

Speaking Up for Agriculture

Building Public Trust
Through Shared Values

Bernard Tobin



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

Modern agriculture



Hello 400-bushels
The S680 and S69C hold more



Consolidated, integrated, industrialized



Shaping consumer beliefs



Shaping consumer beliefs



marketplace

Tom Harrington

Erica Johnson

marketplace
Canada's consumer watchdog. We've got your back.

FRIDAYS at 8

CBC NEWS

cbc.ca/marketplace |



HELEN WOJCINSKI
Hybrid Turkeys

0:47 / 2:33



- **Canadian charity** with a shared vision – building public trust in food and farming in Canada
- ‘Go to’ **trusted, credible source** for food and farming
- Partners represent the **whole value chain**, with a proactive coalition approach, from individual **farmers through to food companies**
- Many partners and provincial associations with Farm & Food Care Ontario and Saskatchewan



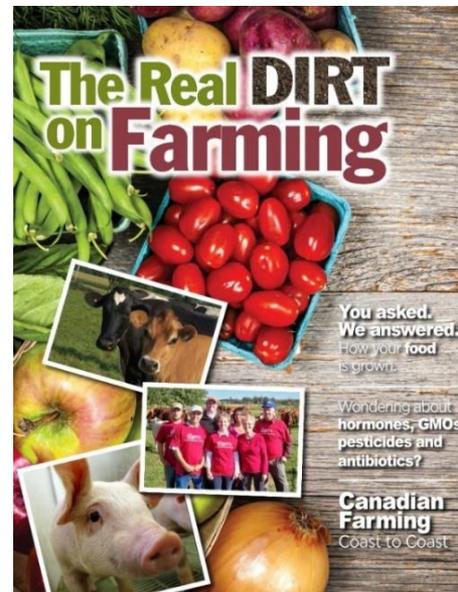
FARM & FOOD
Care CANADA

What do we do?

- **Collaborate** – provides a unique forum for whole sector cooperation and shared investment
- **Engage and inform** – proactive communications development & delivery, conversations with Canadians
- **Coordinate** – strategy, research and support to help the food system earn public trust



THE CANADIAN CENTRE FOR
FOOD INTEGRITY



**Virtual
Farm Tours**

Visit Canadian farms online at

www.virtualfarmtours.ca



- Third edition
- Content based on questions from 1,200 Canadians
- One-stop shop for facts and figures about Canadian agriculture
- 1.2 MILLION copies distributed
- Speak Up Training launched in 2014



2014 - 2017: The story so far





2016 Canadian Public Trust Research



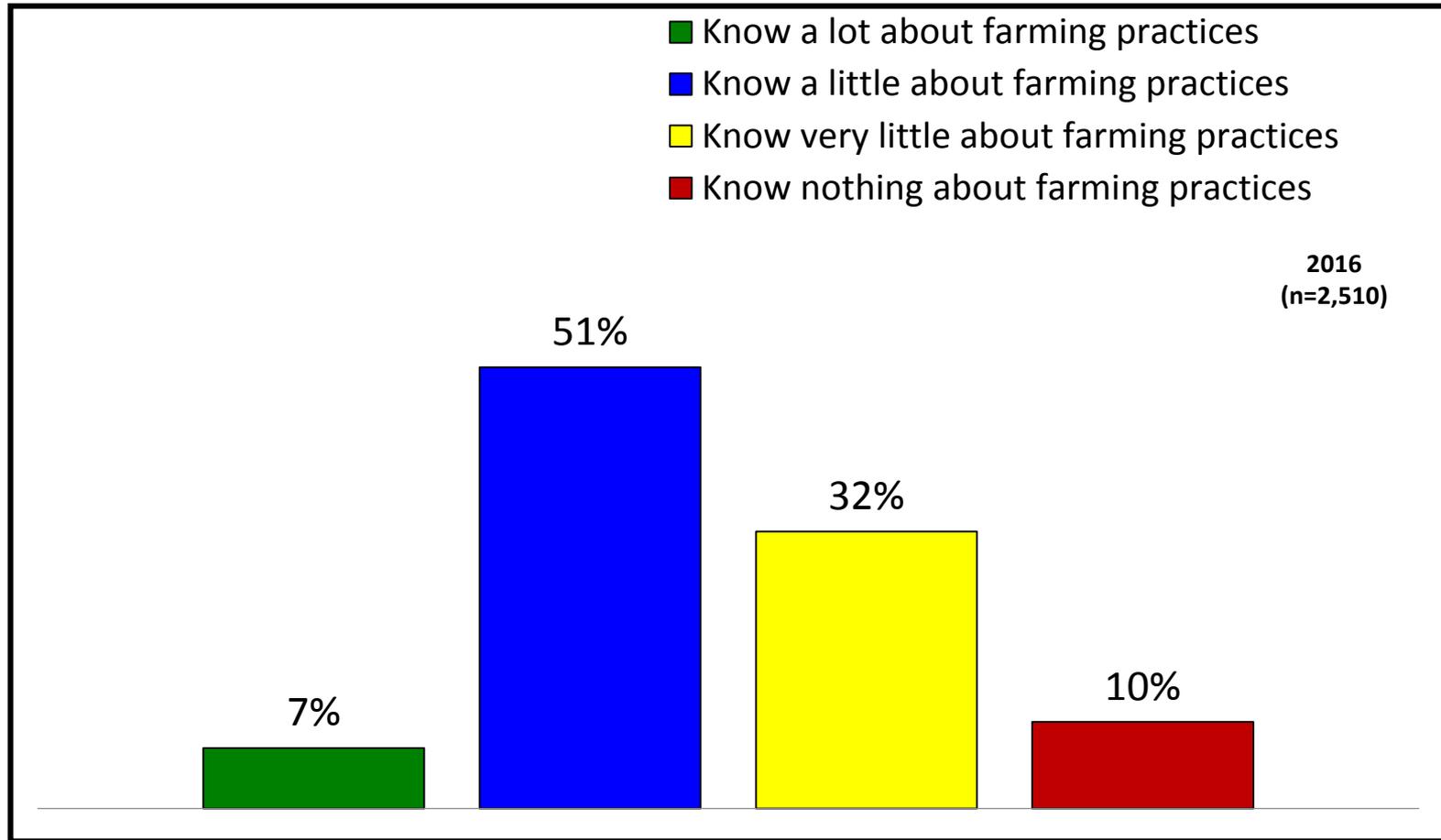
THE CANADIAN CENTRE FOR
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Methodology and Sampling

