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# Social License in Agriculture and Food

March 11, 2015



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**IF THERE IS NO TRUST  
THERE IS NO US.**



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# Building Public Trust in Food & Farming in Canada

Coordination & Strategy

Advocacy  
Intelligence  
Issue  
Management

*“Play defense”*

Practices  
Programs  
Research  
Regulations

*“Do the right thing”*

Public Trust  
& Outreach



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*“Let’s have a  
conversation”*



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# What's needed

A coordinated,

national,

multi-year initiative

endorsed, supported and resourced by

**Canada's agriculture *and* food industries**

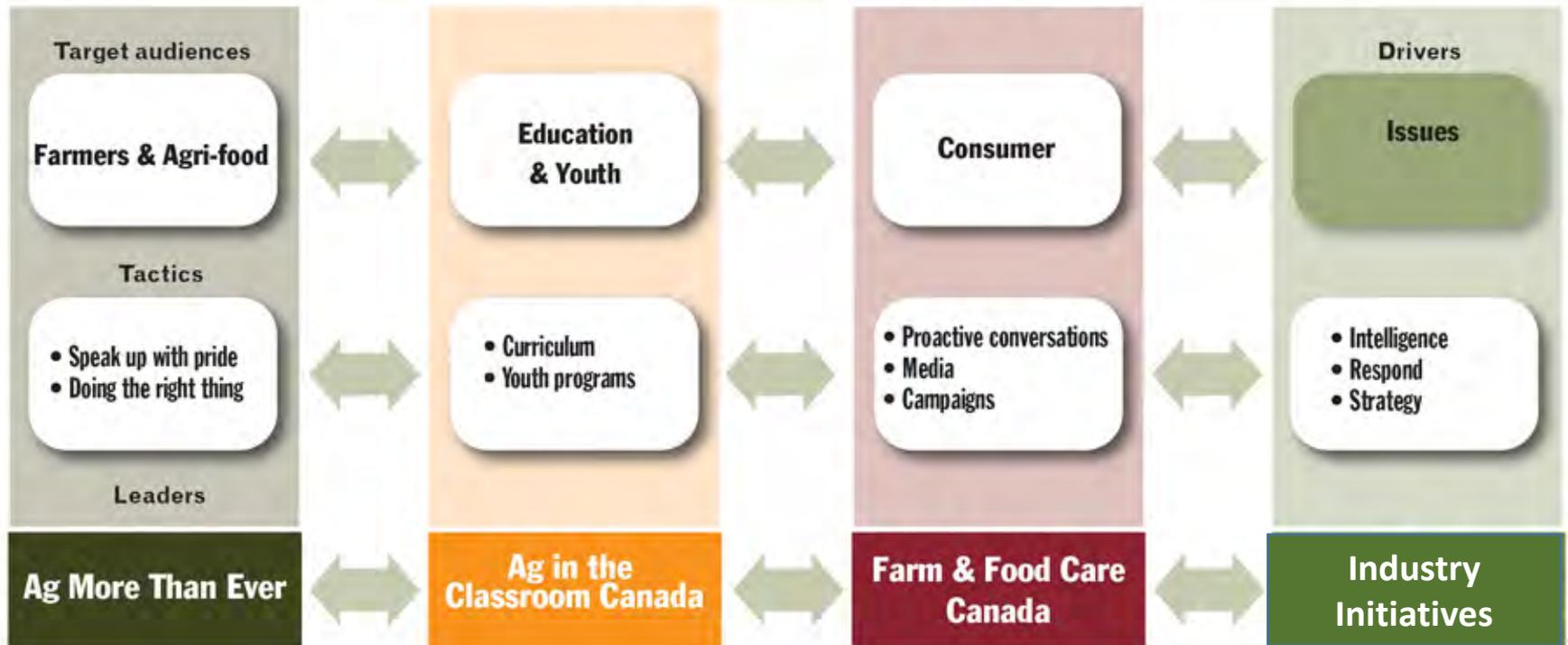
focused on:

***building public trust and confidence in food and farming.***



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# Building Public Trust



## WHAT DO WE NEED? SUPPORTERS & ENABLERS

<b>Individuals</b>	• Champions
<b>Business &amp; Organizations</b>	• Industry Partners
<b>Government</b>	• Canada • Provinces
<b>National Charity</b>	• Farm & Food Care Foundation



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# Consumer Public Focus



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## Vision

A united, proactive, Canadian initiative that's respected by the public and the agri-food community, and is the recognized 'go-to source' for credible information that helps Canadians make informed decisions about food and farming in Canada.

