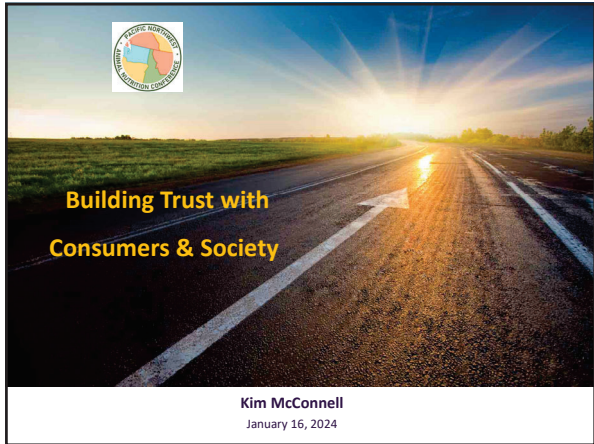


**Building Trust with
Consumers & Society**

Kim McConnell
January 16, 2024

The main image shows a long, straight asphalt road stretching towards a bright sunset on the horizon. A white arrow is painted on the road, pointing directly towards the viewer. The sky is a mix of blue and orange, with rays of light emanating from the sun. The overall mood is hopeful and forward-looking.



1



2



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Trust is becoming the defining issue for the entire agriculture and food supply chain 

4



The level of trust our industry has enjoyed is at risk

... **as a growing group of stakeholders** raise questions about whether today's food system is worthy of public trust.

5



People are confused and questioning the safety, quality, and sustainability of their food sources.

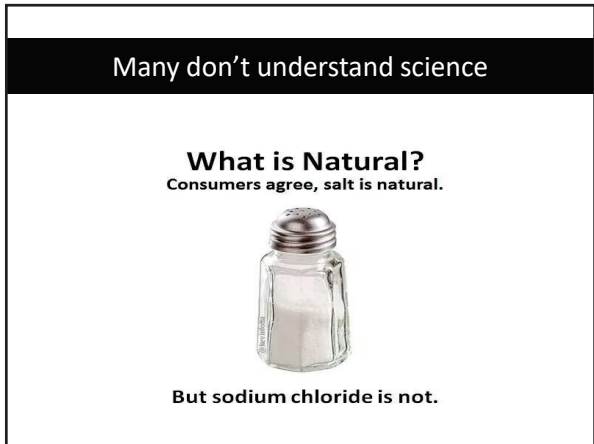
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Everyone loves pets, animals & the environment



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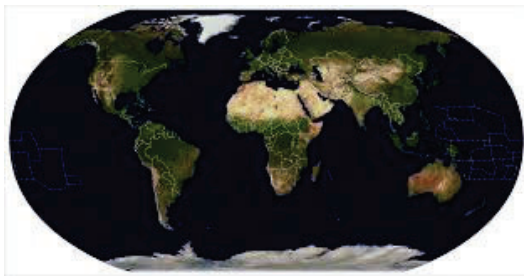
Activists are targeting food & farming

Critics and people outside the agriculture & food industry are increasingly impacting and influencing the industry...



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The Trust Journey



European Union → USA → Australia / Canada

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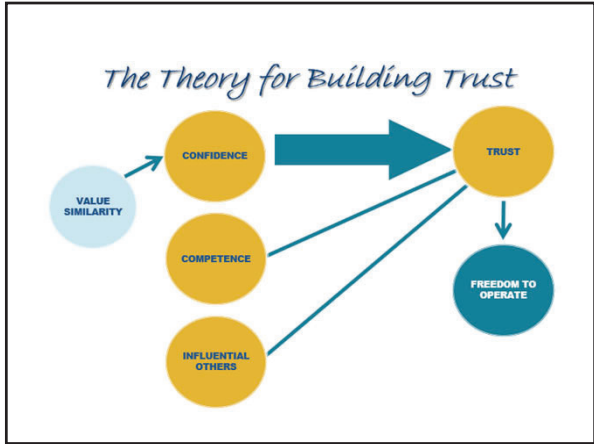
Let's tell our story

Other industries (forestry) have been investing in 'trust building' for years.

Their advice:

- Take this seriously;
- Work as a total food industry; and
- Get moving – the food industry has a story to tell that consumers want to hear.

15



16

YOU can play an important role

- Respected authority
- Respected influencer
- Industry leaders

17

Turn up the VOLUME
and DO OUR PART ...

18

Engage with the future leaders



19

SUMMARY



- ❖ It's a changing world ... and agriculture is in the middle of it.
 - Our food has never been safer, yet consumers have never been more concerned.
- ❖ Food affordability, transparency, & sustainability are top of mind
- ❖ Consumers trust farmers ... and scientists.
- ❖ Turn up the volume.
- ❖ Trust in our food system cannot be taken for granted.

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The journey continues ...

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