



FARM & FOOD
Care

Social License in Agriculture and Food

March 11, 2015



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Care FOUNDATION

**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

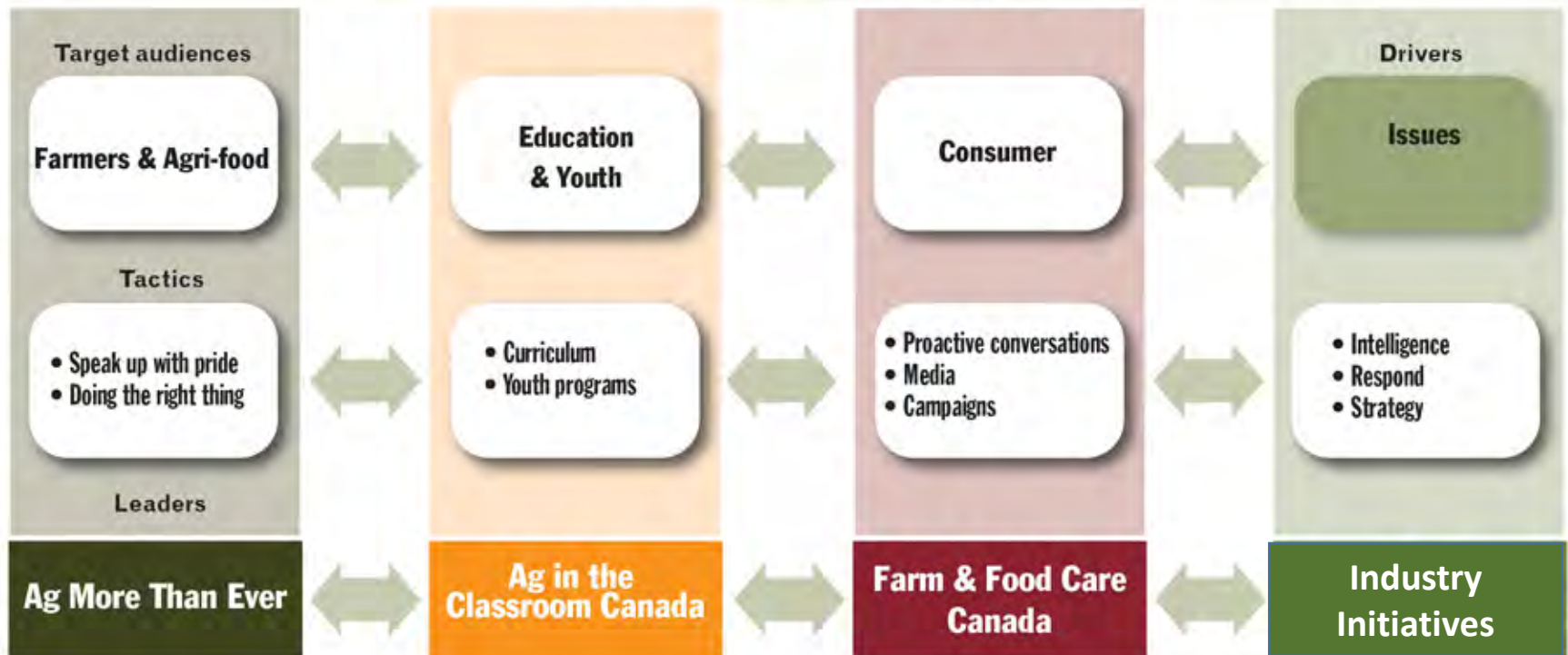
focused on:

building public trust and confidence in food and farming.



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Building Public Trust



WHAT DO WE NEED? SUPPORTERS & ENABLERS

Individuals	<ul style="list-style-type: none"> • Champions
Business & Organizations	<ul style="list-style-type: none"> • Industry Partners
Government	<ul style="list-style-type: none"> • Canada • Provinces
National Charity	<ul style="list-style-type: none"> • 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



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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.



