



**Canadian Centre for Food Integrity**

# Consumer Trust Report

**A research project of the National Index on  
Agri-Food Performance (part 4)**

**Project 5: Consumer Trust**

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THE CANADIAN CENTRE FOR  
**FOOD INTEGRITY**

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## Executive Summary

The proposed National Index on Agri-Food Performance is being developed by a private-public coalition of partners to create Canada's first agri-food sustainability index. There is a growing expectation for performance metrics to improve transparency and accountability of agri-food practices which are essential in building consumer trust. One objective of the proposed Index is to support Canada's agri-food aim of demonstrating being a trusted and sustainable food system.

The key question this project addresses is: **how can the proposed National Index on Agri-Food Performance enhance consumer trust in the sector?** Results and insights from CCFI's annual national public trust research, along with collaboration with the Index's Consumer Trust Working Group have informed this work.

## Earning Consumer Trust

Two keys to consumer trust have been identified and further explored in relation to the National Index.

### 1. Addressing Consumer Values

Connecting with people on a values-level is far more effective at building trust than simply providing a lot of information<sup>1</sup>. Food system stakeholders cannot rely on conveying their expertise to inform and influence consumer opinion; they must demonstrate and convey that they share the consumer's values as well.

The Index is identifying a host of indicators to measure sustainability on a consolidated basis from food production to food retail across the agri-food sector. The Index is being designed to increase transparency of practices which can generally help to increase consumer trust. While the Index is in development at time of preparing this paper, there are a variety of specific draft indicators pertinent to consumer trust likely to form part of the Index. These include climate change, food loss and waste, packaging waste, food integrity, national economic contribution and availability and access to nutritious food. These key indicators and their context are discussed below, along with applicable industry recommendations and policy/regulatory implications.

**Identifying key public trust concerns within the Index ensures that the values of Canadians are considered and reflected, which will ultimately build public trust in the food system.**

### 2. Trust-Building Transparency

Those within the food system who best demonstrate transparency are more likely to be trusted by consumers<sup>2</sup>. **The National Index on Agri-food Performance is an excellent example of the food system working pre-competitively to demonstrate trust-building transparency on issues consumers care about.**

Trust-building transparency can best be demonstrated by focusing on specific key drivers. CCFI's seven elements of transparency provide a roadmap for companies and other stakeholders to consider when seeking to meet consumer expectations regarding behaviour and disclosure of sustainability activities.

## Roadmap to Trust-Building Transparency

The four elements detailed below are most strongly correlated to trust, with Accuracy being significantly more related to trust than all other elements.

## Seven Elements of Trust-Building Transparency

Rank*	Element	Description	Index Application and Considerations
1	<b>Accuracy</b>	Share information that is truthful, objective, reliable and complete.	<ul style="list-style-type: none"> <li>- Indicators have been developed with broad engagement and will be perceived as truthful and objective.</li> <li>- Stakeholder engagement with metrics must be as complete as possible.</li> <li>- Outstanding metrics must continue to be developed.</li> </ul>
2	<b>Clarity</b>	Share information that is easily understood and easily obtained.	<ul style="list-style-type: none"> <li>- Once complete, Index should be translated to layperson's terms.</li> <li>- Index and metrics should be available online.</li> </ul>
3	<b>Motivation</b>	Act in a manner that is ethical and consistent with public interests.	<ul style="list-style-type: none"> <li>- Avoid perceptions of greenwashing by focusing on <b>Accuracy</b> and <b>Clarity</b>.</li> <li>- Participation in Index demonstrates concern for well-being of consumers and the environment, not just profit.</li> </ul>
4	<b>Disclosure</b>	Share all information publicly, both positive and negative.	<ul style="list-style-type: none"> <li>- Both positive and negative metrics included.</li> </ul>
5	<b>Relevance</b>	Share information consumers deem relevant.	<ul style="list-style-type: none"> <li>- Indicators most relevant to consumers are climate change, waste (food loss and packaging waste), food integrity, national economic contribution, and food security.</li> <li>- Key indicators should be for public-facing communications.</li> </ul>
6	<b>Credibility</b>	Share positive and negative information that supports informed consumer decision making and have a history of operating with integrity.	<ul style="list-style-type: none"> <li>- Index provides an objective understanding of sustainability performance from which progress can be tracked.</li> </ul>
7	<b>Consumer Participation</b>	Engage those interested in your activities or impact.	<ul style="list-style-type: none"> <li>- Completed public-facing Index should allow for public feedback that is meaningfully addressed.</li> <li>- Consumer considerations should be publicly acknowledged.</li> </ul>

