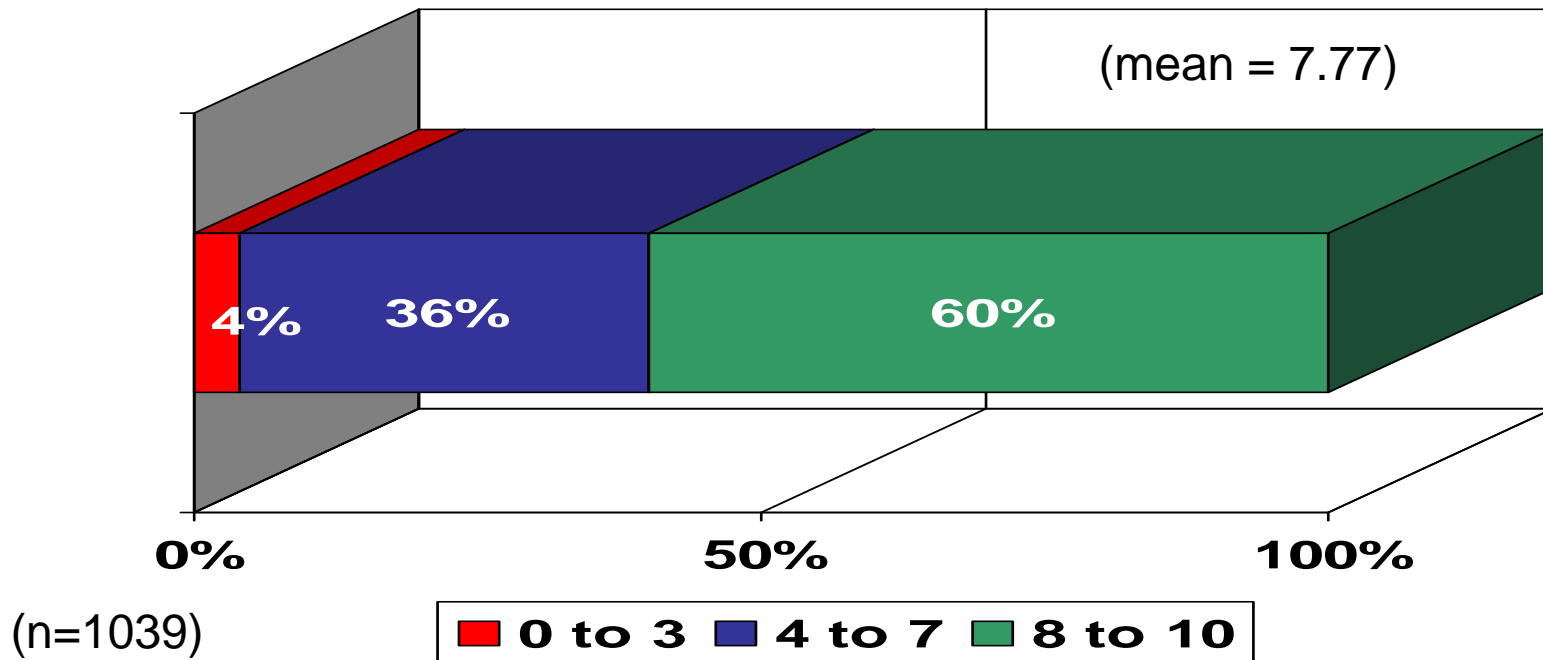


Additional Attitudes about the Food System

Economics



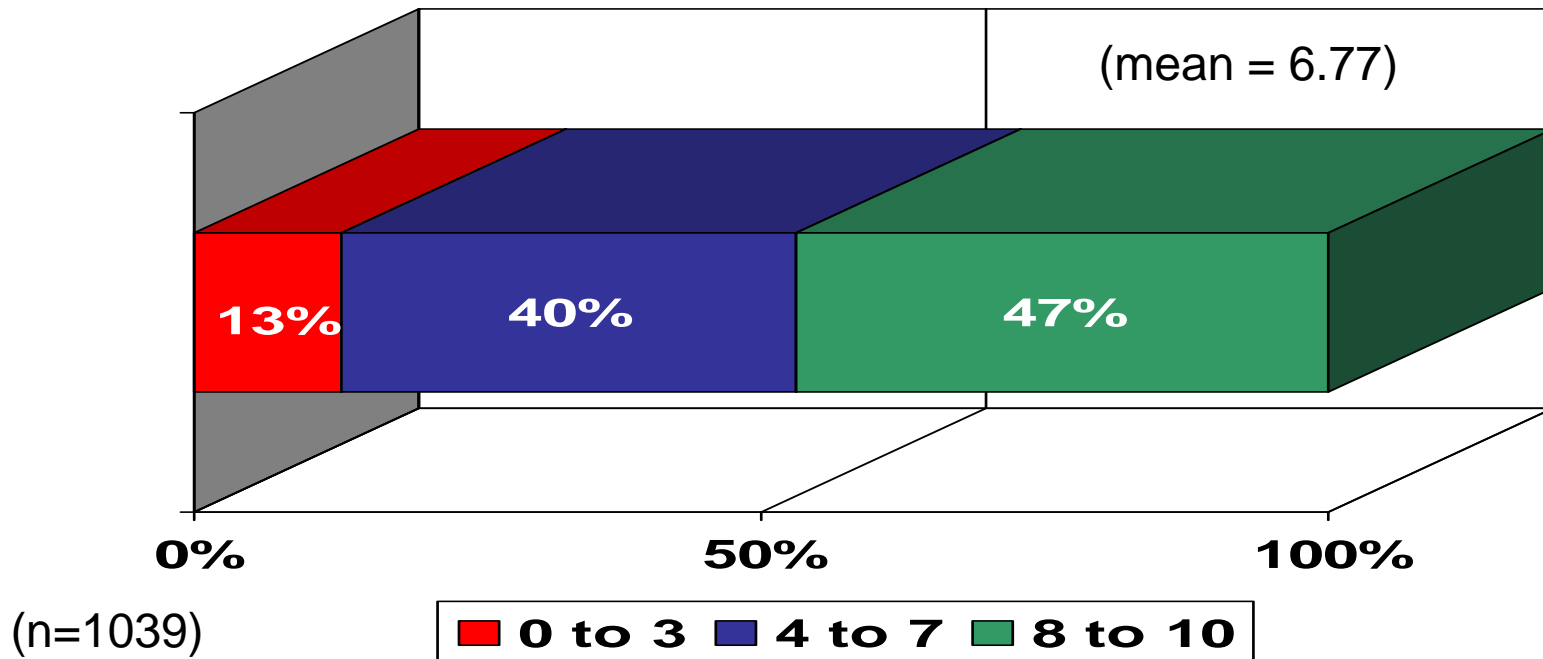
Food prices are a greater concern to me