

As the national voice for the millions of Canadians affected by food allergy, we take actions to improve daily living. We elevate this medical condition and engage key stakeholders nationally and globally within government, industry, and other sectors to make meaningful changes for the food allergy community.



RESEARCH

Keeping a focus on patient-centred research that can be translated into action

A research agenda that is rooted in patient engagement and focused on improving quality of life for Canadians with food allergy is critical. We ensure the patient voice is an integral part of the research process, and we translate the knowledge and insights gained from research into practical programming, resources, and tools.



MESSAGES

FROM OUR Executive Director



When we asked our community what one of the biggest pain points was in managing this condition, we heard back resoundingly that it was the public not taking food allergy seriously. As someone who also personally manages food allergy with my twin boys, I am often explaining that it is not a preference or intolerance, and yes, it's serious if they consume what they are allergic to.

We rely on others to make safe food choices and help prevent reactions – whether it's the family reunion, eating out, or at school events involving food – we want the community to understand food allergy and the necessity of avoiding our allergens.

While a lot has changed, food allergy is not consistently recognized as a serious medical condition, nor is it understood that it can be managed well with the help of informed and supportive communities. Everyone can, and should, have a seat at the table!

The most effective way to change this gap in knowledge and capability is through the education system. By providing deeper knowledge on this condition, including how to prevent anaphylaxis and if it happens, how to treat it, we can start building the foundation of understanding and inclusion.

Last year, we successfully piloted our “All about food allergy” student program, and we have just recently launched it as a national program. Learn more in this impact report.

With your support, we can continue to address key gaps in understanding and make meaningful and lasting impacts that empower future generations.

Jennifer Gerdts

FROM OUR Board Chair



The understanding of this medical condition by the general public has come a long way – especially in schools. For instance, many more parents are making accommodations for their children's classmates with food allergy when packing lunches or bringing snacks to the classroom. This is fantastic progress, and the efforts are deeply appreciated.

However, these positive steps are not enough. While the public wants to help others, greater knowledge on how to help prevent reactions is still required. This includes consistent reading of food ingredients and precautionary allergen labelling, efforts to reduce cross-contamination, and knowing how to recognize and treat anaphylaxis if it happens. It is also important that people understand the social and mental health impacts caused by this condition, as well as ways in which we can all make a more inclusive environment for those that are impacted by food allergy.

That's why when I learned about Food Allergy Canada's initiative on developing knowledge and empathy within the community in a very real and tangible way, I became more hopeful that the future reality will be different for when my children, both of whom have food allergy, are older.

I encourage you to learn more about this initiative through this impact report and how the organization continues to drive significant change in its mission to help Canadians with food allergy live confidently.

Bob Ellis

MAKING AN IMPACT IN 2022

Help us continue driving change in 2023 and beyond

Education & support needed to effectively navigate food allergy

4 Facebook Live sessions with youth sharing their Know it. Treat it. stories



33
small group
sessions for newly
diagnosed
families

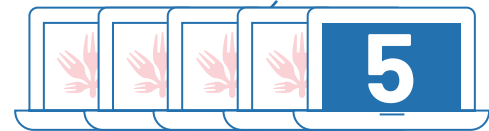
1 Know it. Treat it.
campaign to
remove fear and
instill confidence



2 Facebook Live sessions
for families on how to
treat anaphylaxis



68 Know it. Treat it.
videos and GIFs
on anaphylaxis
education



5 educational
webinars

460k+

visits to our website providing
education, driving awareness
& offering support

25,000 families,
youth,
and adults
better
supported

5 new resources to educate and support the
community: guide for caregivers, back-to-school
checklist, treating reactions resource sheet,
OAS/PFAS chart, EoE website section

10 educational newsletters
to keep you informed

52k+
families, individuals,
healthcare providers
& educators reached
every month

20
youth online
mentorship
groups



60+ **allergy
ALERTS**
safety update
Allergy Alerts food safety communications
on food recalls due to undeclared allergens

120M

views of our Food Allergy
Awareness Month & Halloween
campaigns to build awareness,
inclusivity & educate on the
seriousness of the condition



AllergyAware.ca online
course completions,
ensuring teachers and
school staff are more
educated on food
allergy and anaphylaxis

**Building
informed &
supportive
communities**

1 school pilot program
to educate future
generations on food
allergy and anaphylaxis



