

# CONSUMER ENGAGEMENT AND SHARING OUR STORY

Presented by:  
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**1990**

THE INTERNET  
IS AVAILABLE  
TO ALL!

**1994**

The launch of  
the first blog



**1995**

The first news  
organization to  
offer an online  
edition

**CNN**

**1998**

World Domination  
begins



**2003**

Alberta BSE  
outbreak



**2005**

Cat videos  
take over the  
internet

**You Tube**

**2004**

Facebook's  
public launch

[ thefacebook ]

**2007**

Online editions  
launched

**CALGARY  
HERALD  
EDMONTON  
JOURNAL**

**2008**



What's On  
Your Plate?

**2009**

H1N1  
Pandemic



**2013**

Social  
engagement

**gastropost**



**2010**

A new  
conversation

**TASTE  
alberta**

**2010**

A huge  
technological  
advancement



TO  
INFINITY  
AND  
BEYOND

# CHANGING THE CONVERSATION

Recent industry efforts have allowed us speak directly with consumers and influencers about the things that matter to them.

#tasteab

The means of these conversations has changed ...in particular around the demand to know more about food and the story behind the food.

IS THIS FREE RANGE

BSE IN AB

!!  
#tasteab

LOCAL DAIRY FARMS

WHERE IS MY PORK FROM

# THE FARM-TO-PLATE KNOWLEDGE GAP

An increasing cultural and social divide between urban and rural populations, at a time when agriculture is becoming more scientific, progressive and change-oriented in order to evolve.



**Consumer Mistrust**



**LACK  
OF INFORMATION  
BREEDS FEAR**


**HOW ARE OTHERS  
MANAGING THE  
CONVERSATION?**



Chipolte ; Back to the start: <https://www.youtube.com/watch?v=aMfSGt6rHos>



# WHO'S TELLING OUR STORY?

- 
- A local strategy to manage misinformation
  - Sharing the business of agriculture, not just food

# OTHERS TELLING THEIR STORY

## WHAT IS FOOD WITH INTEGRITY?

FOOD WITH INTEGRITY IS OUR COMMITMENT TO FINDING THE VERY BEST INGREDIENTS RAISED WITH RESPECT FOR THE ANIMALS, THE ENVIRONMENT AND THE FARMERS.

## — Our ingredients — GUARANTEE

At A&W, we're on a journey to source simple, great-tasting ingredients, farmed with care. We're proud to have high standards when it comes to our food and you can taste it in everything we serve. Find out how we're taking steps to make a big difference.

**OUR FOOD.**  
**YOUR QUESTIONS.®**





# ENLISTING 3<sup>RD</sup> PARTY CREDIBILITY

2010



Represents a wide variety of organizations within the Alberta food industry that have come together to encourage consumer loyalty to locally produced food.

2013



Builds and sustains a food community of value around data and content.



