



Earning Trust in a Time of Radical Transparency

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TO EARN CONSUMER TRUST IN TODAY'S FOOD SYSTEM



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Do Consumers Trust Food Labels?



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Do Consumers Trust Food Labels?

Not Exactly

- Don't know if I have a choice
- Always bad stuff hidden – finding new ways to hide bad stuff – like fructose
- “I get really scared”
- Don't pay too much attention – but probably not accurate
- Can't say 20 of these ingredients

Kind Of

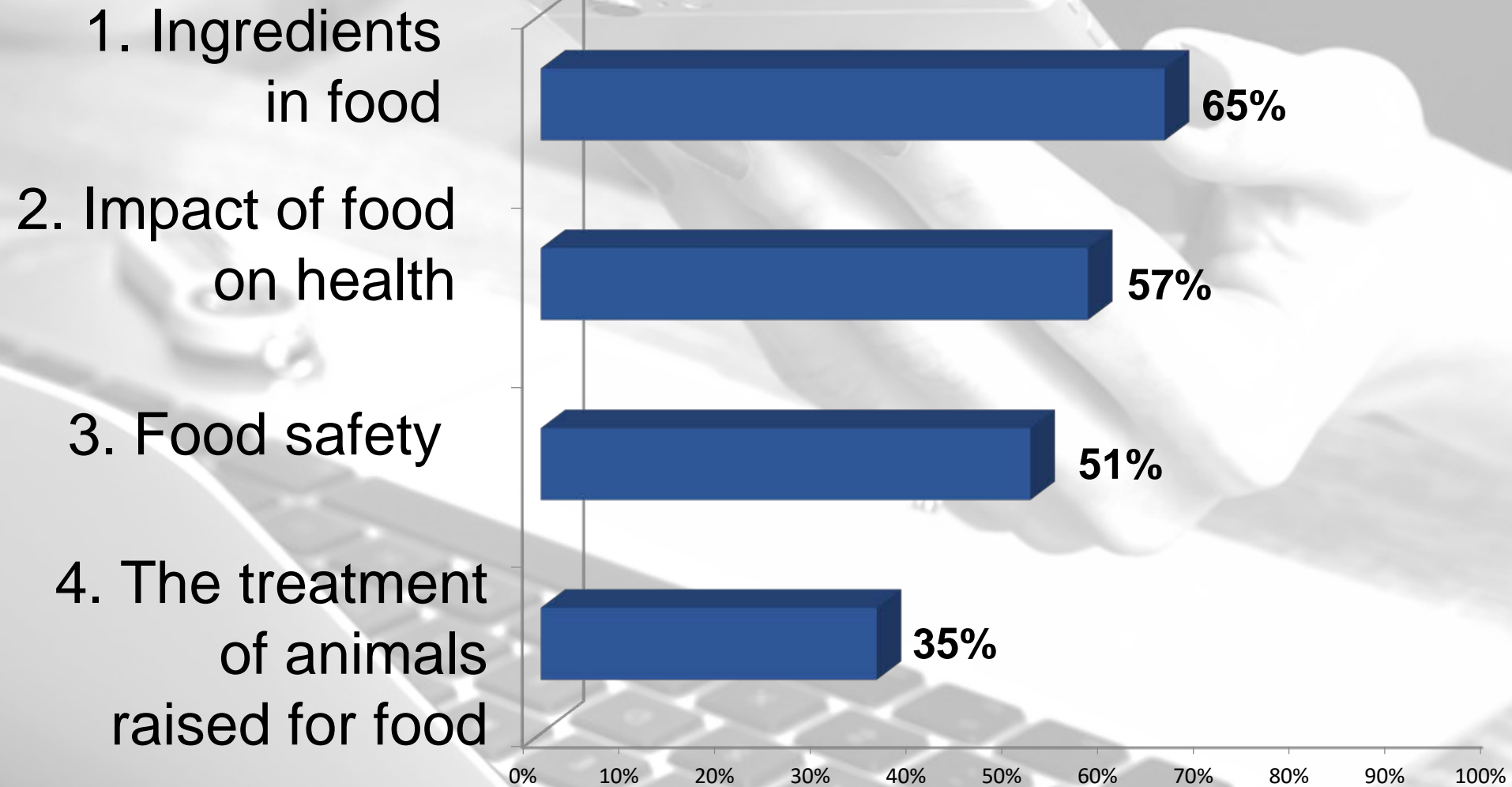
- Government oversight
- I trust me (free-range; criteria-based labeling: organic, grass-fed)
- Shift: plant-based diet
- I hope it says what it means
- I read labels – if I don't trust it, I don't buy it



What Else?