- Ipsos Reid's Online Household Panel of > 200,000 Canadian adults
- Respondents: > 17 years of age + not in agriculture
- 2,510 participants
- Surveying: February 19 - March 10, 2016
- Data weighted: region, gender, age



Current Knowledge of Canadian Farming



Source: 2016 Public Trust Research, IPSOS Reid

Question asked: How well informed would you say you are about Canadian farming practices in general?

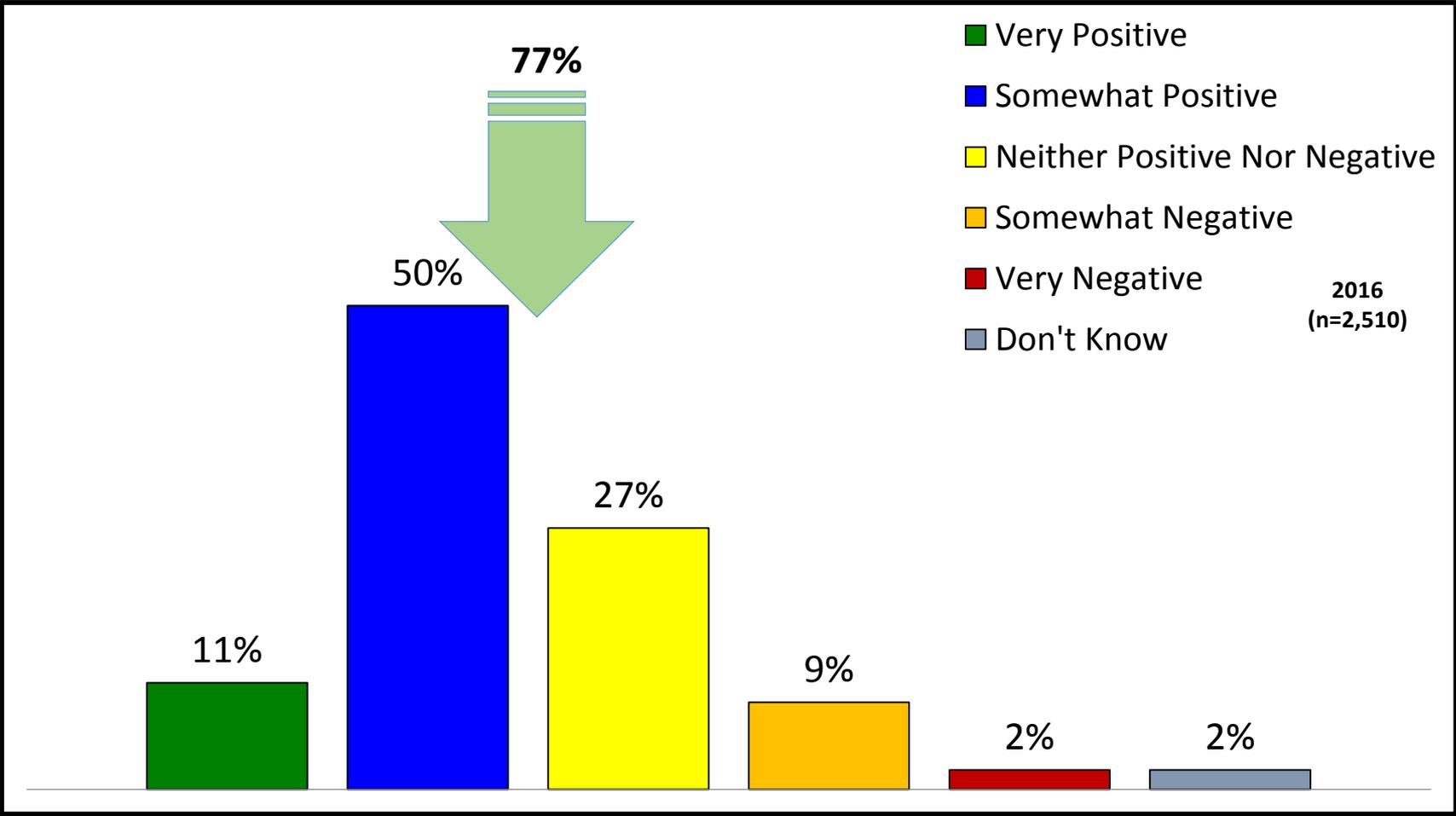
Self assessed knowledge of Canadian Farming