now than they were a year ago.



Question not asked in 2007



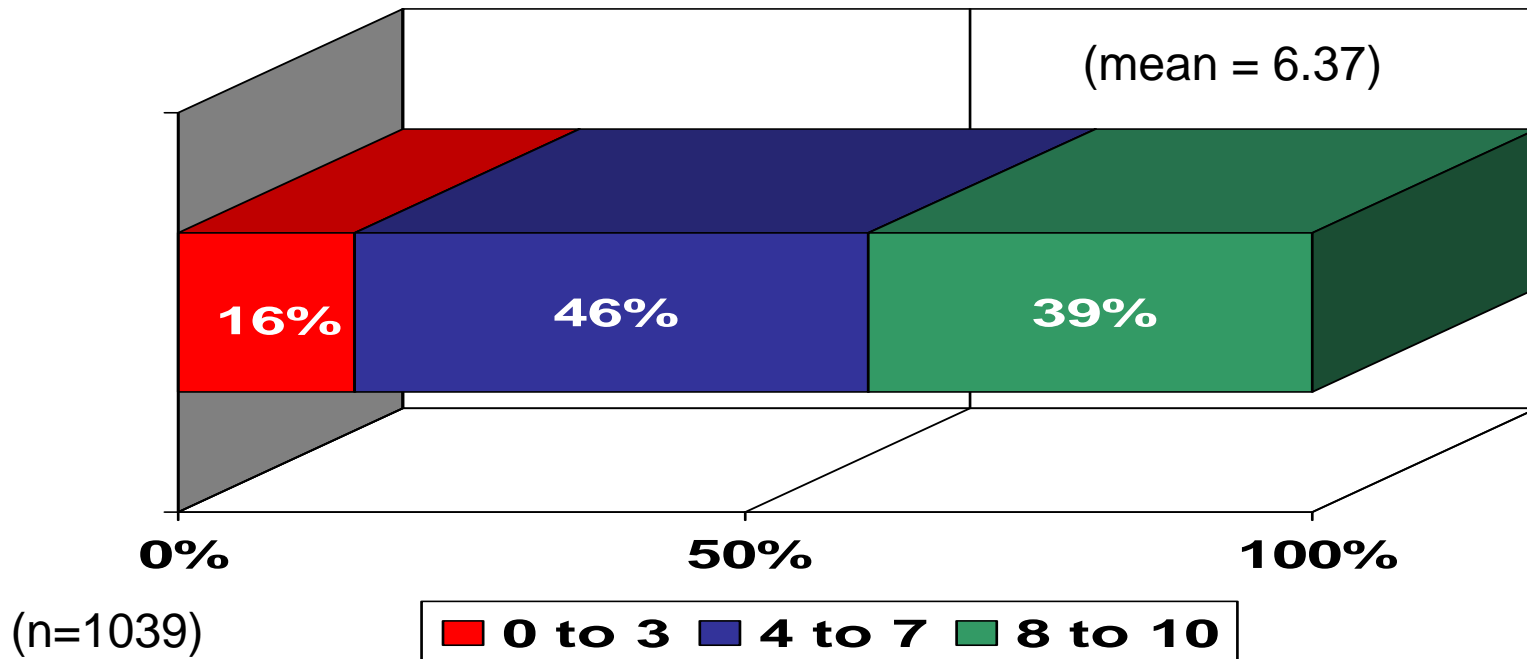
With the increase in food prices, we tend to eat out less than one year ago.