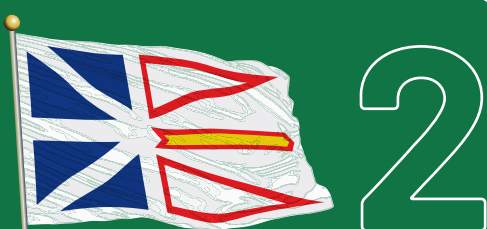
15k+
healthcare professionals
educated on anaphylaxis
management and treatment



1 allergen management
guidelines for food
manufacturers

1M+ **MORE
THAN
PEANUTS**
views of our #MoreThanPeanuts
campaign to educate on priority
food allergens beyond peanut

National voice on key patient issues



2
advocacy campaigns
to the community - for access
to ingredient information in food
sold online & access to care in
Newfoundland and Labrador

**access label
ADD TO CART**

3 government
consultations
for ingredient information in food
sold online, epinephrine without
a prescription, and inclusion in
a national school food policy



2 ongoing
long-term
initiatives:
National Food Allergy
Action Plan & access to
accurate ingredient information
so you know what is in your food



ongoing work
with researchers on
underutilization of
epinephrine led to
1 infographic
on epinephrine
availability in school and
community settings to
strengthen our advocacy



5
years of effort
resulted in passing of regulations in natural
health products that now require enhanced
labelling for priority food allergens



2022 MILESTONES ACHIEVED



Empowered Canadians to recognize and treat anaphylaxis

Helped take the fear out of anaphylaxis and instill confidence around treatment with our [Know it. Treat it. campaign](#), webinars, and educational content on anaphylaxis management, including real life stories from the community and a national campaign with over 49 million views.



Increased awareness of the seriousness of food allergy and fostered community support

Created a more inclusive Halloween for all kids with our [#ShineATeaLight campaign](#) that had over 71 million views across Canada. Piloted a curriculum-linked school program to educate future generations on food allergy and anaphylaxis. Educated over 15,000 healthcare professionals on food allergy and anaphylaxis management through conferences and direct outreach.



Kept Canadians safe by keeping them informed of food safety issues

Over 60 alerts went out due to food recalls, allergen changes from food manufacturers, or labelling updates through our [Allergy Alerts](#) food safety service, keeping you informed on food safety issues that impact you.



Improved access to accurate ingredient information

Launched new [allergen management guidelines](#) for food manufacturers to make “may contain” meaningful, ushered in [natural health product labelling regulations](#) that require enhanced labelling for priority food allergens, and advocated to address gaps in labelling with food sold online so that all Canadians know what is in their food and can make informed choices.



Provided evidence-based education and support at diagnosis and critical life transitions

Increased the confidence on managing food allergy in over 25,000 families and youth by empowering them through webinars with medical experts, and with new content-rich resources, like the [care guide](#).



MAKING A REAL IMPACT

Instilling confidence: Know it. Treat it.



With our family, managing our daughter Grace's food allergies is a group effort, although she takes on most of the responsibility. She's a pro at reading food labels and doesn't go anywhere without her epinephrine. It's important that she knows the signs and symptoms of anaphylaxis, and what's needed to treat a reaction if it happens. The Know it. Treat it. campaign provided a great opportunity to talk about her story, and she was happy to do so. **Grace felt empowered by the experience of sharing her story and hearing the stories of others too. These stories raise awareness of anaphylaxis and can help more people understand it.**

— Deanne B.

Accessing experts and learning the latest in food allergy management



With the tree nut allergy webinar, I learned the latest about a food allergy that my family has been managing for over a decade. The information boosted my confidence and inspired me to think more about re-testing and oral food challenges for my sons.

This was the first Food Allergy Canada webinar that I attended, I've since discovered the many topics covered in their past webinars.

These recorded sessions provide such valuable information for people with food allergy and those wanting to learn more, myself included. It's so helpful to stay updated on changes in food allergy management through a credible source like Food Allergy Canada.

— Jen S.



MAKING A REAL IMPACT

Credibility and access to experts and information



When you're knowledgeable about a condition, you're able to manage it more confidently, and this especially applies to food allergy. As a part of Food Allergy Canada's Healthcare Advisory Board, I can attest to the organization's commitment to being your go-to resource for credible, medically-reviewed content and practical information. They ensure you have ongoing opportunities to learn in the form of innovative programming like online mentorship with youth, the school program, annual webinar series, and through resources like videos and guides. Through these, the community becomes better informed and empowered to live well with food allergy.

As an allergist, I see the value of patient education not only at diagnosis, but also for daily management and during treatment.

