



Helping Today's Food System Build Trust.

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 trust is essential. Stakeholders continue to examine how you grow, raise and produce food, and increasingly focus on how you engage in social and political issues like climate change, livable wages and racial equality. Consumers, your employees, partners and investors are increasingly demanding transparency and truth across the food system.

Are you prepared to engage?

The Center for Food Integrity (CFI) can help.

CFI is the balanced, science-based, credible resource with representation for food system stakeholders that, unlike organizations focused on the needs and challenges of a single sector or issue, serves as a catalyst for building trust across the entire food value chain.

Our diverse partnerships run the gamut, from the farm gate to the world's largest retailers, restaurant chains and food manufacturers, providing our members access to a deep network of internal and external experts. We provide science-based, industry-leading tools, resources and solutions, and pride ourselves on being at the forefront of future-forward consumer insights and industry trends.

Our expertise and vast network places us in a unique position to convene diverse organizations in a pre-competitive environment, create coalitions, lead forward-thinking conversations, and provide trust-building frameworks and actionable strategies to help build a more resilient food system.

Why Do Companies Like Yours Join CFI?

- **Research & Insights.** We provide high-value, unbiased research and insights, to drive a deeper understanding of consumer culture and trust.
- **Emerging Trends & Issues.** We identify emerging trends, issues and implications that impact consumer trust, to develop a deeper understanding of consumer culture and drive actionable engagement with the food value chain.
- **Strategic Roadmaps.** We are a balanced, credible resource that convenes meaningful conversations to inform and build strategies to more effectively engage with stakeholders.

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.”



CFI Member Benefits

RESEARCH, INSIGHTS & FUTURE OF FOOD

- **Research & Illuminate™ Digital Cultural Insights:** Balanced, unbiased consumer research, insights and trends reports to drive deeper understanding of consumer culture and trust in food/ag system.
- **CFI's Trust Insights Council:** Members have direct access to the food industry's thought leaders, executives and social scientists to explore emerging consumer trends and use data analysis to inform strategic direction
- **Strategic Roadmaps:** Access to actionable strategic frameworks to support stakeholder engagement around key food system issues

INDUSTRY CONNECTIONS

- **CFI Connect:** Monthly, members-only roundtable discussions on key industry topics
- **Member Community:** CFI Member Directory and Community peer-to-peer platform to share knowledge, explore industry topics and discuss shared interests
- **Member Spotlight:** Opportunity to showcase member organizations and initiatives (video and blog form)

CONTENT & EDUCATION

- **Member Morsels:** Weekly newsletter highlighting relevant industry topics, consumer trends and CFI initiatives
- **CFI Quick Bites:** Learning on Demand video content
- **Member Portal:** A robust library of curated and sharable CFI content
- **CFI Programming:** monthly webinars, podcasts and with industry experts and thought leaders
- **Best Food Facts:** Advise on two topics for coverage on consumer-facing website with over 1 million followers

MEMBER CONCIERGE

- **Member Support Line:** Access to CFI leadership and support team for issues management advice
- **Member Relationship & Experience Director:** Single CFI point of contact to help members quickly access resources and information.

STAKEHOLDER PROJECTS & 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 forums bring sponsoring members to the table with major stakeholders in a pre-competitive environment to develop industry-leading frameworks and programs.

[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

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