



BUILDING PUBLIC TRUST

Why does it matter to you?

December 14, 2022 | Prairie Livestock Expo

*Kristen Matwychuk, PHEc.
Community Engagement Coordinator*



Building Public Trust: Why does it matter to you?

- WHO am I?
- WHY is it important to build trust?
- WHAT if we don't build trust?
- HOW can you build trust?



Why is it important to build trust?

Earning public trust in food and farming is important to the growth, success, and reputation of our industry.



This is about food. and trust. and people.

WHY Build Public Trust?



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

2022 Public Trust Research



www.foodintegrity.ca/download-2022-research-report

TOP FIVE ISSUES

2022

Cost of food



69% ▲

Inflation



66%

Energy Costs



58% ▲

Keeping
Healthy Food
Affordable



56%

The Canadian
Economy



53% ▲

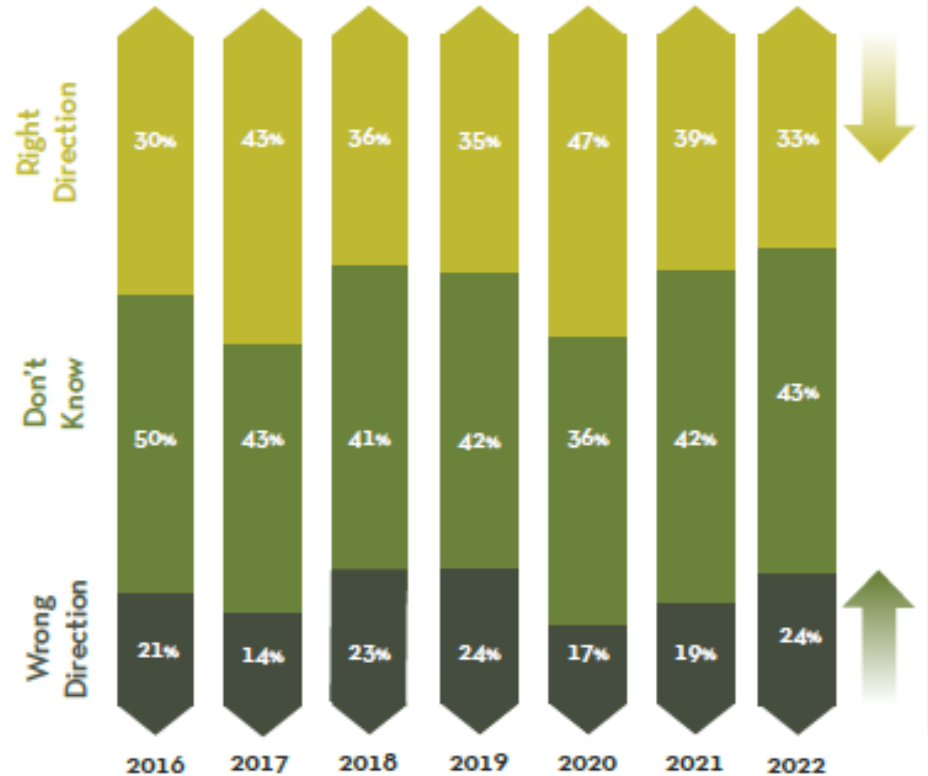
* Numbers reflect the percentage of those who selected an 8-10 (extremely concerned) rating from a scale of 0-10



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

IS CANADA'S FOOD SYSTEM HEADED IN THE RIGHT DIRECTION?

Perceptions Have Worsened, Fueled by Cost Concerns



www.foodintegrity.ca/download-2022-research-report

About four in ten are concerned about...