## Long-term (25-year) Goals:

- Elevate the level of trust and confidence Canadians have in Canada's food production and processing systems
- Increase the number of Canadians who are able to make 'informed decisions' about their food choices
- Be recognized and respected as a valuable, trusted information resource to the public, supply chain partners, regulators and influencers



# Farm & Food Care Canada

- **Build on the success of Farm & Food Care Ontario ...** a provincial non-profit organization formed in 2012
- **Structure:**
  - **Initial Board of Directors:** Farm & Food Care Foundation
  - **Advisory Board:** composed of a diverse spectrum of
    - Retail
    - Processors
    - NGOs
    - Food Service
    - Governments
    - Consumer associations
    - Farmers
    - Inputs
  - **Guided by:** a 25-Year Vision and 'Strategic Plan'
    - Shepherded by a 3-Year Business Plan
    - Steered by annual Action Plans
  - **Operated by:** a CEO and a small team of staff
    - Fund development manager
    - Contracts for specific tasks as required : communications, etc.

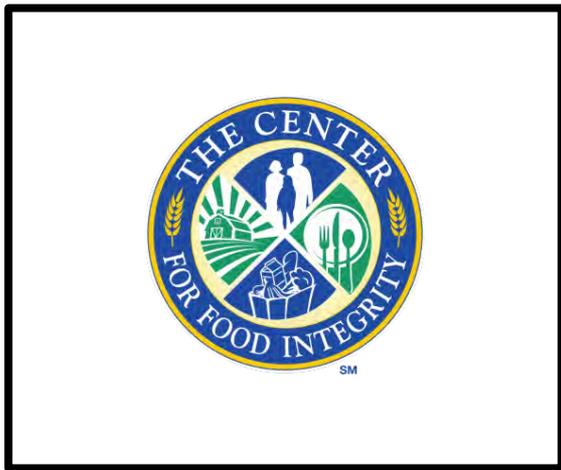




**Farm & Food Care Canada**

*... home of the ...*

**CANADIAN Centre for Food Integrity**



***'Brains, heart and guts'***  
***Connecting Trust & Members***

- ✓ Public trust research
- ✓ Canadian Summit
- ✓ *Best Food Facts*
- ✓ ENGAGE Training

***'Arms, legs & vocal cords'***  
***Connecting with the Public***

- ✓ Training ambassadors
- ✓ Public-focused communication programs
- ✓ "Turn up the volume"



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Just the facts. From the experts.

**Food For Thought Blog**  
Developers Hope New Fruit Becomes the Apple of Consumers' Eye  
Read more ...

Reserved Battery Level  
Plug in or find another power source  
Your battery power is low (7%). If you don't plug in your computer soon, it will hibernate automatically.  
OK

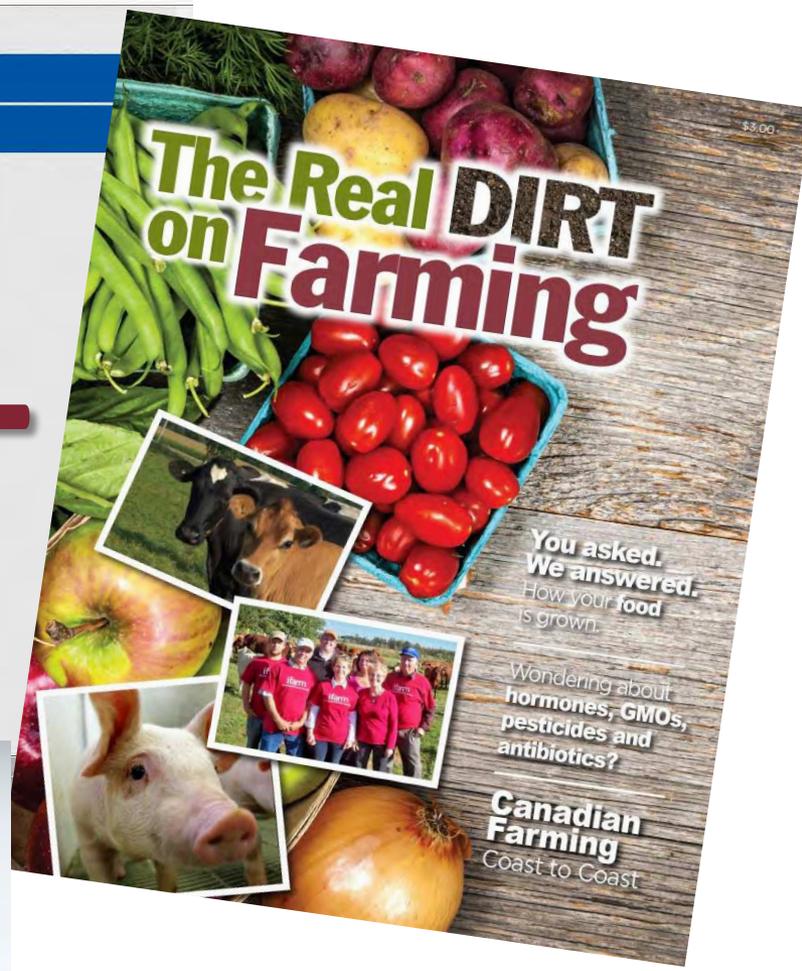
“food FOR THOUGHT blog”

