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THE CENTER FOR FOOD INTEGRITY

Building consumer trust and confidence in today's food system

2010 California Consumer Research

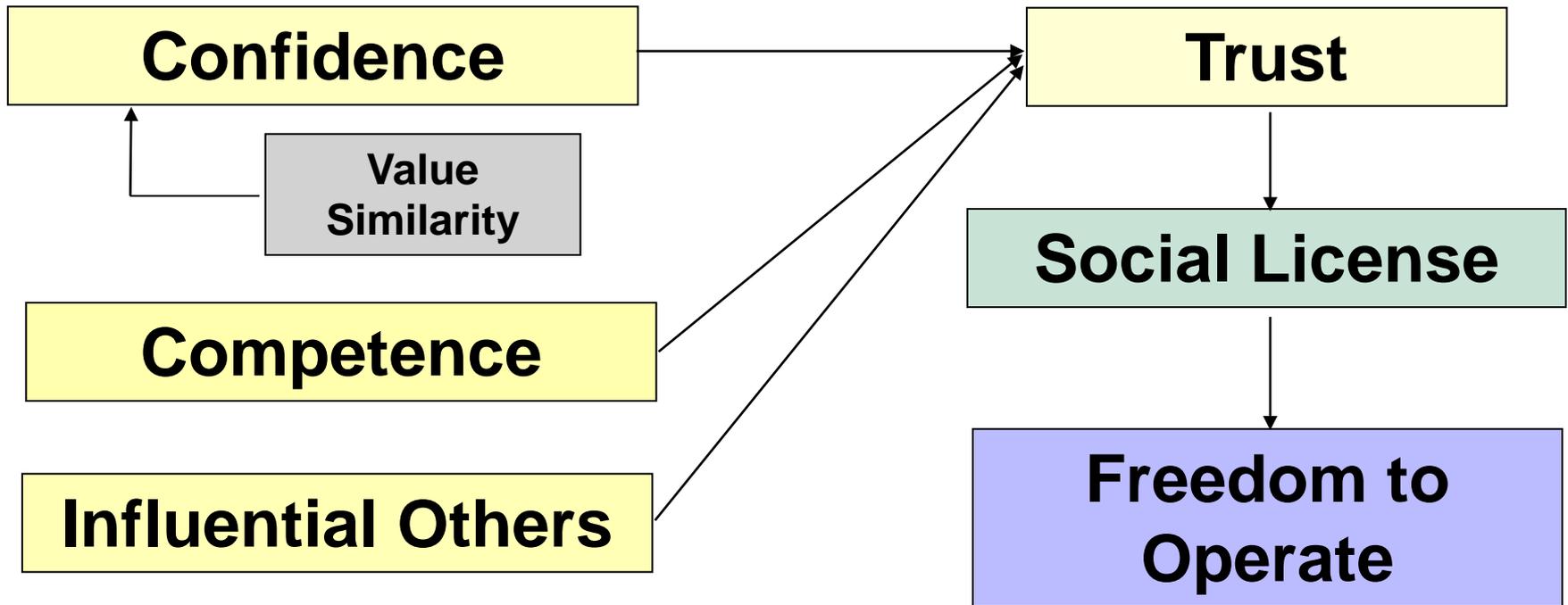
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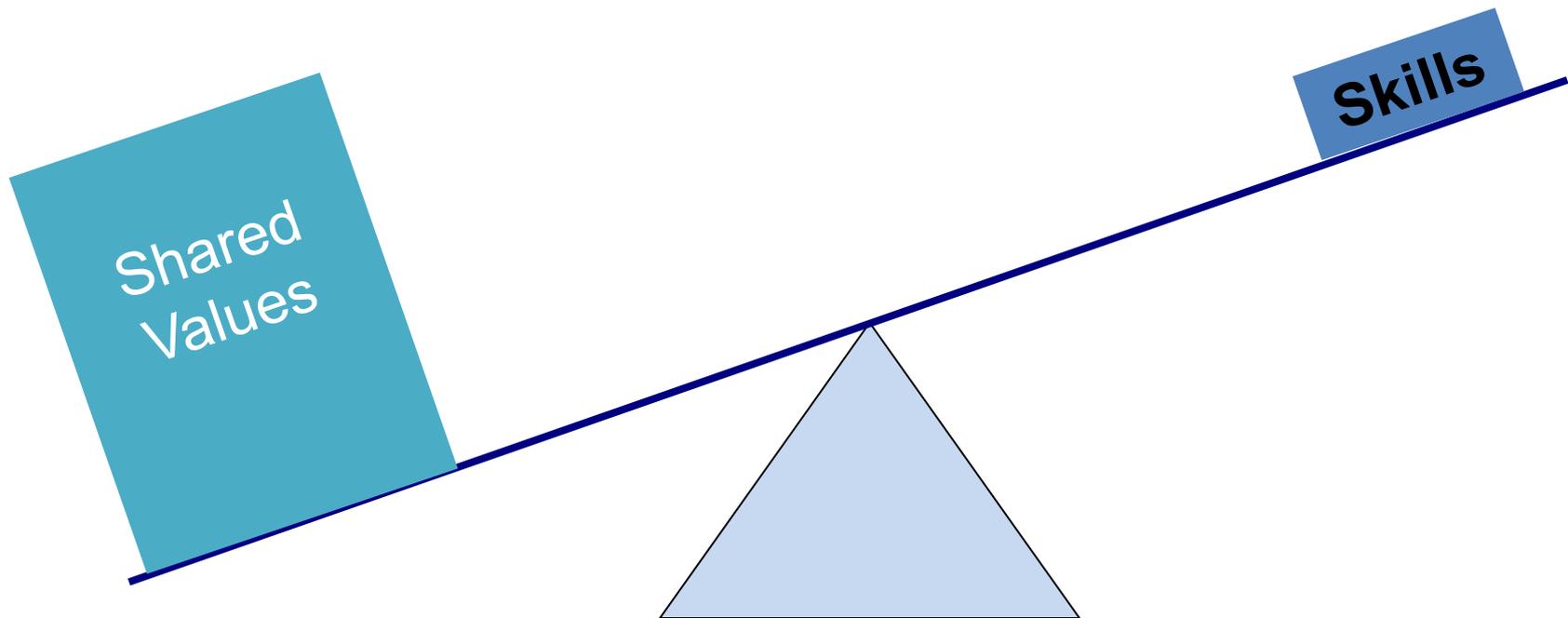
Earning and Maintaining the Social License