\* Elements 1-4 are most strongly correlated to trust with Accuracy being significantly more related to trust than all other elements<sup>3</sup>.

## Guiding Consumer Trust Principles

These principles apply to the entirety of the food system and can help guide efforts to build consumer trust.

### Pre-Competitive Sector Wide Cooperation

Sustainability is a pre-competitive issue requiring sector-wide cooperation.

### Transparent Consideration of Consumer Values

Consumer trust is best achieved in transparently addressing key consumer values.

## 2. Guiding Implementation Principles

The following principles apply to the overall implementation of sustainability efforts and are informed by key consumer values.

### Supply Chains

#### Nuanced Consumer Demand

Consumer purchasing habits are uniquely motivated by diverse factors. Some consumers are price sensitive while others prioritize sustainability.

#### Provide Objective and Clear Information

Sustainability claims made by companies or other sector stakeholders must be transparent and objective to be widely trusted.

### Policy Makers/Governments

#### Commitment to Helping Food System Provide Sustainable Food

Focused financial and policy supports from all levels of governments can help to ensure sustainably grown, raised, and packaged food is increasingly available and affordable.

#### Prioritizing Diversity

Canadians want to see more diversity within the food and agriculture industry, particularly among farmers<sup>4</sup>. Efforts to improve diversity, equity and inclusion must be prioritized.

## Summary of Considerations and Implications for Key Indicators Related to Trust

### Industry Considerations and Recommendations

Environment	Climate Change	As a flagship metric for Canadians and a proxy for sustainability overall, links between indicators and their impact on climate change and the environment should be clearly communicated.
		There is room to improve perceptions regarding farmers and sustainability - communications on land use and sustainable food production are specific areas Canadians say they want to hear more from farmers about <sup>5</sup> .
	Food and Packaging Waste	Consumers hold the food industry responsible for reducing food packaging and offering more environmentally friendly packaging options for food <sup>6</sup> .
		Increased consumer costs for more sustainable packaging may not be supported by the more price-sensitive consumers.  Improved consumer education that the best before date is related to quality and not safety along with other options should be explored to help reduce consumer food loss and waste.
Health and Food Safety	Food Integrity	Canadians are open to more information on their food labels particularly regarding chemical and pesticide use. Consumers would like to know more about these practices along with other production claims (i.e., grain fed, grass fed, and free range) <sup>7</sup> .
Economic	National Economic Contribution	Food system stakeholders should consistently highlight their positive impact on the national economy and do so in relative terms like % GDP contributed rather than absolute dollar amounts.
Societal Well-Being	Availability and Access to Nutritious Food	Food system stakeholders should be conscious of price-sensitivity among some consumers and should be mindful that any additional consumer facing costs related to sustainability efforts may negatively impact consumer demand for the most price-sensitive.

Summary of Policy/Regulation Implications

Environment	Climate Change and Food & Packaging Waste	The price-sensitivity of consumers should be considered to the degree that any sustainability efforts such as improved packaging may add costs along the supply chain which may impact price.
		Additional governmental supports for the food system can help to ensure sustainable grown and packaged food remains affordable and allows Canadians to make more sustainable purchase decisions.
		Other applicable food system stakeholders should be encouraged to participate in programs to further reduce food waste (e.g. Food Banks Canada Retail Food Programs and community organizations).
Health and Food Safety	Food Integrity	Communications regarding food production and corresponding assurance systems related to pesticide and chemical use can help inform Canadians about the quality and safety of their food.
Economic	National Economic Contribution	Work should be done to increase the number of Canadians in food and agriculture jobs with a prioritization of diversification of those within the industry, particularly farmers.
Societal Well-Being	Availability and Access to Nutritious Food	Government should continue to provide grants and subsidies to help ease any costs related to sustainability, so the food system is incentivised to adopt increasingly sustainable practices and consumers are not financially dissuaded from more sustainable food choices

