FOOD FIGHTS AREN’T FUN!

2019 SASKATCHEWAN PORK INDUSTRY SYMPOSIUM – SASKATOON SK

NOVEMBER 12, 2019

CLINTON MONCHUK
- Made up of commodity groups, manufactures, food processors, distillers, RMs, government and agri-businesses
- Our mandate is to have conversations with consumers
  - Make sure consumers have truthful information
- Series of events to increase public trust in farming and agriculture
- Thank you Sask Pork for being a strong member and supporter!
HOW MANY OF YOU HAVE BEEN INVOLVED IN A FOOD FIGHT?
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- My farming methods are better than yours.
  - Conventional vs Organic
- This food is better than that food.
  - Beef vs Pork vs Chicken
- This brand is better than that brand.
  - Case IH vs John Deere vs New Holland
- Farmers are right, consumers are wrong
WHAT HAPPENS WE CREATE THE NARRATIVE
I’M RIGHT YOU ARE WRONG?

Loser
WE don’t build trust
we’re creating a fight

Winner
Golden Question
Always comes back to this....
Does this person agree with my ethical right to produce/be involved with producing food?

✅ Engage
❌ Agree to Disagree
INCREASINGLY CONSUMERS ARE QUESTIONING FOOD

- Questions around what farmers do and why
- Environmental impacts of land and animals
- Long-term viability
- How do farmers really care for the food they grow?
THE MORE YOU HEAR THE SAME THING THE HIGHER THE CHANCE IT BECOMES A TRUTH
If you listen to the media it’s all bad:
- Wheat is bad
- Meat is bad
- GMOs are bad
- Pesticides are bad
- Fat is bad
- Sugar is bad
- Dairy is bad
- Chemicals are bad
- Corporations are bad
- Farmed seafood is bad
- Bad, bad, bad!

Everything is scary and seems to change day to day!
THERE IS LOTS OF FOOD INFORMATION OUT THERE...
DIFFICULT TO KNOW WHAT’S TRUE
THIS THEN LEADS TO HOW DO WE BUILD TRUST?

PERSUADE

EDUCATE

ENGAGE THEM
Building Public Trust

Knowledge, skills, and technical capacity to do a good job.

Same values and ethics as you. Rely on them to do the right thing.

Competence (Expertise)
Confidence (Values)

Public Trust

Leading with Shared Values in 3-5x more important to building trust than sharing facts or demonstrating technical skills/expertise.

US CFI Published Dec 2009, Journal of Rural Sociology
SOME QUICK POINTS

- Canadians are a few generations removed from the farm/ranch
  - Less than 3% of population has a direct tie to a farm or ranch
- Farmers haven’t always been engaged with consumers to a strong degree
- As the urban population sought out more information about food production, the void of information was filled with special interests and marketing
PERCEPTIONS ON HUMANE TREATMENT OF ANIMALS – A DANGEROUS DISCONNECT

- **58%** Strongly agree with the statement “if farm animals are treated decently and humanely, I have no problem consuming meat, milk and eggs.”
- **31%** Strongly agree that Canadian meat is derived from humanely treated animals.
- **61%** Unsure
THE MORE WE UNDERSTAND CONSUMER CONCERNS
THE BETTER EQUIPPED WE ARE TO BUILD TRUST
WHAT’S THE DIFFERENCE BETWEEN ORGANIC AND CONVENTIONAL FOOD?

• ALL food is safe to eat if it’s inspected (grocery stores, food services)
• Nutritionally the same
• Organic food is specific to the production practices used
  • Can use non-synthetic fertilizers and pesticides
• Conventional food production methods can use synthetic fertilizers and pesticides
• Keep in mind who you are talking to.
• Be sure you understand their concerns.
• Talk about what you know…but not too much.
• Use personal and specific examples.
• Avoid or explain industry terms.
• KISS (Keep It Simple, Stupid). Easy to understand words and explanations, no jargon.
FOOD INFLUENCE AND STUDENT TOUR

- chefs, food bloggers, travel bloggers, dietitians, film producer, magazine editors, health/wellness, newspaper columnists + students

- Strong social media engagement

Influencer tour posts reached over 340,000 followers in one week!
MOVING THE BAR WITH STUDENTS…
WHAT’S YOUR VIEW OF AGRICULTURE?

<table>
<thead>
<tr>
<th>Student Group</th>
<th>BEFORE tour</th>
<th>AFTER tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polytech Culinary Arts</td>
<td>67% ‘very positive’</td>
<td>84% ‘very positive’</td>
</tr>
<tr>
<td>U of S Pharm/Nutrition</td>
<td>61% ‘very positive’</td>
<td>81% ‘very positive’</td>
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### Student's View of Pesticide Use...

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</tr>
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<tbody>
<tr>
<td>Polytech Culinary Arts</td>
<td>48% 'opposed'</td>
<td>6% 'opposed'</td>
</tr>
<tr>
<td>U of S Pharm/Nutrition</td>
<td>29% 'opposed'</td>
<td>4% 'opposed'</td>
</tr>
</tbody>
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2019/2020 will include more lectures, student events and opportunities for partnership.
No one cares how much you know, until they know how much you care.

- Theodore Roosevelt