
Building Trust in a Post Truth World

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Welcome!



THE CENTER FOR
FOOD INTEGRITYSM



FoodIntegrity.org





Why do we exist?

To help today's
food system earn
consumer trust

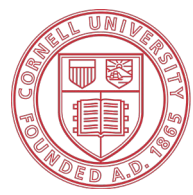


CFI Members





CFI Project Partners



Cornell University



Poultry Science Association



LAND O'LAKES, INC.



AGENDA

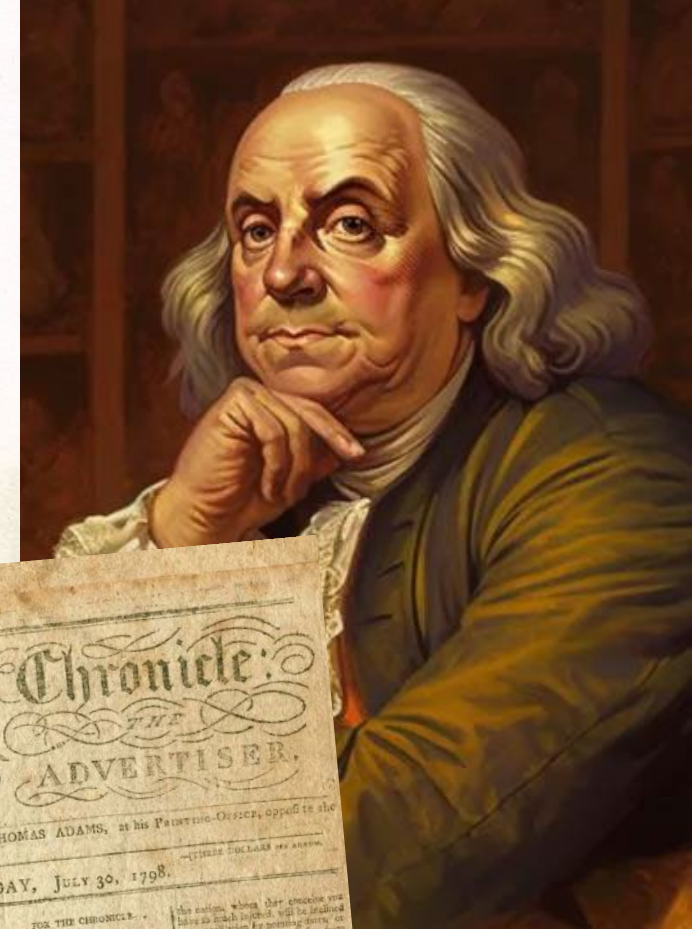
- How did we get here?
- What do we know about truth and trust?
- How do we build trust in what we do?



A Cautionary Tale

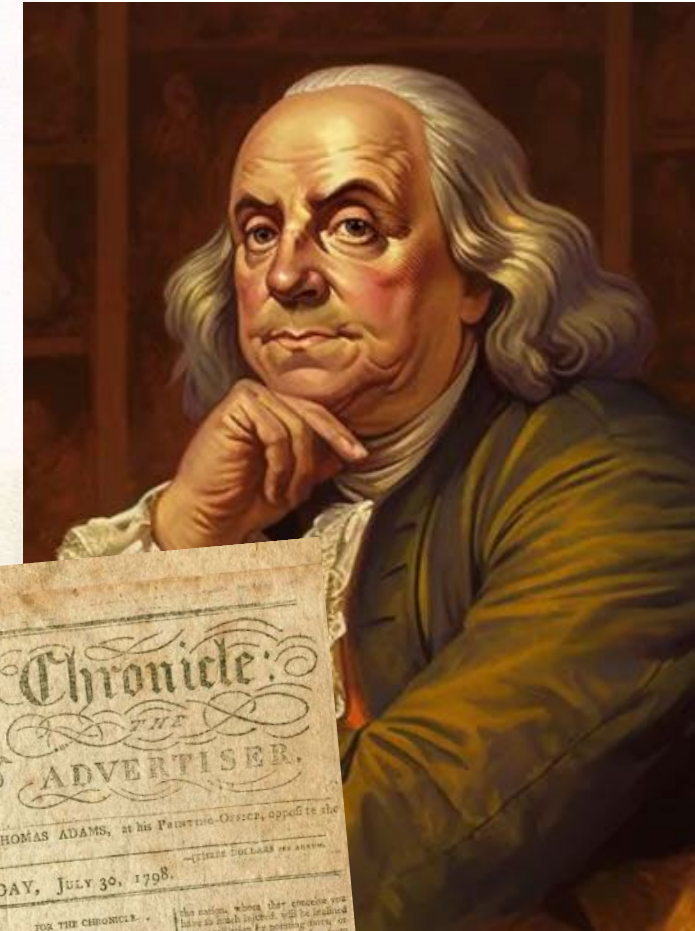
Late in the Revolutionary War, Benjamin Franklin published the following report in the Boston Independent Chronicle.

- The British Army enlisted Native American tribes to commit atrocities against settlers to promote British interests.
- One tribe provided their British paymasters with 102 scalps, including 18 marked with flame to indicate they were the scalps of children whose parents were burned alive.
- The story was picked up by the English press, undermining support for the war.



A Cautionary Tale

Important footnote.
It never happened.



A Firehose of Falsehoods



Post-Truth



AP FACT CHECK

Burning Man flooding triggers false claims of Ebola outbreak, 'national emergency'



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and Integrity



The Impact of Technology

- Change in communication technology drives change in information dissemination and consumption.
- Those most accomplished in mastering or controlling the technology have greater influence.



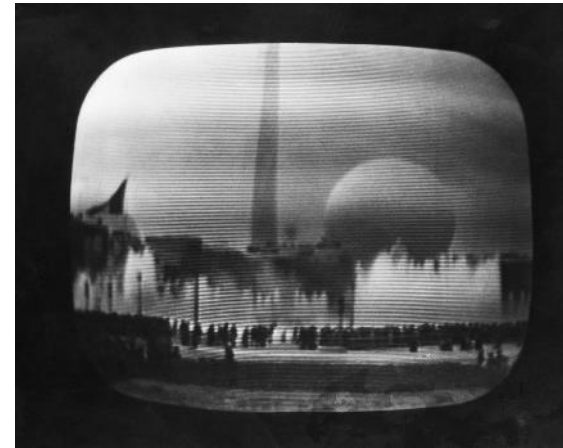
November 30, 1956
Video tape was first used
in television



1897
Guglielmo Marconi
created the first “radio
station”



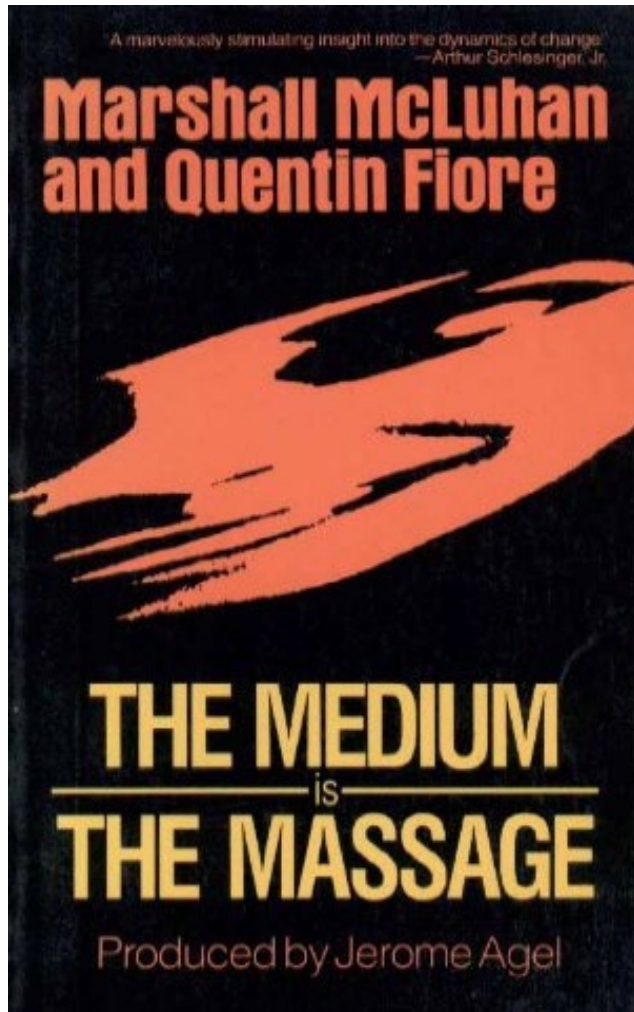
1454
The Gutenberg printing
press put to commercial
use



April 30, 1939
NBC launched the first regular
broadcast TV in the U.S.