Food Allergy Canada ensures you can navigate food allergy confidently at each stage in your journey.

— Philippe Bégin MD, PhD, FRCPC, FAAAAI

Educating and empowering the next generation



I was very excited to hear about the "All about food allergy" pilot program as I'd been compiling resources on my own to teach on the topic of food allergy. It's an important topic since food allergy affects both students and staff.

The program was so comprehensive and engaging for my students, they really enjoyed learning from it and have gained confidence and empathy. One of my students has said that after being taught the symptoms of anaphylaxis and how to use epinephrine, she felt she could save a life, and might want to be a nurse. Through this program, my students not only learned about the physiological changes during anaphylaxis but also the science behind it.

— Connie C.



IMPACT THROUGH EDUCATION & SUPPORT



Food allergy and anaphylaxis education

Educating newly diagnosed families and caregivers

 foodallergycanada.ca/careguide

When parents of newly diagnosed children expressed concerns about trusting caregivers to manage their child's food allergy and keep them safe, we developed a new resource. Our "[Caring for a child with food allergy](#)" guide explains what food allergy is, how to avoid having an allergic reaction, and what to do in case there is one.

The guide provides caregivers, like grandparents, babysitters, and coaches, with essential information for managing food allergy and anaphylaxis. It's very visual, making it easy to follow along and understand, even if English or French are not the primary languages of the caregiver. We're also planning to increase accessibility by making this resource available in additional languages, like Punjabi, Simplified Chinese, and Traditional Chinese.

“As a family experiencing food allergy for the first time, the guide was instrumental in easing our anxieties.”



“All about food allergy” school pilot program

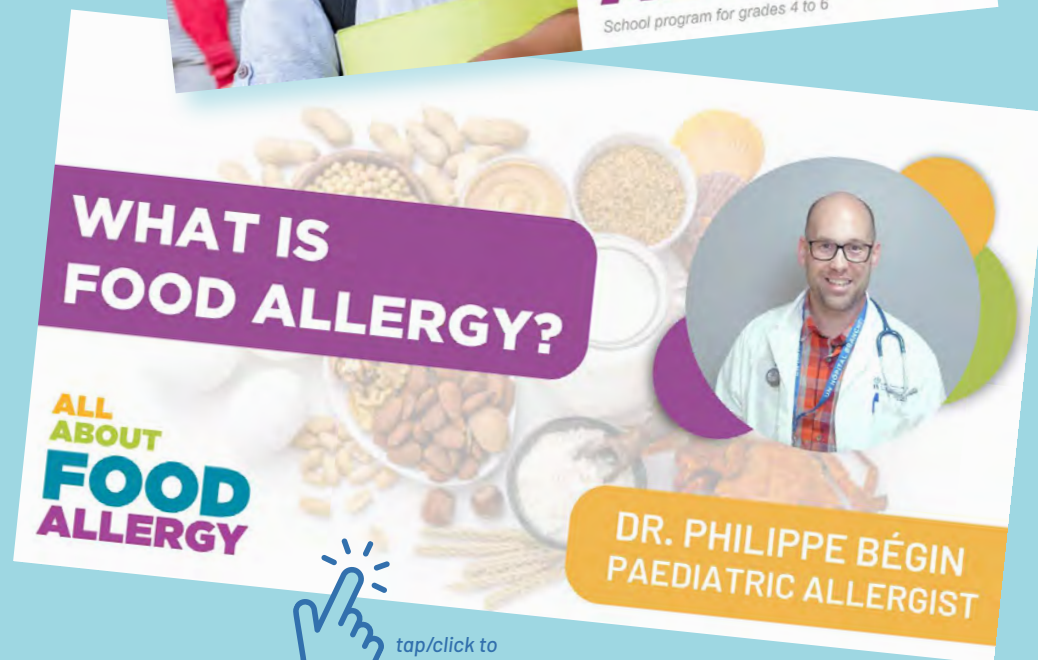
Educating and empowering the next generation

 foodallergycanada.ca/SchoolProgram

Preventing reactions and keeping people safe is a shared responsibility, and the lack of public knowledge and support can manifest into social exclusion, bullying, confusion between intolerance and allergy, and the inability to recognize and treat anaphylaxis – which can be fatal.

To address these gaps, we are focusing on educating the next generation to help normalize food allergy, and increase empathy and support for this medical condition. We successfully piloted a medically-reviewed and curriculum-linked program ideally suited for grades 4-6. Our “All about food allergy” program features key learning experiences and activities designed to develop the knowledge and skills students need to support the health and well-being of self and others.

