

Canadian Food Innovation Network Welcomes Food Sector Disruptor and Executive, Richa Gupta, as VP of Partnerships & Development

GUELPH, ON, APR 29, 2024 -- The [Canadian Food Innovation Network \(CFIN\)](#) has appointed Richa Gupta as its new Vice President, Partnerships & Development.

Richa is a passionate entrepreneur and marketer with 20+ years of experience in Canada, USA, and India. She's worked across multiple industries -- including consumer packaged goods, retail, and fashion -- and built an award winning, values driven food brand, [Good Food For Food](#), which is available in stores across North America.

Richa's diverse and unique background provides her with a unique mix of skills that have helped her understand consumer behavior, identify emerging trends, and establish value-added partnerships. She's also actively involved with the food entrepreneur community, mentoring founders in Canada and the US on how to scale their ventures.

In her new role, Richa will help CFIN continue its momentum as the fastest growing and most active food business community in the country. Her key priorities will be to engage with key stakeholders, generate business revenue, and attract new organizations to the network who can serve as potential partners and collaborators for CFIN's membership.

QUOTES

"Richa comes to CFIN at a pivotal time in our growth, when we are maturing and scaling as a network and as a sustainable not-for-profit business. We're thrilled to have her on board as her background and expertise align perfectly with CFIN's vision of championing a collaborative food innovation culture that generates transformative opportunities across Canada."

– Dana McCauley

CEO, Canadian Food Innovation Network

"The opportunity to join CFIN during this period of tremendous growth is incredibly exciting. The food sector is undergoing a rapid transformation and CFIN's leading role in advancing Canada's food industry makes this a thrilling time to be part of the team. I look forward to connecting with our growing membership base and helping to position Canada as a global leader in food innovation."

– Richa Gupta

Vice President, Partnerships & Development, Canadian Food Innovation Network

ABOUT THE CANADIAN FOOD INNOVATION NETWORK

The [Canadian Food Innovation Network \(CFIN\)](#) is a national organization with a goal of helping every food and beverage business in Canada meet its full potential. With over 4500 members and counting, CFIN has built the fastest growing and most engaged food business community in the country and their members come from across the globe, representing all parts of the food value chain. CFIN's free membership includes access to exclusive funding programs, five Regional Innovation Directors, and YODL.

CFIN was established in 2021 and is supported by Government of Canada's Strategic Innovation Fund and Canadian Agricultural Strategic Priorities Program.

SUPPORTING INFORMATION

[CFIN Membership](#)

[CFIN Media Page](#)

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