Our peer-reviewed research shows that Confidence, or shared values, is the key to building trust and earning and maintaining Social License, the privilege of operating with minimal formalized restrictions.

Trust research was published in December 2009 - Journal of Rural Sociology

WHAT DRIVES CONSUMER TRUST?
Shared values are 3-to-5 times more important to building trust than sharing facts/science or demonstrating technical skills/expertise.

BALANCING FOR SUCCESS
Communication first must be grounded in ethics and then supported by information - science and economics.

www.BestFoodFacts.org
Providing expert insights on current food topics and trends, the Best Food Facts website has more than 70,000 unique visitors per month and more than 42,000 newsletter subscribers.

“"No one cares how much you know, until they know how much you care.”
Theodore Roosevelt
26th U.S. President
**MUST-HAVE INFORMATION**

<table>
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<tr>
<th>INFORMATION</th>
<th>FOOD NEUTRAL</th>
<th>FOOD AWARE</th>
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<tr>
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**A STRATEGIC SHIFT IN APPROACH**

**WE’VE BEEN ANSWERING THE WRONG QUESTION:**
Science says we can, but the public isn’t asking if we can, they’re asking if we should.
Science tells us if we can, society tells us if we should.

**WHAT DRIVES CONSUMER TRUST?**
You earn trust by first establishing shared values, then sharing facts or demonstrating your technical skills and expertise.

**BUILDING A WINNING STRATEGY**

**EMBRACE SKEPTICISM:**
You can embrace skepticism without validating misinformation. Listen for the underlying value. What’s the source of the concern? Environment, food safety, corporate influence? “I appreciate your interest in the environment. I know protecting the environment is critical to farmers. I’d like to share my perspective on that issue...”
DON’T CHALLENGE BELIEFS:
Challenging strongly held beliefs will cause people to become defensive and dismissive. “I can tell you feel very strongly about this issue. I respect your commitment and share your concern about... (food safety, our environment, etc.). We may not share the same beliefs about the issue, but I respect and appreciate your perspective...”

LEAD WITH VALUES:
Don’t discuss science or data until you’ve listened and expressed shared values. “I hear your concern about the safety of our food and I share that concern...”

BE WILLING TO TALK ABOUT THE HARD ISSUES WITH AUTHENTIC TRANSPARENCY:
Who you are is more important than what you know. Consumers want to know you genuinely care and that you are open to discussing the tough questions. “I can tell this is an issue that is important to you and it’s important to me, too. I may not have all the answers, but I’ll do my best to address your questions...”

LISTEN - ASK - SHARE
Actively listen, without judgment, for agreement and points of connection to understand how their concern is tied to their underlying values. Ask questions to invite dialogue and clarify their perspective. Show that you heard them by acknowledging what they said.

LISTEN - ASK - SHARE

“I understand why there are questions. What concerns you most?”

“As a parent and someone who’s passionate about agriculture, making sure everyone has access to safe, healthy food is a priority. I know the use of GM seeds helps make balanced meals of meat, grains, fruits and vegetables accessible to more people and that’s a good thing.”

MOST IMPACTFUL MESSAGE ELEMENTS

FUNDAMENTAL MESSAGE ELEMENTS

UNIFYING MESSAGE: Singular, compelling message that touches the deeper drivers of human behavior - values
ACCURATE PRESENTATION OF RISKS: Present known risks since known risks “trump” unknown risks by accurately communicating safety facts
OPENNESS/TRANSPARENCY: Acknowledge both sides of the story, provide level of depth so it does not look like “holding back,” avoid oversimplification

OUTRAGE FACTORS

CONTROL: Government agencies address risks competently
PROCESS: Company/Organization/Agency is listening, engaging and providing information
UNIFYING MESSAGES:
As a parent and someone who’s passionate about agriculture, making sure everyone has access to safe, healthy food is a priority. I know the use of GM seeds helps make balanced meals of meat, grains, fruits and vegetables accessible to more people and that’s a good thing.

The process of genetic modification adds a beneficial trait to a new plant so that it can better thrive in its environment, for example making a plant more drought tolerant or resistant to weed killers that might damage the plant. That means farmers can grow food more sustainably by using less land and less water, and I believe that’s the responsible way to produce our food.

OPENNESS AND TRANSPARENCY:
I believe consumers do have a right to know what’s in their food. In fact, federal labeling laws are designed to provide information to help consumers make informed choices. I believe that consumers in all 50 states should have access to the same information so they can make decisions consistent with their individual preferences and values. That’s why the issue of GM labeling should be decided by Congress.

ACCURATE PRESENTATION OF RISKS:
I appreciate that some may be concerned about the safety of food from GM seeds. The U.S. Food and Drug Administration, as well as independent third parties like the American Medical Association and the World Health Organization, have studied food from GM seeds extensively and will continue to do so to ensure foods from GM crops are as safe or safer than non-GM crops. Each of these organizations says food from GM seeds is safe and has the same nutritional value as food from non-GM seeds. We’ve consumed billions of meals over the past two decades without a single food safety incident related to GM foods. The level of testing and validation by independent scientific organizations makes me comfortable in the safety of food from GM seeds.

We’re aware of the concern about the impact of growing GM crops on the environment, especially the evolution of weeds resistant to chemical weed killers. Like all plants, weeds adapt over time to survive weed killers and other threats in their environment, so farmers continue to look for new ways to control them. While weeds resistant to weed killers are an issue, the fact that GM seeds help farmers grow more while using less water and land and help make healthy food more accessible for everyone outweighs that risk in my mind.

CONTROL:
Each GM seed variety also undergoes more than a decade of testing with subsequent review of this data by USDA, FDA and EPA and multiple global regulatory bodies. GM crops have been reviewed and tested more than any other crop in the history of agriculture.

All of the research and oversight of GM foods by respected universities and government agencies, as well as the support of well-known health organizations, have gone a long way in assuring me that GM food is safe for all of us, helps make healthy food accessible to more people and makes farming more sustainable.

PROCESS:
It is a privilege to serve as your representative in the United States Congress. I take seriously my responsibility to represent the best interests of the constituents in my district. I value your input into the legislative process and I want you to know my door is always open. It’s helpful to hear the varied perspectives on issues from across the district. (Detail how constituents can provide input.)