## Introduction

### The Canadian Center for Food Integrity and Consumer Trust

The Canadian Centre for Food Integrity is a National non-profit organization with charitable status founded to lead a united effort to advance public trust in Canada's food system. CCFI has broad support from across the sector with membership representing the entirety of the food system from farming, manufacturing, retail, and government. Our mission is to build public trust in Canada's food system by leading through transparent two-way communications, research, and resources. CCFI conducts annual national public trust research; results and insights from this research have been utilized to provide insight on how the National Index can enhance consumer trust in the food and agriculture sector.

## Background

### Taking Public Trust and Sustainability Seriously

Public trust is far more than a communications issue that can be "solved" through clever advertising campaigns. Maintaining and growing public trust is a serious pre-competitive business risk the entire food system faces and one that is most effectively addressed through collaboration<sup>8</sup>. Like public trust, sustainability is a common problem the food sector must come together to address to make meaningful change. Measuring and reporting on non-economic indicators using Environmental, Social and Governance (ESG) factors is not only becoming a standard practice but is also linked to success<sup>9</sup>. The growing popularity of ESG illustrates that non-financial metrics like sustainability are pre-requisites the food and agriculture sector must have to be successful and earn consumer trust.

## Objectives and Approach

This work was conducted through collaboration with the Index's Consumer Trust Working Group and included discussions, video calls and presentations which helped shape the objectives, approach, and outcomes. As well, CCFI presented its unfolding work to the partnership as a whole.

### Objectives

The objective(s) of this project includes:

- Determine how the National Index's development can be informed by CCFI's consumer trust research.
- Determine how the National Index can enhance consumer trust in the sector.
- Provide recommendations for informing the development and design of the National Index so that it can become a more relevant tool to enhance trust.

### Approach

CCFI has analysed its six years of public trust research in relation to the National Index and its relationship to consumer trust. Through this review, two keys to public trust have been identified and further explored.

## Keys to Earning Public Trust – Addressing Consumer Values

The first key to earning public trust is understanding that connecting with people on a values-level is far more effective at building trust than simply providing a lot of information<sup>10</sup>. This finding is best encapsulated by a quote often attributed to Theodore Roosevelt, “People don’t care how much you know until they know how much you care”. Food system stakeholders cannot rely on conveying their expertise to inform and influence consumer opinion; they must demonstrate and convey that they share the consumer’s values as well. Identifying key public trust concerns within the Index ensures that the values of Canadians are considered and reflected which will ultimately build public trust in the food system.

The indicators were still in development at time of preparing this report and CCFI recognizes that they may be subject to change and not align directly in all respects with the final Index. Nevertheless, the principles underscoring CCFI’s analysis should remain relevant to the Index.

The National Index’s draft indicators were compared against CCFI’s public trust data and identified the key indicators related to consumer trust. These key indicators and their context are discussed below, along with applicable industry recommendations and policy/regulatory implications.

## Key Indicators Related to Trust

### Environment – Climate Change

Addressing climate change is very important to Canadians and this theme is addressed by the Index. Canadian consumers are increasingly concerned about climate change – a majority report to be “very concerned” about this issue (provided a rating of 8-10 out of ten) while 92% have a moderate to high level of concern<sup>11</sup>. Compared to 2020, concern has risen a significant 6 points and now ranks third in tracking overall life issues – outranking other very big issues like energy costs, health care costs, and the Canadian economy. Although ranked third, the significant rate of growth in concern about climate change makes this a key indicator. Climate change is a big picture conception which informs Canadians’ understanding of environmental issues; they are far less concerned when asked specifically about environmental sustainability in farming with only 38% saying they are very concerned about this issue – a level of concern that has not significantly changed in the past three years<sup>12</sup>.