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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”



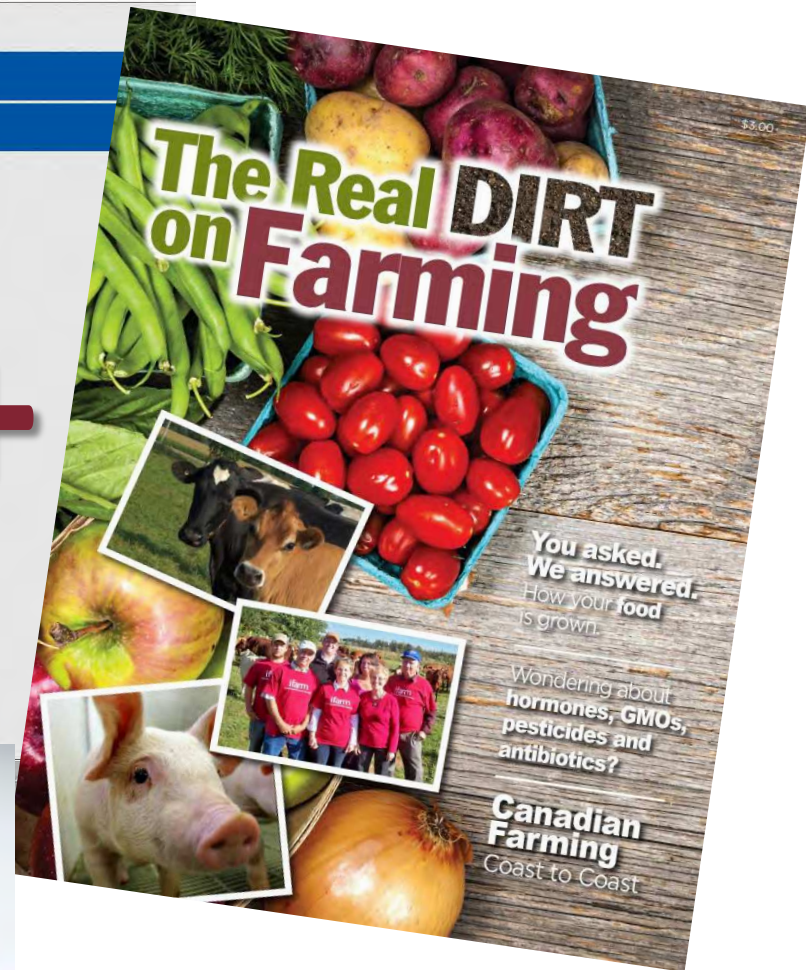
Just the facts. From the experts.

Food For Thought Blog

Developers Hope New Fruit Becomes the Apple of Consumers' Eye
Read more ...



“food FOR THOUGHT blog”



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



Travel through the alphabet and digest fascinating food facts from A to Z



Popular questions and myths about food get a "Truth Meter" gut-check. Thoughts?



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?”**



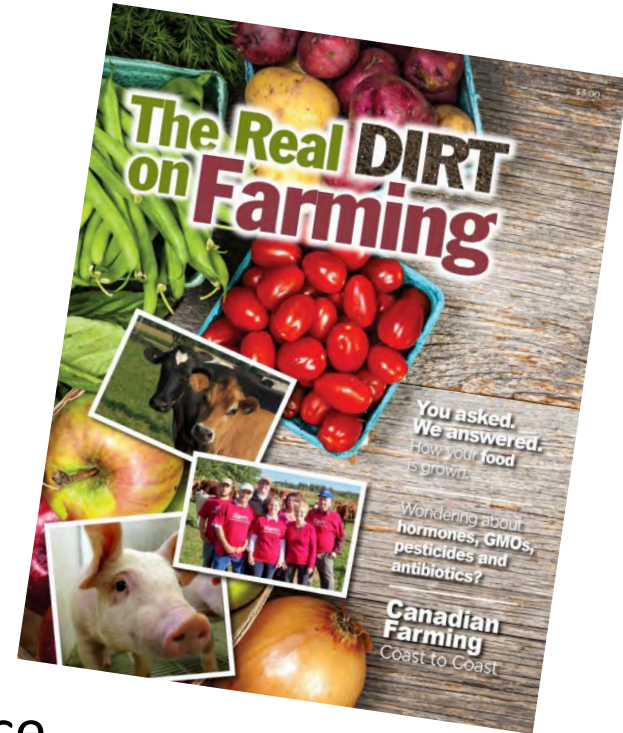
Andrea Giancoli, MPH, R.D.
Academy of Nutrition and Dietetics



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Farm & Food Care Actions

- Real Dirt on Farming – Issue #3
- *Globe & Mail* insert across Canada
 - March 28th – 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 ??*



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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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