



AgCommunicators

adding spark to communication and education

Building trust in ag – the role of farmers and advocacy bodies

Ag Ex Alliance – Friday 6 April 2018

It's what
sets **us** apart in
communicating
what sets **you** apart

About AgCommunicators

adding spark to
communication
and education



Communication, marketing, events and education for primary production, natural resources and science, with clients across Australia.



Churchill Fellowship - 2017

Study topic: Communication, education and engagement methods to improve understanding of agriculture

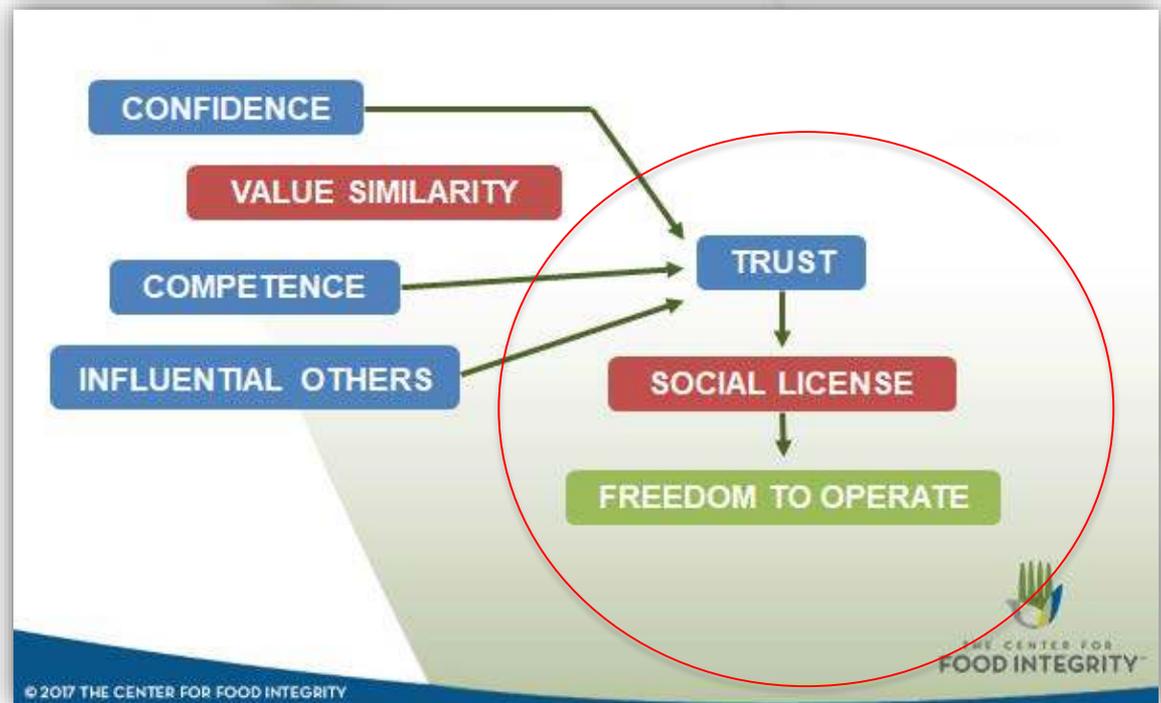
My aim today ... provide a summary on the activity in building consumer trust in agriculture, talk about the keys to communicating with non-ag audiences and offer five recommendations.



What is social license?

A 'social license' is the privilege of operating with minimal formalised restrictions – either regulation, legislation or market based mandates – based on maintaining public trust by doing what is right.

Public trust enables social license ...



What do they know about us?

NFF survey, November 2017

- 83% of Australians describe their connection with farming as 'distant' or 'non-existent'.
- When presented with a list of six industries, only 4% could correctly identify that agriculture was the fastest growing industry.
- 57% of those polled had not had any contact with a farmer in the past year.