MASS MARKET REACH

INCREASED FOOD  
AWARENESS



OPEN  
CONVERSATIONS



INCREASED  
CONSUMER TRUST

# SIGNIFICANT SOCIAL INFLUENCE

## Gastropost Community

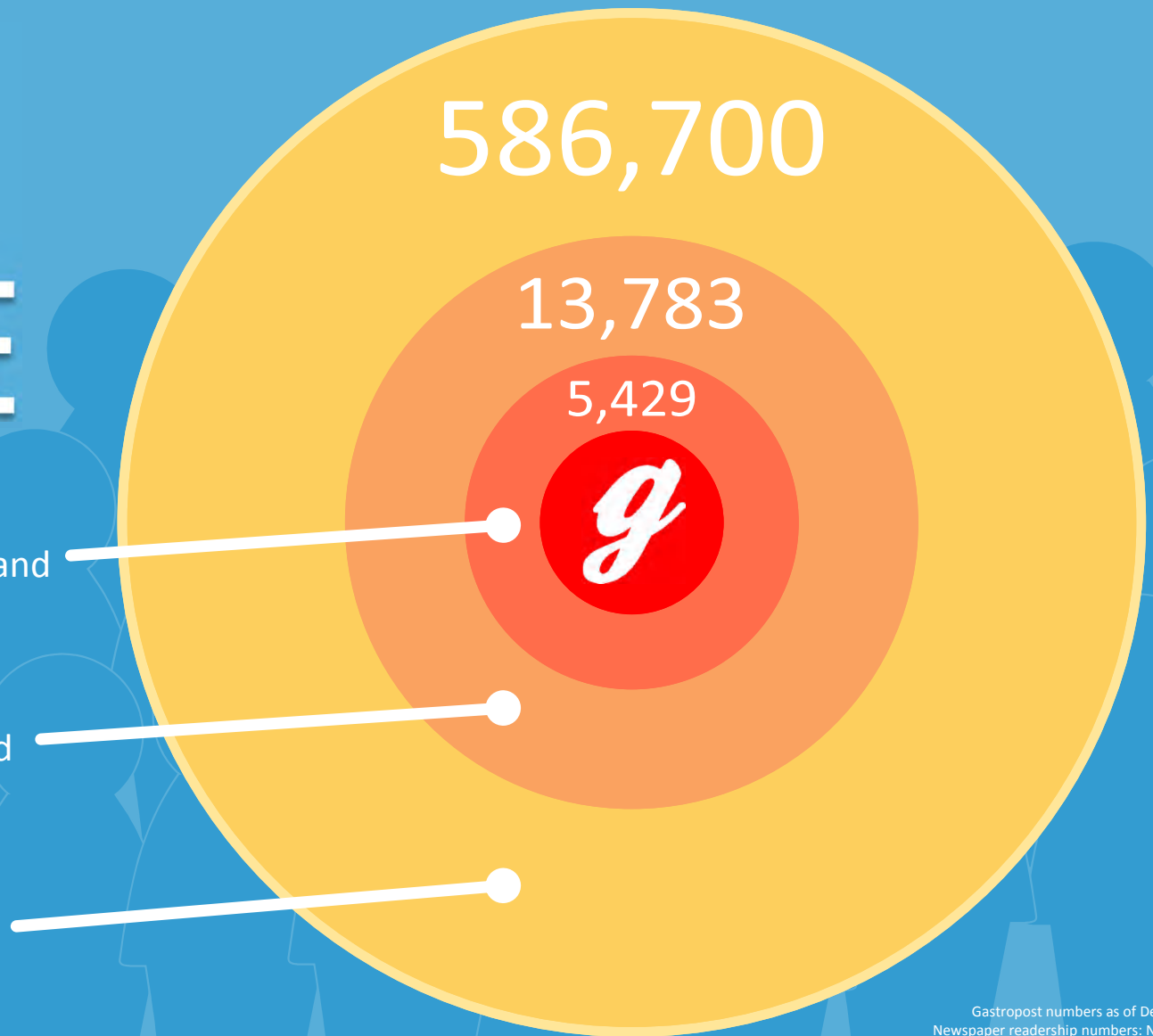
Members of Gastropost in Edmonton and Calgary