Question not asked in 2007



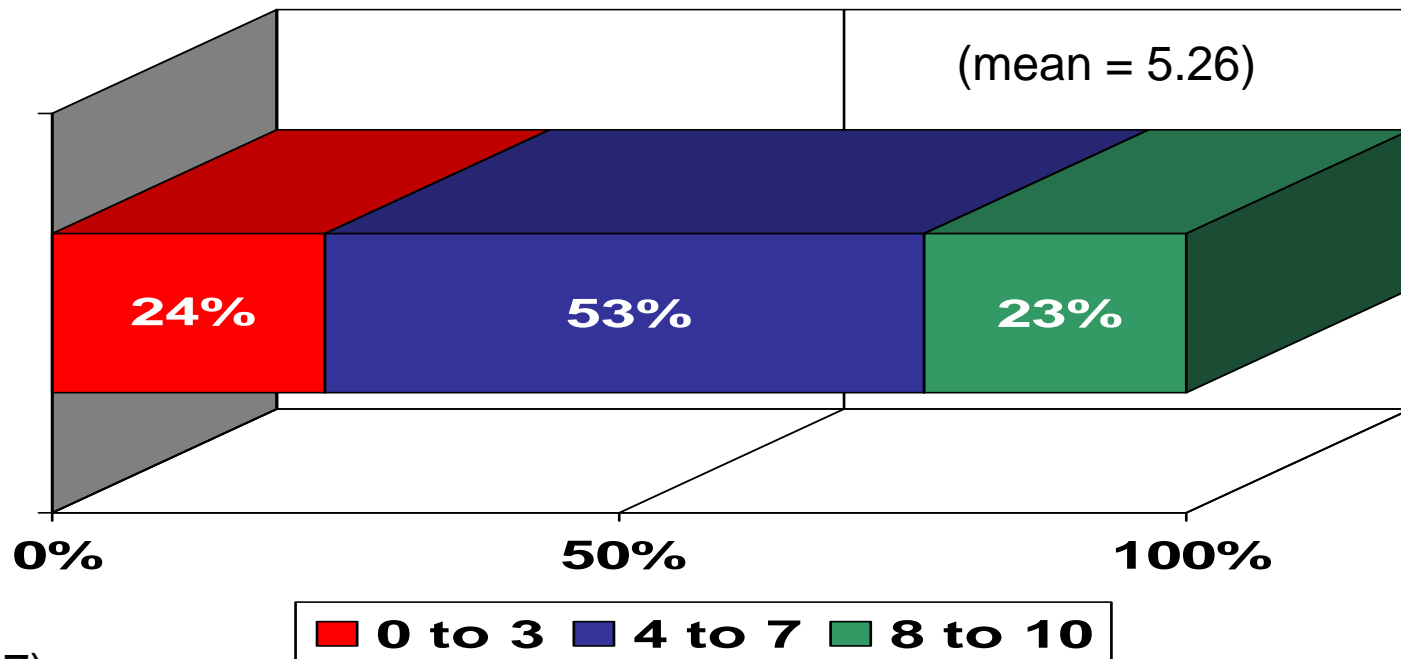
With the increase in food prices, I am more likely to buy less expensive cuts of meat.