2000 U.S. consumers
Representative sample of population

Most Searched Topics Online



Food for My Family and Me

“I feel confident about the food choices I make for my family.” 46%



“ I am more concerned about healthy eating than I was a year ago.” 43%



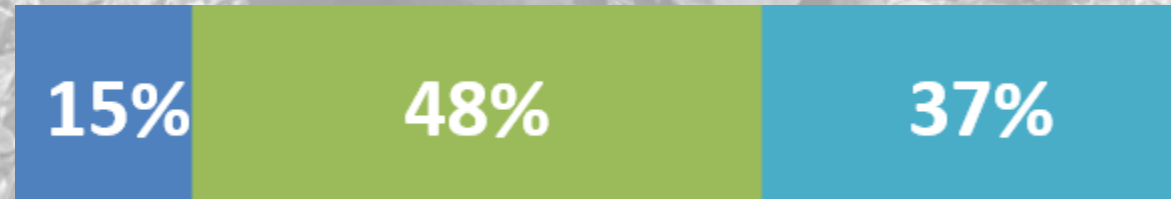


Organics



“Food grown organically is more healthful than conventionally grown food.”

37% Strongly Agree

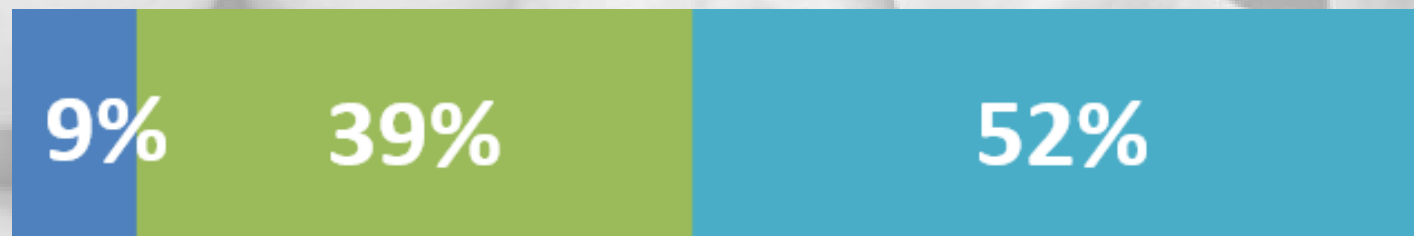




I'm Personally Concerned About...



Chemicals in food 52%



Artificial ingredients in food 47%





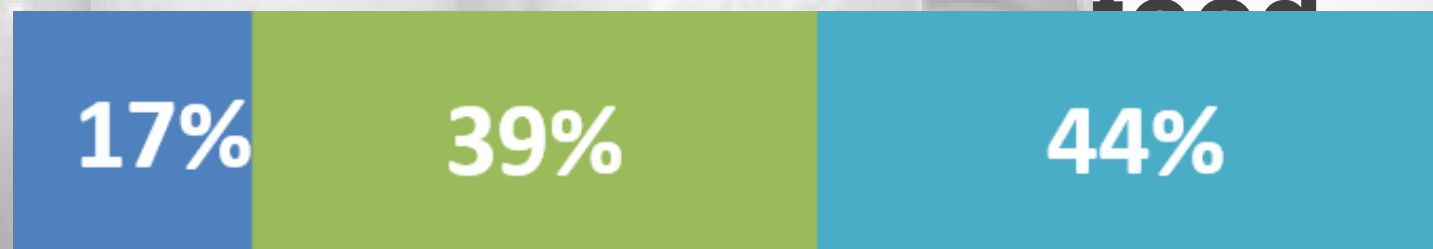
I'm Personally Concerned About...