Nutritious value of the
food you eat

41%



Having enough food to
feed people in Canada

39% ▲



Humane treatment
of farm animals

38%

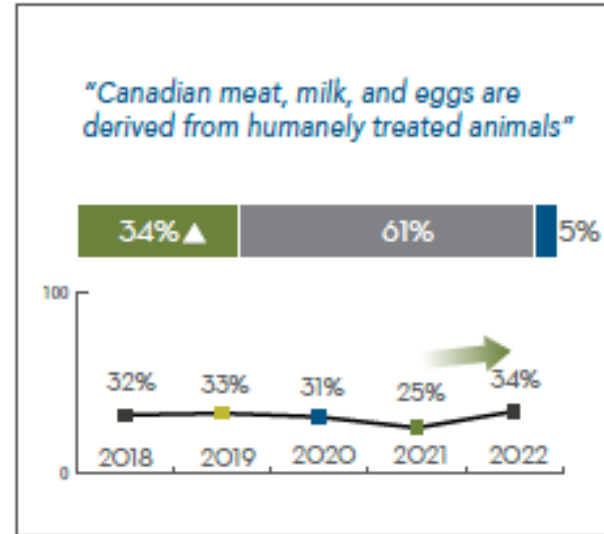
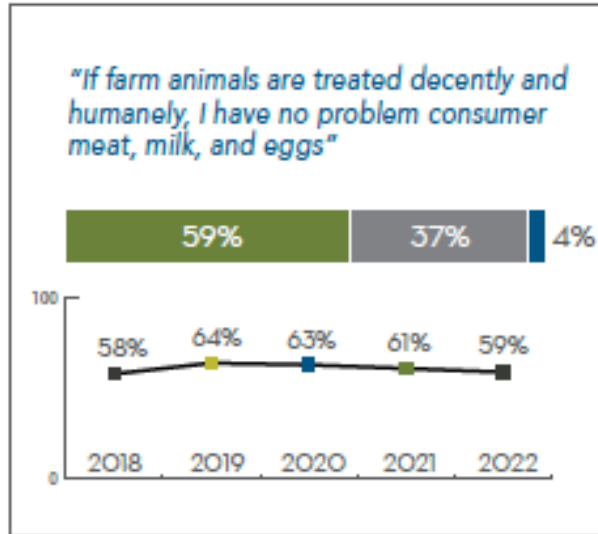


Regulation of
Canada's food system

36% ▲

Animal Welfare

Six in ten Canadians strongly agree that they have no problem consuming animal products if they are derived humanely. The food system must continue to demonstrate their animal welfare practices, particularly regarding antibiotic use - a concern that has increased year over year.

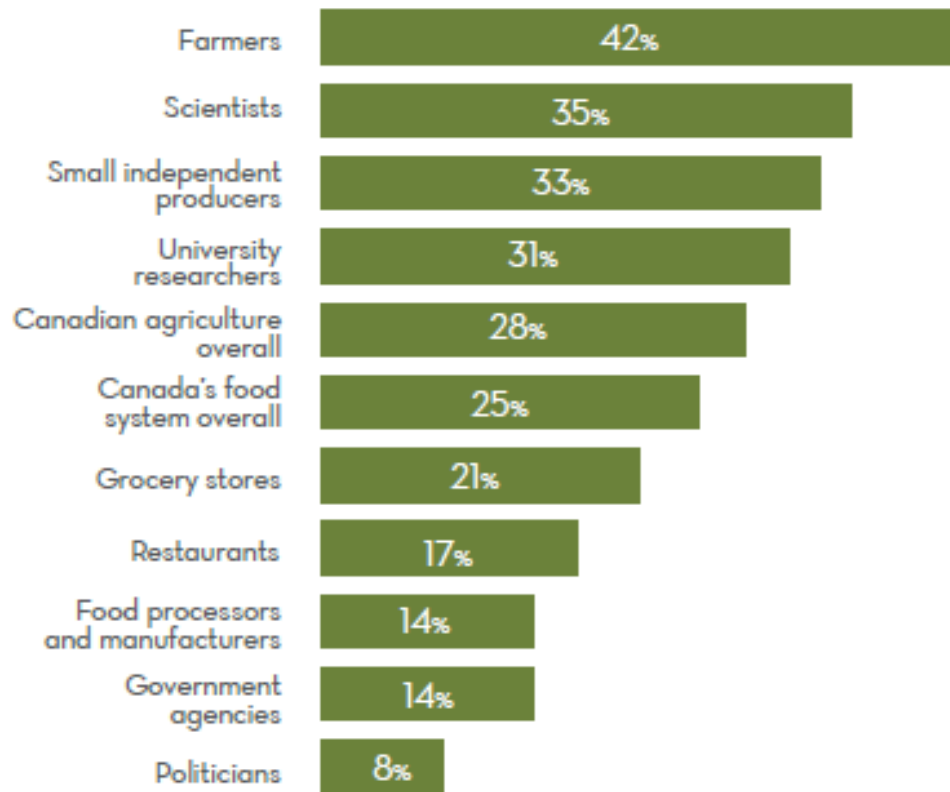




THE CANADIAN CENTRE FOR
FOOD INTEGRITY



Thinking of the Canadian food system, how would you rate your trust in the following groups?



www.foodintegrity.ca/download-2022-research-report

WHAT if we don't build trust?

If we don't tell our story...
...someone else will



WHAT if we don't build trust?

Misinformed
perceptions
become reality



WHAT if we do build trust?