Question not asked in 2007



U.S. food is amongst the most affordable in the world today.

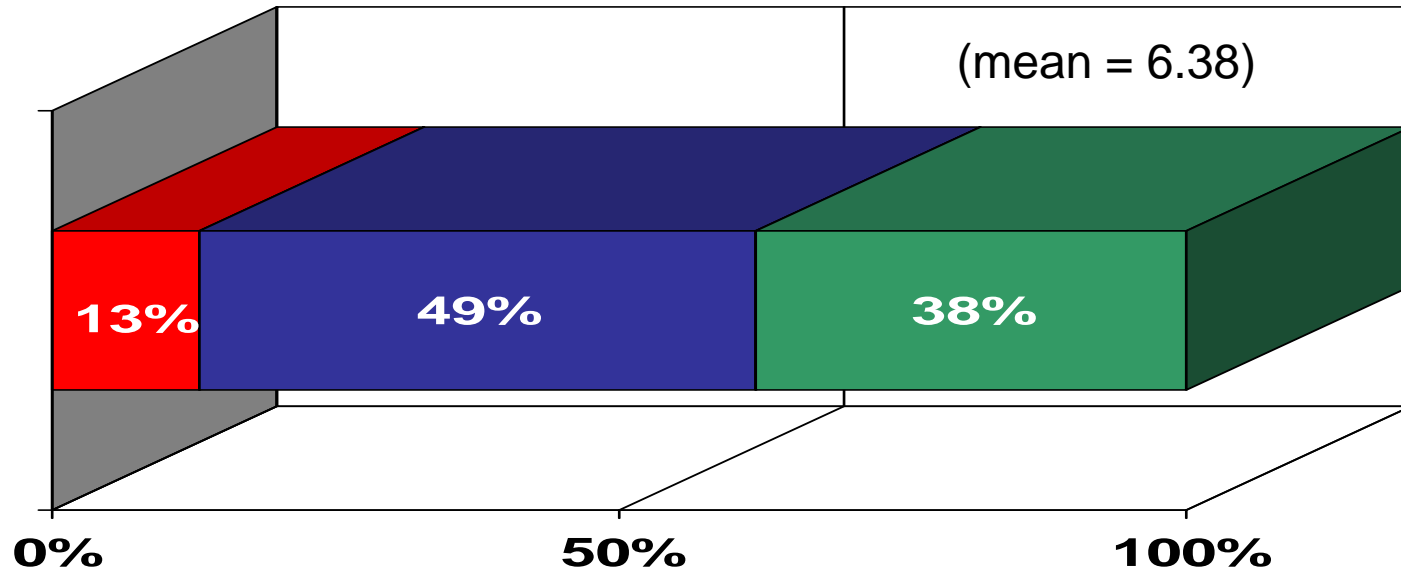


(n=1027)

(mean -.71) Significantly lower than last year



I make a special effort to buy items produced in the United States.



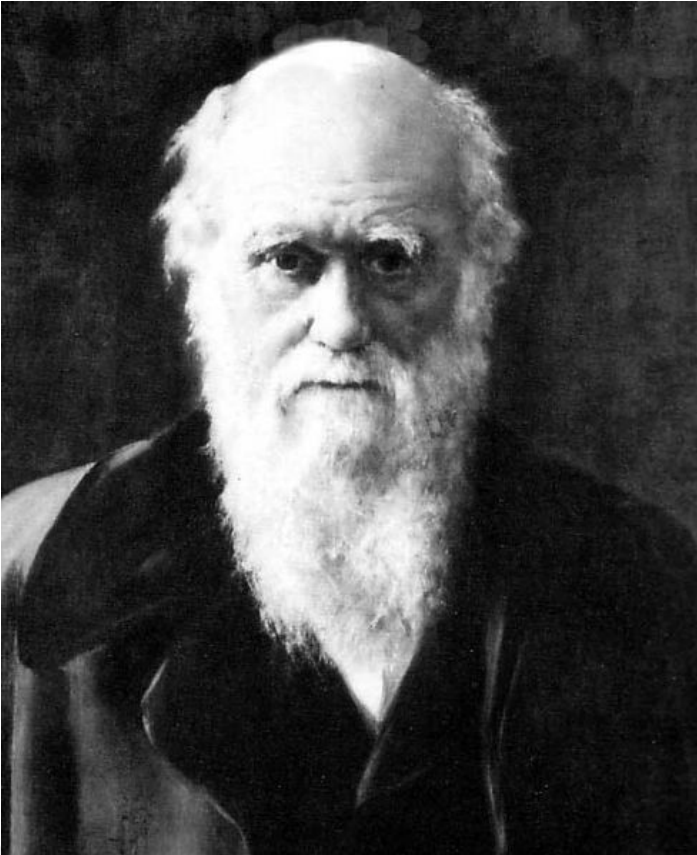
(n=1039)