### Environment – Food Loss and Waste & Packaging Waste

Canadians are ready to shift consumption habits; they want to waste less food at home and buy sustainable food products. Overall, Canadians have a mid level concern regarding food loss and waste overall (44% are very concerned) and an even lower level of concern regarding food loss and waste in one’s own home (25% very concerned, the lowest rated out of 20 ‘life issues’)<sup>13</sup>.

Although concern is relatively low, Canadians are keen to do their part to reduce food loss and waste. When asked who within the food system is most responsible for limiting food waste, consumers rank themselves first (66%) followed by grocery stores (56%) restaurants (53%), and food processors/manufacturers (49%), government agencies (43%), farmers (41%) and politicians (37%) held less responsible<sup>14</sup>. When it comes to packaging and sustainability in food purchasing, there is a relatively strong base level of consumers who say they actively seek out grocery store items that use less packaging or seek out products that have a minimal environmental impact (55% and 47% respectively say they do so either always or sometimes).

## Industry Recommendations

### *Climate Change*

Climate change is a flagship metric for Canadians and a proxy for sustainability; consumer perceptions about sustainability are shallow and singularly linked to climate change<sup>15</sup>. Where possible, provide links between indicators and their impact on climate change and the environment.

There is room to improve perceptions regarding farmers and sustainability. Farmers are the most trusted food system stakeholder overall (43% high level of trust, 98% high to moderate trust levels)<sup>16</sup> yet only a third of Canadians feel farmers are good stewards of the environment (a significant decrease year over year)<sup>17</sup>. The best way to leverage this trusted position is to address consumer concerns; communications on land use and sustainable food production are specific areas Canadians say they want to hear from farmers about<sup>18</sup>.

### *Waste*

Although Canadians hold themselves most responsible for reducing food loss and waste, when it comes to packaging, consumers are expecting improvements from industry for reducing food packaging and offering more environmentally friendly packaging options for food<sup>19</sup>.

When addressing the issue of packaging, producers must be mindful that any increased consumer costs related to sustainable packaging options might not be supported by some of the more price-sensitive consumers.

Food reaching its best before date is the most common cause of food waste among Canadians<sup>20</sup>. Along with improved consumer education that the best before date is related to quality and not safety, other options should be explored to help reduce consumer FLW such as offering smaller portion sizes in retail and restaurants and offering discounts for imperfect or near best-before foods in grocery stores<sup>21</sup>.

### *Policy/Regulation Implications*

The price-sensitivity of consumers<sup>22</sup> should be considered to the degree that any sustainability efforts such as improved packaging may add costs along the supply chain which may impact price.

Additional governmental supports for the food system can help to ensure sustainably grown, raised, and packaged food remains affordable and allows Canadians to make more sustainable purchase decisions.

Other applicable food system stakeholders should be encouraged to participate in programs like the Food Banks Canada Retail Food Programs and community organizations to further reduce food waste.

## Health and Food Safety – Food Integrity

Food labels are an important way to demonstrate transparency to consumers yet less than a quarter of Canadians strongly agree that current labels on food provide enough information to make an informed choice when buying food<sup>23</sup>. Consumers are less concerned about food fraud – the practice of mislabelling, adulterating or counterfeiting food products (44% of Canadians “very concerned”) but rather are more dubious regarding ambiguous food claims. Half are very concerned about misleading labels or descriptions for the purposes of marketing<sup>24</sup>. Consumers do not want to be misled by marketing claims that create false health or quality differences for profit’s sake. Canadians are very concerned about the cost of food<sup>25</sup>, rendering consumer trust at risk through the practice of misleading

labelling and marketing. These practices lack transparency and can erode public trust in our food system<sup>26</sup>.

#### Industry Recommendations

Canadians are open to more information on their food labels particularly regarding chemicals and pesticide use. Although used at safe levels, consumers would like to know more about these practices along with other production claims (i.e., grain fed, grass fed, and free range)<sup>27</sup>.

#### Policy/Regulation Implications

Communications regarding food production and corresponding assurance systems related to pesticide and chemical use can help inform Canadians about the quality and safety of their food.

