



Building Public Trust



Manitoba Agriculture Industry Consultation

July 12th, 2016



‘Trust’ is becoming a defining issue for the entire Canadian food supply chain



Building “Public Trust” ... a key to our industry’s future



- *Young adults and millennials are more skeptical of farm issues. And they make value decisions very quickly and social media is a huge influence on those decisions*

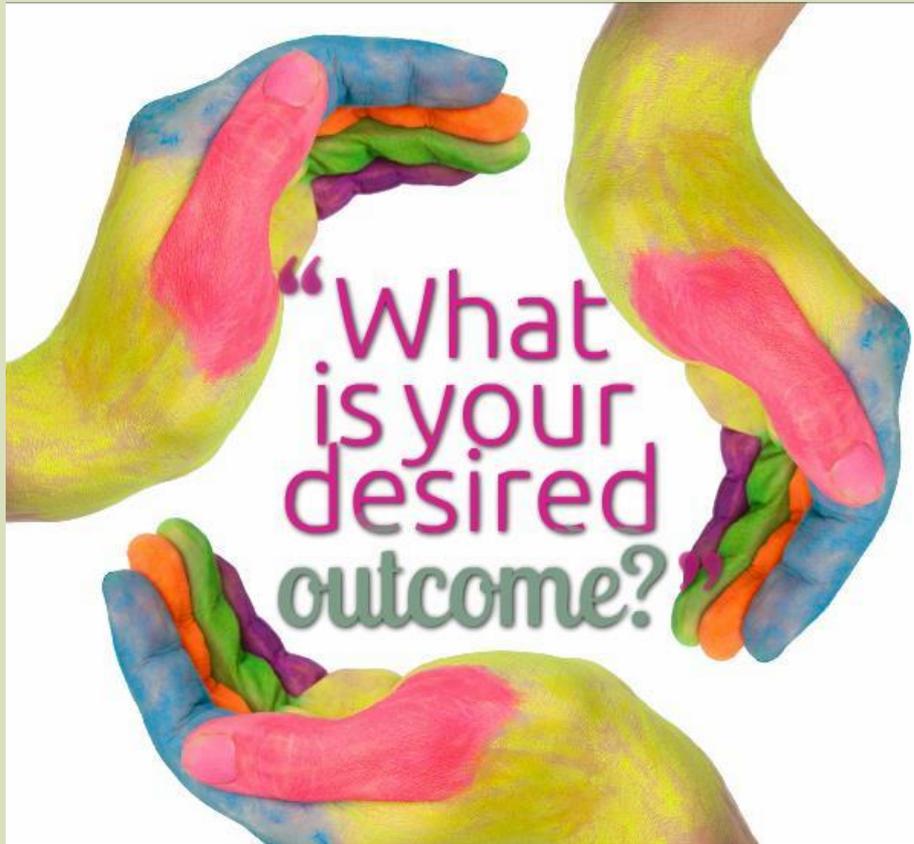


- ***“We trust virtual more than we trust personal. Consumers are turning to Google for advice on food information – before family, friends and experts. It terrifies me on what they learn about agriculture and food from what pops up first on Google.”***
- *The general public trusts farmers; they don't trust farming!*



Is Public Trust Important?





A Canadian public that TRUSTS the food they eat ... and the processes and practices the agri-food industry follows to produce



**IF THERE IS NO TRUST
THERE IS NO US.**



Transparency is no longer optional ...

*2015 research confirms that Consumers **expect** transparency on specific areas important to them:*

- Food safety
- Impact of Food on Health
- Environmental Impact
- Labour and Human Rights
- Animal Well-Being
- Business Ethics



Public Trust

=

**'Doing
the Right
Thing'**

+

**Trusted
Assurance /
Verification**

+

Communication

- Agriculture millions of dollars in 'doing the right things' (research, animal welfare, environment, food safety, sustainability, etc.) ... but few people know about it.
- Loss of public trust affects the whole supply chain



what's happening



Agriculture Commodities



Roundtables



Horticulture

Pork

Special Crops

Seed



Food Industry Initiatives



Who's doing what ...

Outreach initiatives

Agriculture
in the
Classroom
 **Canada**





Agriculture

more than ever

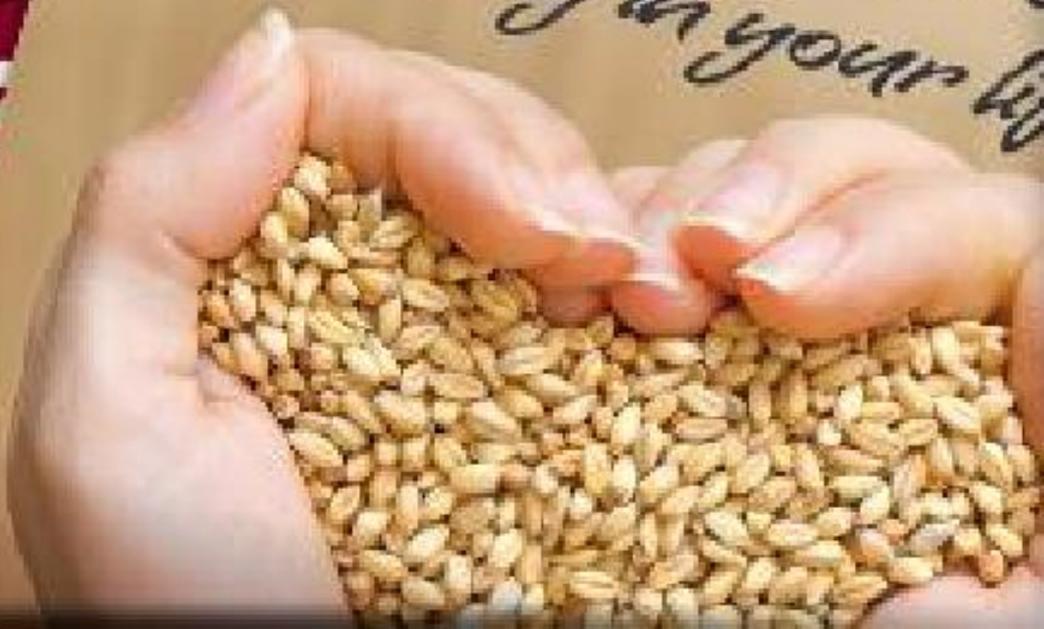
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"Choose a job you
and you'll never
a day in your life"



The
Canadian Journey
to
Public Trust



The Canadian Journey
is ...

the Canadian food
system's
PROCESS for
advancing public
trust.





- Building public trust is a ***'whole food chain'*** initiative – from gate to plate. All links in the chain need to be actively involved
- Advancing the industry requires an approach where best practices, knowledge and ideas can be shared ... and where industry challenges and hurdles can be collectively addressed
- Strength comes in working together

*If you want to go fast, go alone.
If you want to go far, go together.*



The "Trust Framework"

The "Hub"
(coordination & support)

"Doing the Right Thing"

- Industry Standards (sectors own and are accountable)
- Metrics to support
- National, cross-sector coordination

Trusted Assurance / Verification System

- Enabling, not restrictive,
- Protect and promote our system
- Government has a role to play
- Federal/provincial consistency
- Research and academic centre involvement

Communication

- Working in harmony to tackle tough issues
- Understanding & influencing the public and all stakeholders

..... Transparency

What's our role?