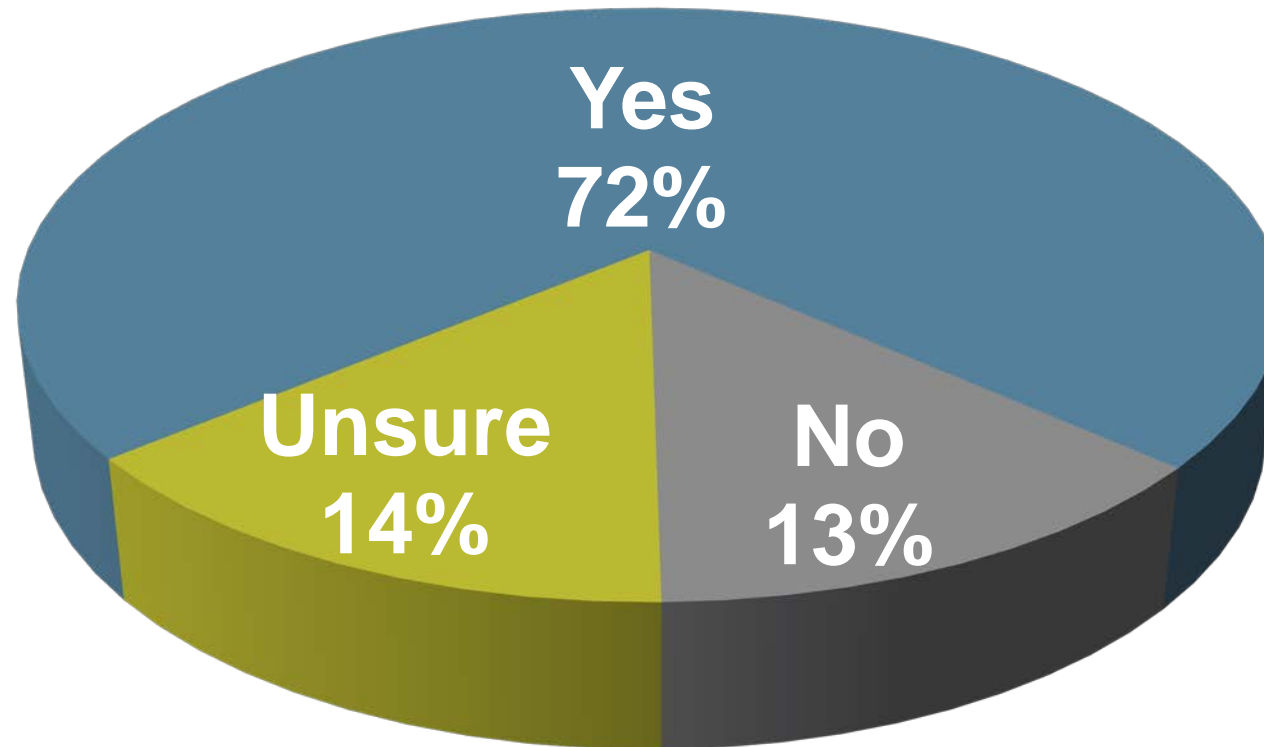
The number of ingredients in food 42%



Genetic modification (GMOs) in food 44%



Do You Want Genetically Modified (GMO) Foods to be Labeled?



But Why?



72% Want GMO Foods Labeled

- I believe it is my right to know (77%)
- I support transparency in labeling (60%)
- I want to avoid them because I don't believe they are safe (31%)
- I am just curious to know which foods contain GMOs (28%)
- I don't know whether they are safe (21%)



13% Do Not Want GMO Foods Labeled

- I believe it will cause consumer confusion (63%)
- I believe GMO foods are the same as non-GMO foods (39%)



14% Unsure GMO Foods Should be Labeled

- I am not familiar with GMO (40%)
- There's not enough information available (27%)
- I just don't care about the issue (19%)



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A grayscale photograph of a middle-aged couple sitting at a table outdoors. The man, on the left, wears glasses and a striped shirt. The woman, on the right, has short dark hair and is wearing a patterned top. They are both looking down at a laptop screen in front of them. The background is a soft-focus view of trees and a wooden fence, suggesting a park or garden setting. The overall tone is calm and focused.

**Today's Consumers:
Forever Changed.**





Today's Food System

Today food is generally:

- Safer
- Consistently available
- More affordable

***How did
this happen?***

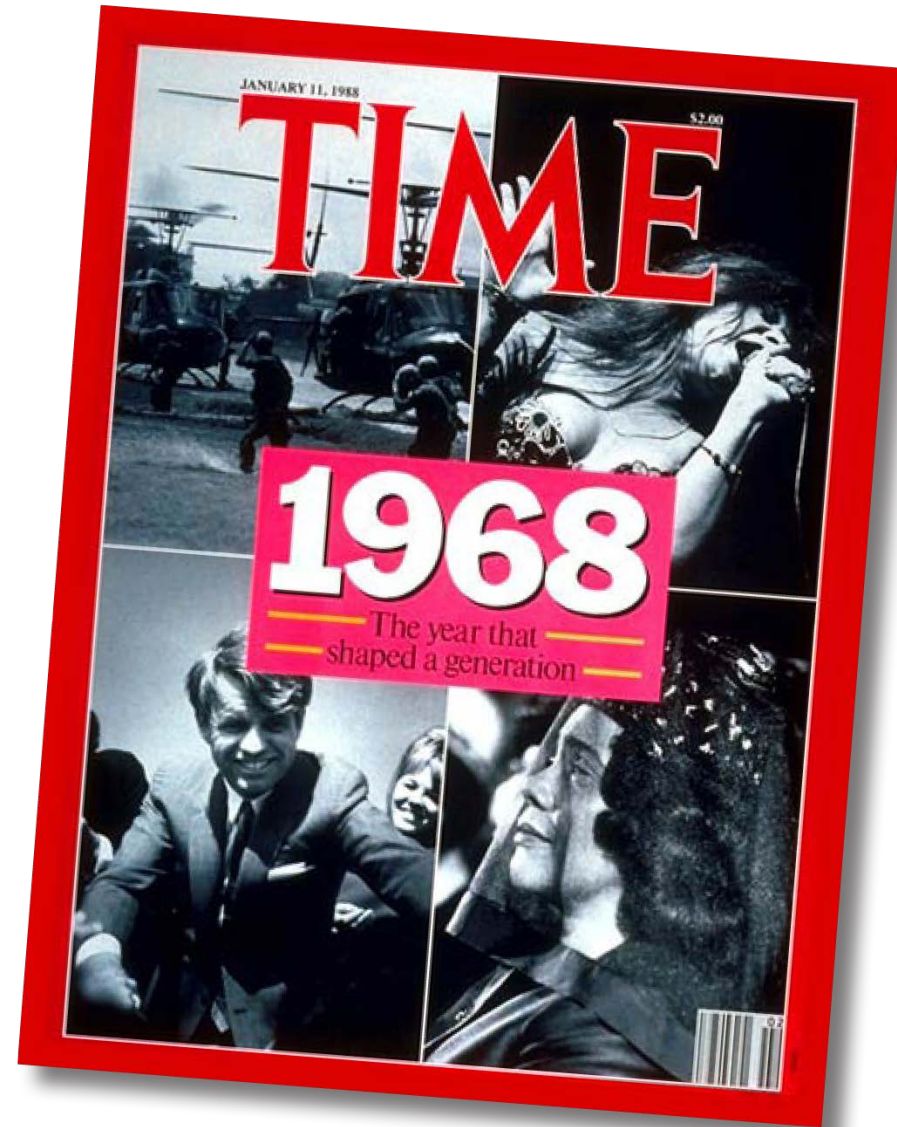
Yet, skepticism reigns.



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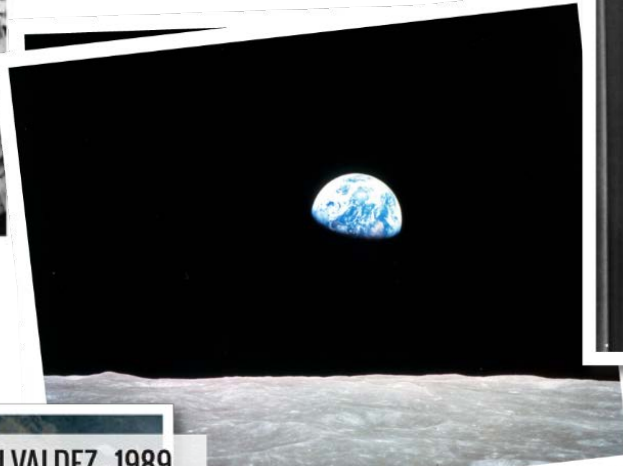
1968

THE YEAR THAT
SHAPED A
GENERATION.



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50 Years of Violations of Public Trust



IRAN CONTRA - 1986

THREE MILE ISLAND - 1979



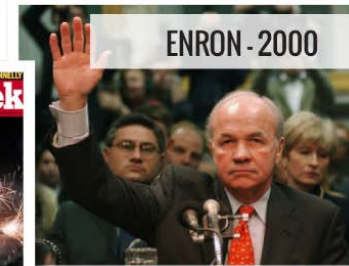
EXXON VALDEZ - 1989



CLINTON SCANDAL - 1998



ENRON - 2000



JIMMY SWAGGERT - 1988



JIM BAKKER - 1987

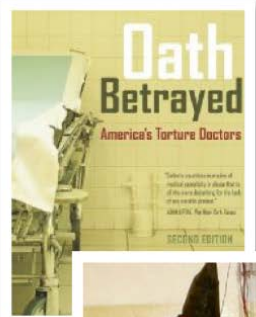


ARTHUR ANDERSEN - 2002



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50 Years of Violations of Public Trust



JOHN EDWARDS - 2008



TIGER WOODS - 2009

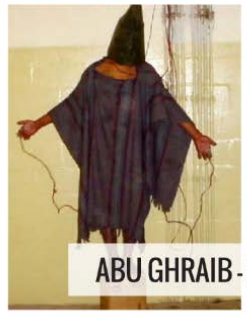
LEHMAN BROTHERS BANKRUPTCY - 2008



March 14, 2008 12:02 P.M. ET

Bear Stearns bailout

J.P. Morgan and N.Y. Fed provide funds to strapped Wall St. broker



ABU GHRAIB - 2004



ELIOT SPITZER - 2008

“MORTGAGE FRAUD FLOURISHED IN AN ENVIRONMENT OF COLLAPSING LENDING STANDARDS AMID LAX REGULATION.
- FINANCIAL CRISIS INQUIRY COMMISSION