93%

of Canadians know little
or nothing about farming
practices



Overall Impression of Canadian Agriculture

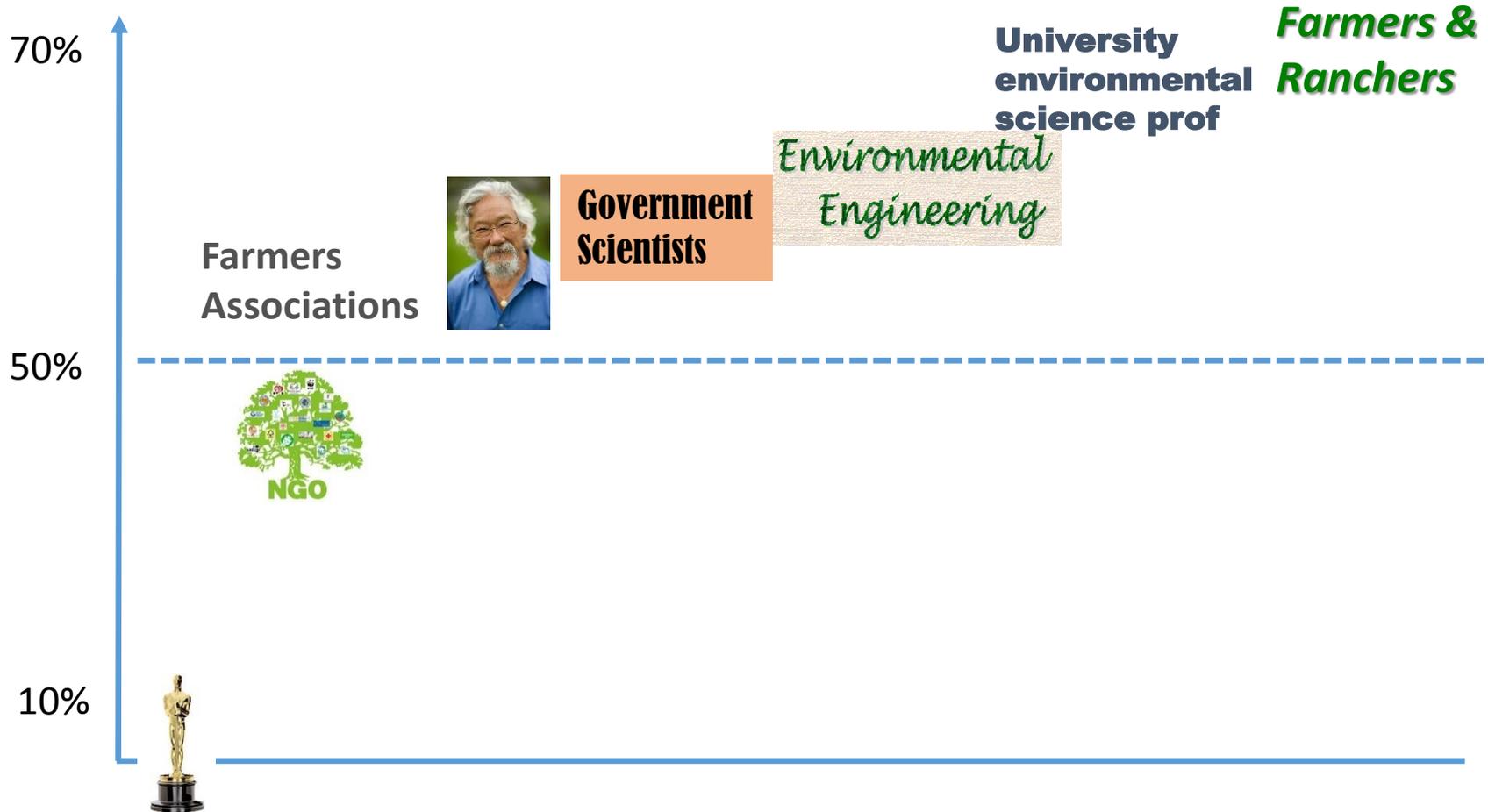


Source: 2016 Public Trust Research, IPSOS Reid

Question: What would you say is your overall impression of Canadian agriculture today?