(Sapp/CMA)



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

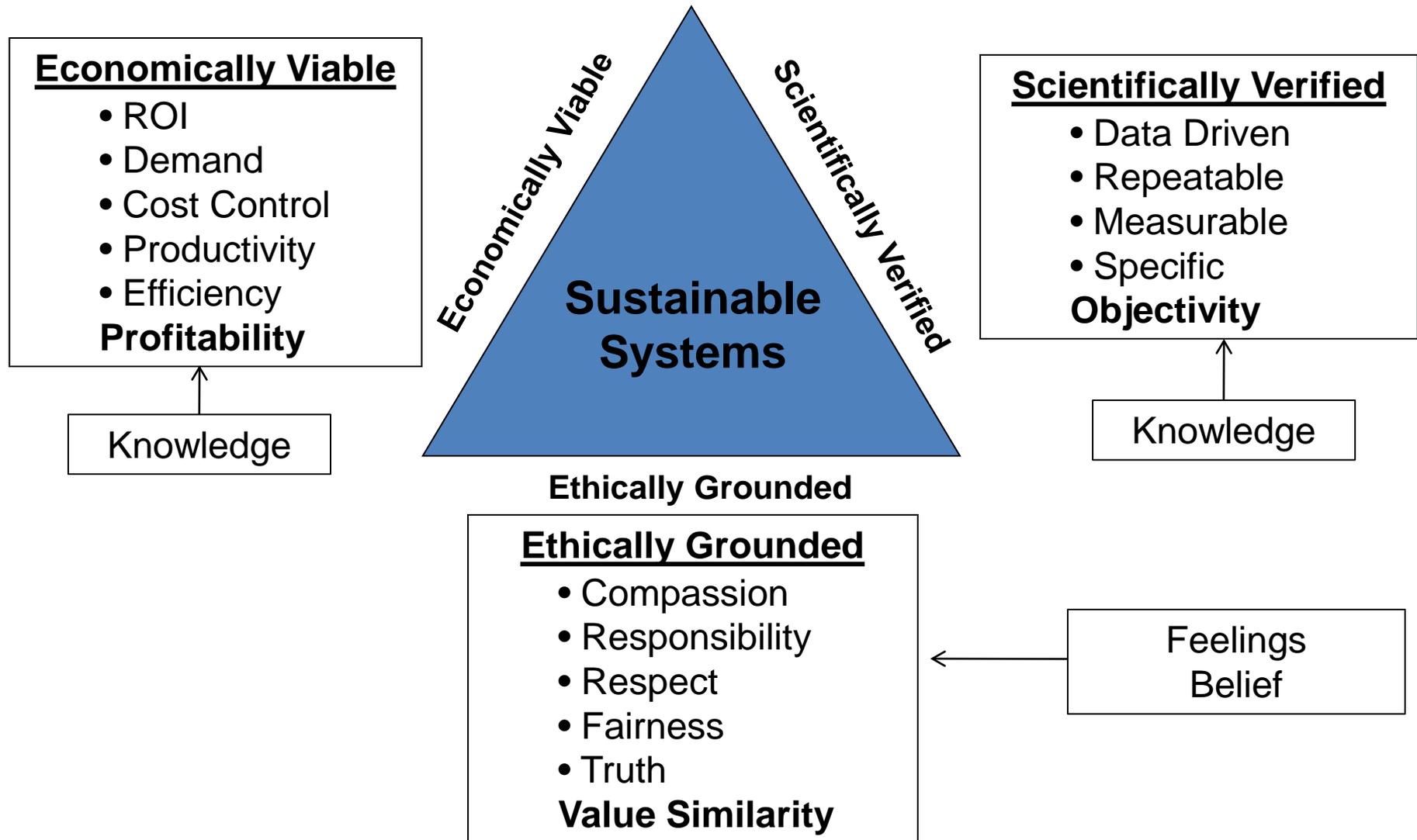
What Drives Consumer Trust?



Shared values are 3-5X more important in building trust than demonstrating competence

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

Balancing for Success





What Does It Mean?

*“They don’t care how much
you know until they know
how much you care”*

- Theodore Roosevelt

Thank You

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Keeping the Cows
In Wisconsin



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Quantitative Research California

Summary of Findings

Summary of Concerns About Issues (Randomized)



Issue	US	CA
1. The U.S. Economy	8.07	7.88
2. Rising Health Care Costs	7.98	7.57
3. Unemployment in the U.S.	7.94	7.95
4. Rising Energy Costs	7.76	7.45
5. Personal Financial Situation	7.71	7.55
6. Rising Cost of Food	7.70	7.42
7. Food Safety	7.37	7.32
8. Safety of Food Imported from Outside the U.S.	7.36	7.16
9. Impact of Oil Spill in the Gulf	7.23	6.60
10. Global Economy	7.08	6.92

Summary of Concerns About Issues (cont'd)



Issue	US	CA
11. U.S. Military Involvement in Iraq/Afghanistan	7.02	6.58
12. Having Enough Food to Feed People in U.S.	6.92	6.55
13. Humane Treatment of Farm Animals	6.52	6.30
14. Access to Accurate Information to Make Healthy Food Choices	6.39	6.47
15. Obesity in America	6.38	6.27
16. Global Warming	6.00	5.80
17. Having Enough Food to Feed People in Developing Countries	5.59	5.57



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Building Humane Treatment of Farm Animals Trust

Innovator Classification Along Humane Treatment of Animals Issues



Segments	US	CA
(Base)	(2002)	(202)
I'm quick to form opinions on humane treatment of farm animals issues and rarely rely on others for input (Innovator)	16.2%	16.3%
I actively seek information on humane treatment of farm animals issues so I can weigh the issues and have informed opinions (Early Adopter)	25.1%	18.8%
I usually make up my mind about humane treatment of farm animals issues after others have debated the issues at length (Early Majority)	18.5%	23.8%
I don't really think about humane treatment of farm animals issues unless I happen to hear something on the radio or see something on TV (Late Majority)	30.9%	31.2%
I only think about humane treatment of farm animals issues if I'm forced to (Laggard)	9.2%	9.9%

- Nineteen percent chose the category which classified them as Early Adopters along Humane Treatment of Farm Animals.