The Impact of Technology

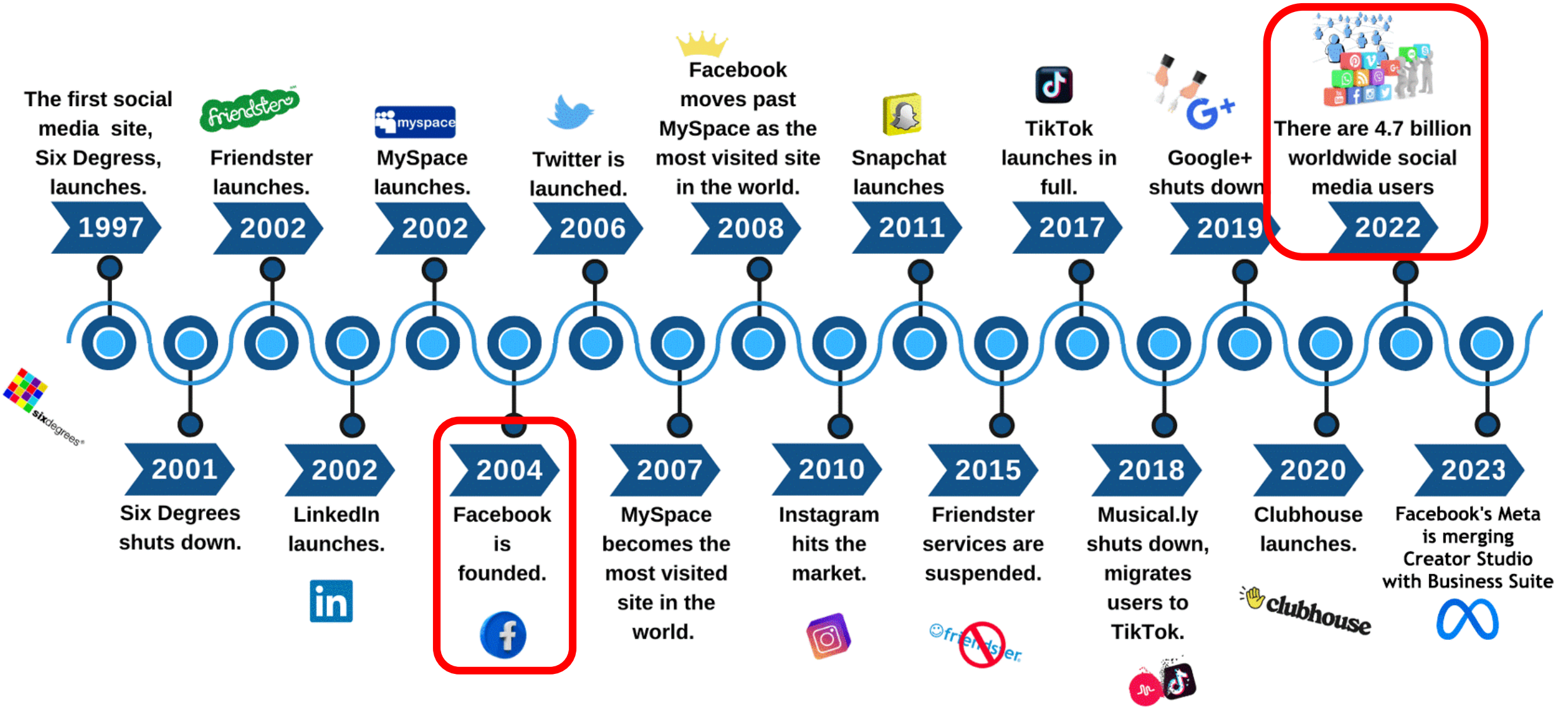


Television brought the brutality of war into the comfort of the living room. Vietnam was lost in the living rooms of America - not on the battlefields of Vietnam.

— Marshall McLuhan —



The Impact of Technology



Adoption Accelerates with New Applications

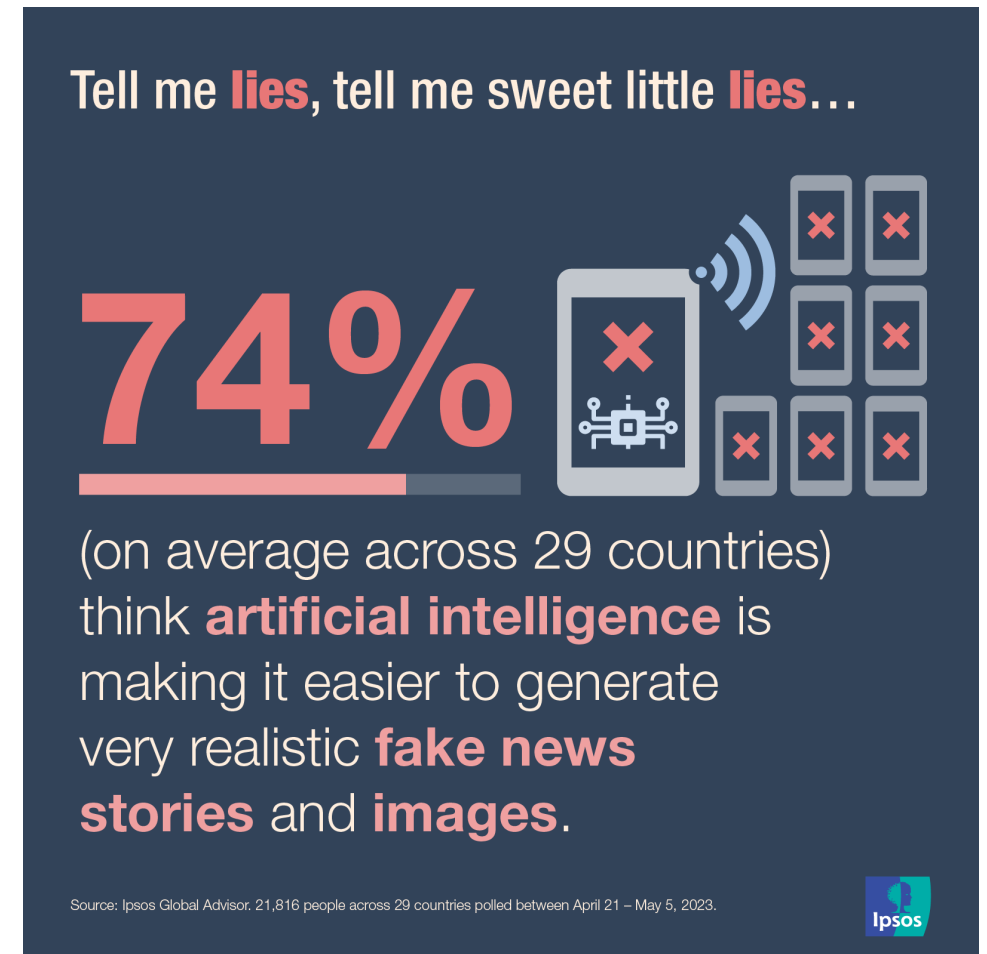


The Impact of AI



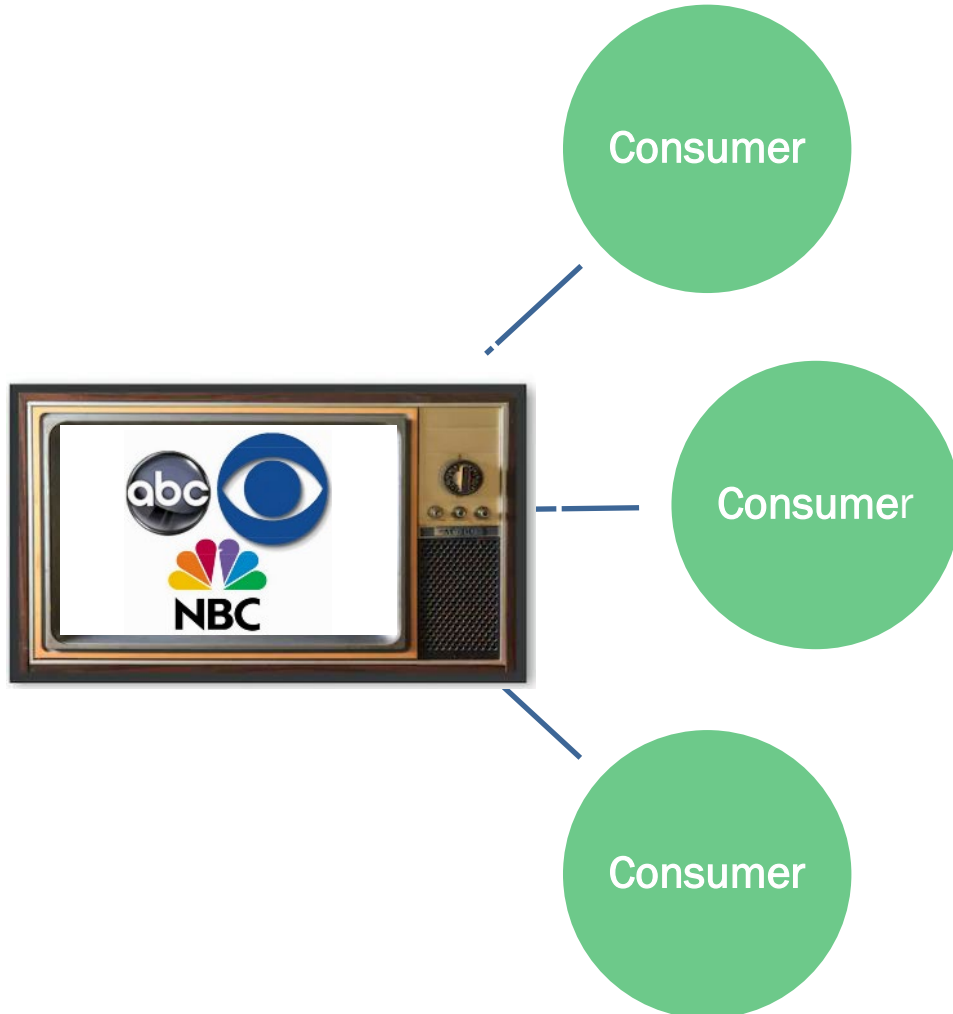
- The WEF Global Risks Perception Survey (GRPS) has brought together leading insights on the evolving global risks landscape from 1,490 experts across academia, business, government, the international community and civil society. Responses for the GRPS 2023-2024 were collected from Sept. 4 to Oct. 9, 2023.

Misinformation and disinformation were rated the #1 concern over the next two years