## Gastropost Fans Online

Combination of monthly web visits and social account followers

## Total Newspaper Reach

Weekday readership of the Edmonton Journal and Calgary Herald



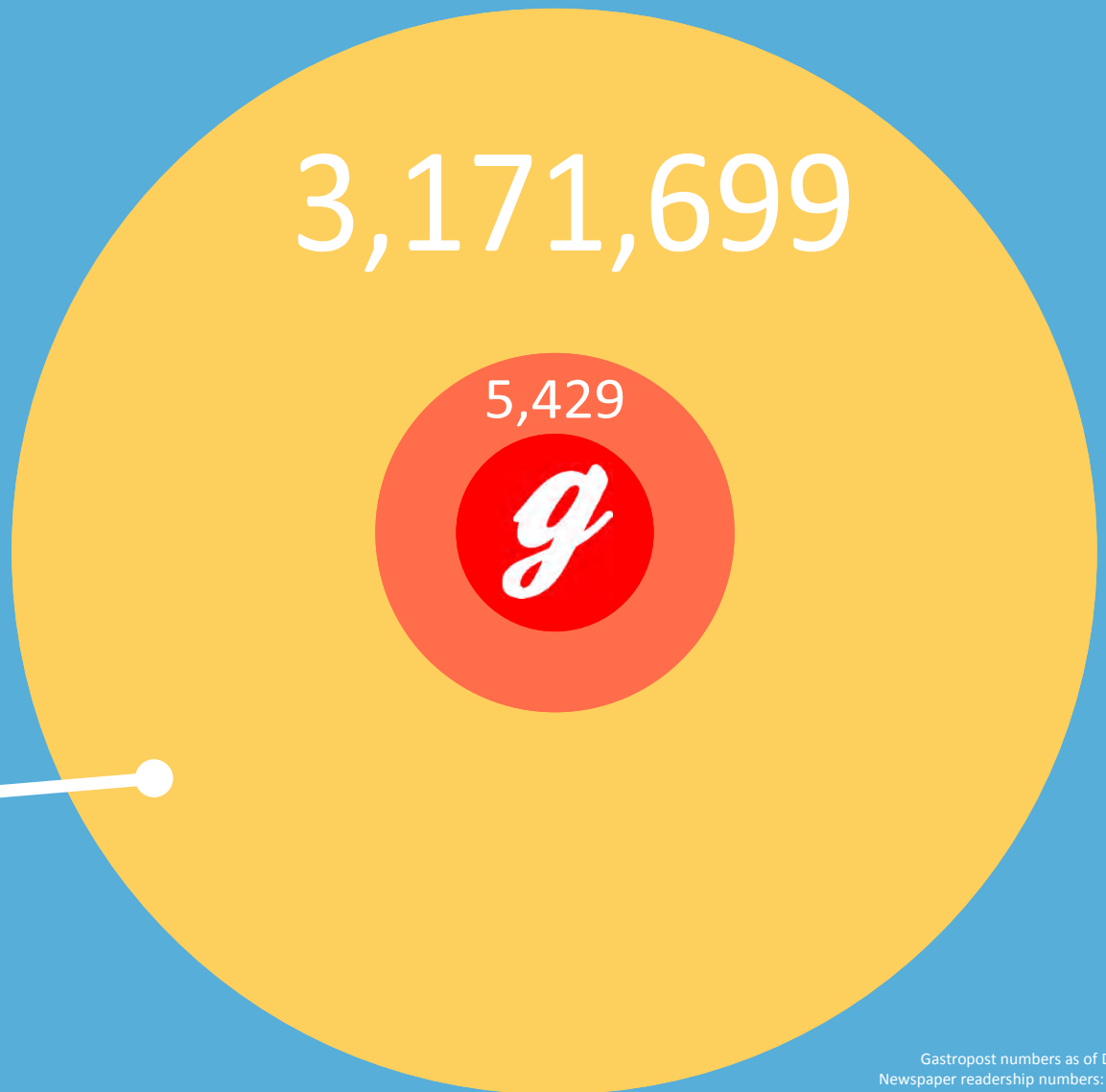
Gastropost numbers as of December 2014  
Newspaper readership numbers: NADbank 2013

# SIGNIFICANT SOCIAL INFLUENCE

## Gastroposters Networks

Total Instagram network reach of  
Gastropost Membership.