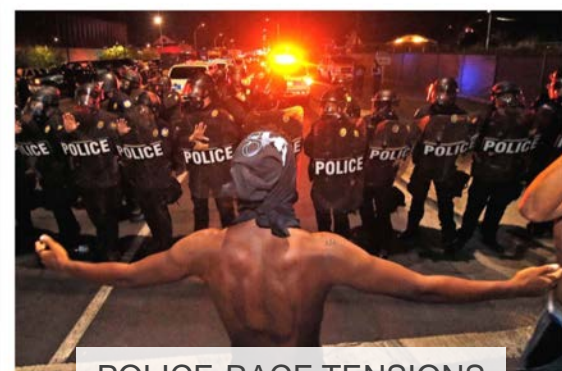


BP'S HAYWARD
APOLOGIZES:
"I'D LIKE MY
LIFE BACK"

BP OIL SPILL - 2010



PENN STATE - 2011



POLICE-RACE TENSIONS
- 2015



#METOO -
2017



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History: The Decline of Trust

The **frequency** and **visibility** of **violations of public trust** by government, military, business and religious institutions have been consistent enough over the last four-plus decades to breed **broad public skepticism** about whether or not institutions are **worthy of trust**.





Historical Perspective: Decline of Trust

THEN

NOW

Authority is granted
primarily by office

Broad social consensus,
driven by WASP males

Communication is formal,
indirect (mass communication)

Progress is inevitable

Institutions are respected

Authority is granted
primarily by relationship

No single social consensus, great
diversity, many voices

Communication is informal,
direct (masses of communicators)

Progress is possible

Institutions are questioned



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Consolidated, Integrated, Industrialized



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**What percentage of
consumers are interested to
know more about farming
and food processing?**

65%!



