

Building Trust in Modern Agriculture

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Agenda!

- Why Public Trust is important
- Findings from CCFI 2017 Public Trust Research
- Advancing public trust in Canada
- The Canadian approach & components
- Personal thoughts



Trust is becoming the defining issue for the entire agriculture and food supply chain





Growing Consensus

Earning public trust is important to the growth, success, and reputation of our industry



Will we be allowed:

... to Innovate?

... to Operate?

... to Expand?

... to Market?



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

2017 PUBLIC TRUST RESEARCH



TACKLING TRANSPARENCY
AND HOW IT BUILDS TRUST



What's Important to Canadians?

Top Overall Life Concerns in 2017



Rising Cost of Food

1



Keeping Healthy Food Affordable

2



Rising Energy Costs



Rising Health Care Costs



Safety of Food Imported from Outside Canada

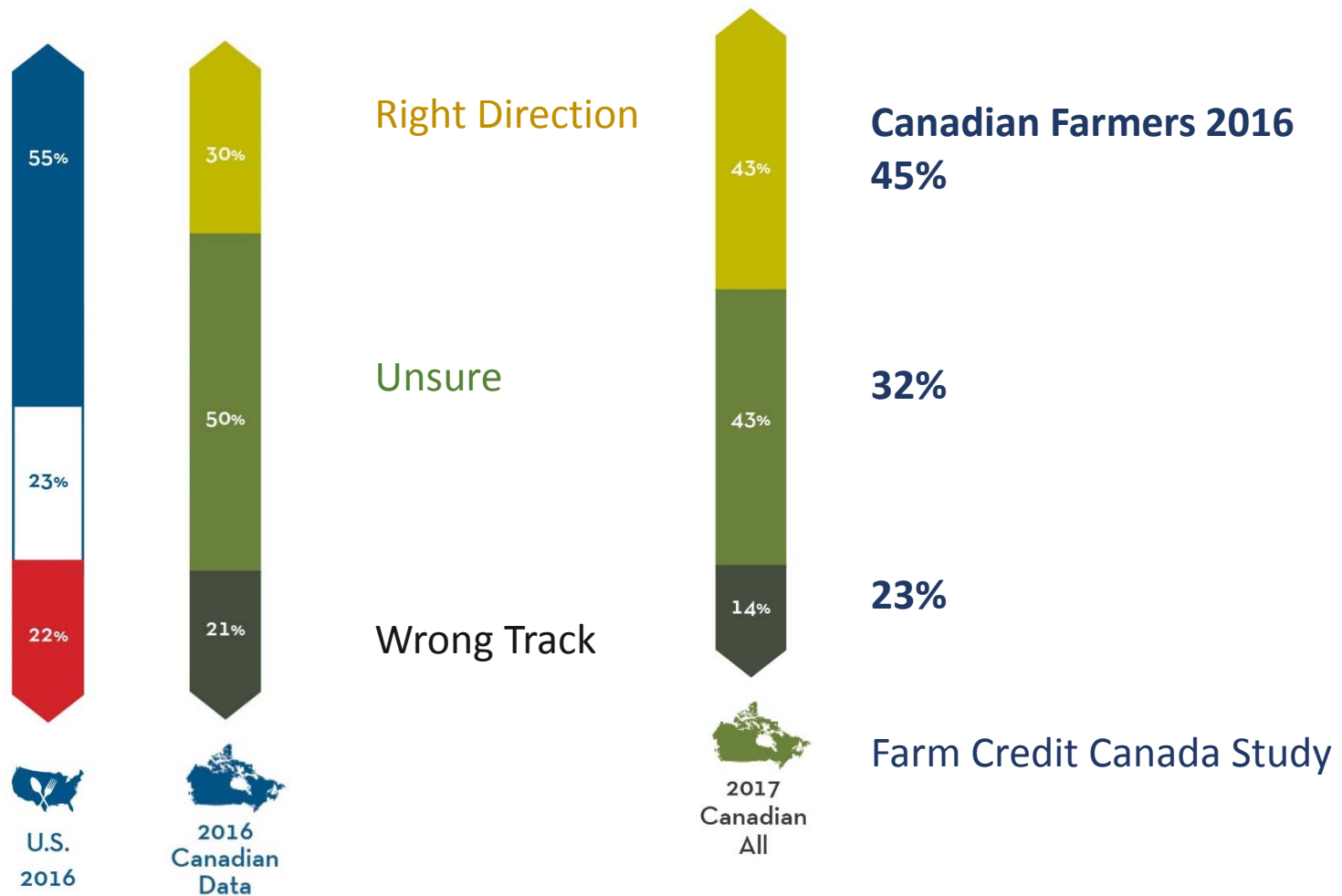
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3 of Top 5 Concerns are About Food