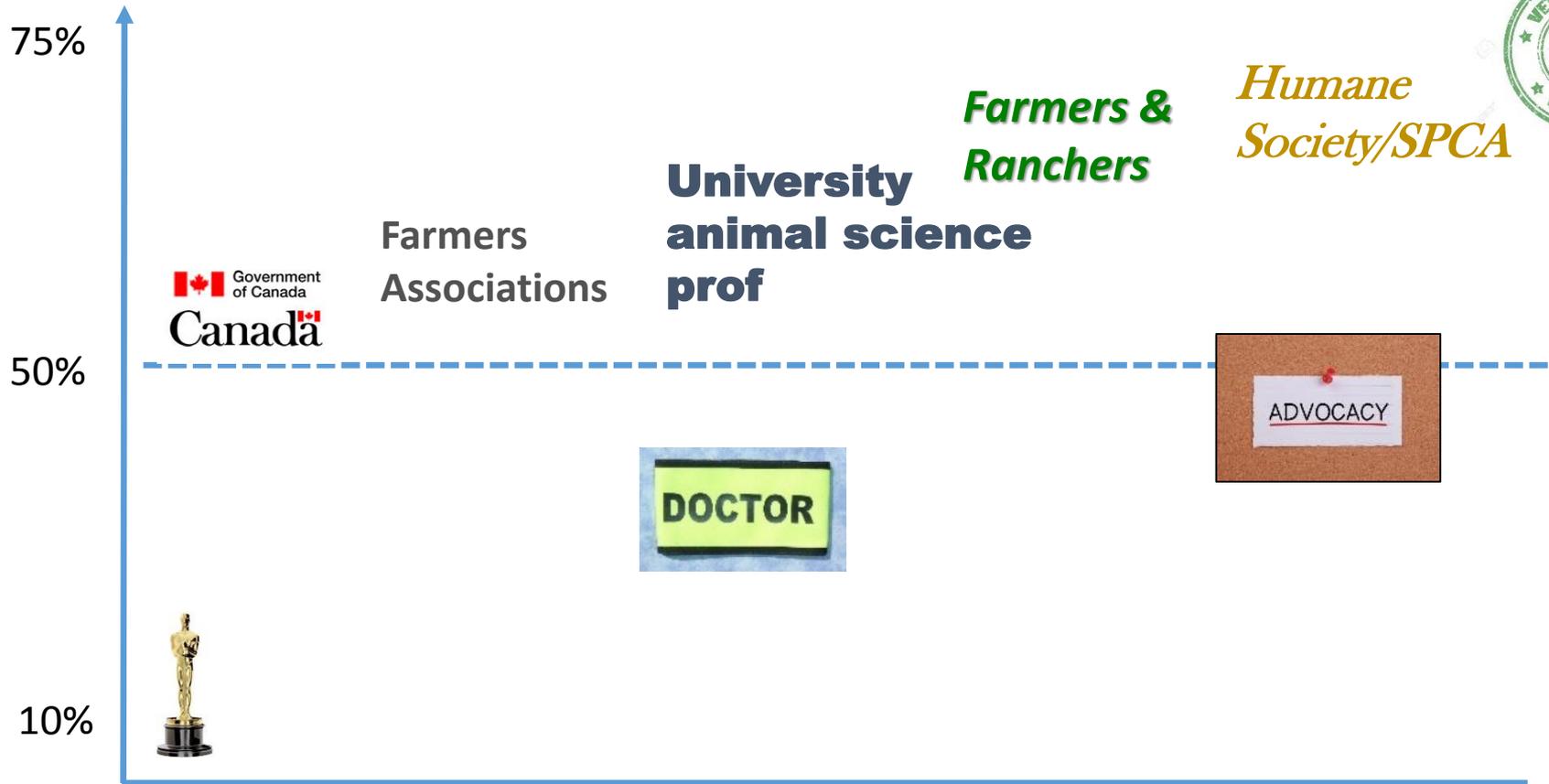
Who do you believe on environmental issues?



% = Very/Somewhat Believable on 5-point scale

Q7f. Below is a list of individuals and organizations that could comment on environmental issues as they relate to farming. Please indicate how believable you consider each of the following individuals or organizations to be when it comes to environmental issues. If you have never heard of a listed titles or organization, please select "Don't Know"

Who do you believe on animal welfare related to livestock farming?



