

# BRIDGING THE GAP WITH CONSUMERS

*Becoming Advocates for Agriculture*

## CONSUMER CONCERNS<sup>1,2</sup>



ANIMAL WELFARE

ANIMAL ANTIBIOTICS

GMO'S

ANIMAL HORMONES

PESTICIDES/  
INSECTICIDES

FOODBORNE ILLNESS

CHEMICALS IN FOOD

## CONSUMER DRIVERS<sup>3</sup>



TASTE

PRICE

CONVENIENCE

HEALTH & WELLNESS

SAFETY

SOCIAL IMPACT

EXPERIENCE

## TRANSPARENCY

**Transparency in food production is important to consumers who have questions and concerns about how their food is grown and raised.<sup>4</sup>**

**As you advocate for agriculture, use these tips to help answer questions and ease concerns, one conversation at a time:**

- Consumers trust **people**
- They need to feel they know **you**, the farmer, in order to trust the system
- Meet consumers where they are and **join the conversation**
- Focus on **shared values**
- **Listen** first, **share** your story and **invite** them to experience

1. FOODINSIGHT.ORG. International Food Information Council Foundation. 2018 Food & Health Survey. May 2018. <https://foodinsight.org/wp-content/uploads/2018/05/2018-FHS-Report-FINAL.pdf>. Accessed April 18, 2019.  
2. USDA. Food Patterns Survey. Oklahoma State University. April 2016. Accessed April 18, 2019.  
3. DELICIOUS. Food Marketing Institute. Grocery Manufacturers Association. Capitalizing on the shifting consumer food value equation. 2015. Accessed April 18, 2019.  
4. Signal Theory. FoodThink. Trust in Food: Creating Trust in an Era of Skepticism. April 2019. Issue 1, Vol. 4, 27. <https://www.signaltheory.com/foodthink/whitepaper/trust-in-food-creating-trust-in-an-era-of-skepticism/>. Accessed April 18, 2019.

**STARTS  
HERE**

**MERCK**  
Animal Health