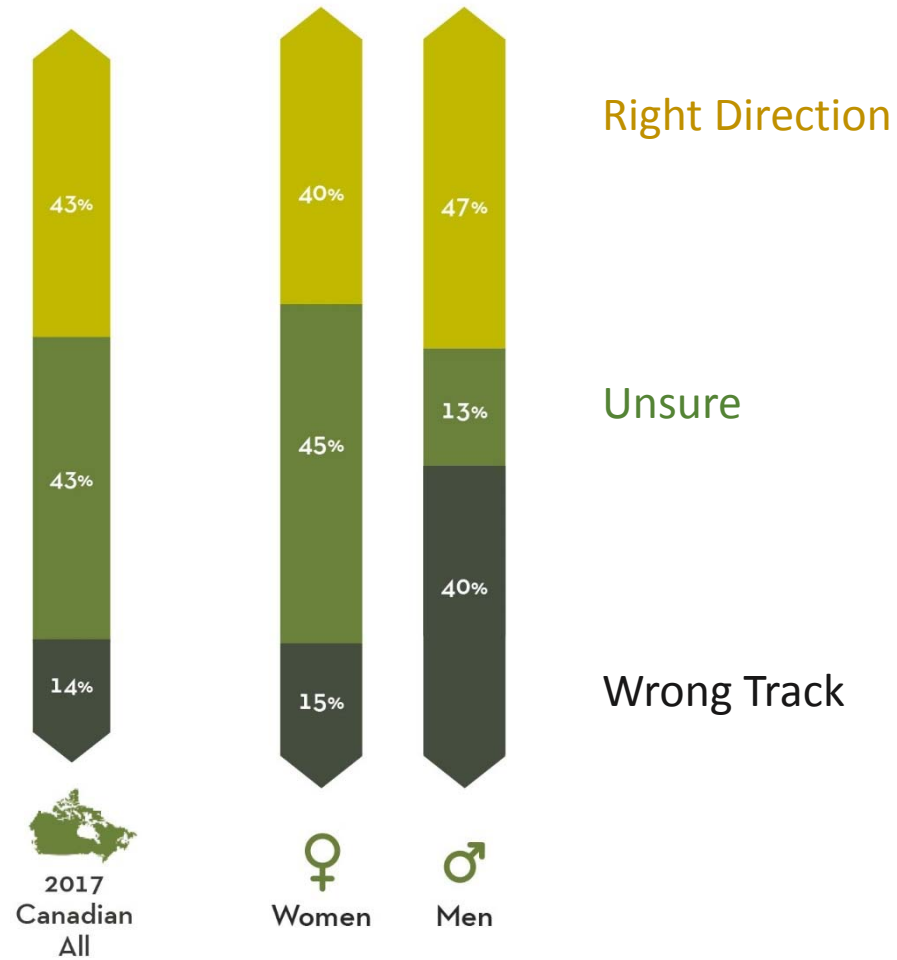
Where other food system concerns fit



Is our food system headed in the right direction or the wrong track?



Gender differences...



