



Do Consumers Trust You? We Can Help.

One of the most important assets you manage is intangible – trust.

As part of a complex, pressured and often misunderstood food system, earning and protecting consumer trust is essential. Along with consumers, your employees, investors and other stakeholders are not only looking at how you grow, raise and produce food, but increasingly at how you engage in social and political issues like climate change, livable wages and racial equality.

Are you prepared to engage?

The Center for Food Integrity (CFI) can help.

We are the only not-for-profit organization dedicated to helping the food system earn trust. Our members cross the entire food spectrum, from the farm gate to the world's largest retailers and restaurant chains.

Being part of our network connects you to thought leaders, coalitions and insight you can't get anywhere else.

Why Do Companies Like Yours Join CFI?

- **Consumer Trust.** We initiate and facilitate public discourse on food issues to help you become better informed, skilled and influential.
- **Consumer Insight.** We help you develop a deeper understanding of consumer culture and drive actionable engagement with the food value chain.
- **Food Issues Management.** We are a neutral, third-party resource that convenes meaningful conversations to inform strategies.
- **Food System Connections.** We connect you with credible food chain networks that share common interests to expand your reach.

Our Strategic Priorities Align With Yours

- **Insight.** Provide value to food system stakeholders by monitoring emerging consumer culture, beliefs and opportunities and developing insights that inform and support integrated strategic engagement.
- **Catalyze.** Convene, inform and empower food system stakeholders and collaborate on strategic engagement to build consumer trust.
- **Advocate.** Serve as an influential, respected and leading voice in the discussion of food system issues, advocating for positions and strategies that build consumer trust.

CFI Research

We're known for our consumer trust model and consumer trust research, maintaining and building a library of research to help inform policies, communications and consumer outreach strategies. And CFI members have open access to current and past research reports and webinars, in addition to ongoing counsel and support.

What CFI Members Are Saying

“It's valuable to be at the table with food system leaders.”

“We engage on issues that impact our ability to produce food efficiently.”

“It's a place where we can roll up our sleeves and work collaboratively.”

World Class Tools and Resources

- CFI's team of experts can provide trainings, like our renowned trust-earning [Engage](#), and [breakout sessions and presentations](#) on topics as diverse as Rebuild Trust with Consumers, Earn Trust in Technology, Transparency, What Makes Food Information Credible, Optimizing Sustainability and Racial Justice, Inclusion and Diversity.
- CFI also provides members with [Illuminate™ Digital Culture Insights](#), actionable research reports on important topics that leverage digital ethnography to monitor millions of online consumer conversations in real time - discovering consumer values, attitudes, motivations, behaviors, preferred brands and sources, and more.
- Our [Consumer Trust Insights Council](#) brings together the food industry's biggest thought leaders, executives and social scientists to explore emerging consumer trends and use data analysis to inform strategic direction and provide guidance on how to engage and respond.
- [BestFoodFacts.org](#) is a trusted and impartial, consumer-facing CFI platform that features over 200 third-party experts on anything related to food. "Your expert source on every course," where hundreds of questions are answered and where we partner with members and others to highlight important food system topics.
- Access to a large archive of member-exclusive webinars on issues, insights and consumer engagement practices, content generated from CFI project activities, including coalition work.
- In-person or virtual presentations or working sessions with your team to apply CFI approaches and tools.

Food System Stakeholder Projects and Coalitions

With the ever-changing environment surrounding our food system, CFI has initiated a number of projects and coalitions focused on specific research areas. These types of forums allow participants to sit at one table with major stakeholders in a pre-competitive environment.

- ▶ [Coalition for Responsible Gene Editing in Agriculture](#)
- ▶ [Optimizing Sustainability Framework](#)
- ▶ [Building Trust in Animal Protein](#)
- ▶ [Coalition for Sustainable Egg Supply](#)
- ▶ [Coalition for Responsible Antibiotic Use](#)

Let's Talk

We welcome the opportunity to share how CFI can help you connect across the food system and develop relationships that provide shared interests and perspectives. Reach out to Kelly Leighton about membership opportunities and how we can tailor programs and resources to your needs.

- ▶ **Kelly Leighton**
(770) 377-0408 | kelly.leighton@FoodIntegrity.org

CFI Member Benefits

- Access to all CFI **trust insights resources**
- Access to all **stakeholder engagement project work**
 - *Gene Editing; Optimizing Sustainability; Diversity, Equity, and Inclusion; Gen Z- Engaging Influential Audiences and* other programs, initiatives and coalitions as they arise
- **In-person or virtual presentations/working sessions with your team** around interorganizational application of CFI tools
- **Strategic food-topic counsel** on issues impacting you/your company - including topics like *Optimizing Sustainability* and *Animal Welfare*
- **Consumer trust-building** content through workshops, newsletters, reports, social content, videos and more
- **General food issues support through [Best Food Facts](#)** including infographics, social feed content, op-eds, articles, newsletters and videos
- **Large archive of member-exclusive on-demand webinars** on consumer engagement practices, content generated through CFI project activities including coalitions (*Sustainable Egg Supply; Responsible Use of Antibiotics, etc.*)