Through the pilot, more than 1,100 students in Alberta, Ontario, and New Brunswick learned what happens to their body if they have a food allergy, what triggers anaphylaxis, and how to be a good citizen and build inclusion. The insights from the pilot helped to ensure our national program, which launched in May 2023, delivers quality content and resources and meets the needs of educators and students across the country.



“ The pilot program was awesome! My students were more engaged learning this than almost anything else I taught them all year. ”



IMPACT THROUGH EDUCATION & SUPPORT

Outreach to healthcare professionals

Educating physicians and others

 foodallergycanada.ca/healthcare

With just over 200 allergists in Canada, there are significant disparities in access to care for the over 3 million Canadians impacted by food allergy. By educating over 15,000 healthcare professionals on food allergy and anaphylaxis management through conferences and direct communications like mail and email, we helped to ensure family physicians, paediatricians, and other healthcare providers have the knowledge and resources they need to better support their patients with food allergy.

Our continued outreach efforts to physicians, particularly in rural and remote regions, will ensure even more Canadians with food allergy are supported.

“Your resources are excellent, we’re sharing them with the families we see in our paediatric clinic, who are so appreciative to receive them.”



IMPACT THROUGH ADVOCACY



Advocating for the food allergy community

Ensuring the community is represented
in government consultations

 foodallergycanada.ca/advocacy

We escalated our concerns to Health Canada about the lack of ingredient information on foods purchased online and the challenges for consumers with food allergy, particularly during the pandemic. In May 2022, Health Canada launched a consultation to inform the development of voluntary guidance on the information to be provided to consumers when they buy food online. Through our “Access label. Add to cart.” advocacy campaign, we collected our community’s experiences with ordering online to help inform our response to the consultation. Access to accurate and complete ingredient information for all food products, including those ordered online, will ensure everyone can make safer choices.

Another consultation involved exemptions for prescription medication, where we engaged our community to help keep epinephrine auto-injectors exempt on Health Canada’s prescription drug list. Our collective voice emphasized the importance of having access to this life-saving medication, one that is essential for people living with food allergy and those who care for them.

For a consultation on the proposed development of a national school food policy, we encouraged our community to weigh in. This provided the opportunity to highlight the need for safe, nutritious food options for all students, including those with food allergy.



Access to
ingredient
information



Access to
epinephrine



Access to
safe food
options



Raising the need for access to allergy care in Atlantic Canada

Seeking improved access to diagnosis and treatment

 foodallergycanada.ca/advocacy

After learning about reductions to allergy care in Newfoundland and Labrador, where access to such care is already limited, we acted quickly. In addition to sending a letter to the Health Minister requesting improved access to diagnosis and treatment, we outreached to our members in the province to send their own letters. These advocacy efforts resulted in the arrangement of a meeting with representatives from the Health Minister's office to discuss change.

In 2019, we advocated in Prince Edward Island for increased access to proper medical care for over 10,000 residents with food allergy. With no practicing allergists in the province, patients had been travelling to other provinces to see one. We appealed to the Health Minister to hire an allergist and clinical immunologist, launched a campaign to encourage our PEI members to reach out to the Health Minister and their local MLAs, and drew media attention to the issue. Through our efforts and leadership in engaging the community and ensuring voices were heard, we helped to prioritize the need for allergy care. We're thrilled to report that in late 2023, PEI will have its first allergist!





IMPACT THROUGH ADVOCACY

Ushering in allergen labelling for natural health products

Enabling the community to make safer choices

 foodallergycanada.ca/advocacy

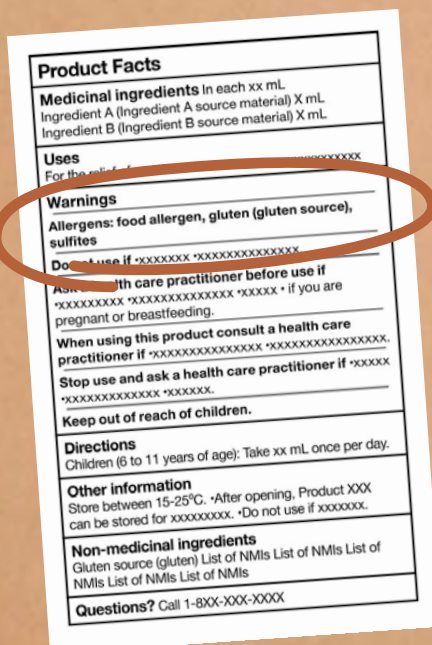
Our 5 years of advocacy efforts helped lead to labelling changes for natural health products, including vitamins and minerals, probiotics, herbal remedies, and homeopathic and traditional medicines. We continuously engaged with Health Canada to ensure food allergens would be included when labelling updates were being considered for these products.