Tracking Attitudes Toward the Canadian Food Supply



Tracking Attitudes Toward the Canadian Food Supply



Tracking Attitudes Toward the Canadian Food Supply



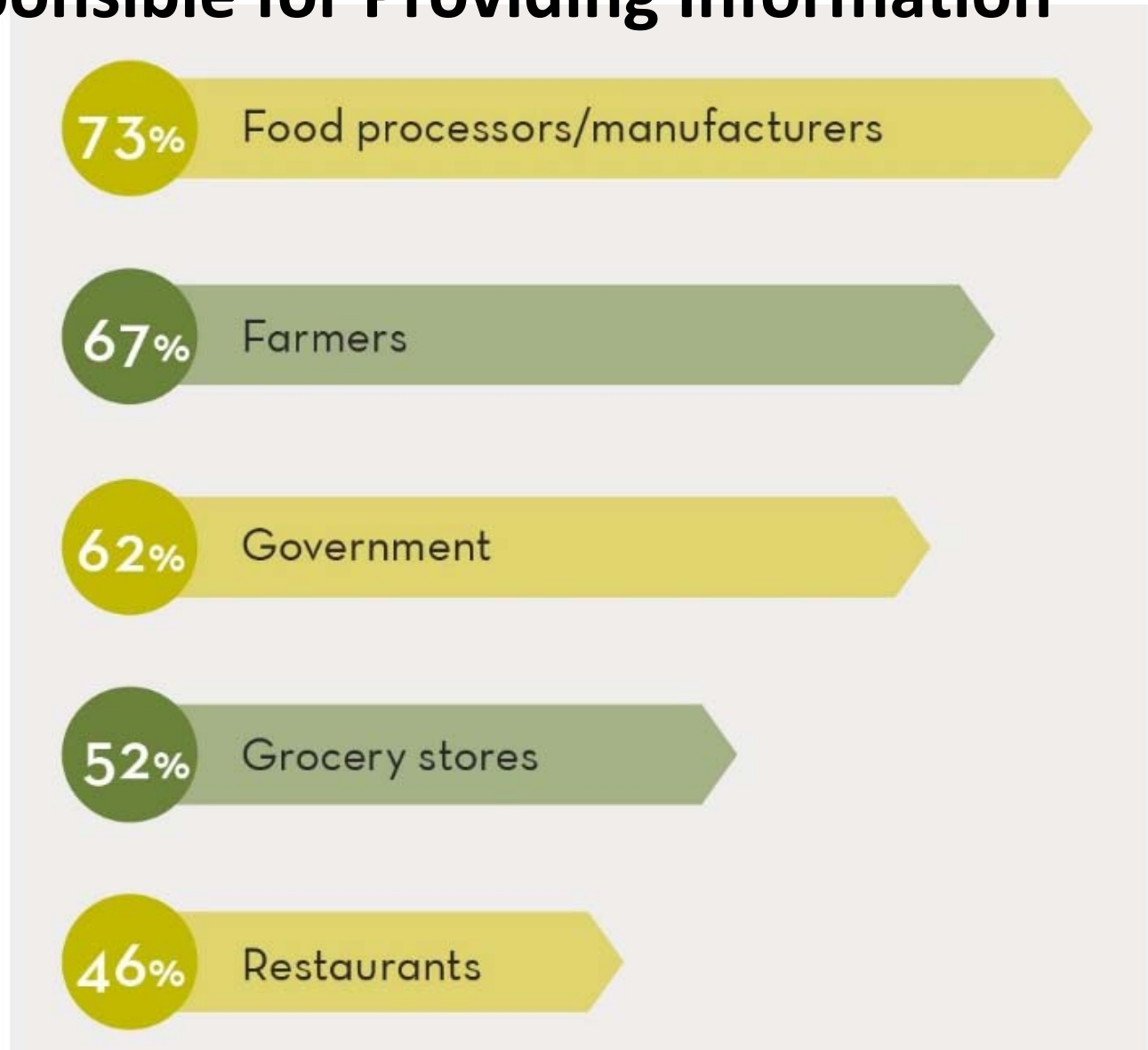
Tracking Attitudes Toward the Canadian Food Supply



I trust that the government food inspection system ensures the safety of Canadian food.

**WHO IS RESPONSIBLE FOR
PROVIDING INFORMATION ABOUT
HOW FOOD IS PRODUCED?**

Consumers Hold Food Processors/Manufacturers Responsible for Providing Information




Transparency Means Business

Consumers have begun to weigh a new set of factors.