THE AUSTRALIAN STEEN plus
NEWS OPINION BUSINESS REVIEW NATIONAL AFFAIRS SPORT LIFE TECH ARTS

Australia's city-country divide deepens, NFF study finds



Melbourne 18-year-old Eiren Mendoza and Jolina Sangalang say they have had little contact with farms in their lives.
Picture: David Geraghty

The Australian | 10:10AM November 21, 2017



SUE NEALES
Reporter - Rural/Regional Affairs
@BushReporter



SIMONE FOX KOOB
Journalist - Sydney
@SimoneFoxKoob

The traditional divide between city slickers and their country cousins has turned into a yawning chasm, with 83 per cent of Australians convinced agriculture and farming have no or little relevance to their lives.

A new survey commissioned for the first National Agriculture Day today also found only 4 per cent of Australians correctly identified agriculture as the fastest-growing sector of the Australian economy, while fewer than half had met or talked to a farmer in the past year.

What do they know about us?

Overseas ...

NEWS

Urban kids think eggs come from cows, survey reveals

►► 61pc of people worried about food price hikes

By Abi Kay and Lauren Dean

CONSUMER ignorance and apathy towards farming have been highlighted in two recent surveys.

Research carried out by Linking Environment and Farming (Leaf) ahead of this year's Open Farm Sunday (June 11), found 61 per cent of people were worried about a hike in food prices when the UK leaves the EU and 33 per cent feared fewer foods would be available.

Brexit

Just 25 per cent were concerned about Brexit's impact on farmers. Leaf chief executive Caroline

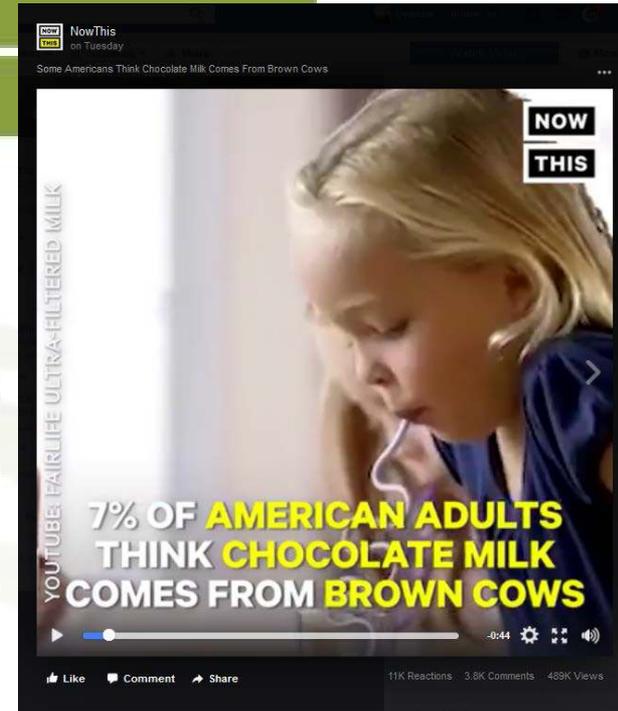
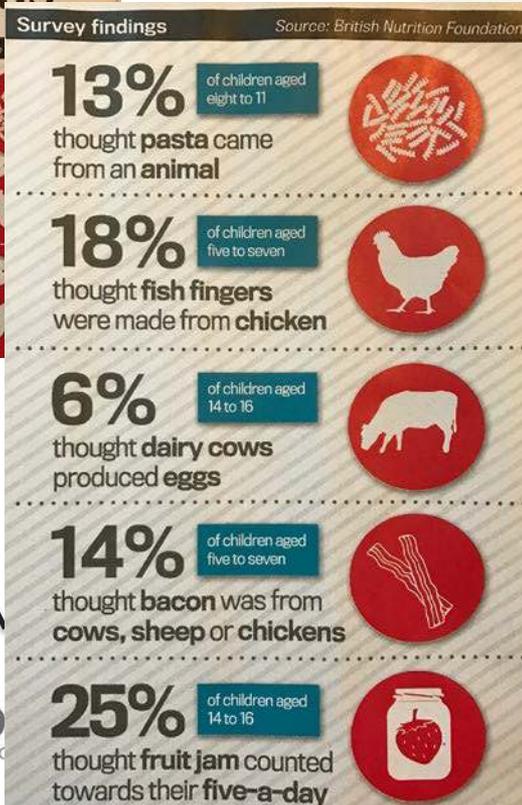
as we work towards leaving the EU the public understands what farmers do for us.