In the summer of 2022, Health Canada announced new amendments to the Natural Health Products Regulations, which now include enhanced labelling for priority food allergens. This is another step forward in making it easier for the food allergy community to make safe, informed choices.

Here are the key highlights of the new amendments:

- New allergen alert section has been added to the label – all priority allergens must now be listed in the new “Allergens” section on the product label
- Common names of ingredients are required
- Ingredient information must be available regardless of whether you purchase online or in store

Example of enhanced label



Product Facts
Medicinal ingredients in each xx mL Ingredient A (Ingredient A source material) X mL Ingredient B (Ingredient B source material) X mL
Uses For the relief of: xxxxxxxx
Warnings Allergens: food allergen, gluten (gluten source), sulfites Do not use if: xxxxxxxx xxxxxxxxxxxxxxxx Ask your health care practitioner before use if: xxxxxxxx xxxxxxxxxxxxxxxx xxxxxx if you are pregnant or breastfeeding. When using this product consult a health care practitioner if: xxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxx Stop use and ask a health care practitioner if: xxxxxx xxxxxxxxxxxxxxxx Keep out of reach of children.
Directions Children (6 to 11 years of age): Take xx mL once per day.
Other information Store between 15-25°C. After opening, Product XXX can be stored for xxxxxxxx. Do not use if xxxxxxxx.
Non-medicinal ingredients Gluten source (gluten) List of NMIs List of NMIs List of NMIs List of NMIs
Questions? Call 1-8XX-XXX-XXXX



IMPACT THROUGH LONG-TERM ADVOCACY INITIATIVES



Access to accurate ingredient information

 foodallergycanada.ca/AllergenGuidelines

In an effort to improve access to accurate ingredient information and safe food options on pre-packaged foods, we came together with Université Laval and Maple Leaf Foods to launch a food safety initiative in 2020.

In November 2022, we released “Allergen Management Guidelines for Food Manufacturers” that reflects industry best practices. We led this work in collaboration with our industry partners and other key stakeholders. The guidelines are a landmark food safety resource for food and beverage manufacturers on managing food allergens in their facilities and include guidance on when to use “may contain” statements.

The guidelines and related resources, including online training and a user guide, are offered in both English and French, at no cost for the food industry. There have been more than 1,000 downloads of these materials so far, representing over 700 companies and organizations.

These guidelines help food manufacturers better manage allergens as they are equipped with industry best practices. This means more safe-food options and the appropriate use of “may contain” statements, giving you more confidence in food labelling.

The launch of the guidelines is an important step forward in our efforts to ensure all Canadians have safe food choices.

Funding for this project was secured through Agriculture & Agri-Foods Canada, via the AgriAssurance program, as well as through industry contributions.