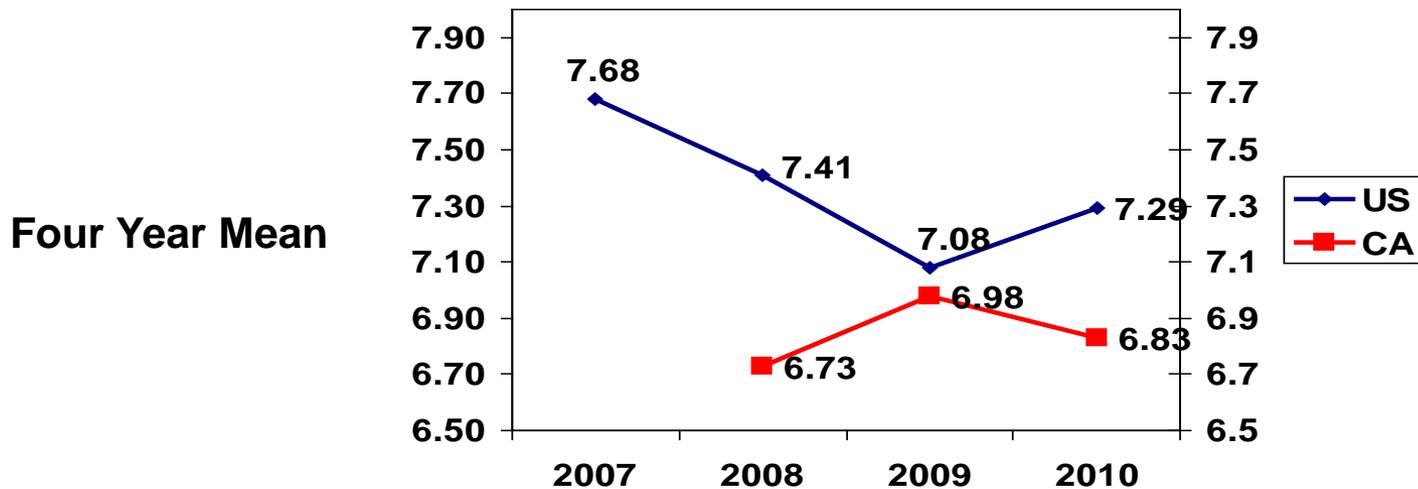
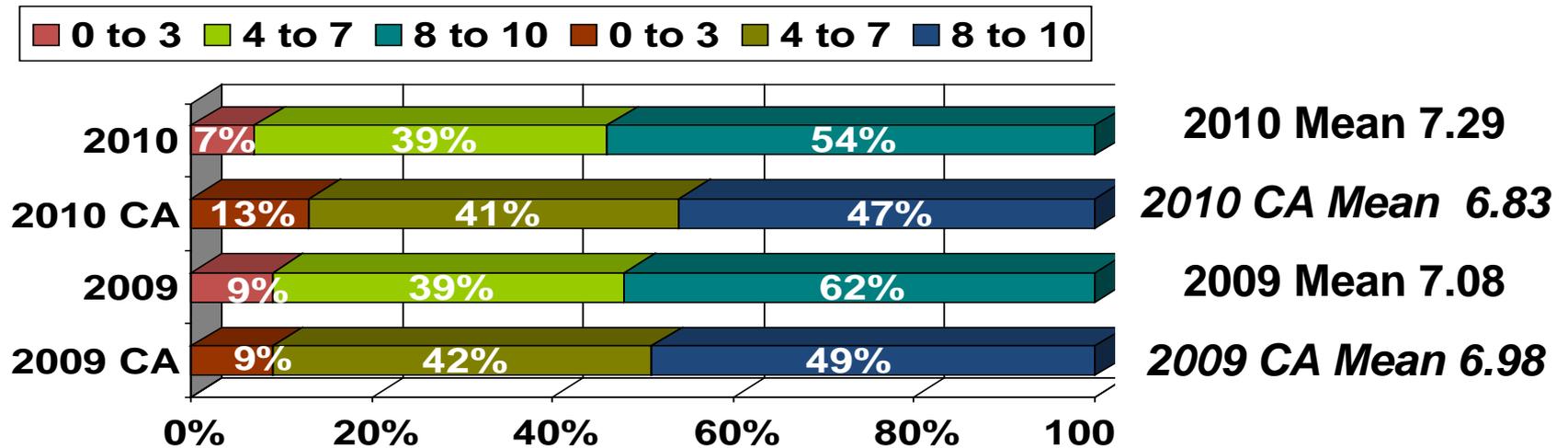
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