% = Very/Somewhat Believable on 5 point scale

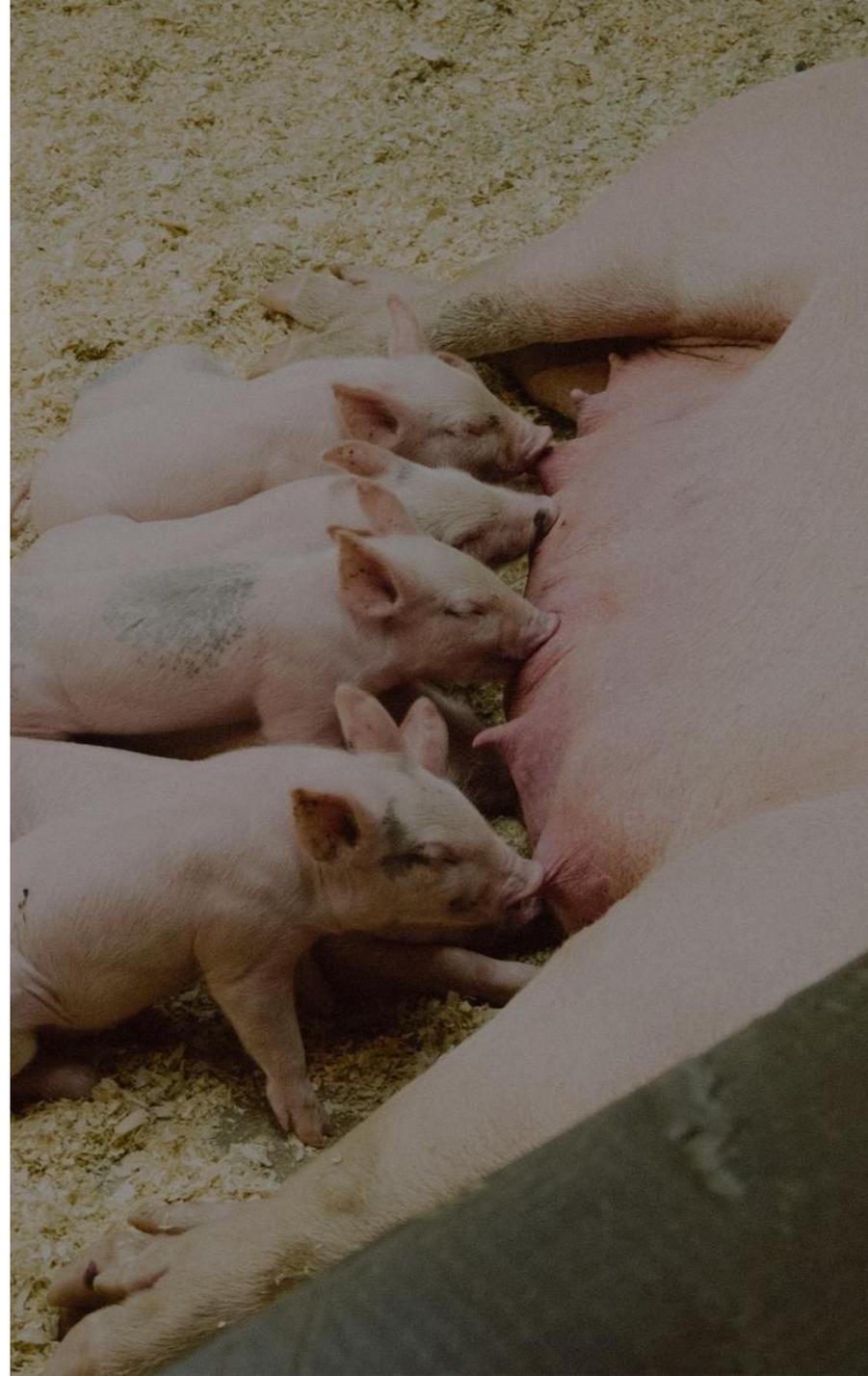
Q9f. Below is a list of individuals and organizations that could comment on animal welfare issues as they relate to livestock farming. Please indicate how believable you consider each of the following individuals or organizations to be when it comes to animal welfare issues. If you have never heard of a listed titles or organization, please select "Don't Know"



Overall Halo Translates into Confidence and Trust

BUT

Significant concerns over
specific practices (e.g. GMOs,
hormones, antibiotics, etc.)

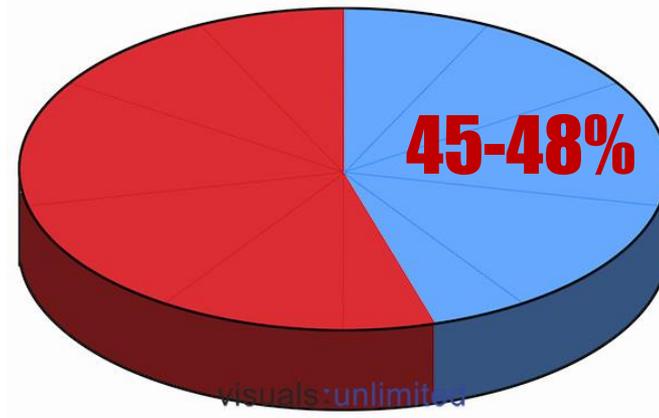


Significant Concerns of Impact on Human Health

“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 crop production”

Strongly Agree



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

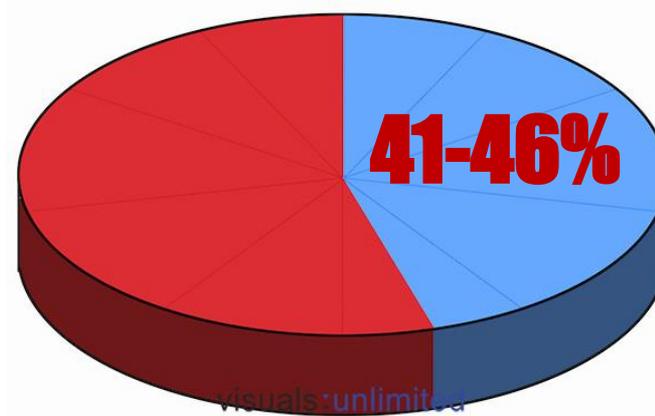
% = Strongly Agree
(Top Box (8-10) on 0 to 10 scale)

Significant Concerns about GMOs

“I am personally concerned about:

- Eating meat (incl. poultry) that comes from animals fed GE crops
- Eating food from GE crops
- I am more concerned about GE foods than I was 5 years ago.”

Strongly Agree



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)

Animal Welfare – Underlying Impressions

Animal Rights vs Animal Welfare

Animal Rights vs Animal Welfare		
	The Rights Position	The Welfare Position
Morality	Using animals is morally wrong.	Using animals is morally right.
Benefits	We should not use animals to benefit ourselves.	We can use animals to benefit ourselves.
Interests	We should not invariably overrule the interests of animals with human interests.	Our interests are always more important than the interests of animals.
Pain	We should not inflict pain or death on animals.	We should not cause animals 'unnecessary' pain or death.
Humane Treatment	We should always treat animals humanely and eliminate the human made causes of animal suffering.	We should treat animals as humanely as convenient to us.