"Farmers play a vital role, not just in producing the food we eat and caring for the countryside, but also contributing to many aspects of our daily lives, from medicines and cosmetics to fuel and even what we wear, the cars we drive and the buildings we live and work in."

Youngsters

The attack on the industry came as a similar survey revealed what Britain's youngsters really knew about where their food came from.

The British Nutrition Foundation (BNF) targeted the online survey at more than 5,000 children aged five-16 in the run up to Healthy Eating Week, June 12-16, and received answers such as 'pasta comes from



50% of Americans get their information from Facebook only

Challenges to building trust ...

Big = evil

Technology = scary

- Sow stalls
- Free-range eggs
- Slow-grown chicken
- Hormone and antibiotic use in beef
- Dehorning of cattle
- Any surgical procedure, such as castration
- Grain finishing in feedlots
- Use of glyphosate
- Is red meat / dairy / gluten good for you?

IMPACT OF A GLYPHOSATE BAN ON FARMING IN THE UK



Anti-ag activism

ANALYSIS

How animal activists took on the cattle industry and won

By Peter Chen

Updated 8 Feb 2018, 1:22pm

The decision by a Brazilian court to suspend a shipment of 27,000 cows to Turkey, citing concerns about slaughter practices in that country, shows that animal activism, like the supply chains it targets, is going global.

RELATED STORY: [Live export ban in Brazil comes to end as judge overturns injunction](#)

RELATED STORY: [Ban on live exports 'irrational, unjustified', court told as farmers' class action begins](#)

MAP: Brazil

This decision came on the back of a sustained campaign highlighting cruel practices in destination countries, including reports that Brazilian cattle were stabbed in the eyes, ears, and legs in Egypt.

Tendon slashing and eye stabbing is sometimes used to make animals more pliant before processing in poor nations, and the practice has been of concern to animal welfare professionals and activists for many decades. In Brazil, pre-slaughter stunning is required by law.

The Brazilian government rapidly appealed the case, [having the ban overturned on Tuesday](#). The superior court found that export practices met national laws. (The previous ruling had suspended all exports until they were aligned with Brazilian standards.)



of cattle. (Supplied: Alan Schmidt)

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Vegan protesters storm Melbourne steak restaurant
A GROUP of 35 protesters storm a Melbourne steakhouse, shouting slogans through loudspeakers and "upsetting" customers.

Frank Chung @franks_chung
news.com.au JANUARY 30, 2018 6:30



Vegan Activists Protest Inside Melbourne Steakhouse. Credit - Melbourne Cow Save via Storyful
A GROUP of vegan protesters stormed a Melbourne steak restaurant on Saturday night chanting slogans through loudspeakers and yelling at customers. Thirty-five activists from Direct Action Everywhere Melbourne and Melbourne Save Animal Liberation Army entered the Rare Steakhouse.

7 News Adelaide @7NewsAdelaide

.@peta calls for roadside memorial for chickens killed in truck crash outside of Melbourne. [yhoo.it/2mBT0dX](#)
#7News



16/1/18, 3:22 pm

The perfect storm

1. Majority of consumers don't know much about what we do or where food comes from.
2. Anyone can get any information on anything at any time thanks to Google search rankings.
3. Activists don't want farmers to be farming.



The problem: The level of trust in our agri-food industry is at risk!