### Economic - National Economic Contribution

When it comes to knowledge about the agriculture and food industry, Canadians are not very well informed – one in ten say they know a lot, and half say they know a little, unchanged since 2016<sup>28</sup>. In terms of public trust and the food system, money talks. When presented with information on Canada's food and agriculture's positive impact on the national economy and employment, perceptions of the food system were significantly improved<sup>29</sup>.

#### Industry Recommendations

Food system stakeholders should consistently highlight their positive impact on the national economy and do so in relative terms like % GDP contributed rather than absolute dollar amounts.

#### Policy/Regulation Implications

Work should be done to increase the number of Canadians in food and agriculture jobs with a prioritization of diversification of those within the industry, particularly farmers. Canadians would like to see themselves reflected when farmers are communicating to consumers<sup>30</sup>.

### Societal Well-Being – Availability and Access to Nutritious Food

The concept of access is complex and CCFI's research found that access is strongly linked to affordability<sup>31</sup>. For the past six years Canadians have been most concerned about food issues; a majority are very concerned about its cost (61%) and keeping healthy food affordable (55%)<sup>32</sup>. Although the cost of food is important to Canadians, it is a function of many other societal issues and therefore beyond the control of the food system alone. Affordability is therefore beyond the scope of the Index and this issue cannot be captured in a single metric but rather an overarching understanding that many Canadian consumers are price-sensitive<sup>33</sup>.

#### Industry Recommendations

Food system stakeholders should be conscious of price-sensitivity among some consumers and should be mindful that any additional consumer facing costs related to sustainability efforts may negatively impact consumer demand for the most price-sensitive.

#### Policy/Regulation Implications

Government should continue to provide grants and subsidies to help ease any costs related to sustainability, so the food system is incentivised to adopt increasingly sustainable practices and consumers are not financially dissuaded from more sustainable food choices.

## Cost of Food

Food affordability is very important to consumers. Addressing consumer incomes and matters relating to affordability is, however, largely about the adequacy of social and economic policy. Food insecurity is commonly a function of societal variables such as income<sup>34</sup> which goes well beyond the control of the food and agriculture sector.

## Sustainable Food and Consumer Demand

Consumers are not a homogeneous group but rather are uniquely motivated in their purchasing decisions. While a subsection of price-sensitive Canadians may be dissuaded by increased costs associated with sustainability efforts, there is consumer demand for sustainable food despite price.

Not only do about half of Canadians say they seek out grocery store items that use less packaging or have a minimal environmental impact<sup>35</sup>, but sustainability is an attribute for which some consumers are willing to pay more. A meta-analysis focusing on global willingness to pay studies (WTP) found that the overall average willingness to pay a premium for sustainability in food products is 30%<sup>36</sup> with variations related to gender, region, income, sustainable attributes, and food categories. This analysis demonstrates that some consumers are more motivated by sustainability than cost when it comes to the food they buy.

## Keys to Earning Public Trust – Transparency

The second key to earning public trust is transparency. CCFI's 2017 "Tackling Transparency" study found that those within the food system who best demonstrate transparency are more likely to be trusted by consumers<sup>37</sup>. The National Index on Agri-food Performance is an excellent example of the food system working pre-competitively to demonstrate trust-building transparency on issues consumers care about. Trust-building transparency can best be demonstrated by focusing on specific key drivers.

## Roadmap to Transparency

Beyond the open and transparent work to develop the National Index itself, CCFI's seven elements of transparency provide a roadmap to act as a governance lens for companies and other stakeholders to consider when seeking to meet consumer expectations regarding behaviour and disclosure of sustainability activities.

## Seven Elements of Trust-Building Transparency

The following elements are all related to public trust and are presented in order of impact<sup>38</sup>. The first four elements (Accuracy, Clarity, Motivation and Disclosure) are most strongly correlated to trust with Accuracy being significantly more related to trust than all other elements.

The seven elements of trust-building transparency are defined below followed by key considerations in the application of the Index.

### **Accuracy      Share information that is truthful, objective, reliable and complete.**

- The Index's indicators were developed through a collaborative approach with industry, academia, and government input. Engagement across the food system helps to

demonstrate an effort to provide accurate and objective metrics related to sustainability.

