



THE CENTER FOR
FOOD INTEGRITYSM

2018 CFI Program Sponsorship Opportunities

Best Food Facts – Best food Facts engages consumers on issues important to you by bringing consumers the most objective, trustworthy and accurate information directly from university-based experts. More than 1 million consumers visit this leading digital site each year. Sponsorship opportunities include general content generation to targeted issue campaigns on food issues most important to you! Ask about specifics.

Consumer Trust Research – Each year, CFI explores ground breaking trust research providing consumer insights you won't find anywhere else. We explore new and emerging consumer opinions and perceptions on issues that impact trust. There are multiple sponsorship opportunities and all contributors receive full access to the research.

Interactive Consumer Panel Webcasts – CFI gives you the opportunity to take the pulse of consumers directly on emerging issues through our online consumer panels. You can attend, observe, and ask questions directly of consumers. Think of this as a collective focus group on important food issues. Sponsorship makes this happen!

Engage – Since 2009, CFI has trained food system stakeholders to empower them to communicate more effectively with consumers by building trust through shared values. This interactive training program can be customized for your audience, preparing them for critical conversations they may encounter in person, through social media and even in their interaction with media.

Engage Online – This online learning system allows organizations to train participants in the fundamentals of Engage, but on their own schedule, and at their own pace. Engage Online has a series of five, self-paced training modules with valuable learning exercises that will empower participants to earn trust by engaging in any conversation about food and agriculture with confidence.

Coalition for Responsible Gene Editing in Agriculture – CFI is working to ensure the responsible use of technology that earns trust. The coalition has developed responsible use guidelines and is engaging stakeholders in a variety of ways to build trust in this emerging and important technology. Additional leaders and participant support are always welcomed.

Stakeholder Engagement – Help CFI reach out to consumers and food industry stakeholders about current issues in food. Webinars and video chats will be scheduled throughout the year for participation from all sectors of food, agriculture and consumer stakeholders. Help support this outreach to build consumer trust.

Speakers Bureau – Our goal is to not only raise awareness about issues of trust in food, but help audiences think differently – providing insights that spark discussion, ideas and action. CFI has a full list of speakers to share our diverse expertise with your audiences. Whether it's a keynote presentation, an interactive training seminar, a strategy session or panel discussion facilitation – we can tailor the content to meet your needs.

816-880-5360

2900 NE BROOKTREE LANE STE 200
GLADSTONE, MO 64119