“Animals should have the same rights as humans”

25%
strongly agree

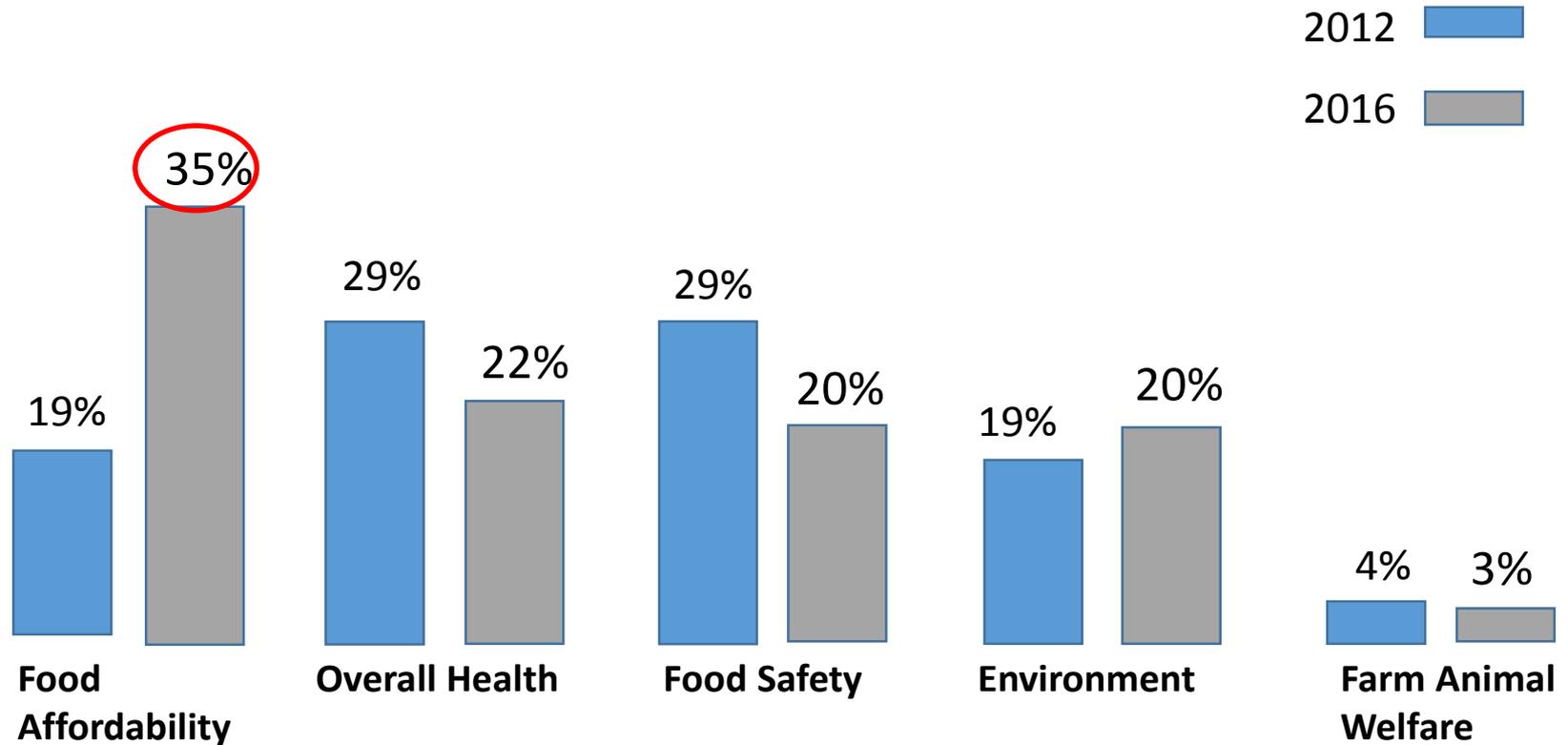
“Videos of farm animals being treated poorly are not representative of normal livestock farming”

27%
strongly agree

% = Top Box (8-10) on 0 to 10 scale.

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

Ranking Five Principles of Sustainable Food & Farming 2016 vs. 2012



Q1b. Please rank the following issues in order of their importance to you personally. Give a "1" to the most important issue, a "2" to the next most important issue and so on.

What Consumers Want

Healthy, affordable, safe food that's environmentally friendly and respectful of animal welfare.