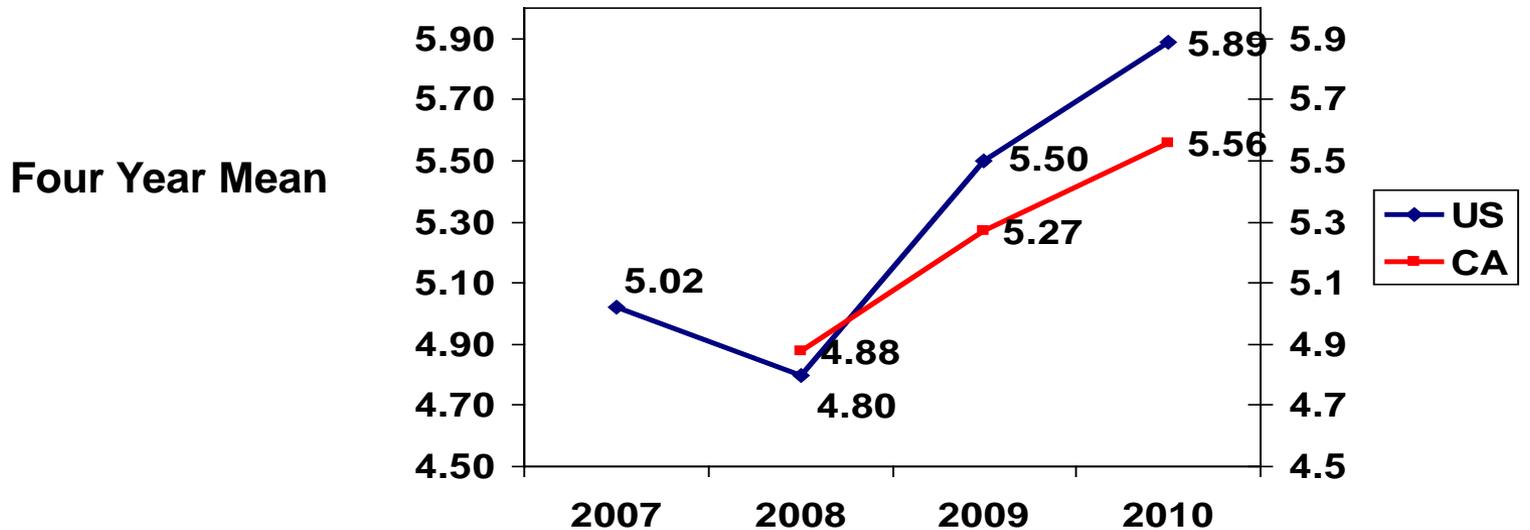
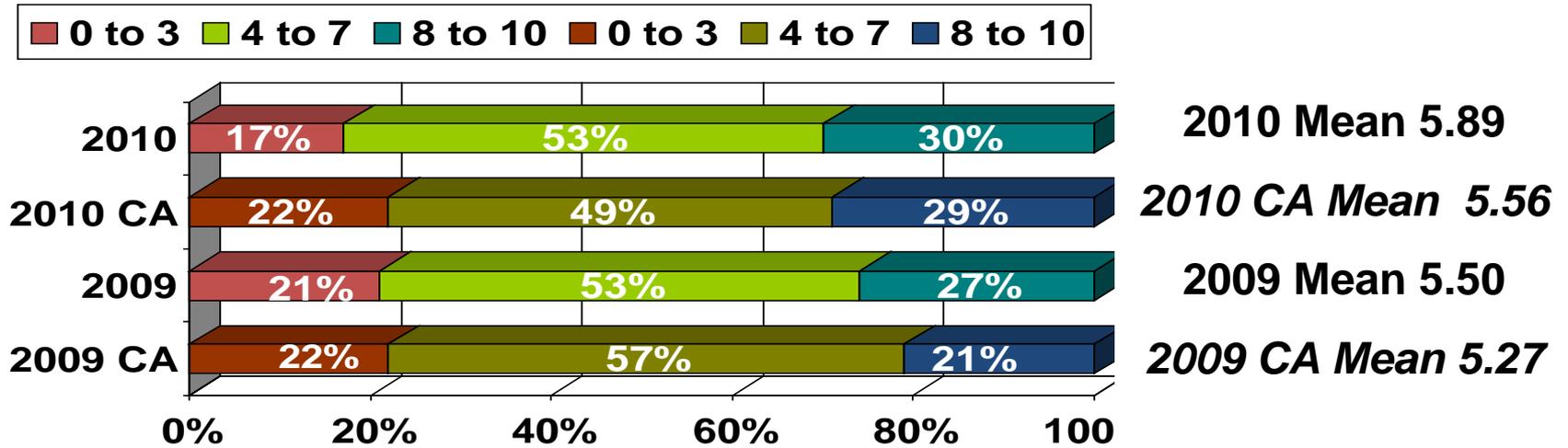
Farm Animal Welfare