The image shows a screenshot of a tweet from Earls Restaurants (@earlsrestaurant). The tweet text reads: "This is really big. Earls is the first chain in North America to source all its beef from Certified Humane® farms ow.ly/4n8DZ0". The tweet has 62 retweets and 166 likes. The interface includes a profile picture, name, handle, a gear icon, a follow button, and interaction icons for reply, retweet, like, and share.

Earls Restaurants 
@earlsrestaurant  

This is really big.
Earls is the first chain in North America to
source all its beef from Certified Humane®
farms ow.ly/4n8DZ0

RETWEETS 62 LIKES 166

11:01 AM - 27 Apr 2016

 468  62  166  

WHAT if we do build trust?

A Canadian Rancher's Take on Earls' Beef Campaign

Posted on April 29, 2016 by Farm and Food Care

Adrienne Ivey is a Canadian rancher, blogger, and mother. This post originally appeared on her blog [The View from the Ranch Porch](#).

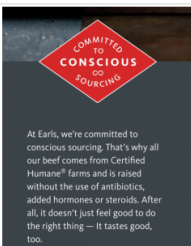
Earls Kitchen and Bar has set the Canadian farming world all a-twitter. The restaurant chain has recently launched a new marketing campaign promoting their latest development in beef — “Certified Humane” raised without the use of antibiotics or added hormones and steroids.

I don't (didn't) mind Earls as a dining option. Up until now, they sourced their beef for their 56 Canadian restaurants here, in Canada. They have great summertime patios, and they make fantastic Caesars. Their head office is in Vancouver, and their first ever location was started in 1982 in Edmonton, Alberta. Sounds good, right? Then suddenly their marketing took a turn that just doesn't sit right with me.

Their first words of their sourcing strategy label their beef as “Certified Humane,” which struck immediate warning bells for me. As a beef producer, I have had the opportunity to visit and tour MANY cattle farms. I can say, beyond a shadow of a doubt, that the vast majority of Canadian Beef farms and ranches are raising their cattle in a humane way.

We are ranchers for a reason. We like working with animals every day. I have no issue with weeding out the “bad apples” that are bound to turn up in *any* industry, but these bad farmers are so uncommon, I cannot imagine the need to base your entire purchasing decision around them. I visited the label's [website](#) and most specifically their producer page. On the page directed towards the farmers who would use their certification process, there was zero information on what they considered “humane”, zero mention of how becoming certified humane would benefit a farmer's animals, zero mention of ways to make a farm more


humane for its animals.



At Earls, we're committed to conscious sourcing. That's why all our beef comes from Certified Humane® farms and is raised without the use of antibiotics, added hormones or steroids. After all, it doesn't just feel good to do the right thing — it tastes good, too.

Earls Restaurant's marketing campaign



 **Michael #farmer** @michwoll · 28 Apr 2016
@earlsrestaurant does this move suggest all other #beef is raised inhumanely? #thisisreallybig

1 0 0 0 0

 **Earls Restaurants** @earlsrestaurant · 28 Apr 2016
@michwoll absolutely not!

7 0 4 0 0

 **Michael #farmer** @michwoll · 28 Apr 2016
@earlsrestaurant the Certified Humane label reinforces consumer guilt while alienating Canadian cattle growers. #thisisreallybig

1 0 6 0 0

 **Micheal Stahl** | Earls Restaurants
June 22, 2016 ·



2 0 0 0 0
Like Comment Share

 **Shane Wenzel**
@79reasons

Follow

I don't take pride in boycotting businesses but this was justified. Albertan's are proud of their beef #boycottearls

Sheila Gunn Reid @SheilaGunnReid

"We've seen a 30 per cent drop in sales that's effected our ability to remain profitable and stay open."

globalnews.ca/news/2736140/c...

RETWEETS 17 LIKES 27



11:56 PM - 1 Jun 2016

4 17 27 0 0

Images from Farm and Food Care Ontario

manitobapork.com

WHAT if we do build trust?



Earls Restaurants  @earlsrestaurant - 4 May 2016

We made a mistake. It was wrong to move away from **#CanadianBeef**.



Earls is committed to sourcing as much beef as possible from Canada and will work to build more of the supply we need

 9  17  21  

Images from Farm and Food Care Ontario

manitobapork.com

WHAT if we do build trust?