Source: Deloitte Food Value Equation Survey 2015, Deloitte Analysis



*In a world where
nothing can be
hidden, we better
have nothing to hide.*

Greg Page
Former CEO



BIG IS

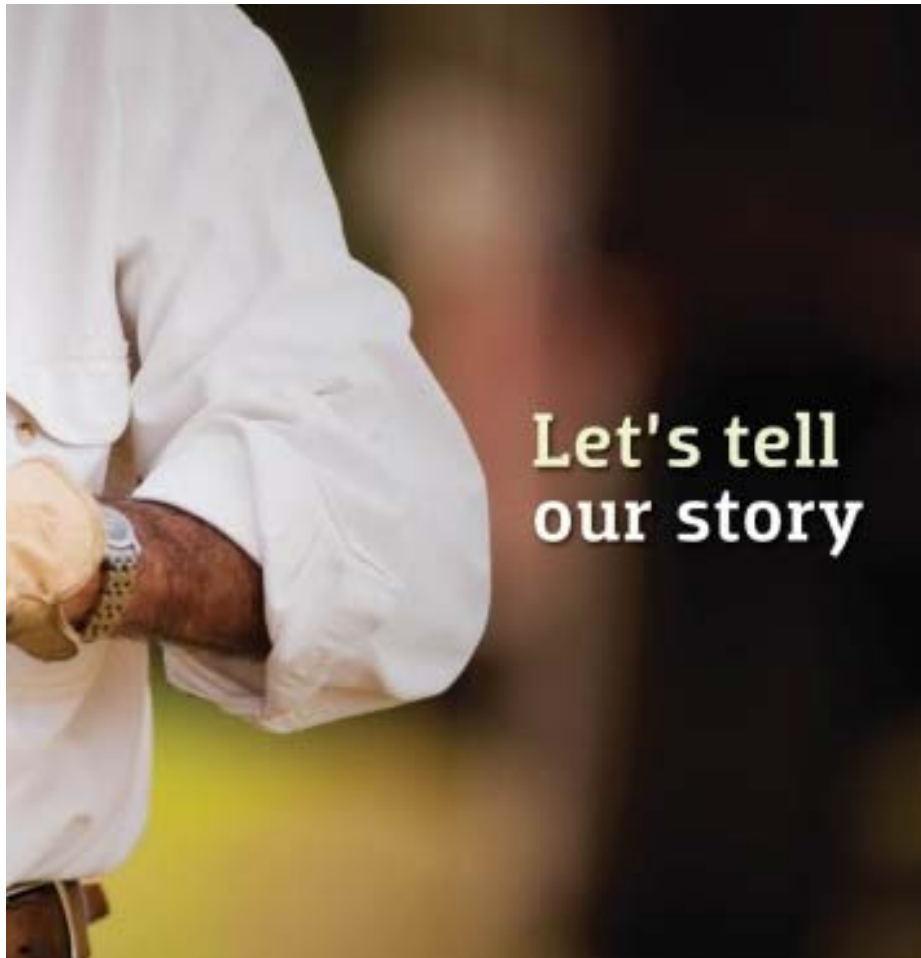
Bad Bias

the bigger you are

the less you are

TRUSTED

Advice from other industries

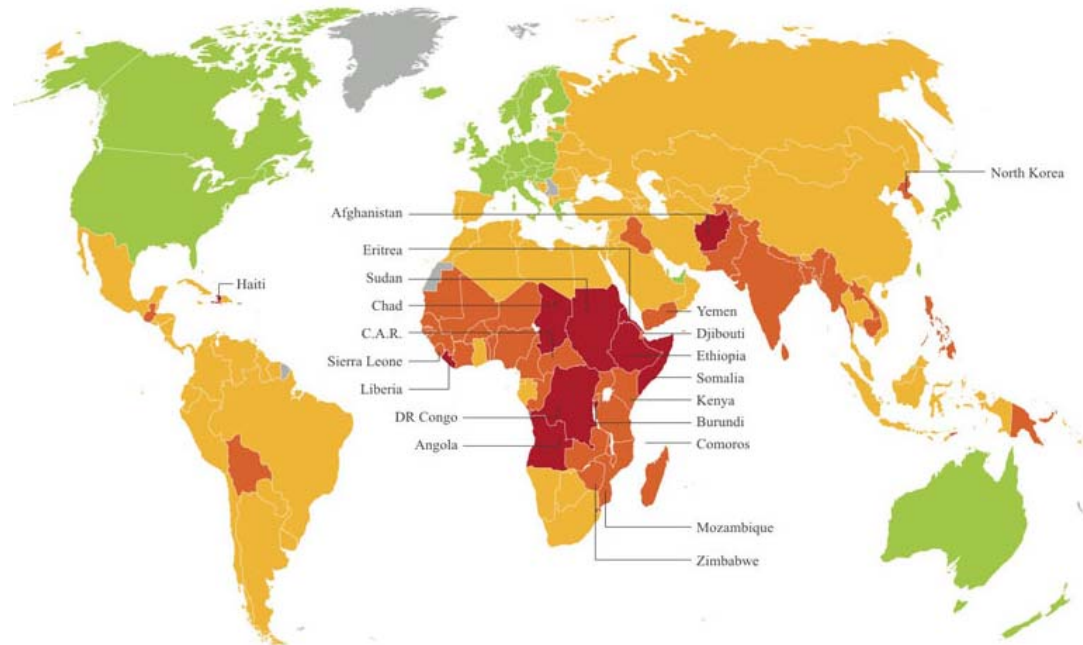


Other industries (forestry) have been investing in '**trust building**' for years.

Their advice:

- **Take this seriously;**
- Work as a **total food industry**; and
- **Get moving** – the food industry has a story to tell that consumers want to hear.

Approaches to Earning Public Trust



Europe ➡ California ➡ USA ➡ Australia ➡ Canada



Approaches to Earning Public Trust



syngenta

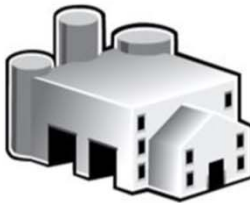
+

The Nature
Conservancy 
Protecting nature. Preserving life.