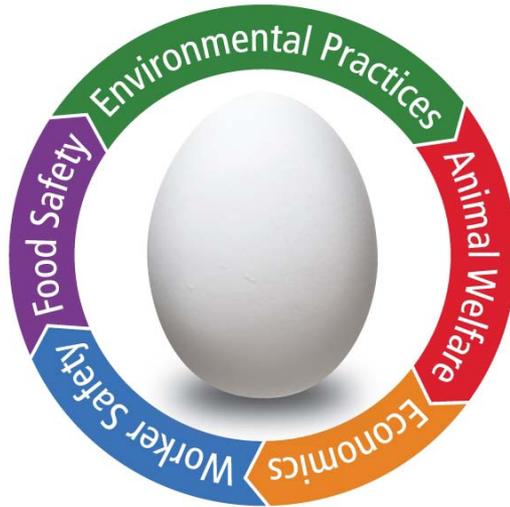
Attitudinal Tracking Data

“If farm animals are treated decently and humanely, I have no problem consuming meat, milk and eggs.”



“U.S. meat is derived from humanely treated animals.”





Coalition for Sustainable Egg Supply

Coalition for Sustainable Egg Supply



Coalition for Sustainable Egg Supply

- Comprised of leading animal welfare scientists, research institutions, non-governmental organizations, egg suppliers, food manufacturers, restaurant/foodservice and food retail companies.
- The CSES believes a sustainable supply of eggs requires a balanced evaluation of:
 - Food safety
 - Worker health and safety
 - Hen health and well-being
 - Environmental impact
 - Food affordability

Coalition for Sustainable Egg Supply



- The CSES leadership team includes:
 - Research – Michigan State University and University of California, Davis
 - Egg Supplier – Cargill Kitchen Solutions, Inc.
 - Food Retailer – McDonald’s USA, LLC
 - Animal Well-Being – American Humane Association
 - Facilitator – Center for Food Integrity
- Member advisors include:
 - American Veterinary Medical Association
 - USDA Agricultural Research Service
 - Environmental Defense Fund (non-member advisor)



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