ALBERTA

'We made a mistake': Earls reverses decision on Canadian beef

ANN HUI - NATIONAL FOOD REPORTER

The Globe and Mail

Published Wednesday, May 04, 2016 9:00AM EDT

Last updated Wednesday, May 04, 2016 4:10PM EDT

0 Comments



Print | License article

It took Earls three years of planning, and dozens of meetings with suppliers and animal welfare experts before deciding to move to Certified Humane meat, and away from Canadian beef. And it took just seven days of angry backlash for the company to decide to take it all back.

The Vancouver-based restaurant chain Earls Restaurants Ltd. – whose announcement last week to stop using Alberta beef ignited furor from local farmers – reversed its decision on Wednesday, calling it “a mistake.” The company also abandoned its pledge to use only Certified Humane meat (a U.S.-based program), saying it would work to find Canadian cattle farmers who undergo similar audits as those in the Certified Humane program and

Images from Farm and Food Care Ontario

manitobapork.com

WHAT if we do build trust?

FOOD NEWS CANADA FOOD NEWS

Ground beef sold in Canada could soon have a health warning label

 Imaan Sholikh | Jun 12 2022, 1:01 pm



Alfredo Hernandez Riba/Shutterstock

Ground beef, one of Canada's favourite and most affordable protein options, might soon be plastered with a warning label at the grocery store.

WHAT if we do build trust?

As It Happens · Q & A

Ground beef shouldn't come with a warning label, say Canadian ranchers



Industry groups object to lumping in ground beef and pork with other processed food

CBC Radio - Posted: Jun 16, 2022 6:33 PM ET | Last Updated: June 17



A customer browses beef and other meat selections at a Colemans grocery store in St. John's. (Paul Daly/CBC)

863 comments

As It Happens 6:36

Ground beef shouldn't come with a warning label, say Canadian ranchers



Charlene Yungblut @Char_Yungblut · Jun 10

Beef is a high quality, nutrient dense protein! It's ridiculous that Health Canada is trying to push this through. It only takes a minute to follow the link for more information and help take action! #CdnBeef #HealthyEating



Richard Horne 🇨🇦 @RICHARD_HORNE · Jun 15

Which of these plates would you think @GovCanHealth would propose to apply a health warning label on one of the ingredients?...hint, it's not the pic on the left... 🤔 #exemptsomehow? #dontlabelmybeef. #cdnag #ontag #taonight #cdnbeef



18

119

3

CDNBeef Conference @CDNBeefConf · Jun 23

We stand with Canadian farming families and industry groups demanding that Health Canada exempt ground beef from requiring a health warning label. Please join the campaign at bit.ly/3xDDD9F and show your support for #cdnbeef.

Canadian Cattle Association @CanCattle · Jun 14

Putting a warning label on ground beef, an affordable nutritious protein, is misleading to consumers. Please stand alongside Canadian farm families and demand that Health Canada exempt ground beef from requiring a health warning label. Don't label my beef: bit.ly/3xDDD9F



← Tweet



Senator Don Plett

@DonPlett

Health 🇨🇦's proposal to add a warning label to ground #cdnbeef would throw yet another hurdle to livestock #farmers & make 🇨🇦 a regulatory outlier among our trading partners. I asked @mclaudebibeau if @CdnCattlemen producers could count on the govt's support. @ManitobaBeef

WHAT if we do build trust?



News / Canadian Politics



Health Canada backs down from nutrition warning labels for ground meat after criticism

New regulations will require that most foods containing more than 15 per cent of the recommended daily intake of sodium be labelled

Catherine Lévesque

Jun 30, 2022 • June 30, 2022 • 3 minute read

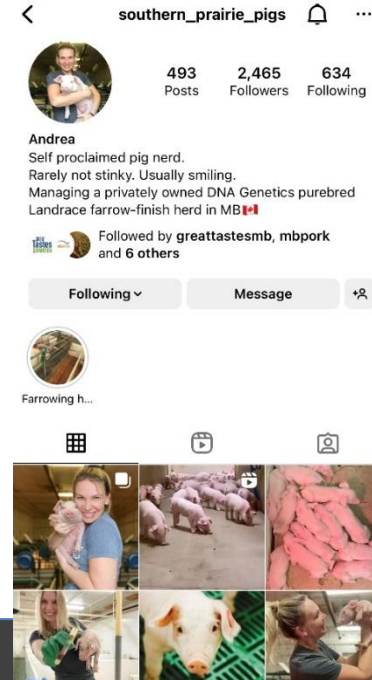
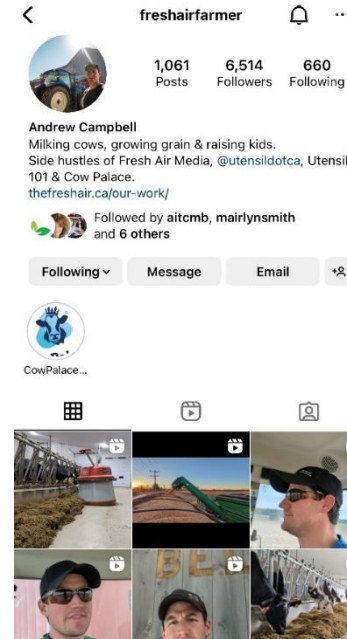
 80 Comments



HOW can you build trust daily?