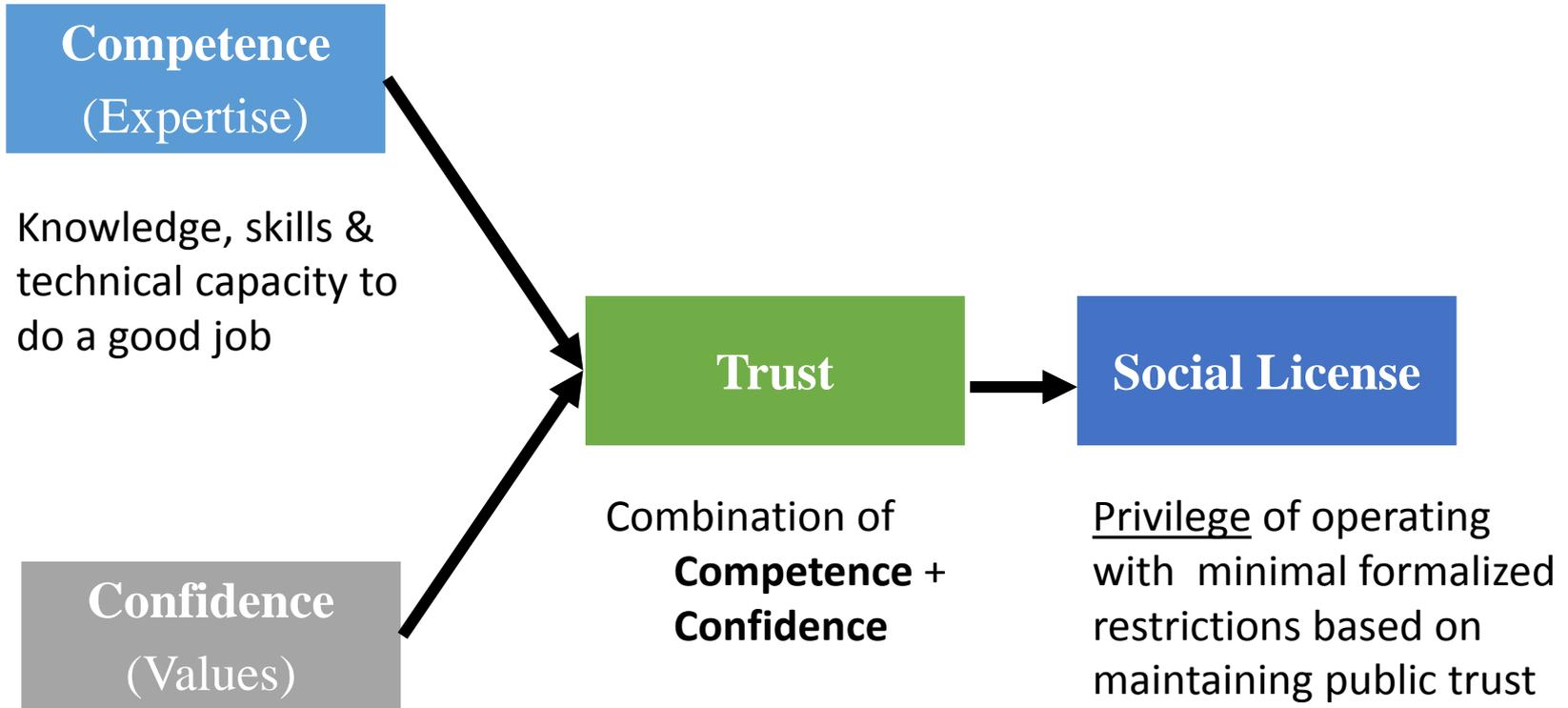
A group of four diverse professionals (three men and one woman) are gathered around a table in a meeting. They are all smiling and appear to be in a collaborative and positive discussion. The background is bright and slightly blurred, suggesting an office or conference room setting. The text is overlaid on a semi-transparent dark blue rounded rectangle.

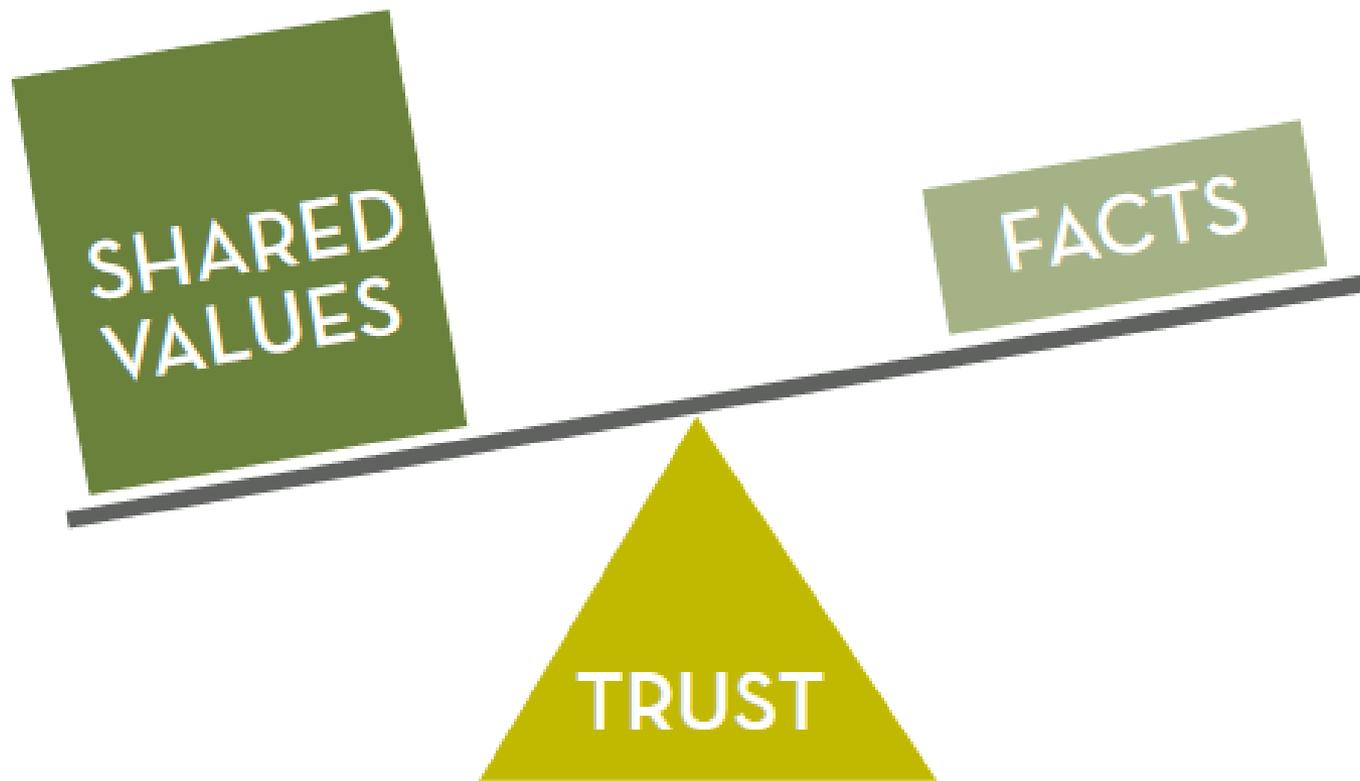
How Do You Effectively Engage With Consumers About Food Issues?