Average followers X average activity



# MEASURING SENTIMENT

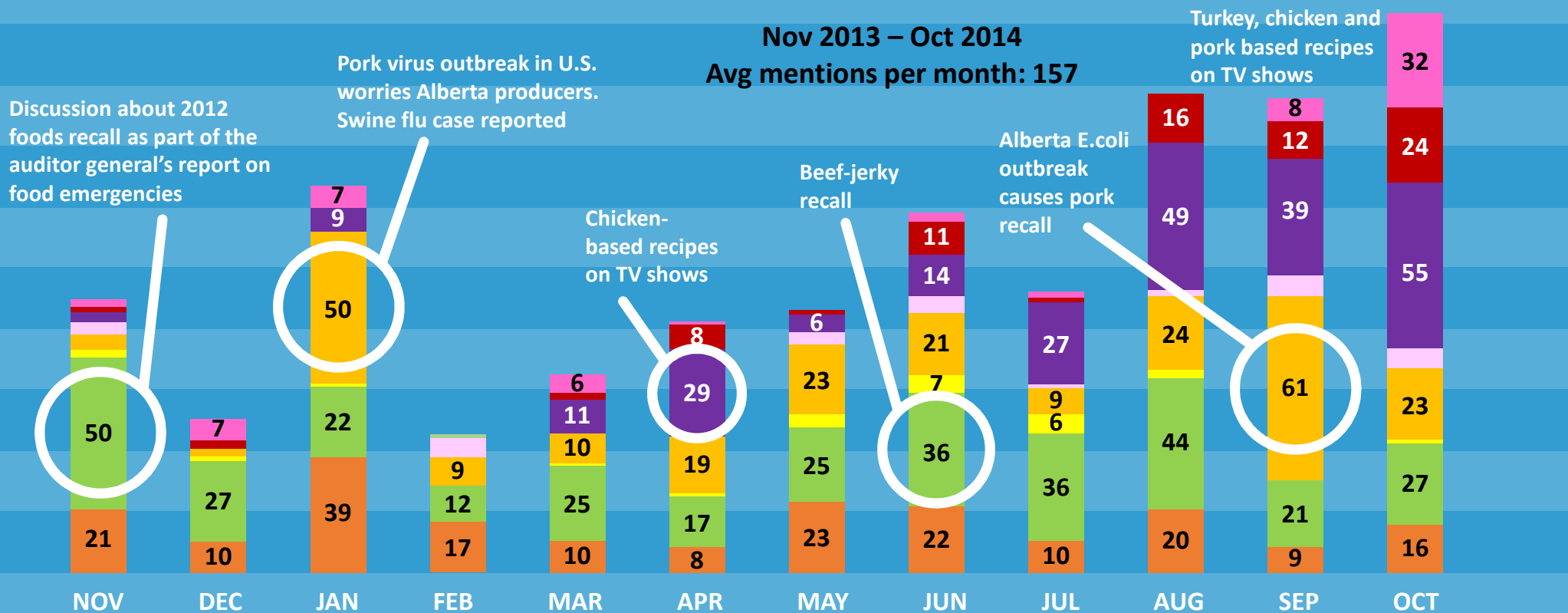
We commissioned a benchmark report examining the media impact and themes around Taste Alberta and certain Alberta foods in the traditional and social media space across the province.

We then followed up a year later with another report to view the changes in consumer sentiment...

■ POSITIVE
 ■ NEUTRAL
 ■ NEGATIVE

SOCIAL		July – October 2013/2014		SAMPLE SIZE	
OVERALL		18%	72%	10%	753
		26%	72%	2%	9,254
TASTE ALBERTA		9%	91%		127
		40%	60%		1,459
ALBERTA BEEF		14%	79%	7%	215
		27%	72%	1%	2,584
ALBERTA PORK		4%	96%		148
		16%	81%	3%	1,987
ALBERTA CANOLA		37%	46%	17%	104
		45%	45%	10%	838
ALBERTA CHICKEN			58%	42%	64
		13%	87%		1,472
ALBERTA MILK		17%	64%	19%	47
		25%	74%	1%	365
ALBERTA TURKEY		15%	82%	3%	34
		20%	80%		295
ALBERTA EGGS			88%	12%	16
		28%	72%		253