U.S. Farmers
&
Ranchers
★Alliance★

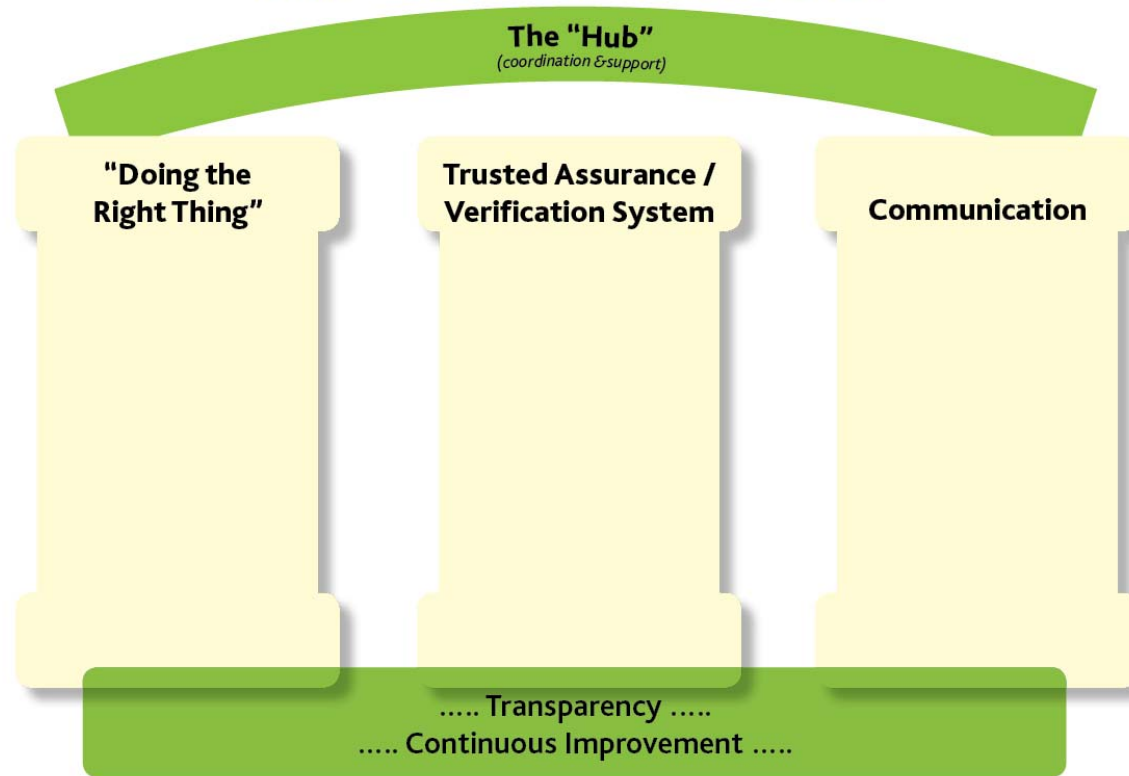


The Canadian system for advancing public trust.



If you want to go fast, go alone.
If you want to go far, go together.

The "Trust Framework"

