The Center for Food Integrity’s digital platform, Best Food Facts, reaches more than 1,000,000 consumers each year. We built our reputation and digital footprint through an engagement strategy that leverages years of consumer research insights, engagement with consumer influencers and daily connections with consumers online.

**The Role for Best Food Facts**

**A Decade of Consumer Research** has informed our team of the perceptions about the food system. Complex and controversial topics that impact your business are on consumer's minds every day.

**More than Half (53%) of Consumers** believe information found online strongly shapes opinions about food-related issues. We're there when and where consumers are seeking information using best SEO practices driving traffic to our site.

**Our Research Shows** that University experts are the most credible source of information on food system topics. We tap into one of 200 University experts to ensure expert is credible and understandable.

**The Trust Model™** uncovered that shared values are three to five times more important than facts or science, when building trust. We use a values-based approach to engage, enlighten and entertain.

**How Can BFF Play a Role in Your Issues Management Strategy?**

**Credible and Accurate Content** that can be strategically introduced into online engagements and conversations, when and where they are taking place.

**Mission** Best Food Facts is a credible platform that informs and entertains consumers in a way that earns their trust and keeps them engaged over time.

**Purpose** Best Food Facts is a digital platform dedicated to bringing consumers the most objective, transparent, trustworthy and accurate information about food, from more than 200 university food experts.

**Vision** The 2020 vision of Best Food Facts is to be consumers’ preferred source for information and engagement when making decisions about food.

Want to know how we do it? Check out the process.
The Food Facts Process

Fields Questions & Ideas About Food Topics
Develop Questions
Interview Expert
Write Fact-Based Content
Expert Reviews & Approves
Publish Article
Informed Decision Making About Food

1,000,000+ Website Visits a Year

Social Media Total Followers

- Facebook: 26,937
- Twitter: 5,291
- Instagram: 842
- Pinterest: 783
- YouTube: 239

E-Newsletter Subscribers: 38,393

168 Online Influencers
12.7M Reach

Targeted Paid Media
Were Now on Medium Giving Us Access to 25M Monthly Readers

Top Viewed Content

- Should I wash fresh fruit in vinegar?
- Is there wax on apples?
- TBHQ: What is it and is it dangerous?
- What foods are GMOs?
- What’s healthier? Pork bacon or Turkey bacon?
- Is plant-based milk healthy?
- What you should know about Titanium Dioxide.

90% of Clicks Come from the First Page of Search Results on Google

54% of Clicks Come from the First Two Positions on One Page

76% Female

Age Range

- 13-17: 3%
- 18-24: 16%
- 25-34: 32%
- 35-44: 21%
- 45-54: 15%
- 55-64: 8%
- Over 65: 5%

53% College Education or Higher

Interests

- Technology
- Travel
- Desserts
- DIY Home Decor
- Photography
- Gardening
- Recipes
- Gadgets

Positions of Influence on Google

- What foods are GMO?
- Is TBHQ dangerous?
- Antibiotics in chicken
- How to clean fruit (and/or vegetables)
- What is BHT?
- Wax on apples
- Why does corn not digest?
- Food Facts