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Communication: Then vs. Now

Traditional
Communication
Model



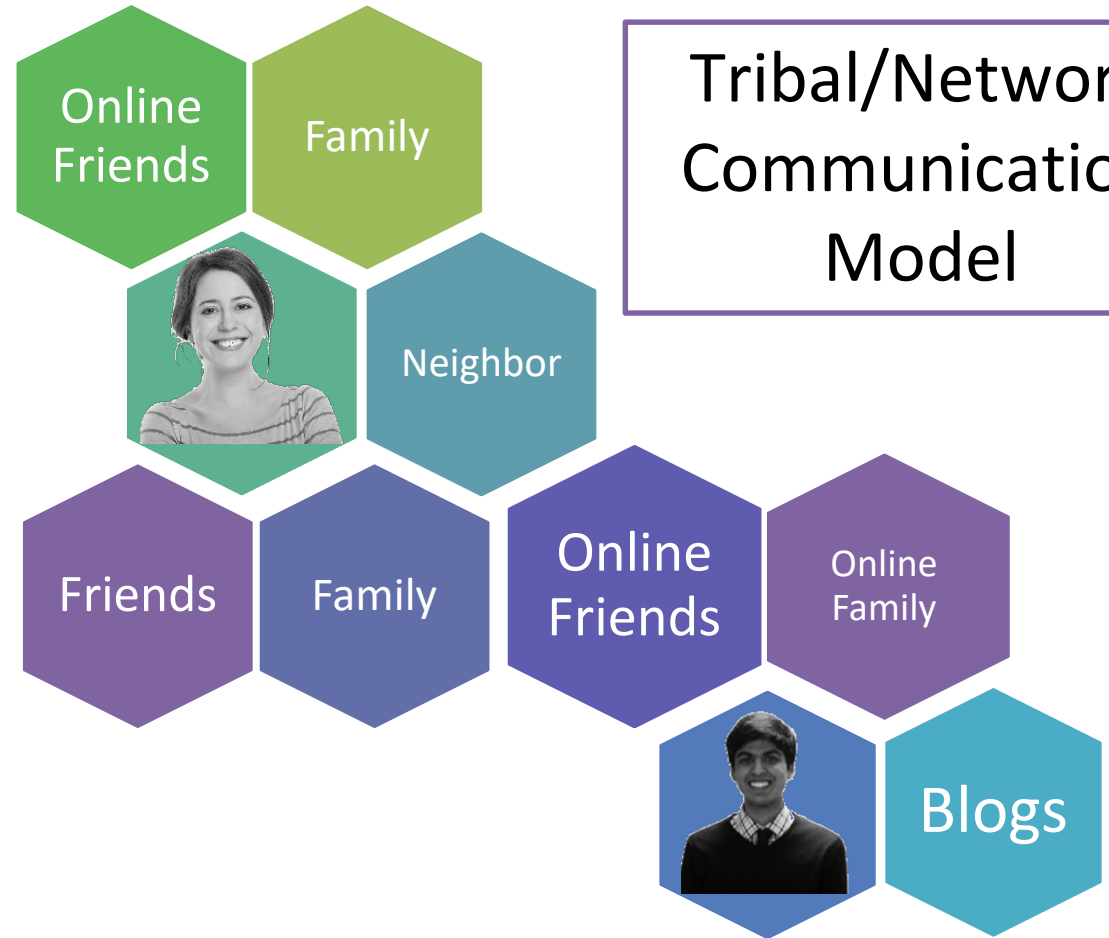
Expert

Consumer

Consumer

Consumer

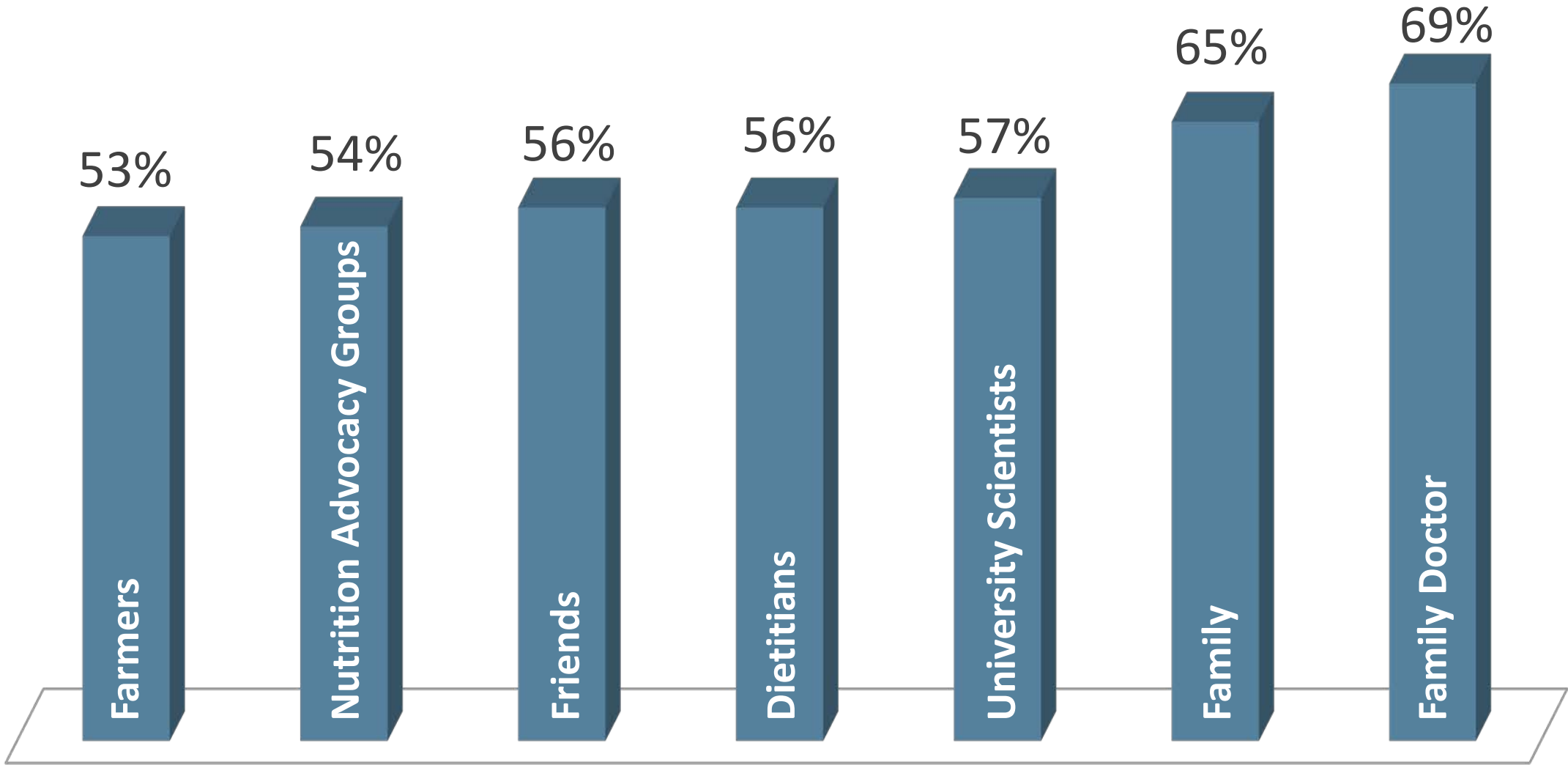
Tribal/Network
Communication
Model



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Who do Consumers Trust for Food Related Information?

