

Earning Consumer Trust

April 12, 2018
Roxi Beck
@RoxiBeck
816-556-3151



THE CENTER FOR
FOOD INTEGRITYSM

TO EARN CONSUMER TRUST IN TODAY'S FOOD SYSTEM



THE CENTER FOR
FOOD INTEGRITYSM



THE CENTER FOR
FOOD INTEGRITYSM

TODAY'S CONSUMERS: FOREVER CHANGED



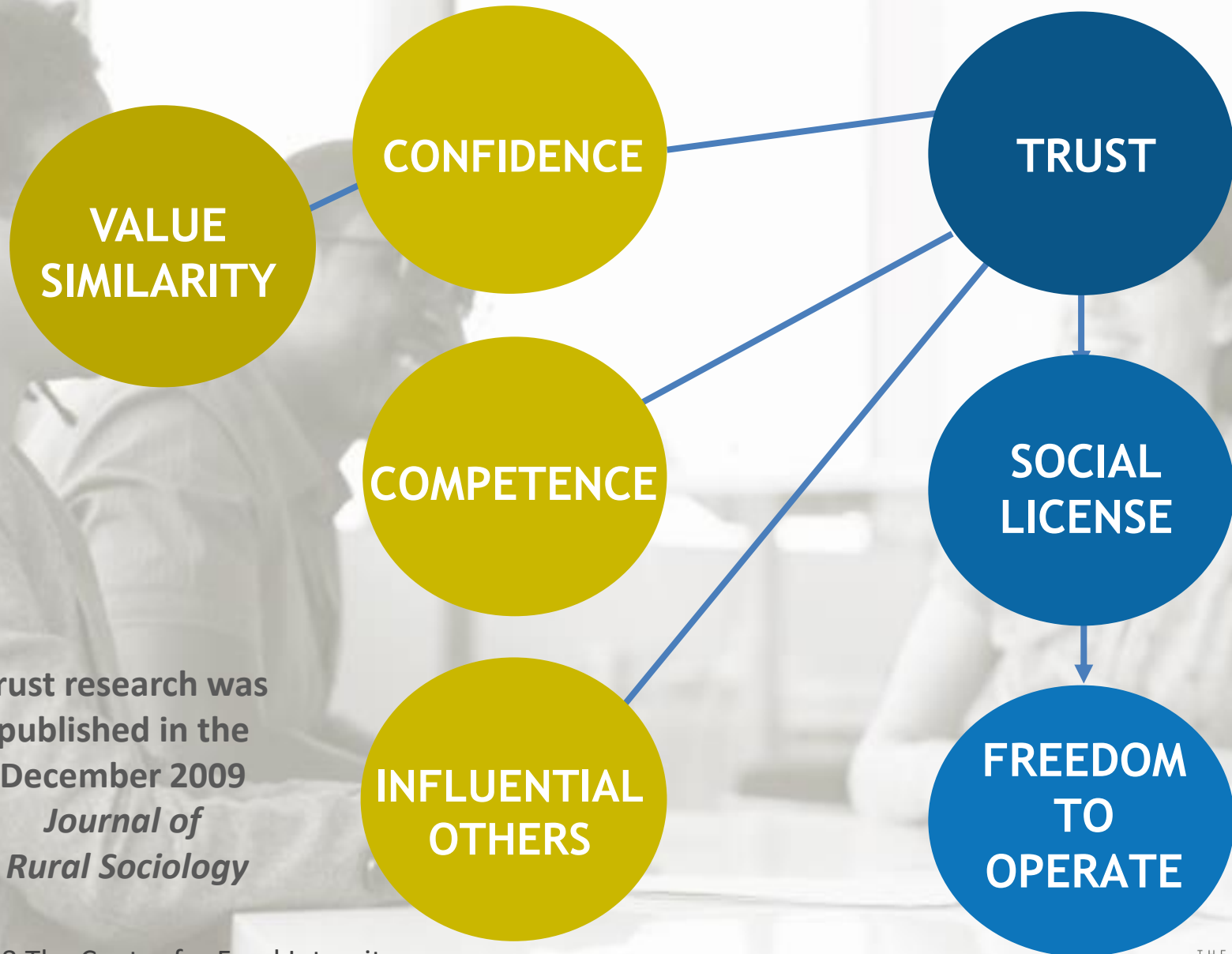
THE CENTER FOR
FOOD INTEGRITYSM



THE CENTER FOR
FOOD INTEGRITYSM



The Trust ModelSM (Sapp/Look East)



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



What Drives Consumer Trust?

**Confidence:
SHARED
VALUES**

**Competence:
FACTS**

TRUST

Shared values are 3-5x more important in building trust than sharing facts or demonstrating technical skills/expertise