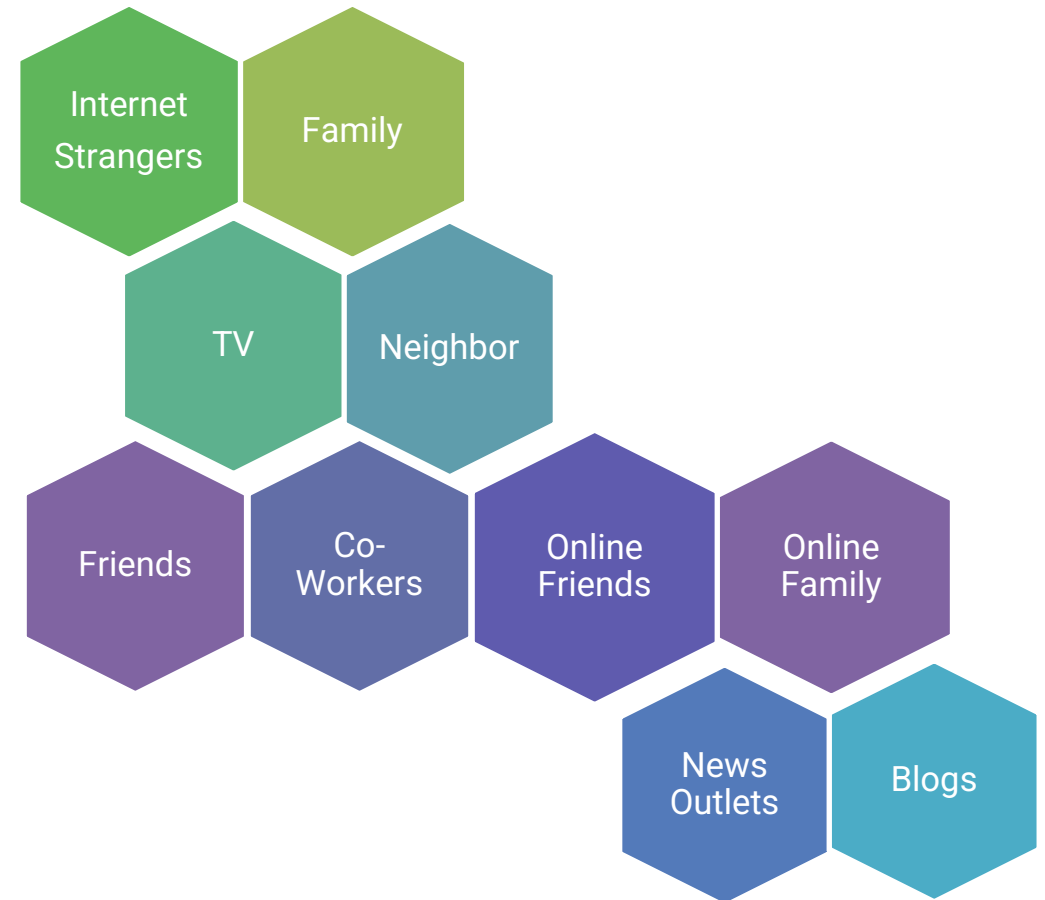


The Impact of Technology

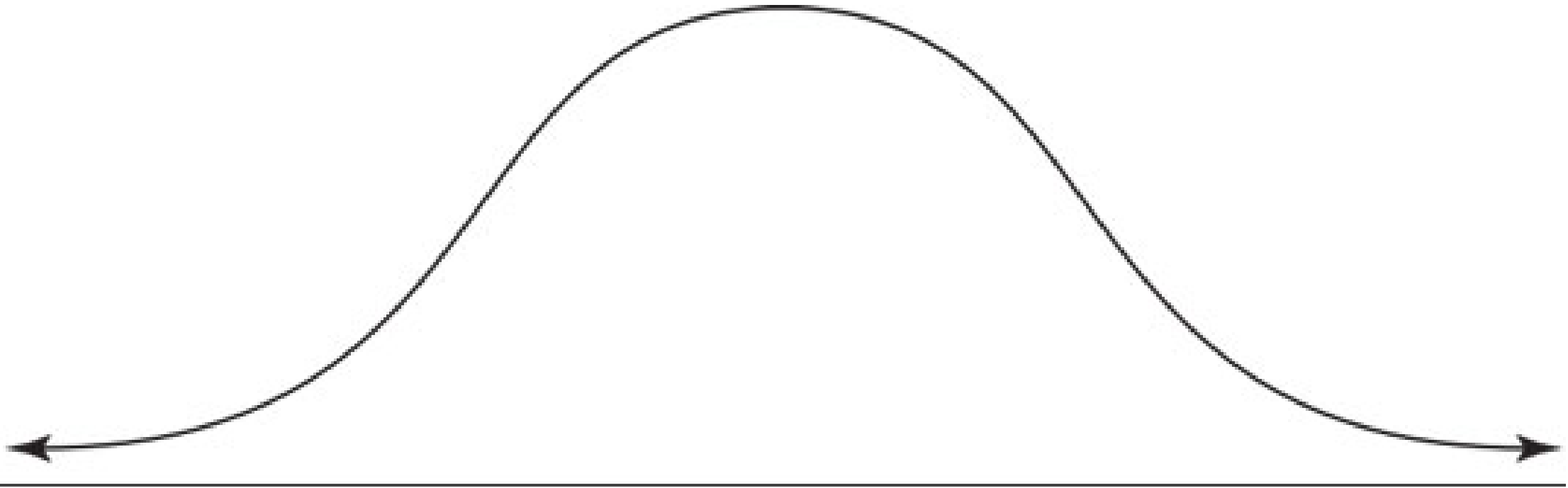
Yesterday – Mass Communication



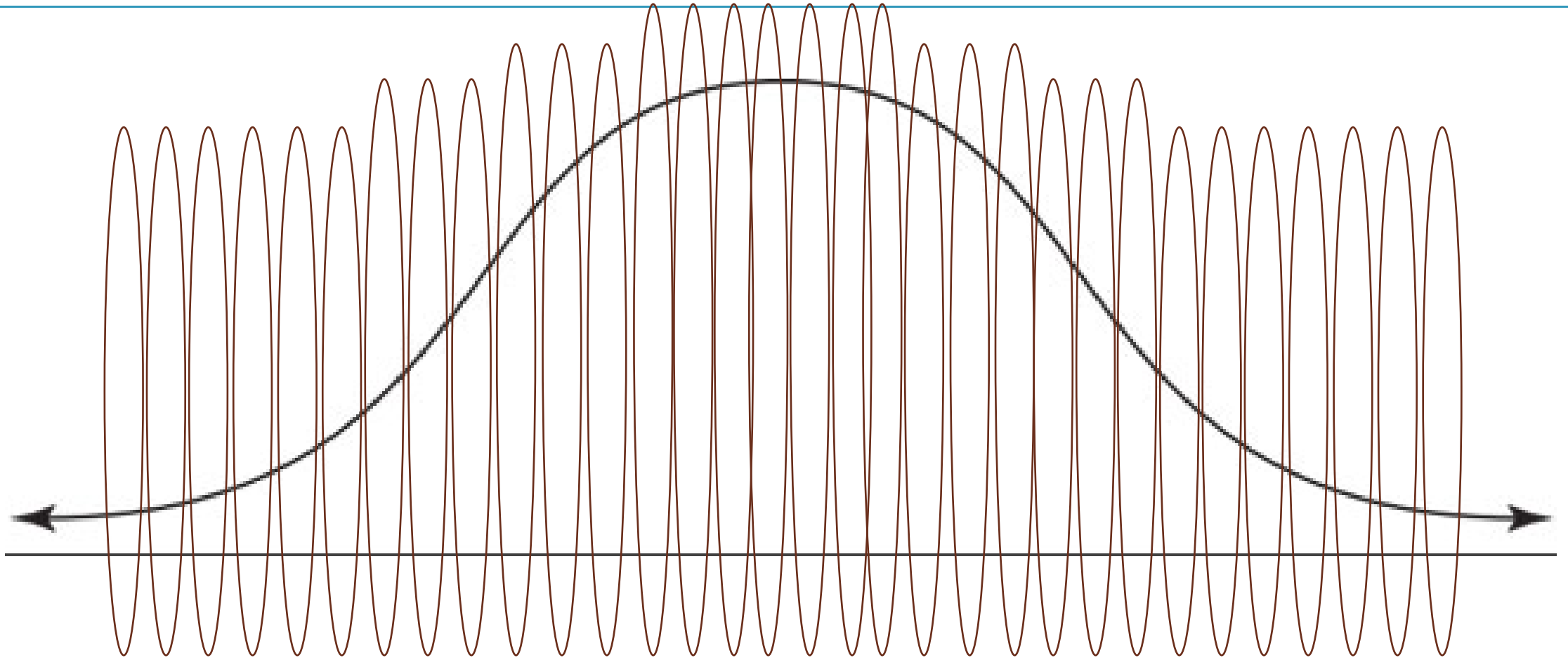
Today – Masses of Communicators



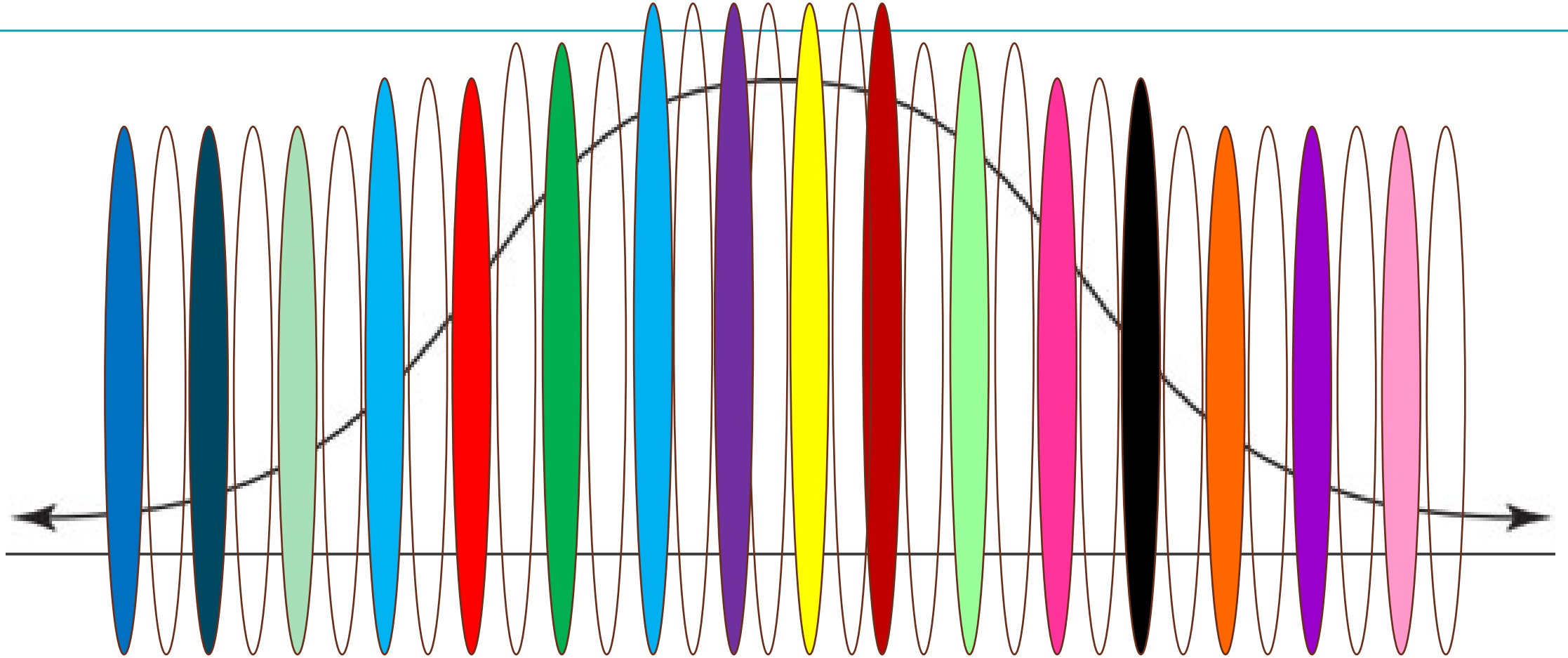
From Mass Communication to Masses of Communicators