No significant difference from 2007



Times Have Changed



It is not the strongest species that survive, nor the most intelligent, but the ones who are most responsive to change.”

- Charles Darwin



New Models for Building Trust

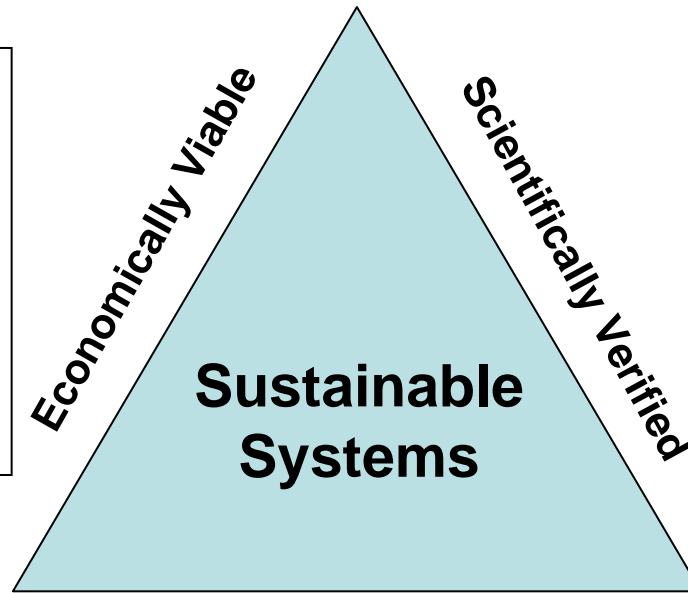
Who has maintained their social license over time?



Professions Have Protected Their Freedom to Operate

<u>Professional Attribute</u>	<u>Related Element of Trust Model</u>
1. Ethical Principles	Confidence – Value Similarity
2. Code of Conduct	Confidence – Value Similarity
3. Accountability to Stakeholders	Confidence, Influential Others
4. Best Practices	Competence
5. Certification	Competence
6. Continuing Education	Competence

Balancing for Success



Economically Viable

- ROI
- Demand
- Cost Control
- Productivity
- Efficiency

Profitability

Scientifically Verified

- Data Driven
- Repeatable
- Measurable
- Specific

Objectivity

Ethically Grounded

Ethically Grounded

- Compassion
- Responsibility
- Respect
- Fairness
- Truth

Value Similarity



Times Have Changed

“We cannot solve problems using the same thinking we used when we created them.”

- *Albert Einstein*



Summary

- We have to give customers, policy makers, community leaders and consumers “permission to believe” that contemporary livestock production is consistent with their values and expectations.
- Failure will result in revocation of our social license and freedom to operate.
 - Environment
 - Animal health
 - Production practices
- We have to build and communicate an ethical foundation for our activity and engage in value based communication if we want to build the trust that protects our freedom to operate.





The Center for Food Integrity

A New Model for Building Trust and
Securing our Social License to Operate





CFI Mission

To build consumer trust and confidence in the contemporary U.S. food system by...

- *sharing accurate, balanced information*
- *correcting misinformation*
- *modeling best practices and*
- *engaging stakeholders*



CFI Animal Ag Committee

Vision

A national network of well informed, well prepared, and highly motivated organizations and individuals collaborating to build public trust and confidence in animal agriculture in the U.S.

WWW.Foodintegrity.org



Protecting Your Freedom to Operate

Get Smart and Fight Back!



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