The Language of Trust

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Global Conference on Sustainable Beef
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I'm a genius, but I'm a misunderstood genius.

What's misunderstood about you?

Nobody thinks I'm a genius.
Food is Sacred
Which Makes These Ideas Disconcerting

“I want GMOs in my feed.”
Said NO cow ever.
Mistrust – A Global Issue

49%  70%  2,363
The Fundamental Concern

Consumers are most concerned about long-term health

- Cancer
- Obesity
- Diabetes
- Heart Health

Anything not deemed “natural” is a threat

- Antibiotics
- Hormones
- Factory farms
- Feedyards
- Pesticides
- Fertilizers
- Herbicides
- Biotech
- Chemicals
- Packaged Food
- Ingredients
- Preservatives

Science/logic doesn’t help: “if we put it in our bodies, we don’t want anything that messes with nature”

- Amount is miniscule
- Research shows it is safe
- Lets us feed the world
- Gives people choices
- Keeps prices low
- Better for the environment
Sustainable Practices

PROTECT ME
FROM WHAT
I WANT

Desire for ‘Natural’
Meat is murder. Meat—especially beef—is cigarettes and a Hummer rolled into one. For the sake of the animals, our own health, and the health of the planet, we must eat less of it.

Meat is delicious. Meat is nutritious. Global demand is soaring for good reason, and we must find a way to produce more of it.

“In short, meat — especially beef — has become the stuff of fierce debate....

Here’s the inconvenient truth: Feedlots, with their troubling use of pharmaceuticals, save land and lower greenhouse gas emissions.”
Transparency
Transparency
Transparency
Transparency
Shift Happened
Information is Power
Power is shifting to MILLIONS OF INDIVIDUALS
FOOD 2020


Greater China
Argentina
U.S.

U.K.
Italy*
Germany
A New Segment Emerges

FOOD e-VANGELIST

FOOD INVOLVED

GENERAL POPULATION
48% under 35 years old

62% Female

46% Parents

Income WELL above average
Small, But Mighty in Influence

General population

- 44% Involved

22% Evangelists
Push Opinions
4+x per week
• Buying more fresh, less packaged and prepared foods
• Worry about processing
They Are The ‘Friends And Family’ Consumers Are Paying Attention To
They are Driving Interest in How Beef is Raised

<table>
<thead>
<tr>
<th>Information</th>
<th>Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
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<tbody>
<tr>
<td>Easy recipes about beef</td>
<td>80%</td>
<td>80%</td>
<td>76%</td>
</tr>
<tr>
<td>More &quot;sophisticated&quot; recipes about beef</td>
<td>65%</td>
<td>60%</td>
<td>59%</td>
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<tr>
<td>Information about how to cook the different cuts</td>
<td>66%</td>
<td>60%</td>
<td>57%</td>
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<tr>
<td>The nutritional content in beef e.g. vitamins, minerals etc.</td>
<td>58%</td>
<td>54%</td>
<td>53%</td>
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<tr>
<td>Information about the different cuts</td>
<td>61%</td>
<td>57%</td>
<td>60%</td>
</tr>
<tr>
<td>Animal welfare or humane treatment of animals</td>
<td>52%</td>
<td>44%</td>
<td>39%</td>
</tr>
<tr>
<td>Information about how cattle are raised</td>
<td>45%</td>
<td>45%</td>
<td>40%</td>
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<tr>
<td>The impact of beef farming on the environment</td>
<td>43%</td>
<td>33%</td>
<td>27%</td>
</tr>
<tr>
<td>Information about how beef is processed</td>
<td>42%</td>
<td>38%</td>
<td>30%</td>
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SOURCE: Millennial Generation and Beef, December 2011
WINNING THE FOOD e-VANGELIST
Focus on What THEY Want To Hear

communication that works
Defending Actions of the Past and Defending Standard Practices

Demonstrating Commitment to Improving the Future
1. Share continuous improvement

You will not convince your audience their opinions are wrong
But discussing the future creates a space of shared interest
And how the beef community is continuously improving what we do and how we do it is a universal positive

Which would you most like to see in how farmers and ranchers grow and raise food for tomorrow?

- Improvement: 51%
- Innovation: 24%
- Progress: 14%
- Evolution: 9%
- Dynamism: 2%
2. Be transparent

Perceived lack of transparency breeds distrust

Not just talking about, but being more transparent is the most powerful potential improvement

“If it’s so non-harmful, then JUST TELL US.”

“I don’t know what I’m eating. That’s a problem.”

“Organic, at least you kind of know what you’re getting. Non-organic, you don’t know WHAT it is.”
Transparency for food animal production

Access
Authenticity
Accountability
3. Demonstrate more precise use of what makes them uncomfortable

Food eVangelists are uncomfortable with some conventional methods—this we know.

Not surprisingly, improvements that enable farmers and ranchers to use less of the very substances that make them uncomfortable resonate.

‘Using less’ or ‘more precisely using” directly answers Food eVangelists’ concerns and demonstrates farmers and ranchers ARE listening.

“To hear that they’re using less shows that they’re on the right track... they hear how we feel.”
Antibiotics v1 - Antibiotics in cattle are used carefully by farmers and ranchers in cooperation with veterinarians and used as selectively as possible to treat, control or prevent disease.

Antibiotics v2 - Over the next three years, FDA will be phasing out the use of medically important antibiotics to promote growth in livestock, while phasing in even more veterinary oversight for use of these medically important antibiotics for disease treatment, control or prevention in livestock.

Hormones - Farmers and ranchers have been safely using growth hormones in cattle since the 1950s. Studies during this time frame have repeatedly shown they pose no risk to consumers.

Inhumane Treatment - Feedyard cattle live in pens that allow ample room to move around, with access to clean water, a balanced diet and veterinary care. The cattle often stand close together in these pens because that is their natural herding instinct.

Cattle Diet - Cattle can get the nutrients they need from eating a wide range of plants, including a variety of grains and grasses. While at a feedyard, for example, cattle are fed a combination of grain and hay formulated by a professional nutritionist to ensure a well-balanced and nutritious diet.

GMO - Crops from biotechnology seeds are studied extensively to make sure they are safe for people, animals and the environment before they reach the farm or ranch.
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4. Show continuous education

Language about education tested extremely well
But Food eVangelists wanted to hear if what these farmers and ranchers are learning actually aligns with what they want to see
They want to understand how education is being brought back to the farm

“Are they teaching them more about how to keep animals comfortable and healthy?”
5. Champion more research

The call for more research acknowledges agriculture is aware of concerns and is working to address them, even when there aren’t compelling examples of how they’re improving right now.

That said, the idea isn’t enough.

You must communicate concrete examples of WHAT’S being researched.

“This would be perfect if it’s actually the attitude of these big food and farm companies.”
Keys To Being Heard

- Be a listener first, talker second
- Acknowledge concerns
- Take actions that demonstrate authenticity and accountability
- Provide access to...
  - ...intercept information
  - ...engage in experience to discover you, your brand, your world.
Questions?

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