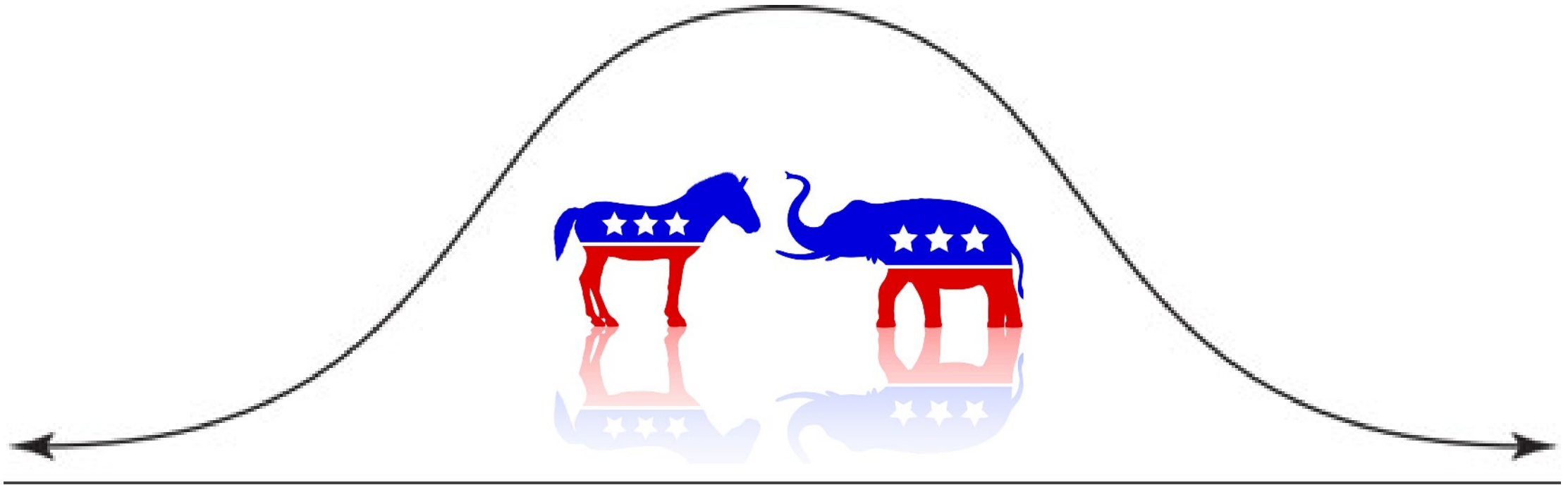
From Mass Communication to Masses of Communicators

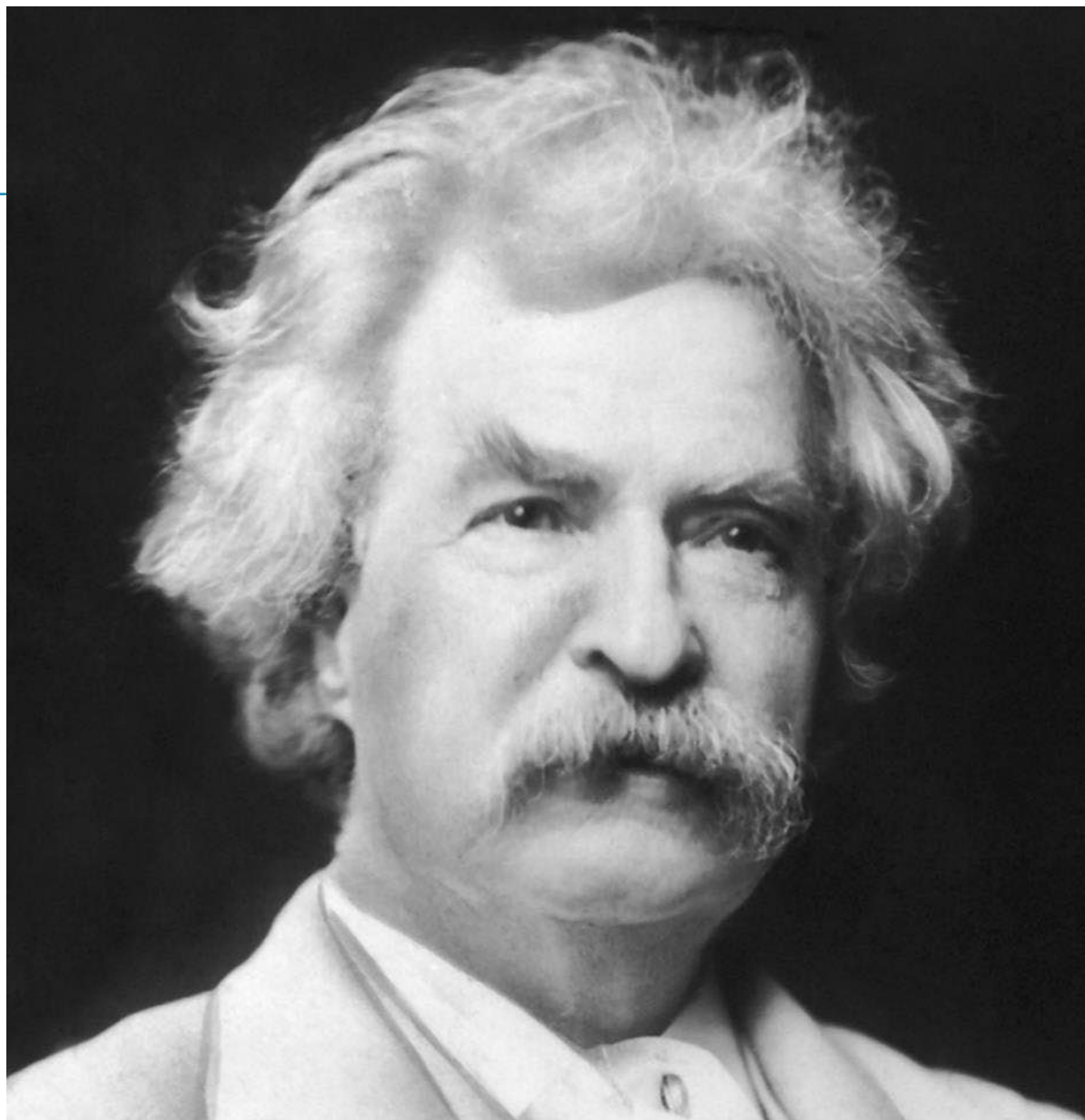


From Mass Communication to Masses of Communicators



From Mass Communication to Masses of Communicators





**“It ain't what you don't
know that gets you
into trouble. It's what
you know for sure that
just ain't so.”**

- Mark Twain



Truth is Relative



The Truth Spectrum



Objective and grounded in
evidence-based science
*Nothing more, nothing
less*

Objective and
subjective
*Seeks guidance from
a trusted authority*

Coincides with
desires and beliefs
“What feels true”



SCIENTIFIC



PHILOSOPHER



FOLLOWER




WISHFUL
THINKER



EXISTENTIALIST



Who Influences Who?



Scientific Population 6% Share of Voice 11% Drives standard of scientific claims but unable to simplify content and relate to mainstream consumers Influence extends only as far as Philosopher	Philosopher Population 9% Share of Voice 14% Takes Scientific's evidence and simplifies, sharing through an ethical lens, which influences the Follower who just wants to make the right decision.	Follower Population 39% Share of Voice 10% Feels overwhelmed by the sheer volume and complexity of information, and fears doing the wrong thing Looks to Philosophers and other Followers they can relate to for clear guidance	Wishful Thinker Population 32% Share of Voice 40% Trusts big, sweeping claims from official and unofficial sources. Exaggerates the impact of a particular food or practice, undermining their credibility.	Existentialist Population 14% Share of Voice 25% Feels morally superior and prefers information that validates their existing beliefs about food and health. Too politically charged, which alienates them from mainstream culture.
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Most segments talk amongst themselves. The only exceptions are the Scientific and Philosopher.



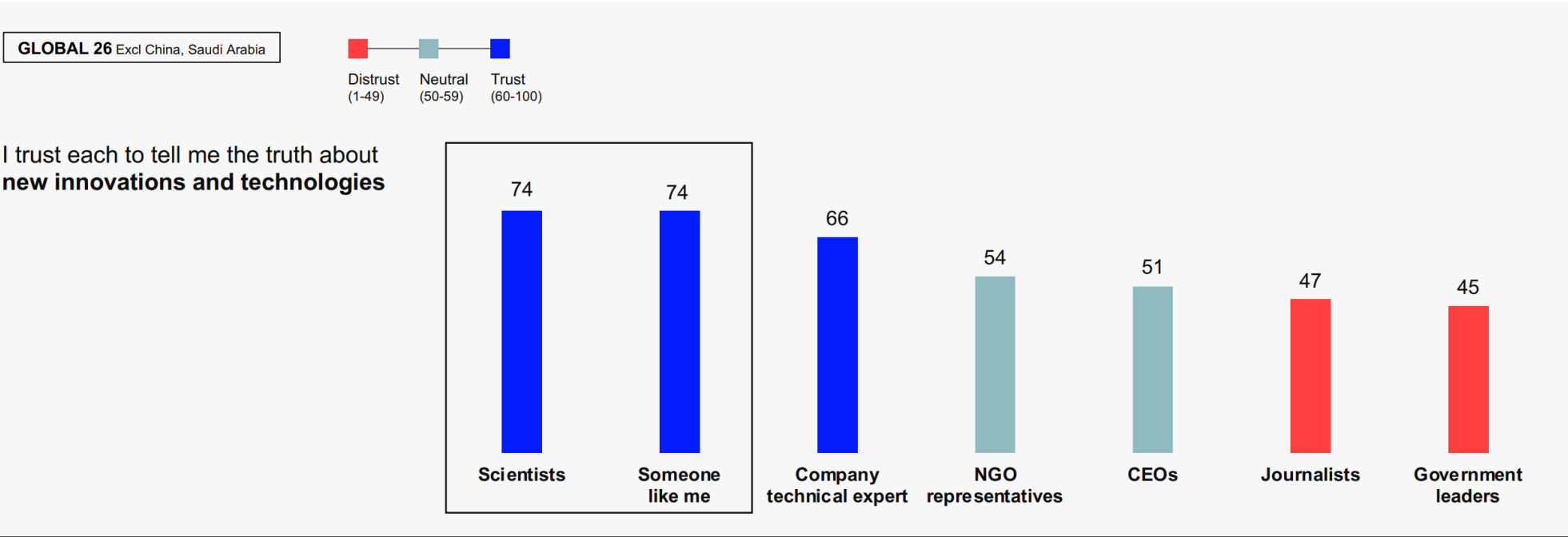
Peers as Trusted as Scientists

2024 Edelman Trust Barometer

P. 10

Dispersion of Authority: Peers on Par With Scientists

Percent trust





TOP CHANNELS

Used at least 1x Per Day:

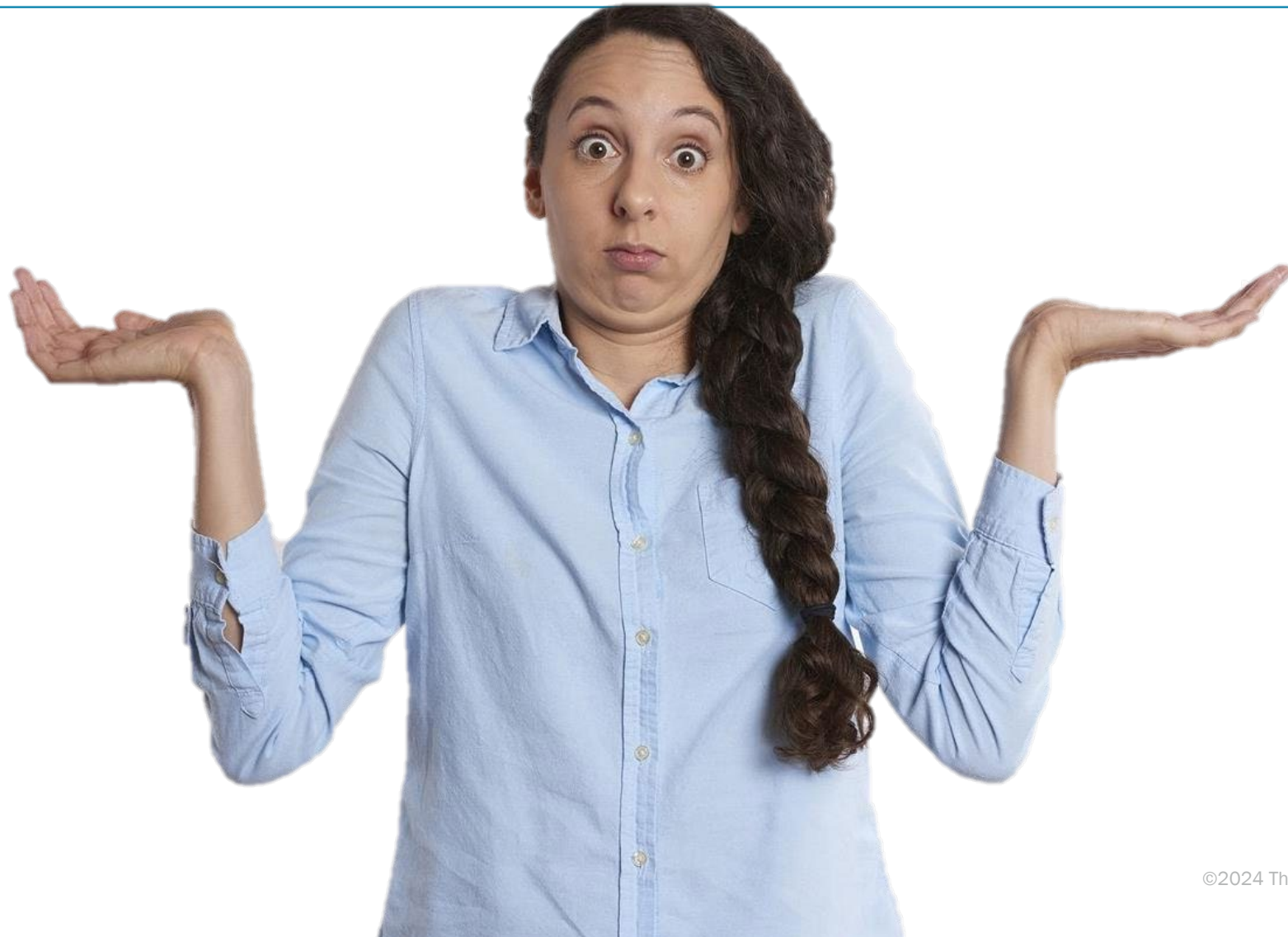
- 75% YouTube
- 59% TikTok & Instagram
- 48% Snapchat
- 43% Facebook
- 34% X (Twitter)

Other Notables:

- 79% say they would purchase based on influencer reco on SM
- 53% find food inspo on TikTok
- 35% grocery shop online weekly



Where Do We Go From Here?





