



THE CENTER FOR
FOOD INTEGRITY™

THE CENTER FOR FOOD INTEGRITY'S DIGITAL PLATFORM, **BEST FOOD FACTS**

**REACHES
MORE THAN** **1,000,000**
CONSUMERS EACH YEAR

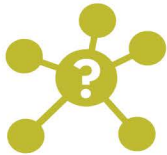


We built our reputation and digital footprint through an engagement strategy that leverages years of consumer research insights, engagement with consumer influencers and daily connections with consumers online.

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 ^{Best} Food Facts **PROCESS**



FIELD 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 **34,092**
TOTAL FOLLOWERS

- f 26,937
- t 5,291
- i 842
- p 783
- y 239

E-NEWSLETTER
38,393
SUBSCRIBERS

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?
- ★ What's healthier? Pork bacon or Turkey bacon?
- ★ Is there wax on apples?
- ★ Is plant-based milk healthy?
- ★ TBHQ: What is it and is it dangerous?
- ★ What you should know about Titanium Dioxide.
- ★ What foods are GMOs?

90% OF CLICKS

COME FROM THE **FIRST PAGE** OF SEARCH RESULTS ON GOOGLE

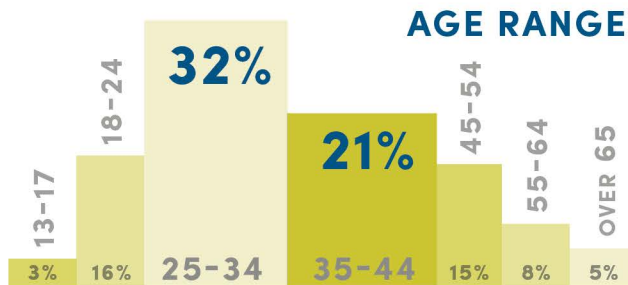
1. **54% OF CLICKS**

COME FROM THE **FIRST TWO POSITIONS** ON ONE PAGE

POSITIONS OF INFLUENCE ON GOOGLE

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

76%
FEMALE



53% COLLEGE EDUCATION OR HIGHER

INTERESTS

- TECHNOLOGY
- PHOTOGRAPHY
- TRAVEL
- GARDENING
- DESSERTS
- RECIPES
- DIY HOME DECOR
- GADGETS