Earning public trust in Canadian food

Crystal Mackay
Food, public trust and social license

• Earning trust starts with doing the right thing.
• This is not unique to agriculture or food or Canada.
• This should not be a competitive issue.
• This is not a communications problem.
• This is a food system business challenge.

The game has changed.
Canadian charity with a shared vision for building public trust in food and farming.

- Coordinate, strategy, research – **Canadian CFI**
- Engage with Canadians
- Collaborate with many partners
Create a forum for dialogue

Coordinate strategy, research and support

Increase understanding of and alignment with consumer expectations and values

NEW!
PUBLIC TRUST SUMMIT
Connecting the dots & Tackling the trends
Food Systems Forum
Let’s talk about antibiotics
What’s good for people, animals
and the planet?

Maple Leaf Foods ‘Think Food’ Centre
6897 Financial Drive, Mississauga, ON
Monday, November 21, 2016
9:00 a.m. to 4:00 p.m.
Is the Canadian food system headed in the right direction or down the wrong track?

www.foodintegrity.ca
Top overall life concerns for Canadians

1. Rising Cost of Food: 69%
2. Keeping Healthy: 66%
3. Rising Healthcare Costs: 58%
4. Rising Energy Costs: 57%
5. Canadian Economy: 56%
Increasingly Positive impression of Canadian agriculture

% Very + Somewhat Positive

2006: 41%
2009: 52%
2012: 56%
2016: 61%

Q10. What would you say is your overall impression of Canadian agriculture today? Would you say your impression is...
Significant concerns human health

“I am personally concerned about”

• Use of hormones in farm animals
• Drug resistance due to farm animals given antibiotics
• Drug residues in meat, milk, eggs
• Use of pesticides in crops
• Eating meat from GE animals

Q13. Please rate the degree to which you agree or disagree with the following statements.

Strongly Agree 45-48%
Earls says it will use a U.S. supplier to meet its criteria for humanely produced meat.

- CBC News

Earls Restaurants @earlsrestaurant · 59m

We made a mistake. It was wrong to move away from #CanadianBeef.

Earls is committed to sourcing as much beef as possible from Canada and will work to build more of the supply we need.
Let’s talk about our food.

Embrace skepticism.

Isn’t choice awesome?!
Leading with Shared Values in 3-5x more important to building trust than sharing facts or demonstrating technical skills/expertise
Who do you believe on environmental issues?

- Farmers Associations
- David Suzuki
- A Government Environmental Researcher
- An Environmental Engineer
- A University Environmental Science Professor
- A Farmer or Rancher

Substantially Higher: Foodies, Moms
Substantially Lower: Millennials

Canadian Centre for Food Integrity
Public Trust Research 2016
www.foodintegrity.ca
Invest in shared content
www.farmfoodcare.org
@FarmFoodCare

Help increase the reach. Add in your people, content and examples.
Farm & Food Care tours for influencers

• Media
• Food industry executives
• Food bloggers
• Dietitians
• Chefs, culinary colleges
Saskatchewan Ranchers Recognized for Their Conservation Commitment

Posted on September 9, 2016 by Farm and Food Care

Media can sometimes paint a concerning picture of the relationship between agriculture and the environment. Stories of soil erosion, water contamination, and the eradication of native species at the hands of agriculture are all over the Internet, whether fact or fiction.

The stories that are less often told, however, are of the tireless efforts by many in the agricultural community to preserve the land on which they live and work. The Canadian Cattlemen’s Association (CCA)’s Environmental Stewardship Award (TESA) has recognized ranchers who go above and beyond to enhance and protect Canada’s natural landscapes since 1996. This year’s recipients, Miles and Sheri Anderson of Fir Mountain, Saskatchewan, are the perfect examples.

The Anderson ranch is set amongst the naturally rich diversity of badlands, rolling grasslands, rich riparian areas, and sprawling sagebrush in the heart of the Great Plains. The area is home to numerous native species, including several Species at Risk (SARs). Miles Anderson has fostered a variety of relationships with his local community to ensure the protection and sustainability of the area.

Miles Anderson installing fencing
Reaching urban influencers together

Long term strategic proactive approach

Regular FFC vehicle... content by sector, geography, topic
Do you agree?
Canadian farmers are good stewards of the environment

29% say yes

Farmers

20% say yes

Fishermen

Q13. Please rate the degree to which you agree or disagree with the following statements.

% = Strongly Agree
(Top Box (8-10) on 0 to 10 scale)
If you want to drive change, you have to get out of the back of the truck.

Help us share your content, your people and your stories. Pitch in. Individuals donate to Farm & Food Care Companies & Organizations

Join Canadian Centre for Food Integrity
Invest in public outreach programs
WHEN YOU HAVE MORE THAN WHAT YOU NEED, BUILD A LONGER TABLE, NOT A HIGHER FENCE.

Crystal Mackay, CEO
crystal@farmfoodcare.org
www.FarmFoodCare.org