



Consumer Trust Insights Council



Ujwal Arkalgud

Cultural anthropologist and entrepreneur. Ujwal is the co-founder of MotivIndex, and in 2018 they launched MotivBase, the world's first AI anthropologist.

[MotivBase Blog](#)



Charlie Arnot

CEO of the Center for Food Integrity and president of Look East, a consulting company. CFI is a national non-profit helping today's food system earn consumer trust.

[The Center for Food Integrity](#)



Lauri Baker

Associate professor of agricultural communication in the Department of Agricultural Education and Communication at the University of Florida. Lauri is a faculty member of the Center for Public Issues in Education.

[University of Florida PIE Center](#)



Vincenzina Caputo

Associate Professor in the Department of Agricultural, Food, and Resource Economics at Michigan State University. Her research uses cutting-edge methods to better understand how people make food choices and how these choices impact the food system, supply chains, and policy.

[Michigan State University – Vincenzina Caputo](#)



Nick Fereday

Senior Analyst - Consumer Foods, RaboResearch. Nick covers research on the North American value-added processing sector and writes a regular newsletter.

[Talking Points Newsletter](#)



Mickie French

Executive director of The Center for Food Integrity. Mickie has experience across the food value chain, from agriculture to ingredients and CPG, developing purpose-driven strategies.

[The Center for Food Integrity](#)



David Hughes

Emeritus Professor of Food Marketing at Imperial College London, and Visiting Professor at the Royal Agricultural University, U.K. As “Dr. Food”, he is a speaker at international conferences and seminars on global food industry issues, particularly consumer and retail trends.

[Professor David Hughes](#)



Tracy Irani

Chair of the Department of Family, Youth and Community Sciences at the University of Florida. Tracy is a nationally recognized social scientist in the areas of public understanding of science and technology, crisis and risk communication, and public opinion issues analysis.

[University of Florida – Tracy Irani](#)



Jayson Lusk

Distinguished Professor and Head of the Department of Agricultural Economics at Purdue University. Jayson is an author and a food and agricultural economist who studies what we eat and why we eat it.

[Jason Lusk Blog](#)



Carl Persson

Senior Director, Global Cross-Category Consumer Insights at PepsiCo.

[PepsiCo](#)



Kevin Ryan

Founder of Malachite Strategy and Research. Kevin has almost 20 years of experience leading innovation and strategy at General Mills and Amazon and advanced degrees in food science and food anthropology.

[Malachite Strategy and Research](#)



Susan Schwallie

Executive Director of the NPD Group Food and Beverage. Susan has worked across a variety of North American CPG clients translating insights about how Americans eat into action for marketing, culinary, and corporate strategy professionals.

[NPD Insights](#)



Eve Turow-Paul

Leading expert on Millennial and Gen Z global food culture, and founder and Executive Director of Food for Climate League. Eve helps companies and organizations connect the dots between climate, food trends, and human needs.

[Eve Turow-Paul site](#)