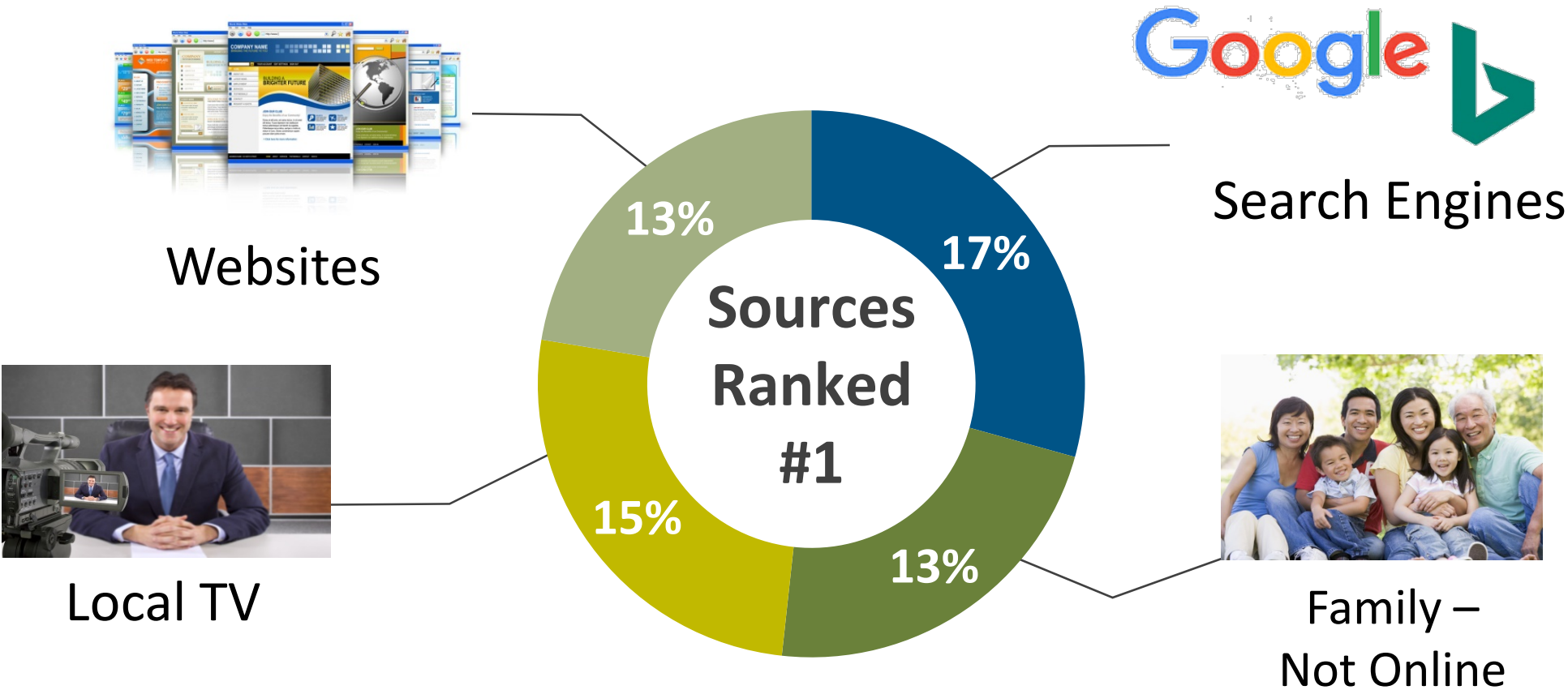


(1001 Respondents; %=Top Box 8-10 Ratings on 0-10 scale)



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First Source for Food System Information

