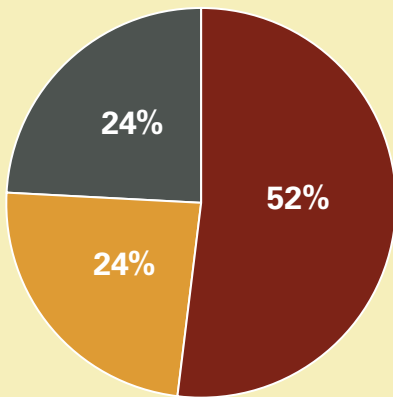




Building Trust in Food

Overall Trust in the Food Industry

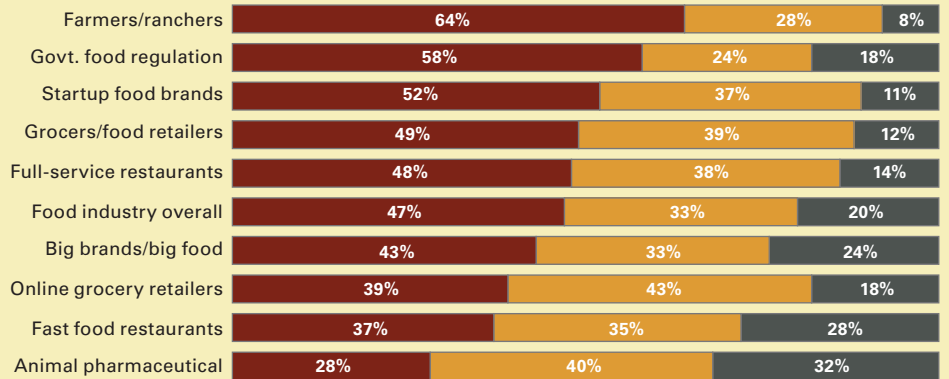


- Trust the food industry to do the right thing
- Unsure whether the food industry will do the right thing
- Do not trust the food industry to do the right thing

Top 10 Causes of Lost Trust in Food Brands

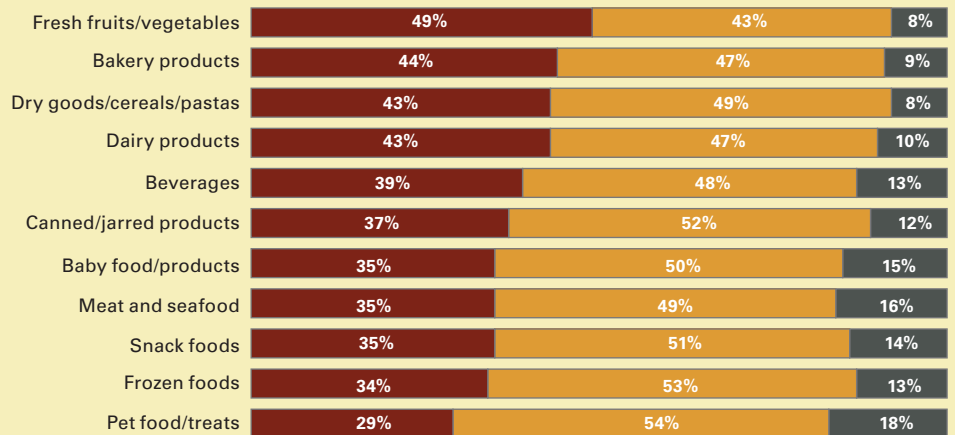
1. Low product quality/poor product experience
2. Food safety issue/product recall
3. Questionable food production practices
4. Hiding or lying about food production practices
5. Unconcerned about consumer health/wellbeing
6. Stretching the truth/lying/not being fully honest
7. Inappropriate behavior 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



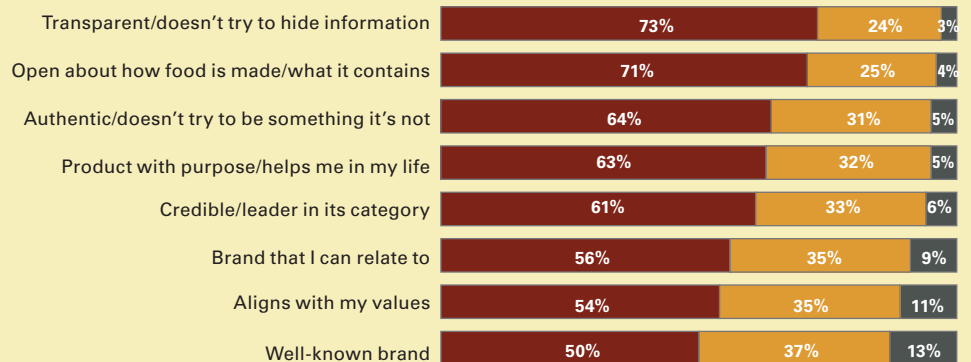
- Very trustworthy/somewhat trustworthy
- Neutral
- Not very trustworthy/not at all trustworthy

Trustworthiness of Food Product Categories



- Very trustworthy
- Somewhat trustworthy
- Not trustworthy

Factors That Build Trust in a Food Brand



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