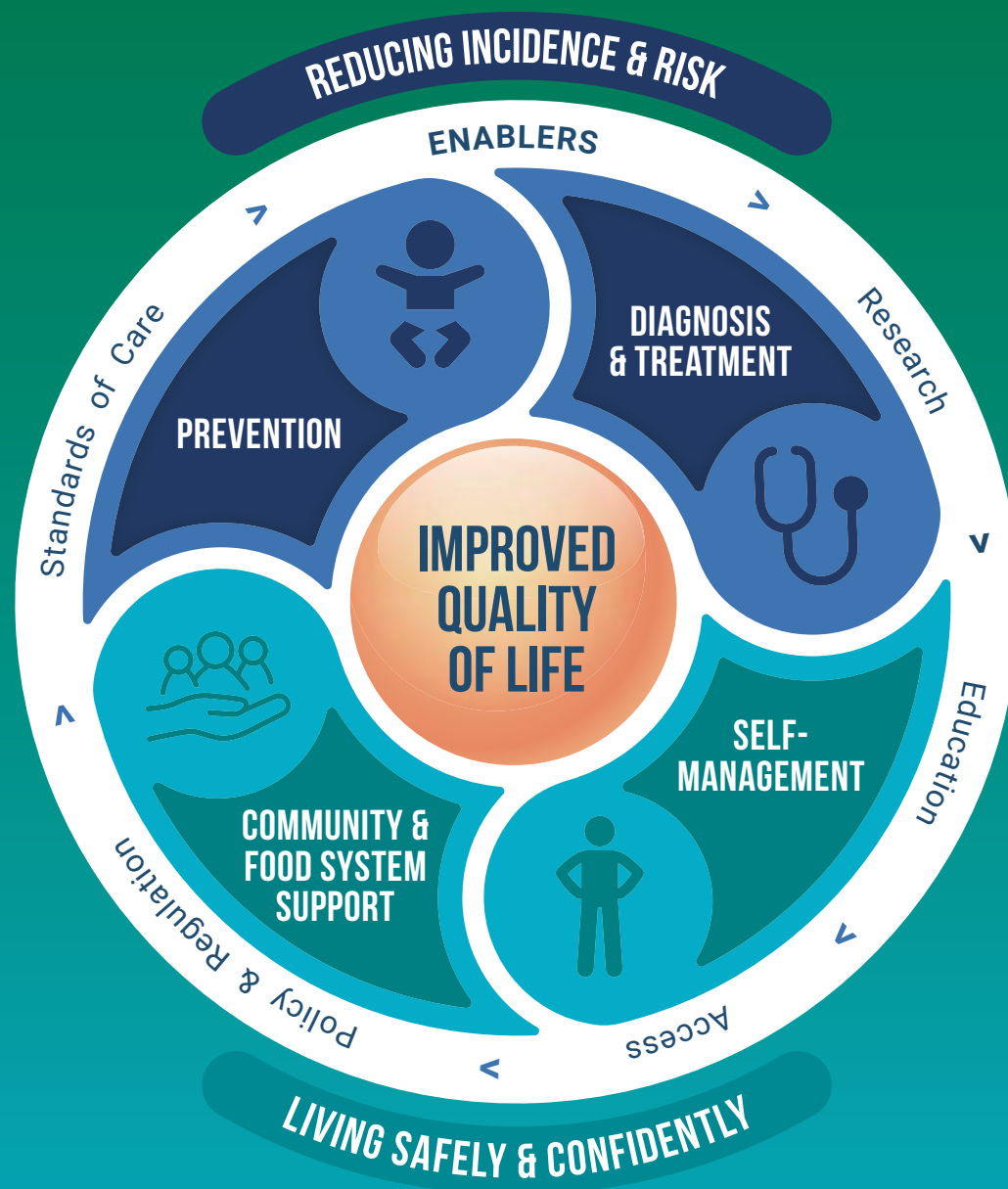
National Food Allergy Action Plan to Make Food Allergy Count

 foodallergycanada.ca/nationalplan

The need continues for a national plan to address gaps in policy, industry practices, research commitments, and public understanding of this medical condition, yet it remains unfunded. Our 2023 federal budget request outlined key recommendations to effectively prevent and manage food allergy. The goal is to have a fully funded plan that, once executed, will reduce the impact of food allergy, and improve the quality of life for the millions of Canadians affected by this condition.

Although the plan itself is not fully funded, there have been a number of initiatives undertaken that support this plan, including:

- Advocating for access to accurate ingredient information so every Canadian knows what is in their food
- Ensuring expectant parents and healthcare professionals know how they can help to prevent the development of food allergy through early introduction of allergens
- Advocating for increased access to allergy care
- Building community support and knowledge through our school program





#FOODALLERGYCHAMPIONS LIFETIME ACHIEVEMENT



Kiki Delaney and Robbie Pryde transformed the food allergy landscape

Kiki and Robbie are foundational supporters that allowed Food Allergy Canada to become what it is today. For that, we thank and honour them with our inaugural Lifetime Achievement Award. They are true food allergy champions.

Kiki Delaney and Robbie Pryde started the Annual Sean Delaney Memorial Golf Classic to honour Sean's memory and to support food allergy education and research.

Sean Delaney was a son, brother, husband, father, and friend. He was also a successful businessman and a founding partner of Genuity Capital Markets. Sean had a quick wit and an outlandish sense of humour. He was the life of the party. In February 2007, Sean died from an allergic reaction to peanuts. He was 40 years old.

From 2007 to 2022, the Golf Classic event brought in a whopping \$6.71 million. Because of Kiki and Robbie's sustained support over 14 years, we had the resources needed to build a strong foundation enabling us to educate, support, and advocate for over 3 million Canadians impacted by food allergy and make a meaningful contribution to research.

