



Building Consumer Trust in Today's Agriculture

American Soybean Association
Soybean Leadership College
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USFRA Vision

We want consumers to know that America's farmers & ranchers share their values and are committed to answering American's questions about how we raise our food – while being stewards of the environment, responsibly caring for our animals and maintaining strong businesses and communities.

USFRA Basic Framework

- A movement to address consumer attitudes toward agriculture
- Coalition of willing partners from across the food chain
- Commitment to specific, measureable goals and objectives centered around changing consumer perceptions

Since forming in November 2010...

- USFRA has *grown* from 22 to 60 affiliates (farmer- and rancher-led organizations)
- USFRA has *grown* from a board of nine participating organizations to 19
- USFRA has *grown* from zero industry partners to nine industry partners and seven supporting partners

**Our BIG TABLE, FOOD DIALOGUES
strategy is working...**



**by inviting everyone into the
conversation.**

The Credibility Gap

You say ...

Our methods
are proven
safe.

Most
farms are
family-run.

We care about
our land and
animals.

Agriculture is the reason
for our abundant food
supply

We keep food
affordable.

We NEED to
produce more to
FEED the world.

We have the
safest food supply in
the world thanks to
the ag industry.

They hear ...

We don't know if they're safe in the long-term.

At what expense to quality?

Most farms are beholden to big processors and the bottom line.

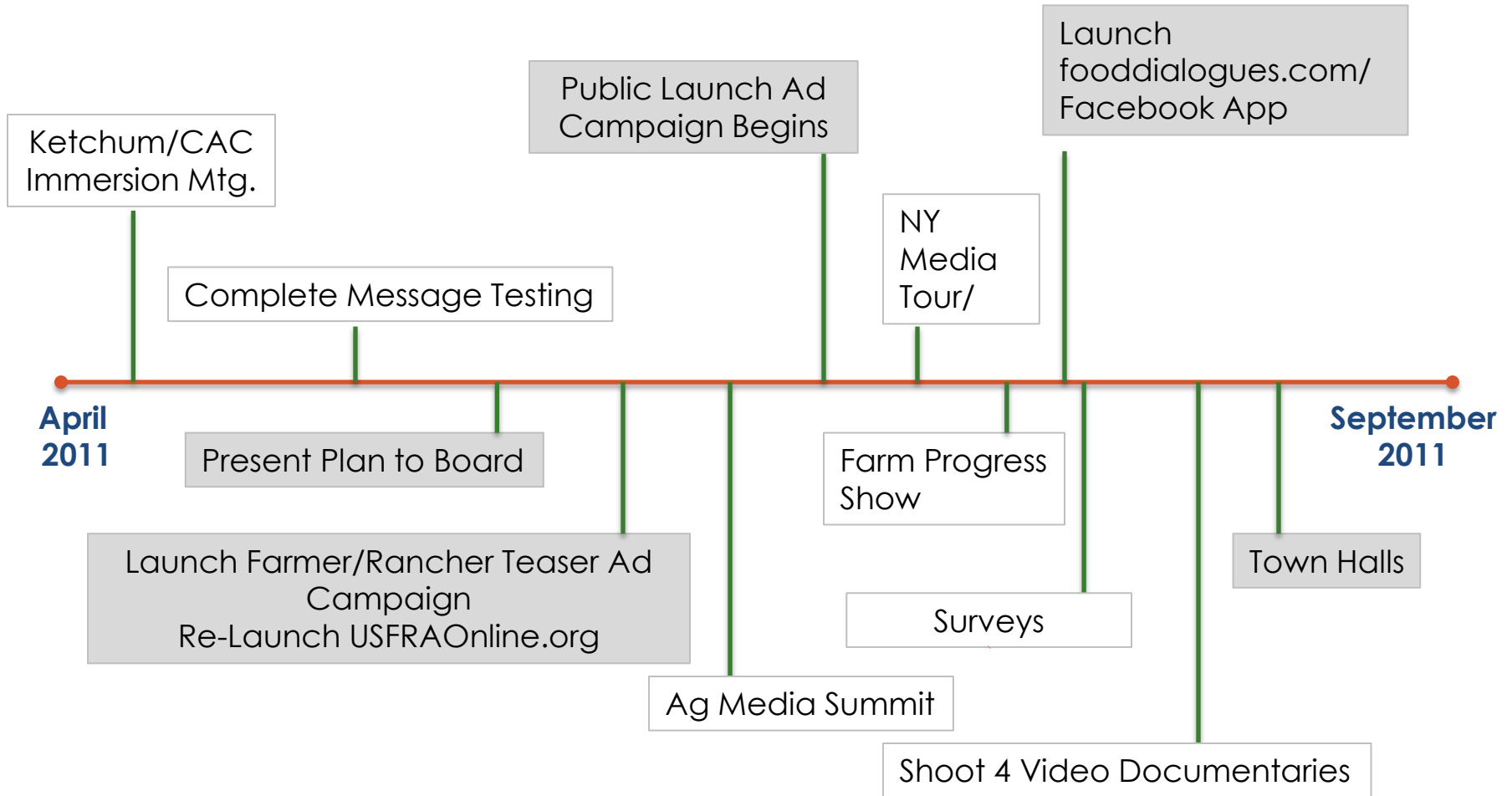
You will take profitable short cuts when and if you can.

You WANT to produce more to SELL to the world.

An abundance of unhealthy food is not a good thing.

Pesticides, antibiotics and hormones might not be safe in the long-run.

Key Moments in Time – April through September 2011



Discovery Networks' Partnership

- Critical call-to-action to encourage people to know where their food comes from
- Expanded scope of movement
- Aired November 14 – December 25
- Network and digital distribution reaching over 78MM P25-54 on-air and over 4MM users online
 - Discovery Science, Planet Green, Discovery, Animal Planet, Discovery Fit & Health, Identification Network and TLC



2012 Milestones

2011 Milestones

- Develop strategic communications plan
- Achieve industry alignment on messages
- Identify and engage targeted influencers based upon strategic objectives
- Execute national launch
- Achieve initial progress as defined by metrics

2012 Key Priorities

- Maintain and strengthen an ongoing “Movement”
- Expand industry alignment on messages
- Activate targeted influencers
- Expand with broader regional, state and grassroots activities
- Measure progress as defined by metrics



Bring More Voices to the Table



- We've done the research
- We've built the "mainframe"
- We've set the conversation
- We've garnered attention
- Now we need to EXPAND ENGAGEMENT WITH MORE VOICES



www.usfraonline.org

www.fooddialogues.com

Facebook and Twitter