Trust is every organization's most valuable
intangible asset





65%
**of consumers want to
know more about
farming and food
processing**





CAUTION

That doesn't
mean just give
people *more*
information



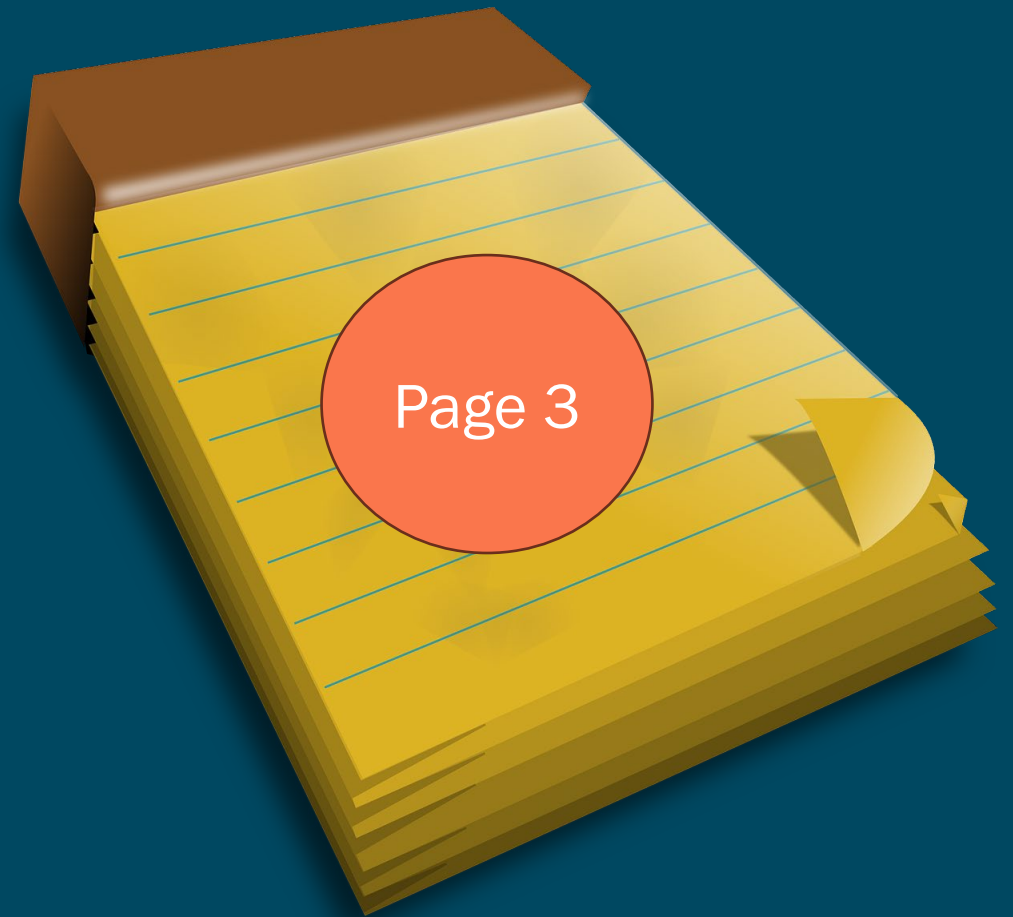


They want to know ...
*Can/Should
I trust you?*

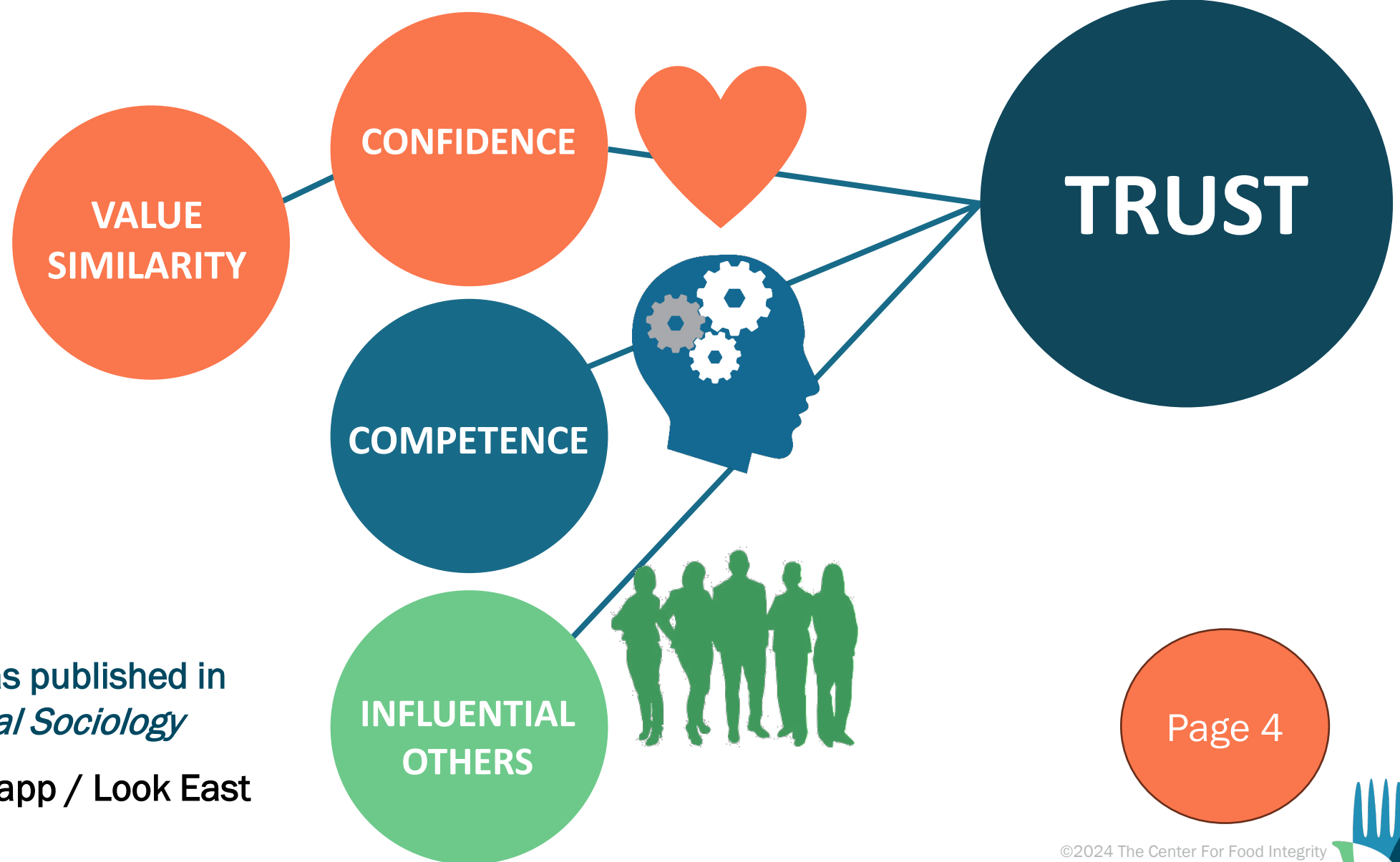


Your Assignment

- List three titles you answer to that have nothing to do with your job.
- Capture your nightmare question. The one you don't want to answer but know you will be asked



The CFI Trust ModelSM



Trust research was published in
Journal of Rural Sociology

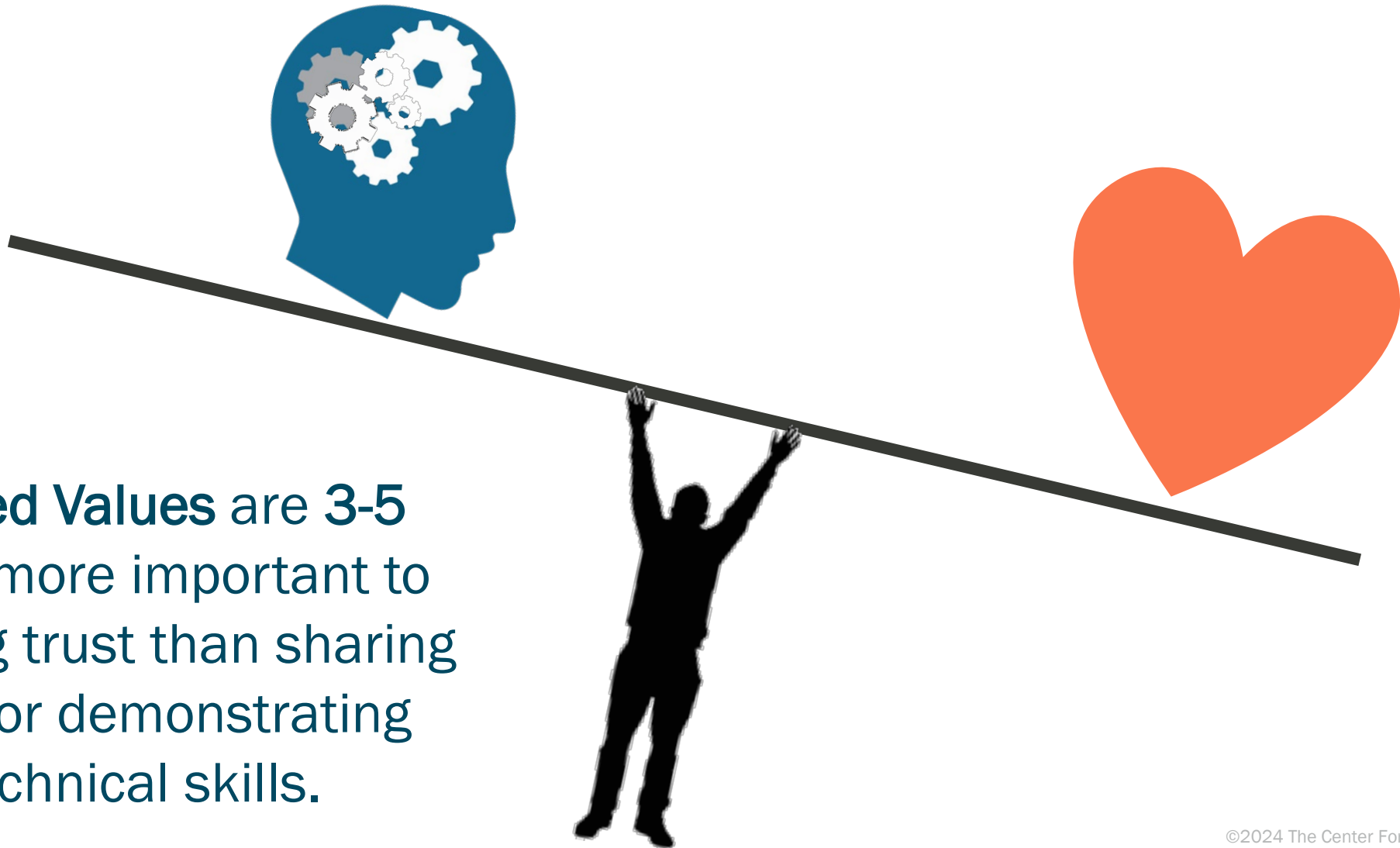
Trust ModelSM by Sapp / Look East

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Values: 3 to 5 Times More Important

Shared Values are **3-5 times** more important to building trust than sharing facts or demonstrating technical skills.





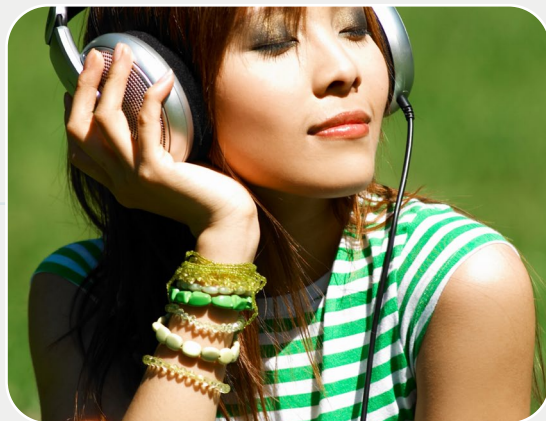
*How do you share your story
to earn trust and confidence?*

Shared Values





Three Types of Values



PERSONAL

What drives
you – your
core beliefs



SHARED

Values you
have in
common
with others



UNIVERSAL

A greater
good that
has shared
value for all



Historically



Research proves
it's ok to do this ...



Financially, it's in our best
interest ...

We need to
SHIFT



It sounds like food safety
is important to you ...



A female scientist with dark hair tied back, wearing a white lab coat, is the central figure. She is holding a round-bottom flask containing a yellow liquid in her right hand and a test tube in her left hand. The background is a faded periodic table of elements, showing groups 1 through 18 and periods 1 through 4. The text "Don't abandon science, facts, economics" is overlaid in a dark blue serif font.

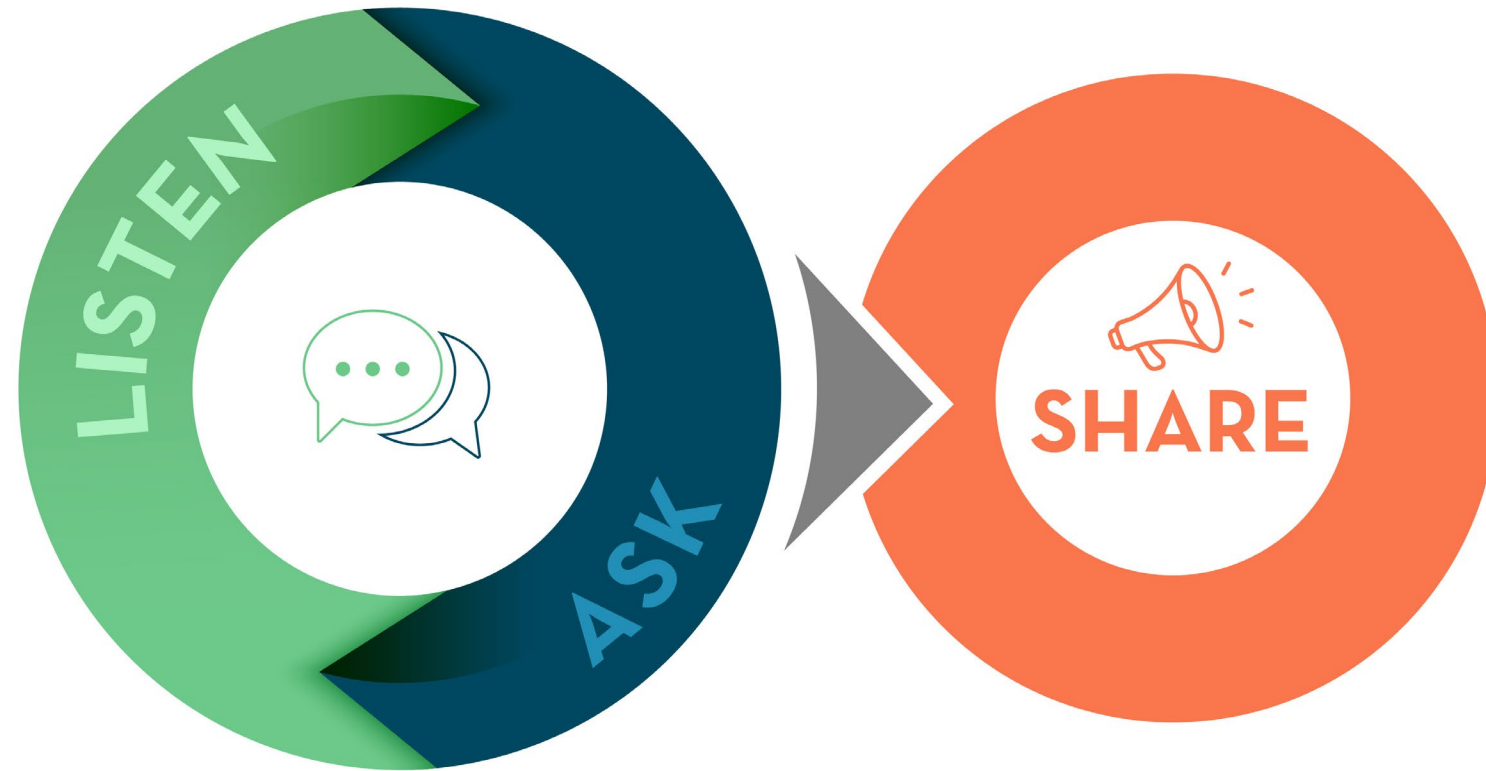
**Don't abandon science, facts,
economics**

