WHO WE ARE

The Center for Food Integrity (CFI) helps today’s food system earn consumer trust. As an advocate for a transparent, sustainable food system, we conduct comprehensive and balanced consumer research and facilitate engagement between consumers and the food system on important food topics. We empower today’s food system to improve alignment between practices and consumer expectations.

STRATEGIC INITIATIVES

Convene, Empower and Support Food and Agriculture Stakeholders to Operate in a Manner that Builds Consumer Trust
The gap between food system performance and consumer expectations is narrowed through the use of CFI models, tools and information about how to earn consumer trust. CFI is a key resource where food stakeholders can collaborate on strategies that create better alignment with consumer expectations, resulting in increased consumer trust.

Leading Voice in a Balanced Public Conversation about Food
Media, online influencers and consumers view CFI as a leading resource for balanced and credible information about today’s food system. We are a vital source for food system stakeholders to help inform consumer outreach strategies and align practices with consumer expectations.

Align the Culture of Today’s Food System and Consumer Expectations
CFI is leading a balanced public discussion about food and improving the alignment between food system practices and consumer expectations. We are an advocate for a transparent sustainable food system that is ethically grounded, scientifically verified and economically viable.

STRATEGIC ACHIEVEMENTS

Annual Consumer Trust Research
Tracks trends and attitudes of consumers

Best Food Facts
Consumer and food expert connection

Engage Training
Shared values conversation workshop

Food System Media Monitoring
Media and online influencer monitoring

Transparency Index – The Standard for Trust
Transparency Assessment Tool

“CFI is unique among the outreach groups that we work with. They have developed a powerful model for effective communication to consumers that has helped us improve our consumer response messaging.”

- LEN HEFLICH, Vice President Quality Systems, Bimbo Bakeries USA

Join us. A transparent, sustainable food system lies in the balance. Contact terry.fleck@foodintegrity.org
 www.foodintegrity.org
Our peer-reviewed research shows that Confidence, or shared values, is 3-to-5 times more important than Competence (skills and technical expertise or science) in building trust.

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

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