



# 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, produce and distribute 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, different from organizations focused on the needs and challenges of a single sector or issue, serves as a catalyst for building trust across the entire food/ag 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, emerging trends and food system issues.

Our expertise and vast network places us in a unique position to convene diverse organizations in a pre-competitive environment, to 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.
- **Food/Ag Value Chain Connections.** We connect you with credible food/ag chain networks that share common interests and support info sharing around food issues.

### 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



THE CENTER FOR  
FOOD INTEGRITY<sup>SM</sup>

## 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 the food system.

**CFI's Trust Insights Council:** Members have direct access to food industry 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 and solution-finding around key food system issues

## INDUSTRY CONNECTIONS

**CFI Connect:** Regular members-only roundtable discussions on key industry topics and food/ag issues

**Member Community:** CFI Member Directory to share knowledge, explore industry topics and discuss shared interests

**Member Spotlight:** Opportunity to showcase member organizations and initiatives (video and blog form)

**Annual Summit & Member Event:** Annual industry event, that includes a member-only component to include panel and breakout sessions around key industry topics/food issues. Members receive a discount on registration

## CONTENT & EDUCATION

**Member Morsels:** Monthly newsletter highlighting relevant industry topics, consumer trends and CFI initiatives

**CFI Quick Bites:** Learning on Demand Videos

**Member Portal:** A robust library of curated and sharable CFI content

**CFI Programming:** monthly webinars, podcasts and digital dialogues with industry experts and thought leaders

**Best Food Facts:** Advise on one topic of interest for coverage on consumer-facing website with over 1 million followers

**Speakers Bureau or Engage Training:** Members can choose to secure a CFI speaker for one (1) virtual keynote, panel discussion or other speaking engagement at no additional cost. In addition, member organizations receive a discount to secure one (1) CFI speaker for an in-person speaking engagement or for an Engage training

## MEMBER CONCIERGE

- **Member Support:** Access to CFI leadership and support team for issues management advice
- **Member Relationship Director:** Primary CFI point of contact for members

## STAKEHOLDER PROJECTS & COALITIONS

With the ever-changing environment surrounding our food system, CFI has initiated a number of projects, programs and coalitions focused on specific research areas. These forums bring supporting members to the table with other major stakeholders in a pre-competitive environment to develop industry-leading frameworks and programs.

- [Coalition for Responsible Gene Editing in Agriculture](#)
- [Optimizing Sustainability Framework](#)
- [Coalition for Sustainable Egg Supply](#)
- [Engage Stakeholder Trainings](#)
- [Best Food Facts](#)
- [Building Trust in Animal Protein](#)
- [Coalition for Responsible Antibiotic Use](#)

### ► Learn More About Membership

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