



THE CENTER FOR
FOOD INTEGRITYSM

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New Online Training Provides Tools to Engage with Consumers in a New Way

KANSAS CITY, Mo. – Monday, April 24, 2017 – A new online program offered by [The Center for Food Integrity](#) (CFI) equips participants in the food and agriculture industries with a unique approach to effectively engaging to earn trust with today's increasingly curious, and often skeptical, consumer.

CFI's [Engage Online](#) includes a series of five self-paced online modules that takes a deeper dive into current consumer attitudes and provides curriculum and activities based on CFI's trust research, which demonstrates the power of communicating with shared values.

"Often, the first response to a consumer's question or comment about how food is produced is to provide facts and science," said Donna Moenning, CFI Engage Online coordinator. "But our research shows that this approach isn't effective and can actually distance consumers. Engage Online gives participants the confidence to engage in conversations using shared values."

CFI's peer-reviewed and published research shows that communicating using the shared values approach is three-to-five times more important to earning trust than simply sharing facts and science or demonstrating expertise.

Engage Online is modeled after CFI's successful Engage program, an in-person course that has trained thousands in the food and agriculture industries across the U.S. since it first launched in 2009.

Engage Online allows CFI to provide this unique training to a broader audience, said Moenning, as it can be taken anytime and anywhere. It's available for groups and individuals.

"Engage Online is very engaging and easy to follow. It provides information that can be difficult to grasp, but it's presented in a way that's easy to comprehend," said McKenzie Baecker, education specialist with National FFA Organization. "The course is relevant and appropriate for a range of audiences, from students to CEOs."

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Curriculum includes the erosion of trust, CFI consumer trust research, three steps to engaging to earn trust and values messaging.

To learn more about Engage Online, log on to www.CFI-Online.org or contact Moenning at donna.moenning@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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