- Stakeholder engagement with the indicators must be as complete as possible to ensure measurements are accurate; where available, existing data should be provided and not withheld.
- Outstanding metrics with identified data gaps must continued to be developed.

**Clarity**      **Share information that is easily understood and easily obtained.**

- Once complete, the Index should be ‘translated’ to layperson’s terms.
- Index and metrics should be available online which is the most common place Canadians turn to for food related information<sup>39</sup>.

**Motivation**      **Act in a manner that is ethical and consistent with public interests.**

- A commitment to **Accuracy** and **Clarity** can help to avoid perceptions of greenwashing.
- Participation in the Index demonstrates concern for the well-being of consumers and the environment, not just profit. Providing a means for industry to demonstrate their concern for consumer values beyond profit is important in building long-term public trust.

**Disclosure**      **Share information publicly, both positive and negative.**

- Through its selection of both positive (i.e. GDP contributions) and negative (i.e. recalls and safety alerts) criteria, the Index can provide an honest assessment of strengths and areas of improvement regarding sustainability efforts.

**Relevance**      **Share information consumers deem relevant.**

- The current indicators most relevant to consumers are climate change, waste (food loss and packaging waste), food integrity, national economic contribution, and food security. These indicators should be prioritized for public-facing communications.
- The Index provides a multifaceted approach to measuring sustainability activities and outcomes related to food production. Although some metrics are not currently top of mind among Canadians, they may become more important over time. Additional public opinion research can help ensure the Index is effectively addressing key consumer concerns related to the sustainability of Canada’s food system.

**Credibility**      **Share positive and negative information that supports informed consumer decision making and have a history of operating with integrity.**

- The Index provides an objective understanding of sustainability performance from which progress can be tracked.
- A continued prioritization of **Accuracy** (sharing truthful, objective reliable and complete information) can help to build credibility and trust over time.

## **Consumer Participation Engage those interested in your activities or impact.**

- Responding to consumer values is critical to building public trust<sup>40</sup>. The completed public-facing Index should allow for public feedback that is meaningfully addressed either through improved communications on unclear metrics or a willingness to consider additional or modified metrics to respond to consumer concerns that can be appropriately addressed through the Index.

## Guiding Consumer Trust Principles

Based on CCFI's research and in consultation with the Consumer Trust Working Group, guiding principles in relation to the development and implementation of the National Index have been established.

The principles below apply to the entirety of the food system and can help guide efforts to build consumer trust.

### Pre-Competitive Sector Wide Cooperation

Sustainability is a pre-competitive issue requiring sector-wide cooperation. Canadians hold the entire food system responsible for providing transparent information to help make informed food decisions<sup>41</sup>. The success and growth of the National Index on Agri-Food Performance can benefit from open collaboration across the entire food and agriculture sector.

### Transparent Consideration of Consumer Values

Consumer trust is best achieved in transparently addressing key consumer values. The development and implementation of the Index demonstrates a commitment to transparency and consumer values which are important in pursuit of consumer trust.

## Guiding Implementation Principles

The following principles apply to the overall implementation of sustainability efforts and are informed by key consumer values.

### Supply Chains

#### Nuanced Consumer Demand

Consumer purchasing habits are uniquely motivated by diverse factors. Some consumers are price sensitive. Industry must be mindful that additional consumer costs associated with sustainability efforts can negatively impact demand for sustainable food among more price-sensitive consumers. However, consumers who prioritize sustainability are willing to pay a premium for these products and sustainability in food products can be a competitive advantage.

#### Provide Objective and Clear Information

Consumers want more information, but marketing labels are not trusted. Sustainability claims made by companies or sector players must be transparent and objective to be trusted.

## Policy Makers/Governments

### Commitment to Helping Food System Provide Sustainable Food

Focused financial and policy supports from federal/provincial/territorial governments can help to ensure sustainably grown, raised, and packaged food is increasingly available and affordable.

### Prioritizing Diversity

Canadians want to see more diversity within the food and agriculture industry, particularly among farmers<sup>42</sup>. Efforts to improve diversity, equity and inclusion must be prioritized.