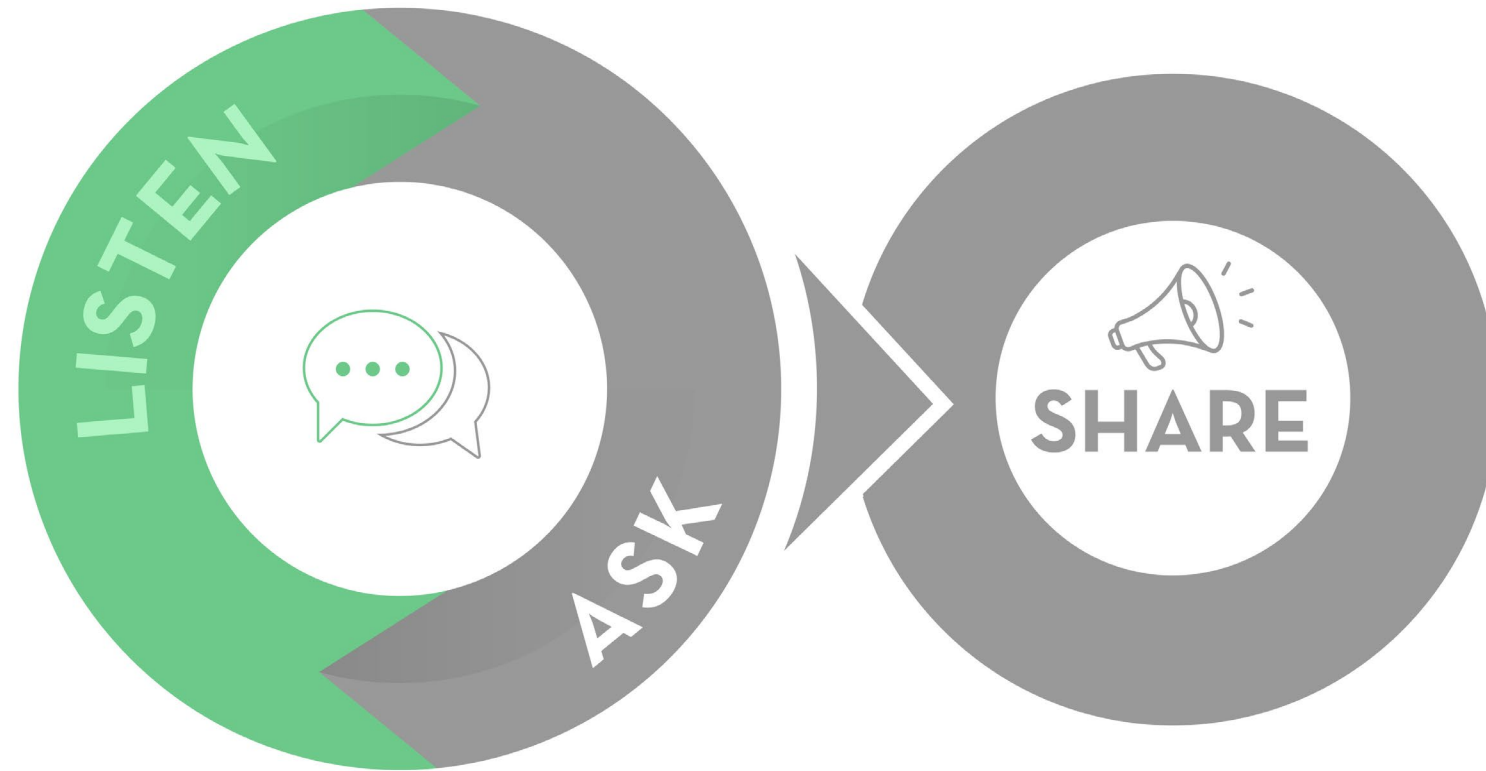
**Lead with Shared Values to
Build Trust**

Three Steps to Engaging

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LISTEN

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.

Author/educator
Stephen Covey





LISTEN...

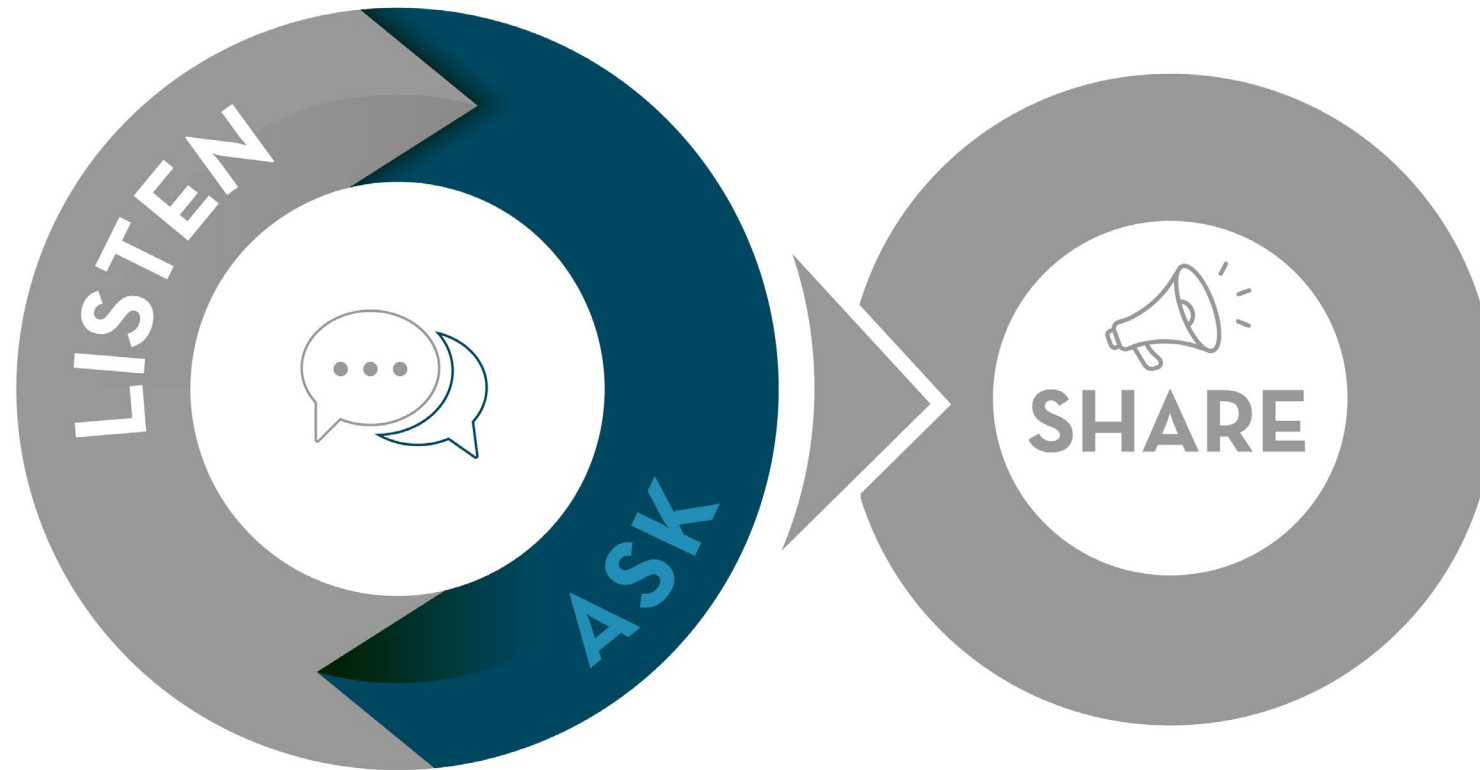
Without Judgement

What values do you hear?

What are their concerns?

What's their perspective?





Acknowledge and Ask Questions



Never assume you know or understand someone or a situation.

Ask questions.



Acknowledge and Ask Questions



Acknowledge...

to demonstrate empathy or respect, helps to validate you heard them (does not imply agreement w/misinformation)

Ask...

to invite dialogue, clarify, build understanding, show you care





The Challenge

Asking questions enables you to learn more about a person's beliefs, values and experiences.

What could you say to acknowledge someone?

What questions could you ask?

90% of an iceberg is beneath the water



Acknowledge and Ask Questions

Acknowledge...

“I hadn’t heard that before.”



Ask...

“What concerns you most?”



Acknowledge and Ask Questions

Acknowledge...

“I can understand why there’s confusion (interest/concern).”