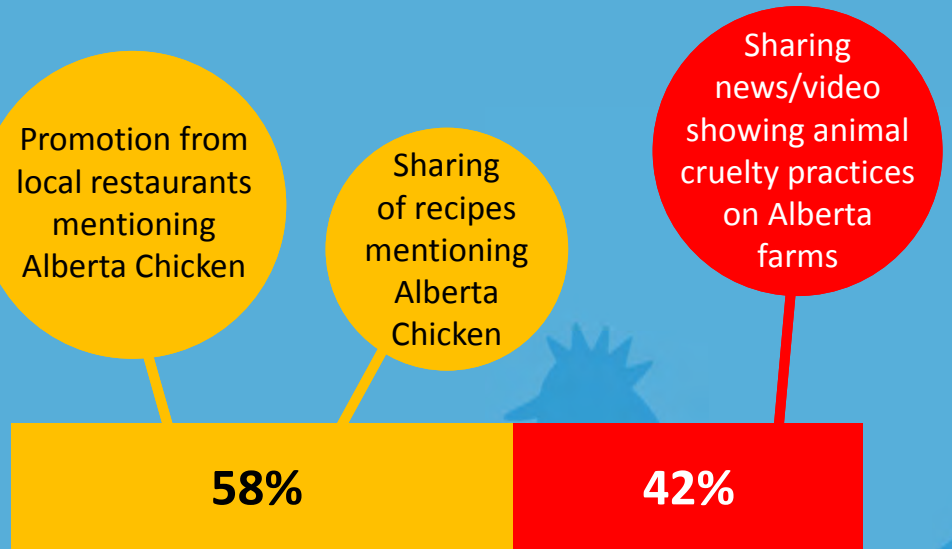
# VOLUME TREND: TRADITIONAL



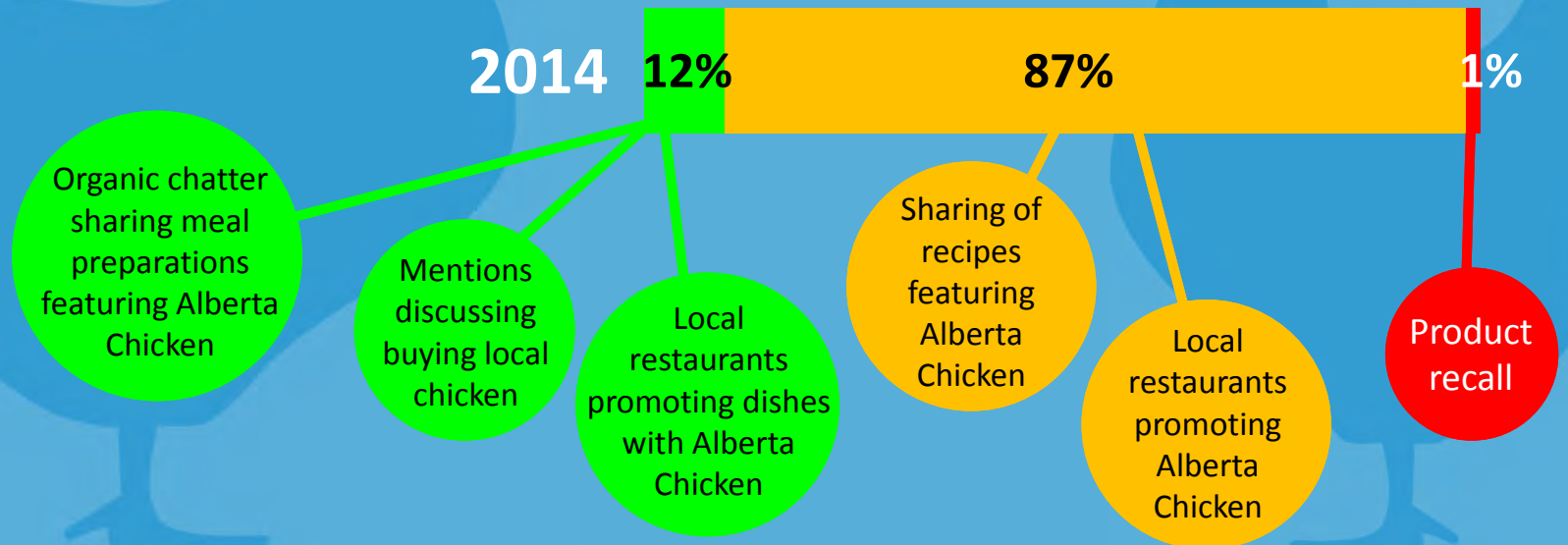


# TASTES LIKE CHICKEN

## 2013 SOCIAL THEMES



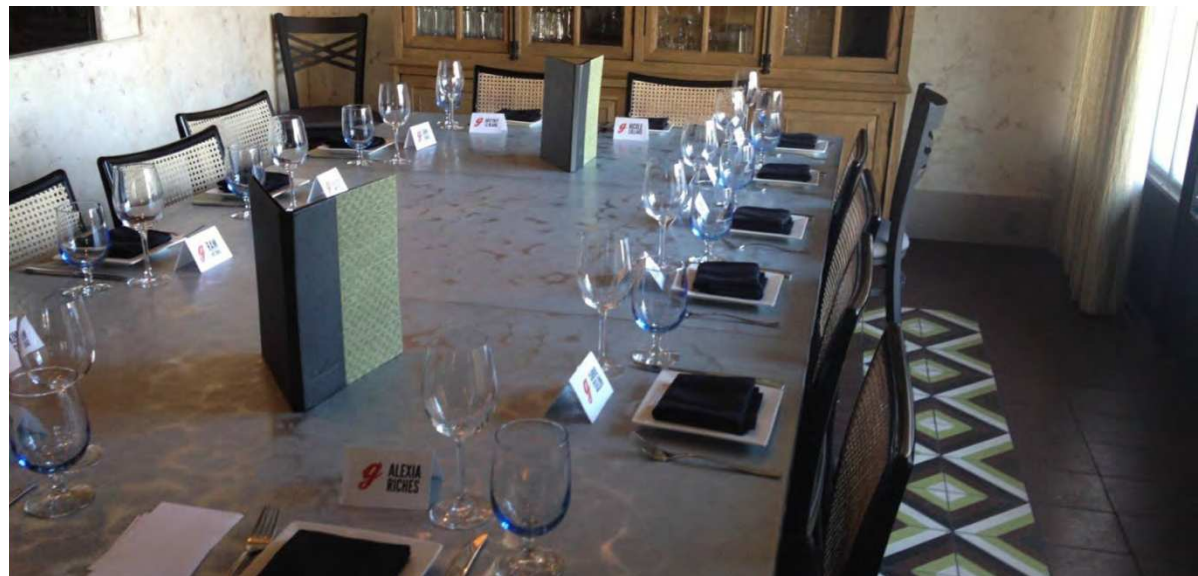
## 2014



# TALKING WITH LOCAL INFLUENCERS

Gastroposters from Edmonton and Calgary were invited to private Embed Lab dinners based on their past participation and our observations about their habits and behaviour.

From these conversation we hoped to better understand how to guide conversations around food, and to manage misinformation as it happens.



## PRIMARY OBJECTIVES

### EDMONTON

Learn about the perceptions members have of large, modern agriculture.

### CALGARY

Learn about the triggers that lead to members making a local food choice

## KEY LEARNING

There is such a thing as "too big" when it comes to farm size.

Price trumps all. People are willing to pay more for local or organic, up to a point.

No matter the size of the farm, local clearly labelled food is important.

Local food becomes desirable when a story or narrative about it is told.

Knowing the producer on a personal level is impactful.

Food clearly labeled "From around here," or "Locally-made" makes a difference.

*"Smaller farms have a closer relationship to the food they produce and less likely to make 'big business'-style cost-cutting measures."*

*"Planet Organic chicken may be more humane, but it's \$25. I can get the same at Safeway for \$7.99. Easy choice."*

*"You know it's good because you've heard of it."*

*"I'm interested in seeing the producers close up"*

*"We were all raised either on farms or with friends who were from a farm, but that's not the case with my kids."*

*"Local food tastes better."*

