



THE CENTER FOR
FOOD INTEGRITY

Contact: Jana McGuire
jana.mcguire@foodintegrity.org
816-556-3167

The Transparency Revolution: What Food Companies Expect from Today's Supply Chain to Earn Trust

CFI Research Webinar Explores Keys to Food System Transparency

KANSAS CITY, Mo – Tuesday, Aug. 2 – Today's consumers want to know what's in their food, who's producing it, how it's produced and how it will impact their health. It's a new day where transparency is no longer optional; it's expected. The latest research from [The Center for Food Integrity](#) (CFI) shows that food companies, many that have made dramatic shifts to meet consumer demand, are held most responsible.

Featuring The Hershey Company, Campbell Soup Company and CFI consumer research, a complimentary one-hour webinar on Wed., Aug. 17, from 10:30 to 11:30 a.m. CDT, will explore both companies' transparency initiatives, consumer expectations and what this transparency revolution means for the supply chain when it comes to earning trust. Participants will come away with a better understanding of why transparency matters and specific strategies to put transparency into action.

Presenters include:

Niki King, senior manager of the Corporate Social Responsibility Program Office, Campbell Soup Company. The centerpiece of Campbell's transparency efforts is www.whatsinmyfood.com, where consumers can access a wide range of information about Campbell's products, and have questions addressed in one easily accessible place. In addition, the company is moving toward a "real food" focus, recently committing to sourcing antibiotic-free chicken and to remove artificial colors and flavors from its North American products.

Deb Arcoleo, director of product transparency, The Hershey Company. Hershey launched a [Simple Ingredients](#) initiative last year and made continued progress on sourcing sustainable ingredients from its suppliers. Hershey is also making information about its products easier to find and understand through its leadership in the creation of the Grocery Manufacturers Association's (GMA) new [SmartLabel](#)[™] program.

Charlie Arnot, CFI CEO. Now approaching its 10th anniversary, CFI has conducted the most comprehensive [consumer trust research](#) in the country, providing its members with a roadmap to effectively engage consumers. Beginning in 2013, CFI zeroed in on the role of transparency in earning trust and by 2015, developed and tested a tool to measure transparency. Along with seven other companies, The Hershey Company and Campbell Soup Company both participated in a beta test of this new tool. The latest research demonstrates that transparency earns trust and details what consumers expect from today's food industry.

816 880-0204

2900 NE BROOKTREE LANE STE 200
GLADSTONE, MO 64119

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To register for the webinar, log on to www.foodintegrity.org/event/the-transparency-revolution-what-food-companies-expect/. For more information, contact Jana McGuire at jana.mcguire@foodintegrity.org.

The Center for Food Integrity is a not-for-profit organization that helps today's food system earn consumer trust. Our members and project partners, who represent the diversity of the food system, are committed to providing accurate information and working together to address important issues in food and agriculture. The Center does not lobby or advocate for individual companies or brands. For more information, visit www.foodintegrity.org.

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