So U.S. Farmers Are Feeding The World?

Most Consumers
Don’t Seem to Care

ONLY 1 IN 4
consumers believe that the U.S.
has a responsibility to provide
food for the rest of the world.

It’s Time To Change The Conversation
Results from The Center for Food Integrity 2014 Consumer Trust Research
“Cracking the Code on Food Issues: Insights from Moms, Millennials and Foodies”

What DOES matter to them?
ACCESS TO HEALTHY, AFFORDABLE FOOD

Top Concern In
The Center for Food Integrity Consumer Trust Research

Instead of defending
modern farming with
“We feed the world”...

Explain how what you’re doing
on the farm provides access to
healthy, affordable food.

Build trust by sharing
your values on the issues
that matter most.

Download the latest research from The Center for Food Integrity, “Cracking the Code on Food Issues: Insights from Moms, Millennials and Foodies” at foodintegrity.org.
Contact us at learnmore@foodintegrity.org.

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