A few highlights of what we were able to accomplish because of their commitment include:

- Establishing a platform of credible and medically-reviewed information on food allergy and educational programs which have been accessed by hundreds of thousands
- Implementing school policy and teacher education, which is instrumental in building community knowledge
- Making sure allergens are easily identified on pre-packaged food through clear and simple ingredient labelling

Please join us in celebrating Kiki and Robbie for their transformative contributions and leadership.

If you are interested in supporting Food Allergy Canada and the work we do, please connect with us at 1 866 785-5660 or at info@foodallergycanada.ca to learn more.



#FOODALLERGYCHAMPIONS COMMUNITY AWARD WINNERS

Every year we discover new #FoodAllergyChampions within the community who are committed to making the world a better place through their passion to create awareness and support for this medical condition. Learn about our 2022 award winners.

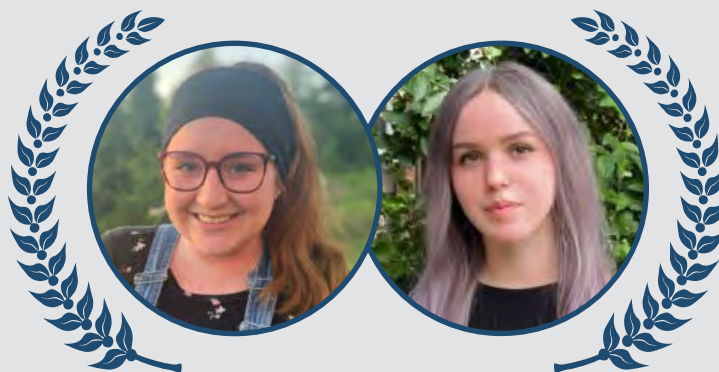
Robyn Allen Leadership Award



The Robyn Allen Leadership Award recognizes an individual who has made a unique contribution to the lives of Canadians with food allergy through their efforts in education, advocacy, community building, leadership, or fundraising. The award is in memory of Robyn Allen.

Dr. Julia Upton is our esteemed award recipient. She has made outstanding contributions to improve knowledge gaps in the treatment of anaphylaxis nationally. Read more about her tremendous dedication and accomplishments, ✨ [Click Here.](#)

Sabrina Shannon Memorial Award



This award is for individuals in post-secondary school who have contributed significantly to the Canadian food allergy community. The award is dedicated to the life of Sabrina Shannon.

Our winners are **Maeve Gillis** and **Aliegha Dixon**. We commend them for their strong commitment to raising allergy awareness and educating others. Learn more about them, ✨ [Click Here.](#)



#FOODALLERGYCHAMPIONS

COMMUNITY AWARD WINNERS

Allan Reynolds Volunteer of the Year Award



This award is given out every 2-3 years and recognizes a special individual for their extraordinary contribution and leadership, and is decided by the Reynolds family, with the help of Food Allergy Canada's Board of Directors.

This award was last presented to **Sylvio Deluca**, CEO of VENDO Media. Since 2018, he has graciously donated significant media space to help amplify our message by reaching tens of millions of people across Canada. He also introduced us to three additional media companies to extend our reach even further! We commend his commitment to raising food allergy awareness and his tremendous ongoing contributions to our organization.

Find out more about Sylvio and his dedication to raising awareness and giving back, ✨ [Click Here.](#)

Pryde Family Travel Grant



The Pryde Family Travel Grant provides grants for graduate students, medical students or healthcare professionals who have an interest in food allergy/anaphylaxis. The funds help to offset expenses for attending an academic program or event related to food allergy. This grant was established in honour of the Pryde family and friends, and the friends and family of Sean Delaney.

Learn about our 2022 recipients, **Alyssa Burrows** and **Andrew Thompson**, who used their grants to attend two important conferences, ✨ [Click Here.](#)

