Top Five Insights from the 2018 CCFI Public Trust Research

Understanding the relationship Canadians have with their food and how it's produced along with what it takes to earn trust is fundamental for food system stakeholders.

The 2018 Canadian Centre for Food Integrity Public Trust Research includes insights into Canadians' beliefs and values. In addition to tracking public attitudes about Canadian food, agriculture and food systems issues over time, this year's work added leading edge digital ethnography studying consumer behavior online to provide insights into what makes food information credible.

Canadians want balanced, credible information about food so they can feel confident in their food choices. This year's research results are clear - the entire food chain has to increase its efforts in openly sharing information about food and how it's produced, processed and packaged.

Here are the top five takeaways:

1) Access to healthy, affordable food matters - For the third year in a row, the rising cost of food is the top rated life concern. Keeping healthy food affordable maintains as the second most important issue.

2) Trust needs to be continually earned - Only a third (36%) of Canadians think the food system is headed in the right direction compared to four in ten last year (43%). Although over half have a positive view of Canadian agriculture (55%), this is down significantly compared to 2016 (61%) dropping for the first time since 2006.

3) Connect with shared values to earn trust - Shared values are 3-5 times more powerful than facts when it comes to earning trust.

4) Target your efforts with shared values - The digital ethnography work identified five archetypes of Canadians based on their motivations and values into what makes food information credible. The 'Investigator' archetype is an important segment to understand and connect with.

5) Turn up the transparency - The report card on transparency is in the 'needs improvement' category for the entire sector, including farmers, food companies, academia and government. While there are many great efforts to share information openly with the public from individuals, companies and organizations across the supply chain - the average Canadian isn't seeing or hearing it just yet.

Click here to see a short one minute video of our President, Crystal Mackay, give an

overview of the research highlights.

Download the full 2018 CCFI Public Trust Research report, click [here](#).

Click on the image below to check out some of the great moments captured at the 2018 Public Trust Summit

Ashley Bruner, CCFI Research Coordinator and Crystal Mackay, CCFI President field questions after presenting the 2018 Public Trust Research findings.

Food System Forum Series

Food Fear Factor

Let's put the tough topics on the table. Why is there fear about our food and how do we address it?

FEATURING

TIM CAULFIELD

PROFESSOR, AUTHOR, HOST OF NETFLIX'S "A USER'S GUIDE TO CHEATING DEATH"

Let's put the tough topics on the table. Why is there fear about our food and how do we address it? Food Fear Factor will give you some new insights to lead to better actions when it comes to changing the conversations about food in Canada.

February 13, 2019
Delta Hotel, Ottawa
8:30 a.m. - 1:30 p.m.

Join us for this must-attend event the day after Canada's Ag Day in Ottawa.

* Thought provoking speakers
* New consumer research on hormones, pesticides, antibiotics and GMOs
* and the opportunity to engage with the entire food system in one room!

Click on the image above to register for the Forum today!
Book your room now at a special rate at Delta Hotel Ottawa City Centre.

Who else would be interested in this work? Forward this message to your colleagues, members and customers!

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