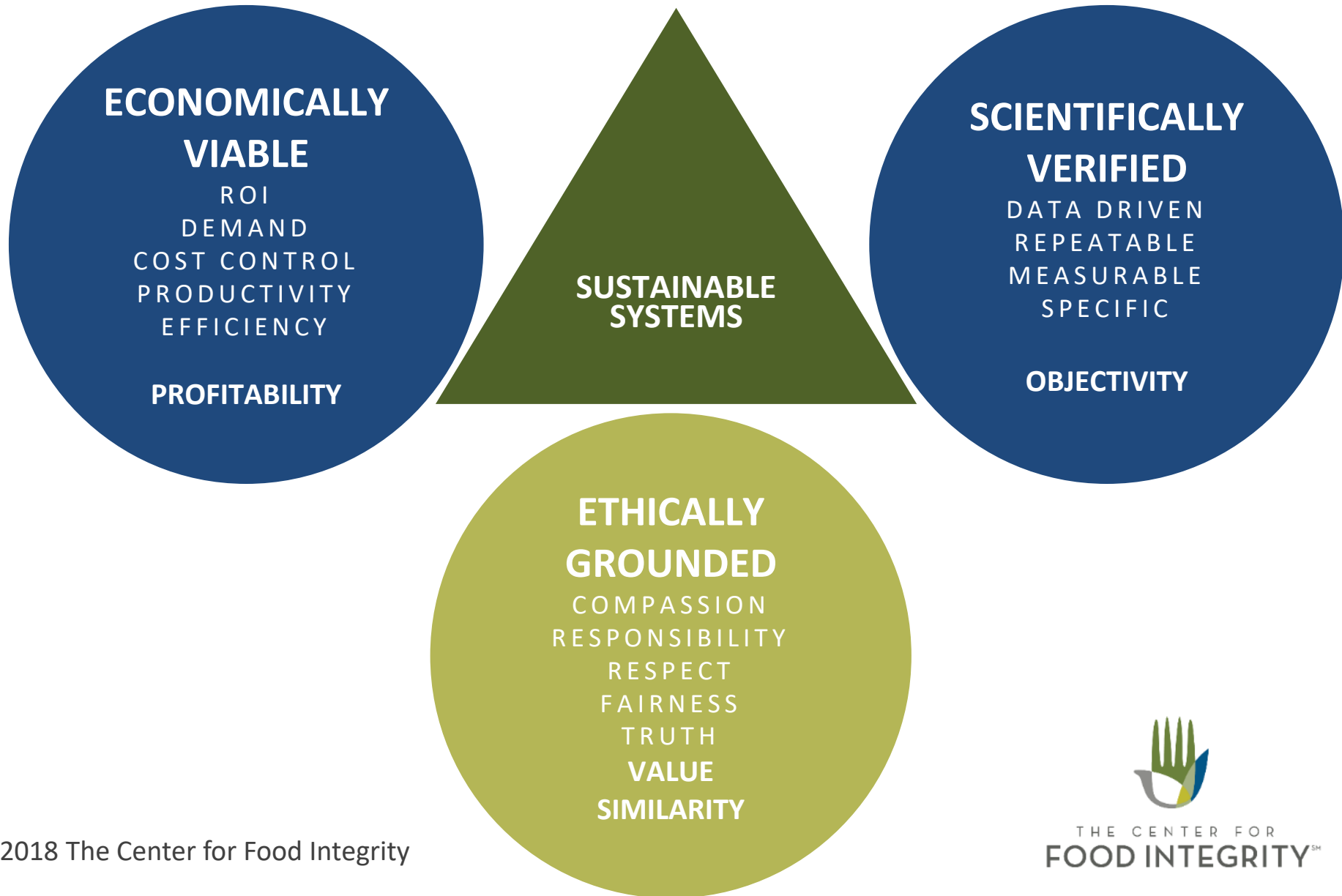


*“No one cares how much you know,
until they know how much you care.”*

- Theodore Roosevelt



Sustainable Balance



Answering the Wrong Question

Ethical Question (*Should*)

Science Question (*Can*)



ETHICALLY
GROUNDED



ECONOMICALLY
VIABLE

SCIENTIFICALLY
VERIFIED



THE CENTER FOR
FOOD INTEGRITY™

Answering the Wrong Question

Ethical Question (*Should*)

Science Question (*Can*)



**FEELINGS
AND BELIEFS**

TRUST

KNOWLEDGE



THE CENTER FOR
FOOD INTEGRITYSM



**Don't abandon
science and facts**

**Lead with *Shared Values*
to Build Trust**

So how do we connect better?



THE CENTER FOR
FOOD INTEGRITYSM

A hand-drawn bell curve is sketched in white chalk on a dark, textured chalkboard. The curve is roughly bell-shaped and centered in the upper half of the frame. Inside the curve, the words "MOVEABLE" and "MIDDLE" are written in a bold, blocky, sans-serif font, stacked vertically. The text is white and stands out against the dark background of the chalkboard. The entire drawing is enclosed within a simple white rectangular border.

**MOVEABLE
MIDDLE**

A grayscale photograph of a woman with long dark hair, looking down with a serious expression. She is holding a large octagonal stop sign in front of her. Three large, hand-drawn red 'X' marks are superimposed over the image, crossing out the text boxes. The first 'X' is over the first text box, the second is over the second, and the third is over the third.

1. PERSUADING

2. CORRECTING

3. EDUCATING

ENGAGE™





Listen for shared values
Ask questions (at least 3)
Share knowledge (if needed)

Final Thoughts

**Embrace the skepticism –
it's not personal, it's a social condition**



THE CENTER FOR
FOOD INTEGRITYSM

Final Thoughts

**Who you are is as important
as what you know**



THE CENTER FOR
FOOD INTEGRITYSM

Final Thoughts

65% of the general public wants to know more about their food



Thank You!

www.FoodIntegrity.org

Roxi Beck

@RoxiBeck

Roxi.Beck@FoodIntegrity.org

816-556-3151



THE CENTER FOR
FOOD INTEGRITYSM