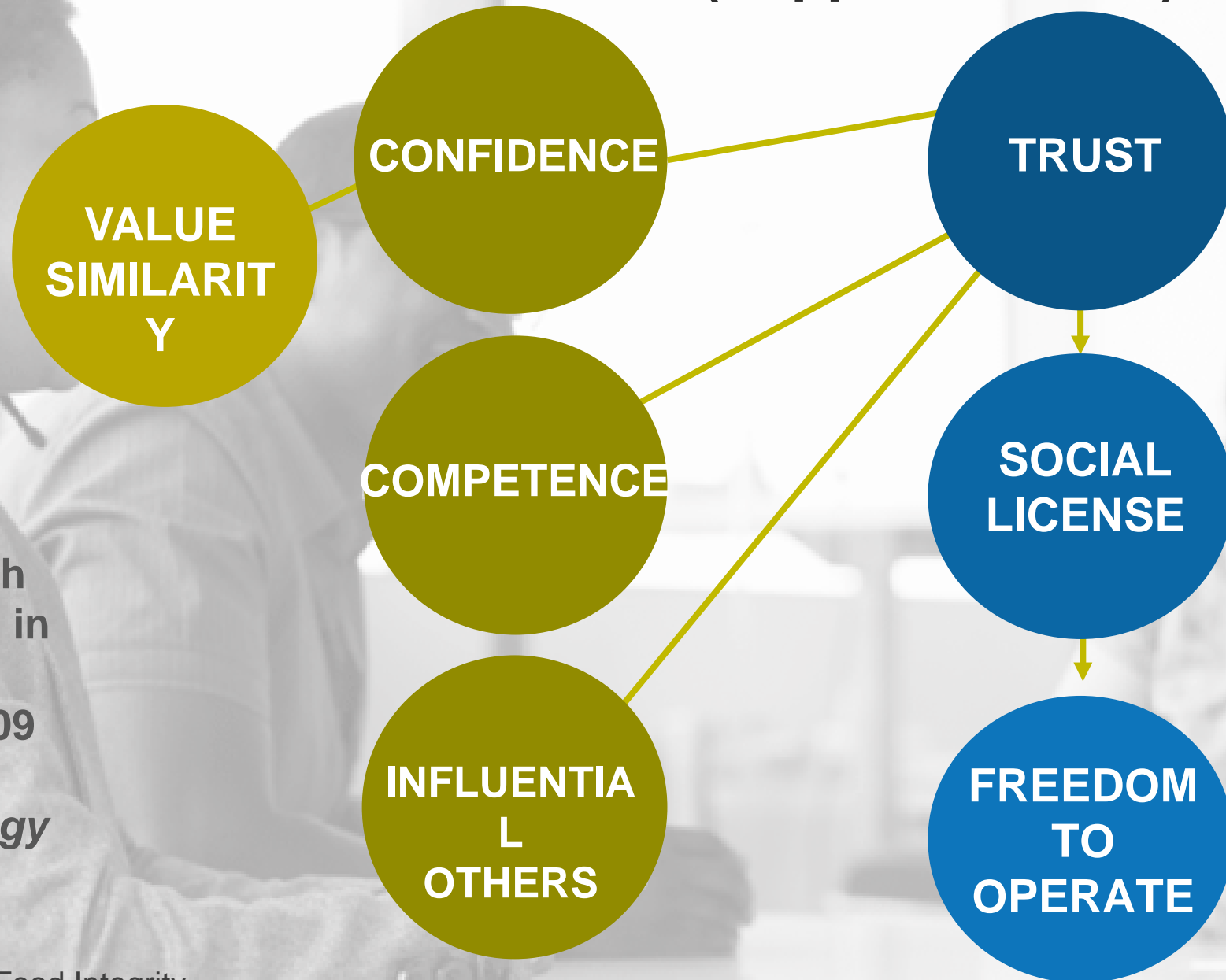




**THE
SAME
OLD
THINKING**

**THE
SAME
OLD
RESULTS**

The Trust ModelSM (Sapp/Look East)



Trust research
was published in
the
December 2009
*Journal of
Rural Sociology*

What Drives Consumer Trust?



Shared values are 3-5x more important in building trust than sharing facts or demonstrating technical skills/expertise

A black and white portrait of Theodore Roosevelt, a man with a mustache and glasses, wearing a suit and tie. The portrait is the background of the entire slide.

***“No one cares *how much you know*,
until they know *how much you care.*”***

- Theodore Roosevelt



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Don't abandon science and facts

Lead with *Shared
Values* to build trust



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Answering the Wrong Question

Ethical Question (*Should*)



CONFIDENCE

Science Question (*Can*)



COMPETENCE



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Answering the Wrong Question

Ethical Question (*Should*)

Science Question (*Can*)



SHARED
VALUES

**FEELINGS
AND BELIEFS**



FACTS

KNOWLEDGE

TRUST



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TRUST IS POSSIBLE ENGAGE™



FINAL THOUGHTS



**EMBRACE THE
SKEPTICISM.**

**IT'S NOT PERSONAL...
IT'S A SOCIAL CONDITION.**



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A faded background image of three people (two women and one man) sitting around a table, smiling and engaged in conversation. The text is overlaid on this image.

**WHO YOU ARE IS
AS IMPORTANT
AS WHAT YOU KNOW**

A faded background image of two women sitting and talking. The woman on the left has blonde hair in a ponytail and is wearing a white short-sleeved shirt. The woman on the right has dark curly hair and is wearing a light-colored short-sleeved shirt. They are both smiling and looking at each other.

DON'T ABANDON SCIENCE





65% OF CONSUMERS WANT TO KNOW MORE ABOUT THEIR FOOD

Discussion

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Text the letters CFI to 1-888-585-3120.

Thank You!

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