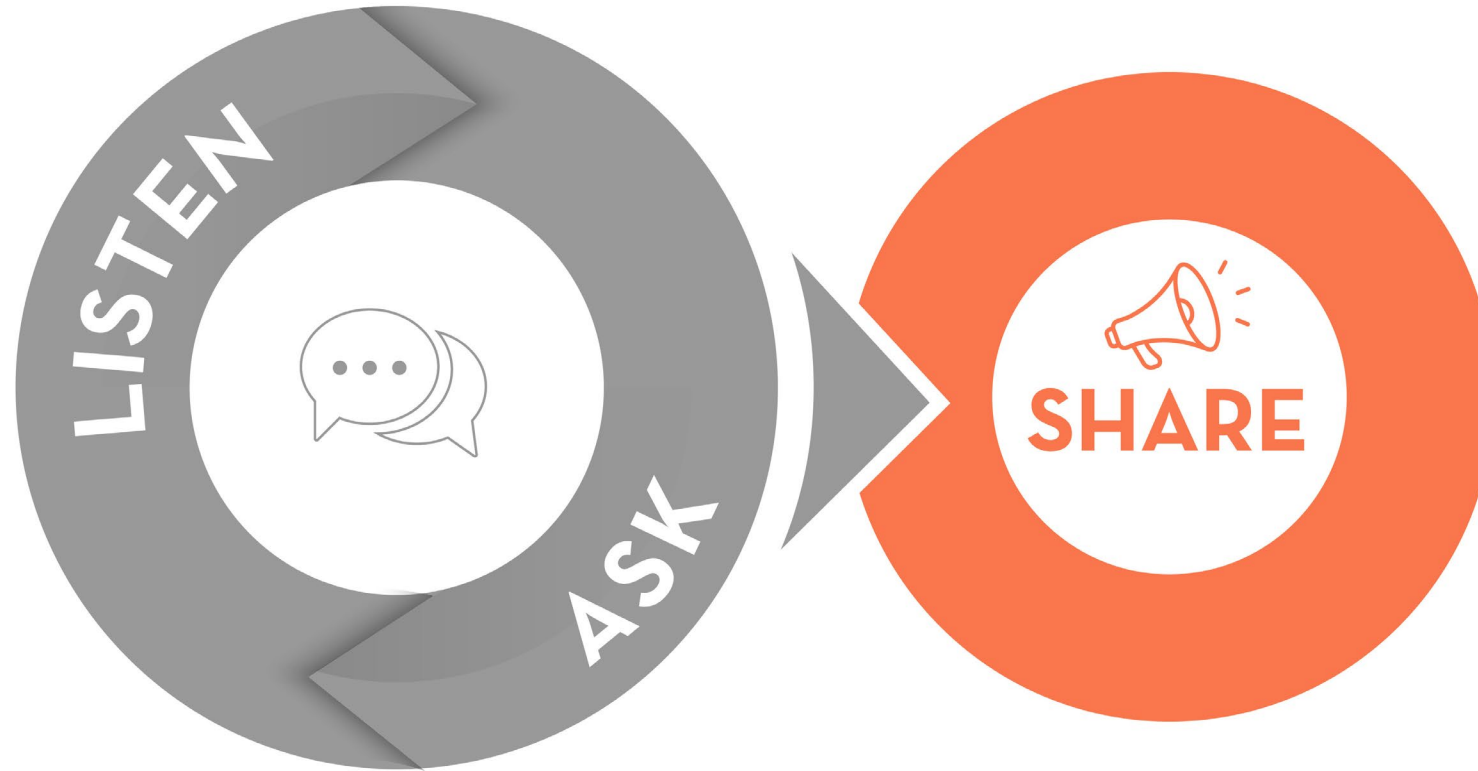
Ask...

“Can you tell me where you read that? I’d like to check it out.”



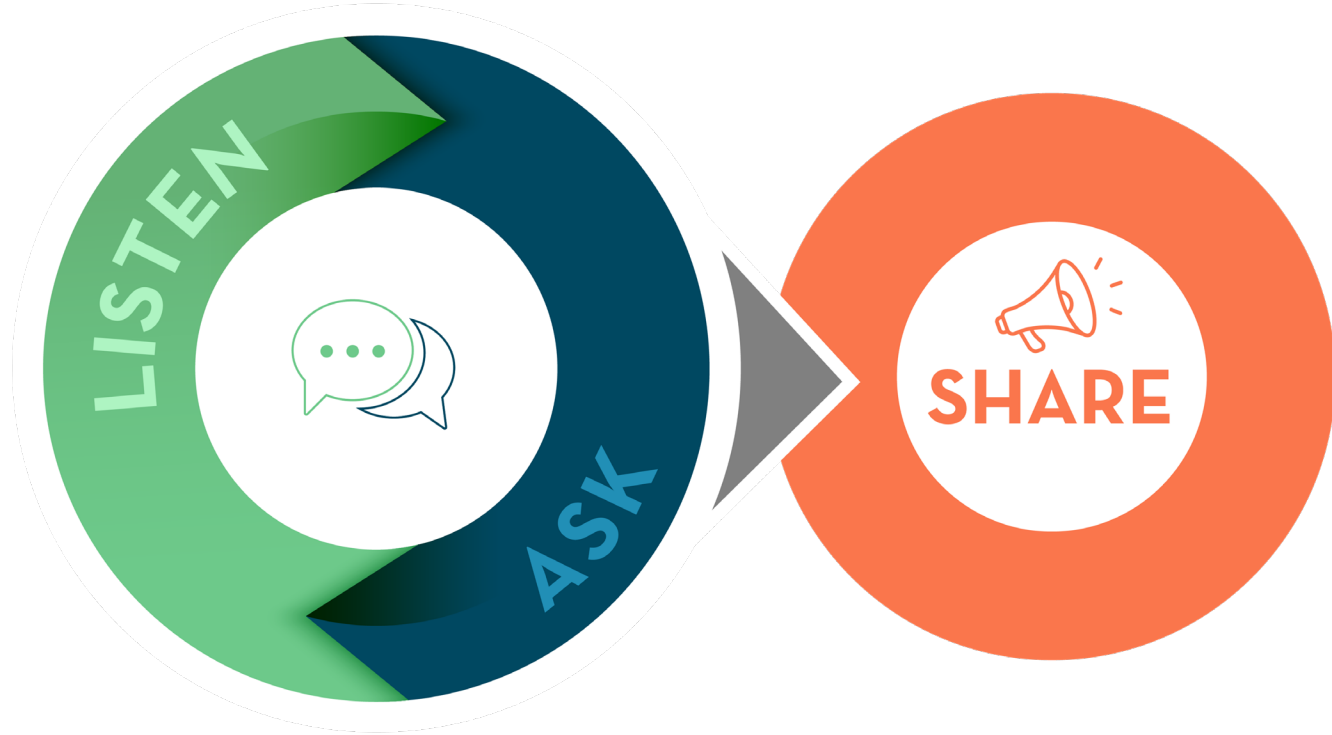
**We can't please
everyone.**



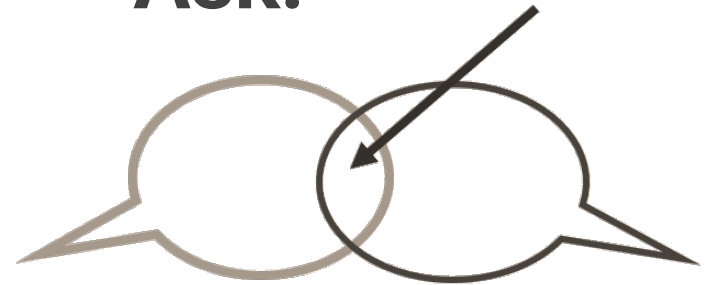


...some of your perspective/story
– *not everything you know!*





Listen.
Ask.
Listen.
Ask.
Listen.
Ask.



Share.



Values-Based Messages

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Values-Based Messages

*WHO you are
“Titles”*



*WHY you care
“Shared values”*

WHAT you know (do) ... include proof points



Shared Values Done Well



ACKNOWLEDGE / LEAD WITH VALUES/TITLES

I share the same concerns both as a regulator, and also as a parent, to make sure we have **safe food** ...

That's why I ...

PROOF POINTS

Dedicated my career to ensuring food safety (share relevant data) Do you have other questions?

KEY MESSAGE

Safe food for everyone



Shared Values Done Well

Proof points can include:

- Statistic/Data
- Practices (*values in action*)
- Quote
- Analogy/Metaphor
- Story
- Picture





Time to Role Play!



I Need a Volunteer



Your Assignment

1. What are the values you share with this person? (Feel free to make some assumptions since you can't ask questions.)
2. What is the one big idea you want them to know?
3. What one to three supporting points do you have to offer?



You're at the local basketball game when your neighbor introduces you to the new high school science teacher. They say ...

"I've been reading about the health benefits of raw milk and other less processed foods. What do you think about giving the kids healthier food?"

You run into a frustrated neighbor who asks.

“John’s barbecue is amazing, and we’ve all enjoyed dinner in his backyard. Why in the world can’t he and Elaine have a small restaurant in their house?”

Your Assignment

1. What are the values you share with this person? (Feel free to make some assumptions since you can't ask questions.)
2. What is the one big idea you want them to know?
3. What one to three supporting points do you have to offer?



**And Now
It's Time To
Report!**



Final Thoughts





Shared values
open the door to
more meaningful
conversations ...
*conversations
that help build
trust.*





DON'T ABANDON FACTS *GO EASY ON THEM*





WHO YOU ARE (YOUR VALUES) ...
is more important than what you know



A group of people are gathered around a table, enjoying a meal. In the foreground, a plate of donuts and a green napkin are visible. A person in a blue shirt is on the left, and another person is holding a green vegetable on the right. A dark blue semi-transparent box with rounded corners is centered over the image, containing white text. The background shows more people and a festive centerpiece with red berries.

YOU MAKE A DIFFERENCE.

Conversations about food are
empowered and enlightened by you,
and no one is more qualified to tell
your story and share your values.



THE CENTER FOR
FOOD INTEGRITYSM
TRANSPARENCY
SUMMIT 2024

Transparency In Action

Join us **Oct. 22-24 in Chicago** as CFI and industry leaders gather to **create actionable strategies for operationalizing transparency** across the food and agriculture value chain.

- Dynamic keynotes
- Thought-provoking panel discussions
- Collaborative working groups

foodintegrity.org

- **Understand what consumers want.** Gain direct insights from consumers themselves.
- **Break down barriers holding you back.** Explore hurdles impacting transparency in your sector and discuss practical solutions that build trust.
- **Craft your own transparency action plan.** Take part in a transparency self-assessment and ID strategies aligned with your unique business goals and stakeholder priorities.
- **Build a culture of transparency.** Acquire the essential skills and tools needed to instill a transparent mindset within your team.
- **Collaborate with peers.** Join forces with industry leaders in small working groups, tackling the complexities of ESG and animal welfare.
- **The future of transparency.** Explore emerging challenges and opportunities in transparency and discover how transparency can strengthen your organization's resilience.





Thank you!

Charlie Arnot
FoodIntegrity.org



Download CFI Resources



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