- TALK about what you do
- ENGAGE in online conversations
- RECOGNIZE incorrect information
- PREPARE – know your values, have your elevator pitch ready

tell your story



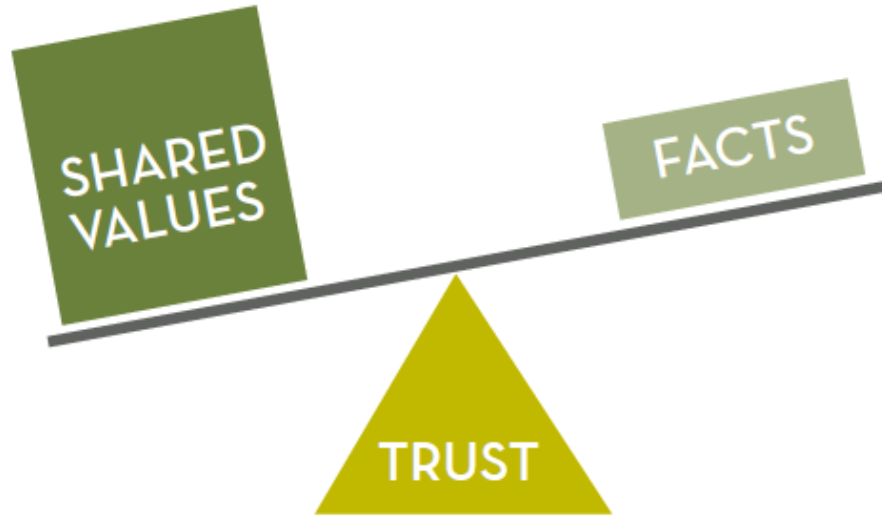
HOW to build trust in conversation

Aristotle's three appeals to persuasive rhetoric:

1. Logos (data)
2. Ethos (credibility)
- 3. Pathos (emotion)**



HOW to build trust in conversation



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

HOW to build trust in conversations with the general public

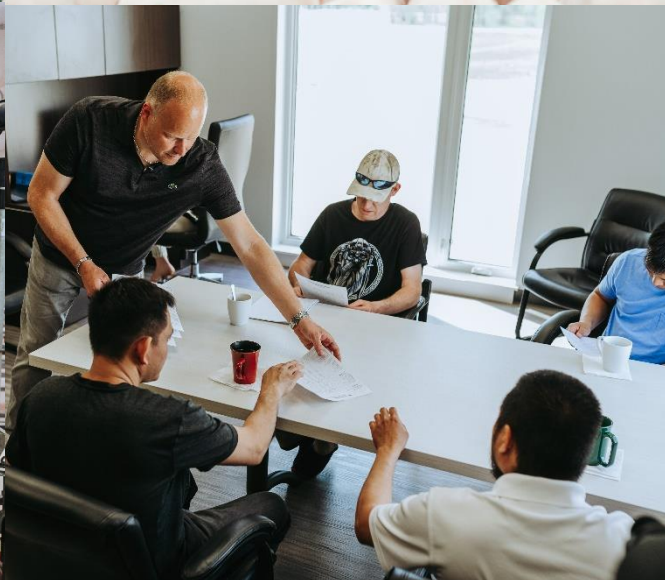
- **LEAD with shared values**
- Ask questions to identify their actual concern
- Answer WHY not HOW
- Make a great first impression
- Stay calm – it's not personal
- It's okay to say “I don't know”
- It's okay to agree to disagree



HOW to build trust in conversations with the general public

- Have a conversation – you're not trying to **persuade** or **educate**
- Listen without judgement
- Body language MATTERS
- Keep it simple – no jargon
- Prepare your 3-min elevator speech
- We're all in this together





people
trust
people

“First we eat, then we do everything else.” – M.F.K. Fisher

Questions?

Kristen Matwychuk, B.Sc., PHEc.
Community Engagement Coordinator
Manitoba Pork
kmatwychuk@manitobapork.com