## Endnotes

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- <sup>1</sup> Canadian Centre for Food Integrity, *2016 Public Trust Research*
- <sup>2</sup> Canadian Centre for Food Integrity, *2017 Public Trust Research*
- <sup>3</sup> Canadian Centre for Food Integrity, *2017 Public Trust Research*
- <sup>4</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research 95% of Canadians at least somewhat agree (rating of 3-10/10) that “I would like to see more diversity in the farmers speaking to the government.*
- <sup>5</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>6</sup> Canadian Centre for Food Integrity, *2020 Public Trust Research*
- <sup>7</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>8</sup> Canadian Centre for Food Integrity, *2019 Public Trust Research* Canadians attribute responsibility across the food system when it comes to providing trust-building transparent information.
- <sup>9</sup> *The “S” in ESG*, Forbes, April 6, 2021: <https://www.forbes.com/sites/guidehouse/2021/04/06/the-s-in-esg/?sh=173b05b73839>
- <sup>10</sup> Canadian Centre for Food Integrity, *2016 Public Trust Research*
- <sup>11</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>12</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>13</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>14</sup> Canadian Centre for Food Integrity, *2020 Public Trust Research*
- <sup>15</sup> Canadian Centre for Food Integrity, *2020 Public Trust Research* For example, when asked what sustainable food means, nearly half (45%) cited “food that is grown or raised has a positive impact on climate change and the environment” with all other mentions far behind.
- <sup>16</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>17</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>18</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>19</sup> Canadian Centre for Food Integrity, *2020 Public Trust Research* Food processors and manufacturers are held most responsible for reducing food packaging and offering more environmentally friendly packaging options for food.
- <sup>20</sup> Canadian Centre for Food Integrity, *2018 Public Trust Research*
- <sup>21</sup> *Can Grocers Solve 2 Dilemmas with 1 App?*, Progressive Grocer, May 24, 2017 [Can Grocers Solve 2 Dilemmas with 1 App? | Progressive Grocer](#)
- <sup>22</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research* Since 2016, the top two consumer life concerns have been “cost of food” and “keeping healthy food affordable”.
- <sup>23</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>24</sup> Canadian Centre for Food Integrity, *2019 Public Trust Research*
- <sup>25</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>26</sup> Hyken, Shep, *Forbes*, Unethical Marketing Destroys Customer Experience and Brand Reputation, [Unethical Marketing Destroys Customer Experience And Brand Reputation \(forbes.com\)](#)
- <sup>27</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>28</sup> Canadian Centre for Food Integrity, *2019 Public Trust Research*
- <sup>29</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>30</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research* 96% strongly or somewhat agree that they would like to more diversity in farmers that speak to the public.
- <sup>31</sup> Canadian Centre for Food Integrity, *2021* Qualitative research probed on the concept of access and affordability was frequently linked to access.
- <sup>32</sup> Canadian Centre for Food Integrity, *2021* 61% “very concerned” (rated 8-10 out of 10) about cost of food and 56% “very concerned” about keeping healthy food affordable.
- <sup>33</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*
- <sup>34</sup> International Dietary Data Expansion Project, [Food affordability index | INDDEx Project \(tufts.edu\)](#)

<sup>35</sup> Canadian Centre for Food Integrity, *2020 Public Trust Research* 55% and 47% respectively say the “always/sometimes” do so.

<sup>36</sup> Shanshan Li, Zein Kallas, Meta-analysis of consumers' willingness to pay for sustainable food products, *Appetite*, Volume 163, 2021, [Meta-analysis of consumers' willingness to pay for sustainable food products - ScienceDirect](#)

<sup>37</sup> Canadian Centre for Food Integrity, *2017 Public Trust Research*

<sup>38</sup> Canadian Centre for Food Integrity, *2017 Public Trust Research*

<sup>39</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*

<sup>40</sup> Canadian Centre for Food Integrity, *2016 Public Trust Research*

<sup>41</sup> Canadian Centre for Food Integrity, *2020 Public Trust Research*

<sup>42</sup> Canadian Centre for Food Integrity, *2021 Public Trust Research*