How Do We Build Trust?

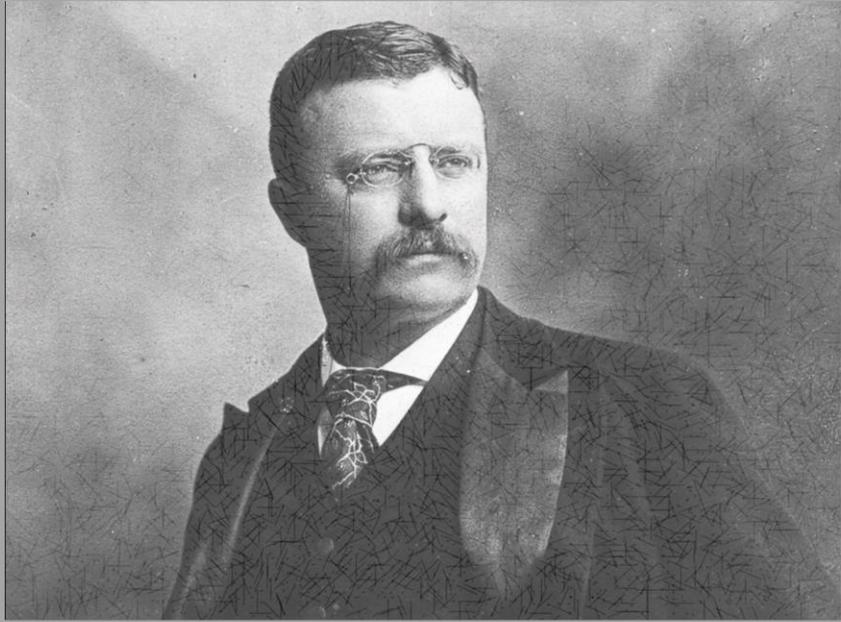
Introducing the Public Trust Model

Published Dec 2009, Journal
of Rural Sociology





Leading with Shared Values in 3-5x more important to building trust than sharing facts or demonstrating technical skills/expertise



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

- Theodore Roosevelt

Universal Values

- *Family*
- *Compassion*
- *Responsibility*
- *Respect*
- *Fairness*
- *Truth*





Communicating with Values...

We live where we work. We breathe the air and drink the water.

We want to leave our land in even better shape for the next generation.

We take pride in growing safe, high quality food. **We eat the same food you do.**

We want to have a conversation about food and farming.



Our Goals *Should* Be...



Embrace the skepticism
Consumer concerns are real
Perception is their reality
Find Alignment through
Shared Values

Listen

Without Judgment



“Most people do not listen with the intent to understand; they listen with the intent to reply. Seek first to understand; then to be understood.”

- Stephen R. Covey



Don't Abandon Science and Facts



Lead with Shared
Values to Build Trust

Speak-Up Training

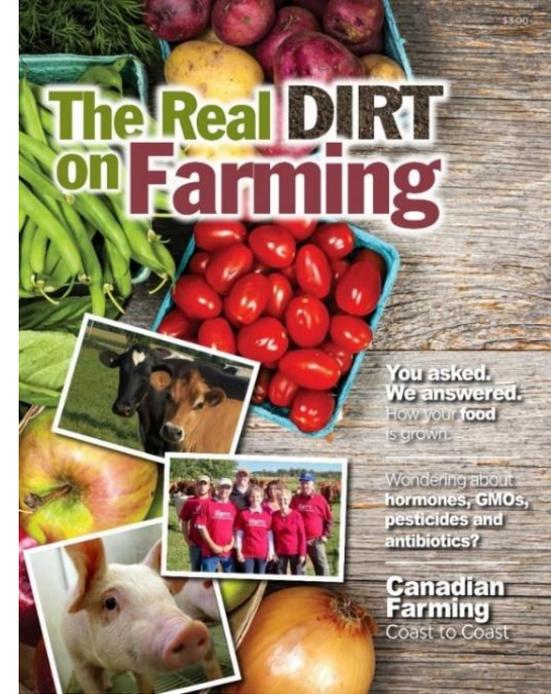
January 17, 2017

Farm Stewardship Centre

Lethbridge

Farmfoodcare.org

info@farmfoodcare.org



Save the date announcement...

2017 Canadian CFI Public Trust Summit

Tackling Transparency & Meeting
Millennials

September 19-20, 2017

Calgary, Alberta



THE CANADIAN CENTRE FOR
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Experience Alberta Farm & Food Tour

September 18, 2017