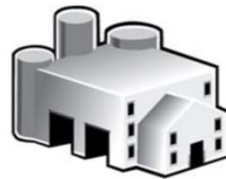


The *building blocks* to advance public trust

Communications

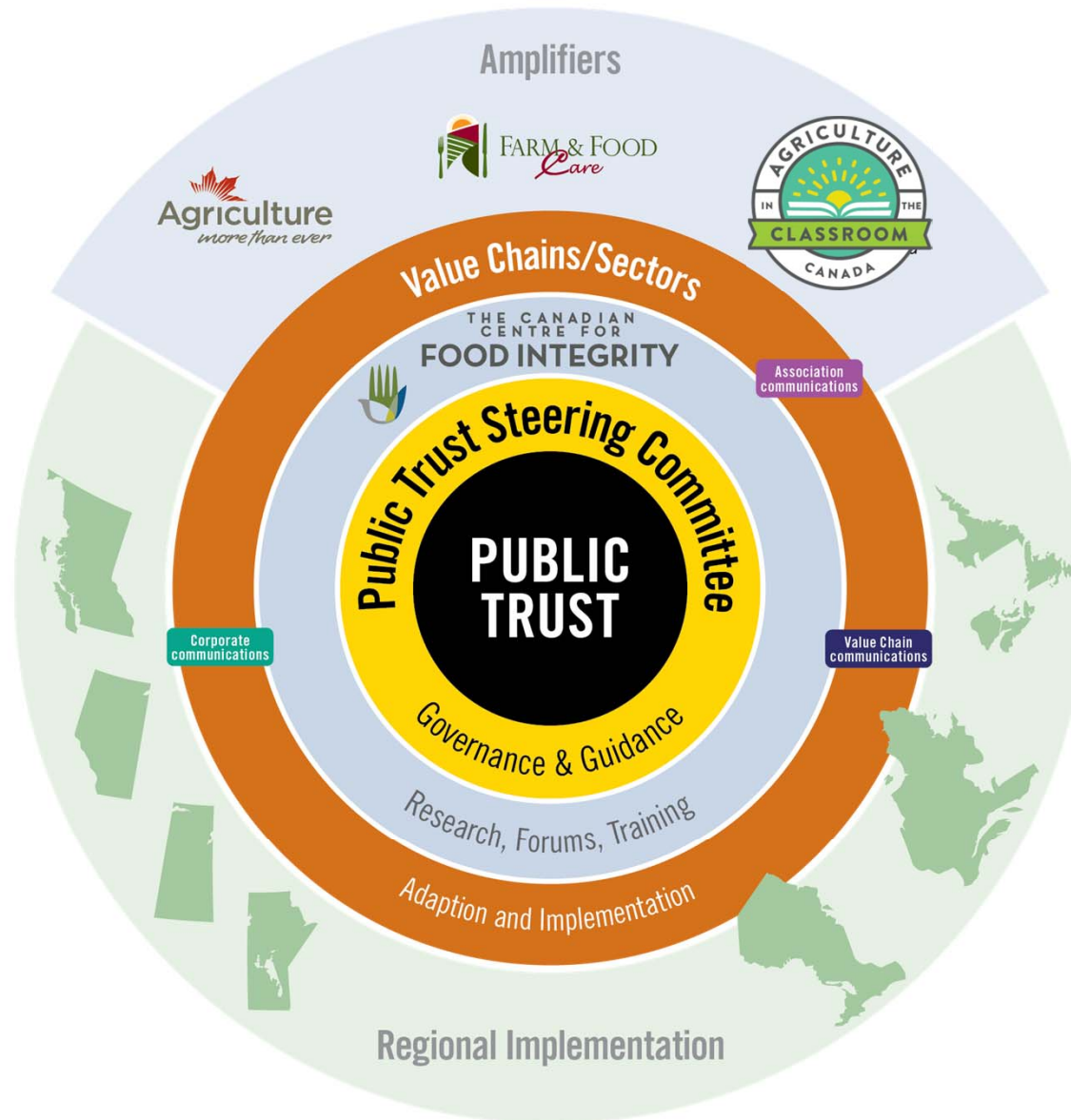


Everyone has a
role to play

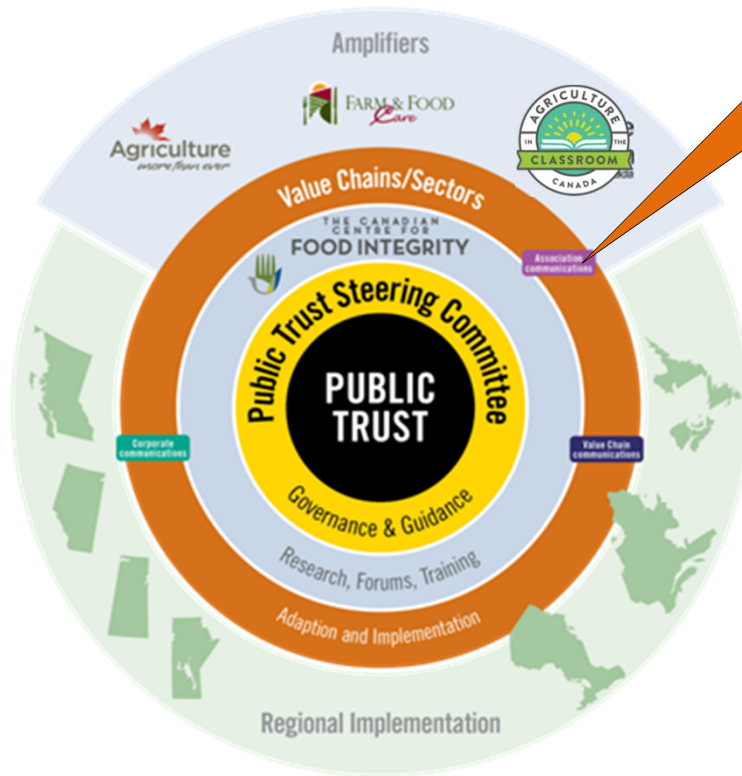


But more than just communications ...
all three pillars are important

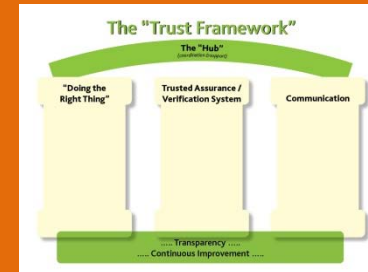
canadian structure



Primary Roles



Value Chains



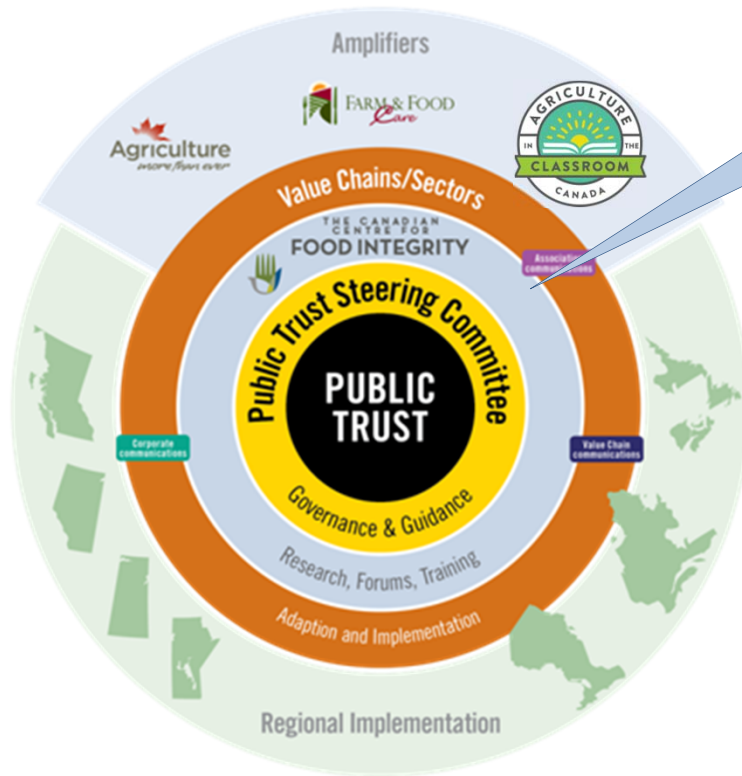