**EAT BETTER for life**  
Real and relevant information to help you eat better for life!

**ABCs OF FOOD**  
Travel through the alphabet and digest fascinating food facts from A to Z

**True? Or Not?**  
Popular questions and myths about food get a "Truth Meter" gut-check. Thoughts?

**food FIGHT POLL**  
What do you think? Take our poll, see results and offer feedback.



“Are processed foods unhealthy?  
What about foods that have ingredients I can't pronounce?”

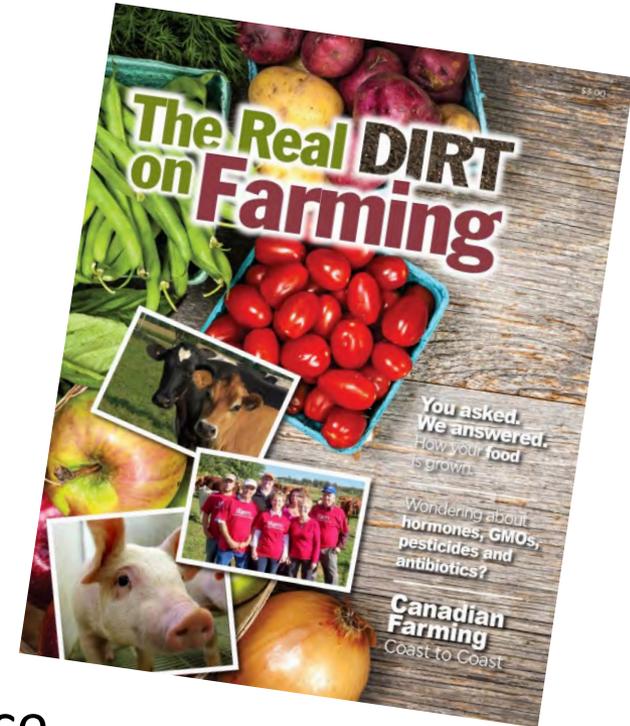


Andrea Giancoli, MPH, R.D.  
Academy of Nutrition and Dietetics



# Farm & Food Care Actions

- Real Dirt on Farming – Issue #3
- *Globe & Mail* insert across Canada
  - March 28<sup>th</sup> – 300,000 copies + full page ad
- National media relations
- Speakers Bureau
- Social Media – proactive and reactive
- Breakfast on the Farm
- Co-promotion with retailers & food service



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# Provincial Champions

- A network of provincial/regional and industry sector ‘champions’
- Responsibility for:
  - a) Coordinating regional Farm & Food Care programs  
*“Local /regional execution of national direction”*
  - b) Aligning Farm & Food Care activities with ‘sister’ and other regional/sector ag awareness and education programs



- *Farm & Food Care Saskatchewan*
- *Farm & Food Care Ontario*
- *Alberta - ??*
- *Other provinces ??*



# Funding: Farm & Food Care Foundation



- **Food industry** ... including food companies, retailers, food service and processing
- **Individuals** via crowd funding
- **Seed funding**
- Memberships in Canadian Centre for Food Integrity
- Specific project funding support
- Agricultural industry (!)



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## An 'agri + food' initiative

- ✓ Grocery / retailers
- ✓ Food service / restaurants
- ✓ Food companies
- ✓ Associations – food, retail, crops, livestock
- ✓ Agribusiness
- ✓ Roundtables
- ✓ Governments



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## Process

- Input sessions – Dec/Jan
- Strategic Plan – March
- Budget – March
- Funding – April - December

## Activities (funding dependent)

- Public trust research
- Research launch & Summit
- Communications programs



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# How can you get involved?

- Tell us what you, your members, and your customers think. Help build this new direction.
- Help us create opportunities for the message and the vision with stakeholders and potential funders.
- Become a founding member, project partner or donor
  - Provincial or national organization memberships
  - Corporate members
  - Project partners – top priorities
    - Public Trust Research & the Summit for CCFI;
    - Real Dirt on Farming for Farm & Food Care Canada
  - Individual donors

**Questions or concerns? Ask us. Love it? Tell others!**



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