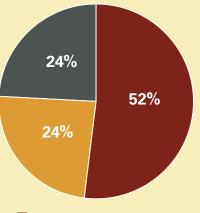
Building Trust in Food

Overall Trust in the Food Industry

SNAPSHOT



- Trust the food industry to do the right thing
- Unsure whether the food industry will do the right thing
- Do not trust the food industry to do the right thing

Top 10 Causes of Lost Trust in Food Brands

- 1. Low product quality/poor product experience
- 2. Food safety issue/product recall
- 3. Questionable food production practices
- 4. Hiding or lying about food production practices
- 5. Unconcerned about consumer health/wellbeing
- 6. Stretching the truth/lying/not being fully honest
- 7. Inappropriate behavior by employees or executives
- 8. Hearing about a bad experience with brand/company
- 9. Product does not meet expectations/overpromises
- 10. Data breach/leaking your personal data

Trustworthiness of Food Organizations

Farmers/ranchers	64%			28%		8%	
Govt. food regulation	58%		24	24%		18%	
Startup food brands	52%		3	37%		11%	
Grocers/food retailers	49%	49%		39%		12%	
Full-service restaurants	48%		38%		14%		
Food industry overall	47%		33%	33%		20%	
Big brands/big food	43%		33%		24%		
Online grocery retailers	39%		43%		18%		
Fast food restaurants	37%		35%		28%	28%	
Animal pharmaceutical	28%	40%	40%		32%		

📕 Very trustworthy/somewhat trustworthy 📕 Neutral 📕 Not very trustworthy/not at all trustworthy

Trustworthiness of Food Product Categories

Fresh fruits/vegetables	49%	43%	8%
Bakery products	44%	47%	9%
Dry goods/cereals/pastas	43%	49%	8%
Dairy products	43%	47%	10%
Beverages	39%	48%	13%
Canned/jarred products	37%	52%	12%
Baby food/products	35%	50%	15%
Meat and seafood	35%	49%	16%
Snack foods	35%	51%	14%
Frozen foods	34%	53%	13%
Pet food/treats	29%	54%	18%

Very trustworthy Somewhat trustworthy Not trustworthy

Factors That Build Trust in a Food Brand

Transparent/doesn't try to hide information	73%		24% <mark>3</mark> %	
Open about how food is made/what it contains	71%		25%	4%
Authentic/doesn't try to be something it's not	64%		31%	5%
Product with purpose/helps me in my life	63%		32%	5%
Credible/leader in its category	61%		33%	6%
Brand that I can relate to	56%		35%	9%
Aligns with my values	54%	3!	35%	
Well-known brand	50%	37	%	13%

Extremely/very important Moderately/somewhat important Slightly/not at all important