Beef, Dairy, Grains, Organic, Pork, Poultry and Seafood

Positive progress

- ✓ Member participation
- ✓ Indicators & actions
- ✓ Claims, verification & validation
- ✓ Consumer marks

Funding & coordination

Primary Roles

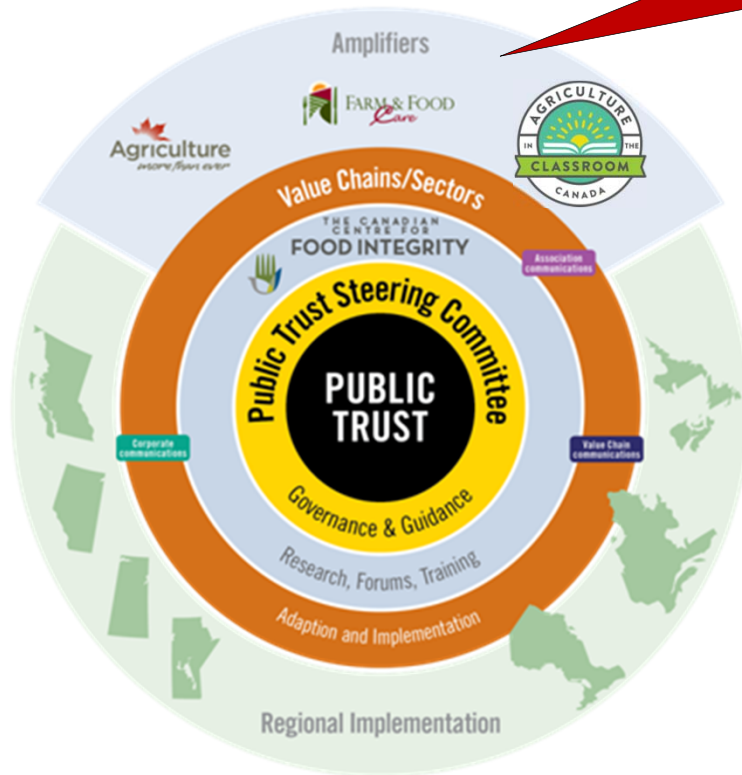


THE CANADIAN CENTRE FOR
FOOD INTEGRITY

'Service Provider' mandate

- ✓ Research - initiate & collaborate
- ✓ Dialogue - summits, webinars
- ✓ Training support
- ✓ BestFoodFacts.com
- ✓ Funding

