



CFI Membership

CFI provides those in food and agriculture with a comprehensive and valuable array of services, resources and stakeholder networking opportunities designed to give member companies and organizations a competitive edge – empowering them to meaningfully engage with their most important audiences on issues that matter.

CFI Membership Benefits include:

- **Access to CFI's groundbreaking [Consumer Trust Research](#):** CFI's consumer trust research provides consumer insights you won't find anywhere else. We explore new and emerging consumer opinions and perceptions on issues that impact trust. As a CFI member, you have full access to this year's study – Shifting Food Beliefs and Trends and What Makes Food News & Information Credible, as well as analysis and support on how to apply the findings in your organization. Also available is a library archive of past research on trust, sustainability, transparency along with topical analysis on GMO, antibiotics, food ingredients, how food is grown and processed, chemicals, additives and much more.
- **CFI engages consumers on issues important to you!** [Best Food Facts](#) is dedicated to bringing consumers the most objective, trustworthy and accurate information directly from university-based experts to support more informed consumer decision making. More than 1 million consumers visit this leading digital site each year, and as a member you help guide content generation. That means we will address the issues important to you. A [website widget](#) is available to members to use on their individual sites so Best Food Facts is always just a click away for your customers, employees and others.
- **CFI Video Chats:** This new member-only program presents short, focused on-line mini-summits on key topics. Guest CEO's and other food system leaders are interviewed with CFI members invited to listen-in and submit questions to gain perspective on emerging issues. Topics explored include Capturing opportunity in a rapidly changing consumer environment; Pathways to increased consumer acceptance of food and agriculture innovation; Moral food; the role of ethics in food choices and food system implications; The trade-offs associated with absence-label claims; Sustainability: what it means and how consumers view it; Making graceful exits from unproductive commitments.
- **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 of directly of consumers. Think of this as a collective focus group on important food issues. Themed webcasts include:
 - How consumers view sustainability and what it means for the food system
 - Why technology in food scares consumers and how their fears can be overcome
 - Why consumers mistrust big food and how mistrust may be overcome
 - Learn the areas of transparency most important to consumers
 - What are consumers biggest concerns about foods impact on health
- **Direct access to a CFI Relationship Manager dedicated to meeting your needs:** Each CFI member is assigned a Relationship Manager, who is their go-to source for all things CFI. The Relationship Manager will reach out to you every month to understand your needs and consult with you on how CFI's tools trainings, insights and resources may be directly applied to your needs. In addition to the personal contact, you will receive bi-weekly email touch points; monthly issues briefs; in-person meetings and customized research presentations



• CFI stakeholder initiatives

- [The Coalition for Responsible Gene Editing](#) is working to ensure the responsible use of technology that earns consumer 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. CFI members have access to all resources from developed for any coalition.
- **Issue-specific Projects** – CFI members have access to resources generated from CFI project programming. Examples include absence-labeling research; Optimizing Sustainability Dialogues; CFI Senior Public Affairs Summit; Optimizing Sustainability and many others.

- **Webinars and online training tools for values based communication – Engage**, Using the Power of Shared Values is an interactive training program that gives participants the tools to engage in conversations that build trust. CFI now offers member discounts to [Engage Online](#), a series of five self-paced online modules that allow users to develop the skills they need to build trust from at their own pace at any time.



“CFI is unique among the outreach groups that we work with. They have developed a powerful model for effective communication to consumers that has helped us improve our consumer response messaging.”

– Len Heflich, VP Food Safety, Quality and Crisis Management, Retired, Grupo Bimbo

“CFI fosters accurate, balanced conversations among diverse stakeholders on food system issues and challenges without taking sides. CFI has strong credibility among all sectors of the food chain, plus consumers. That’s powerful.”

– Sara Lilygren, Senior Corporate Affairs Expert; Former EVP of Corporate Affairs and Chief Communications Officer, Tyson