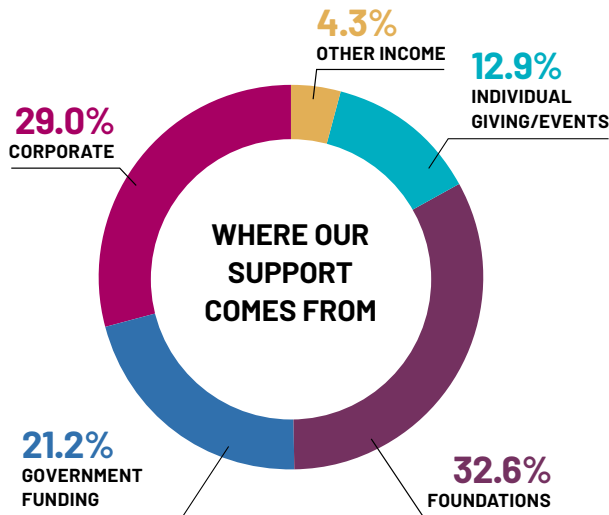


DOLLARS DRIVING IMPACT

OUR FINANCES: 2022

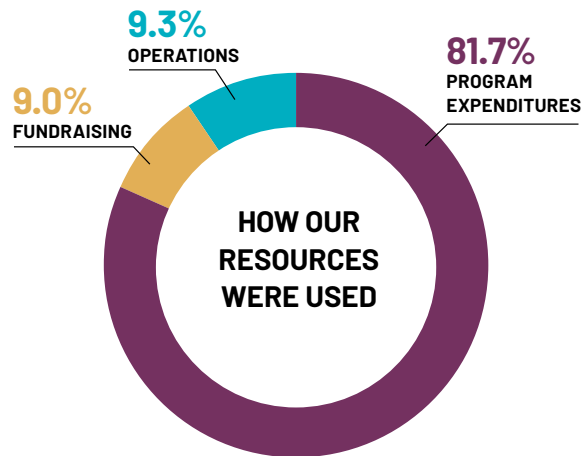
Revenue

Total Revenue: **\$1.432M**



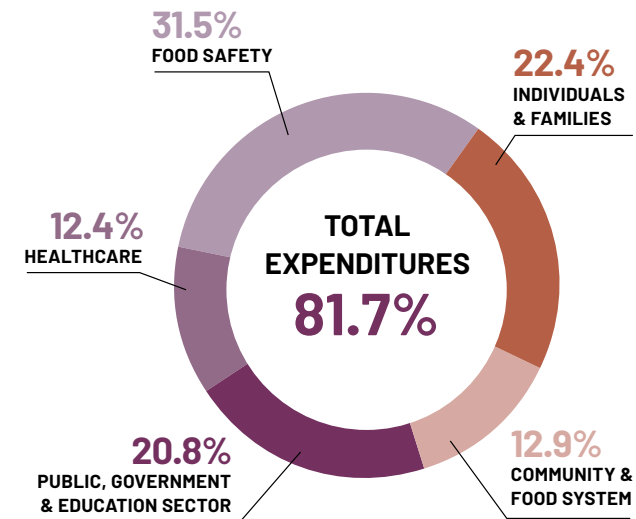
Expenditures

Total Expenditures: **\$1.244M**



Program Expenditures

Areas of work this funding supported:



- Education and support programming
- Awareness and engagement initiatives

NOTE: Third party event with a directed donation to research is excluded from 2022 revenue and expenditures.

Programs Expenditure Ratio

Food Allergy Canada is committed to keeping administrative costs low and educational and support programming along with key stakeholder engagement high, enabling us to advocate effectively. The costs of fundraising and operations are at an average of 18 cents of each dollar raised, with the remaining 82 cents of every dollar going towards programming and awareness/engagement initiatives benefitting over 3 million Canadians affected by food allergy and their families.

Download

[Registered Charity Information Return – 2022](#)

[Food Allergy Canada Detailed Financial Statement – 2022](#)



THANK YOU: 2022 SUPPORTERS

TRANSFORMATIVE SUPPORTERS

Walter and Maria
Schroeder Foundation

Family and Friends
of Sean Delaney

FOUNDATION SUPPORTERS

The Charles Norcliff Baker
& Thelma Scott Baker Foundation

Sonor Foundation

TD Securities Underwriting Hope
Foundation

Williams Wilson Sherport Foundation

INDIVIDUAL SUPPORTERS

Thank you to the more than 480
individuals and families who supported
Food Allergy Canada in 2022.

CORPORATE SUPPORTERS

Adapt Media

Captivate Network

Dare Foods

Kellogg Canada

Nestlé Canada

Peanut Bureau of Canada

PepsiCo Canada

Pfizer Canada / EpiPen®

Sanofi

UB Media

VENDO Media

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CONTACT US

Food Allergy Canada

505 Consumers Road, Suite 507
Toronto, ON M2J 4V8

CRA Charity Registration Number:
88720 8676 RR0001

foodallergycanada.ca

1 866 785-5660

info@foodallergycanada.ca



Learn more at foodallergycanada.ca or call 1 866 785-5660