Primary Roles



Amplifiers



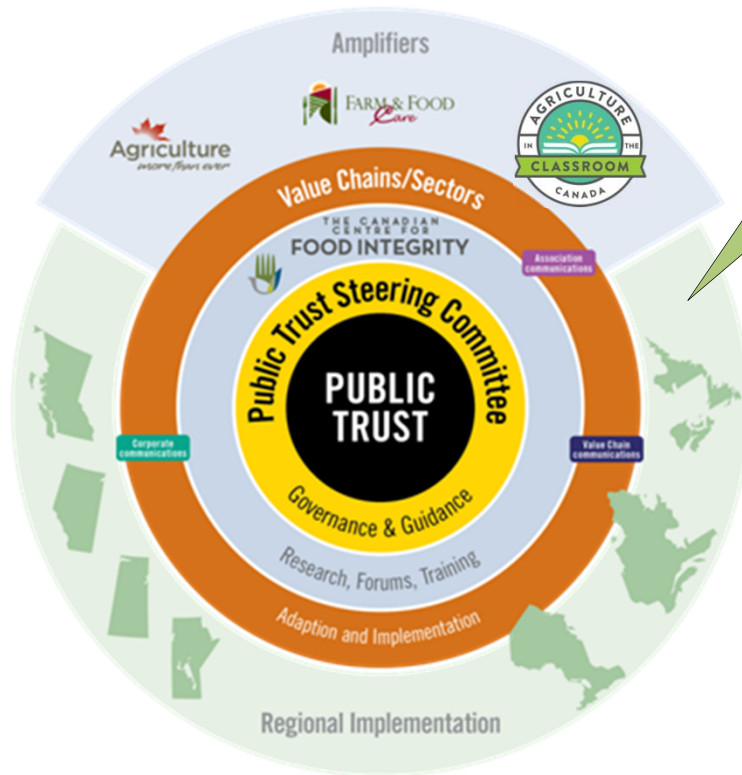
Refining & enhancing

Amplify messages & adding credibility

Funding

- ✓ for programming
- for coordination

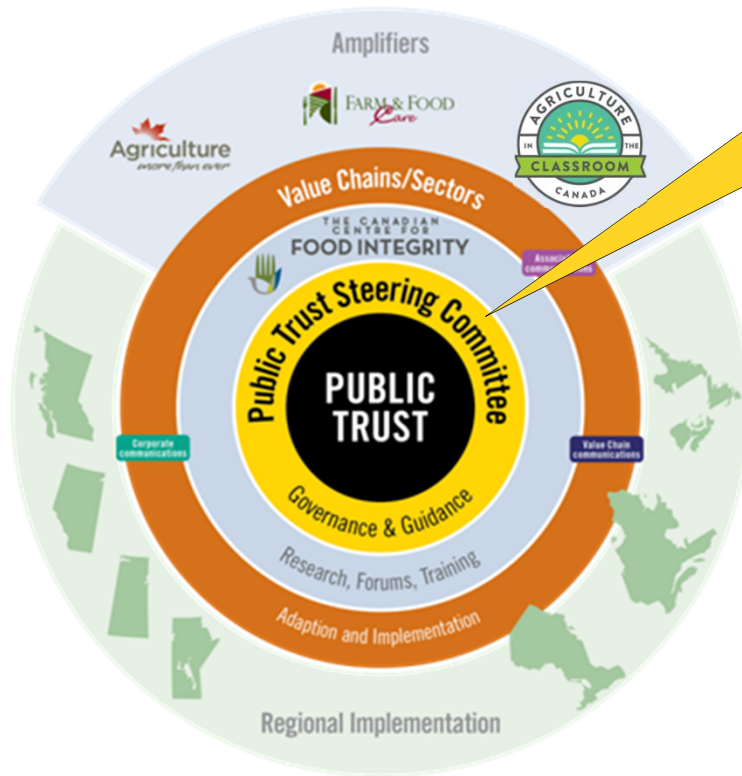
Primary Roles



Provinces / Regions

- ❖ Regional priorities
 - Crops, livestock, aquaculture
 - Demographics
 - Regional issues
- ❖ Enhanced regional activities
- ❖ Speed of progress varies
- ❖ Coordination
- ❖ Funding

Primary Roles



Public Trust Steering Committee

- ❖ Collaboration, coordination, encouragement ... and the glue
 - Composed of 17 food system leaders
 - 1 National Manager - Myrna Grahn
- ❖ Metric performance support
- ❖ National campaign coordination
- ❖ 'Neutral Claims Advocate'
 - Sector claims
 - Corporate claims
 - Packaging claims
- ❖ Funding

Public Trust Funding Model



=



Canadian Funding Realities

- Funding for '**programming**' is much *easier* to secure than funding for organizational structure/administrative support
- **Requests for funding** support from corporate and organizations are plentiful ... and ever increasing
- In Canada, **expectation of government** program involvement is high
- **Government** program funding **leverages industry** support
- **General belief** that 'public trust' connected to 'public good' and **CAP funding will align** accordingly ... *and it appears that it is!*



The Missing Piece – ‘core funding’

Funding for public trust system initiatives ***without matching dollar*** requirements

- “Stipend funding” for coordination to the PTSC, each Value Chain, amplifier groups, and CCFI
- Consumer research for all to use





Continue to
advance your value
chain ...

and lead the industry
(*nationally, provincially
and internationally*)



Communicate with
messages that
resonate

- With your members and value chain stakeholders
- With consumers
- Use the 'amplifier groups' to further enhance credibility



*Lead & support the
Canadian industry*

- Public Trust Steering Committee
- Memberships /support ... amplifiers, CCFI, provinces
- National campaign



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