## SECONDARY OBJECTIVES

### EDMONTON

Learn about the challenges members face when trying to find local food.

### CALGARY

Learn about members' feelings around making local food choices.

## KEY LEARNING

Local eating tends not to work well in Alberta's climate.

Craves information on where to find local products, which exact farm — including where it's located — that product comes from, and the story behind the farmers themselves.

Family and family health is important.

Local food choices are important to their community.

Choosing local means healthier, fresher foods.

*"This is Alberta, and it's winter eight months of the year... It's so prohibitive for us to eat locally that I just don't think it's an option."*

*"There are great butchers in the city, but I can't always get to them... and the butcher at the grocery store is not always knowledgeable."*

*"Food is paramount to every gathering. If there's no food at an event, you're doing something wrong."*

*"Chefs making local ingredients a priority allows me to make a conscious choice, and I like that."*

*"Local food tastes better."*



# GUIDING THE CONVERSATION

First step of social  
media marketing:  
Listen and learn

Second step: Use  
what you've learned  
to guide and engage



# GUIDING THE CONVERSATION

Building relationships and engagement with consumers is difficult but important.

We have established a strong presence via other credible, trustworthy brands and have built an established audience of local influencers.

Consumers are talking about Alberta food and food producers. We need to continue to be there to listen, learn and guide the conversations.



# THANK YOU



Questions?

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