Speaking Up for Agriculture

Building Public Trust Through Shared Values

Bernard Tobin
Modern agriculture
Consolidated, integrated, industrialized
Shaping consumer beliefs
Shaping consumer beliefs

Hot on the trail to investigate what's really in your food.

GMOs

The Real DIRT on Farming
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
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
• 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
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

Know a lot about farming practices
Know a little about farming practices
Know very little about farming practices
Know nothing about farming practices

2016
(n=2,510)

51%
32%
10%
7%

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

11a. How well informed would you say you are about Canadian farming practices in general? Would you say you ...?
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?

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 title or organization, please select “Don’t Know”.

1. Farmers & Ranchers
2. Scientists
3. Farmers Associations
4. University environmental science prof
5. NGO
6. Government Scientists
7. Environmental Engineering

% = Very/Somewhat Believable on 5-point scale
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 title 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”

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.”

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

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

“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.
How Do You Effectively Engage With Consumers About Food Issues?

How Do We Build Trust?
Introducing the Public Trust Model

Competence
(Expertise)

Knowledge, skills &
technical capacity to
do a good job

Confidence
(Values)

Same values and ethics as you
Rely on them to do the right thing

Trust

Combination of
Competence +
Confidence

Social License

Privilege of operating
with minimal formalized
restrictions based on
maintaining public trust

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
“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
LISTEN

ASK

SHARE
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

Experience Alberta Farm & Food Tour
September 18, 2017