Building trust ... the way forward

5

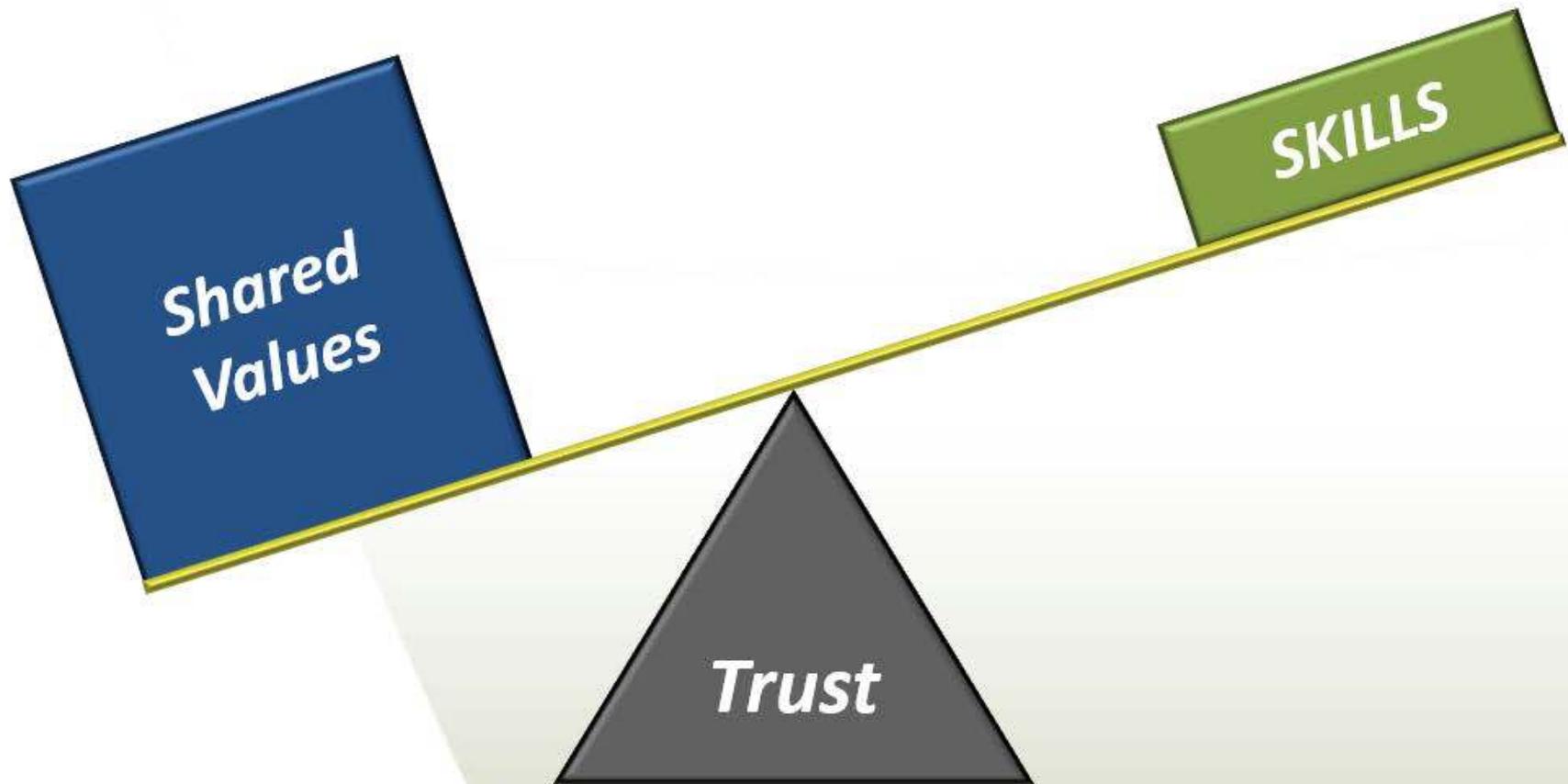
Recommendations
for Australia



Building trust ... the way forward

1. Develop awareness of the need to build trust
2. There is a major lack of organisations building trust in Australia. A cross-commodity organisation focused on building trust needs to be established.
3. We need a national approach – national strategy and steering committee
4. Develop well trained and prepared spokespeople
5. Action to build trust must be a line in the budget of every organisation with a financial stake in the continued profitability of the agriculture industry.

What Drives Consumer Trust?



Shared values are 3-5x more important to building trust than sharing facts or demonstrating technical skills/expertise



THE CENTER FOR
FOOD INTEGRITY™

We all have a role to play ...

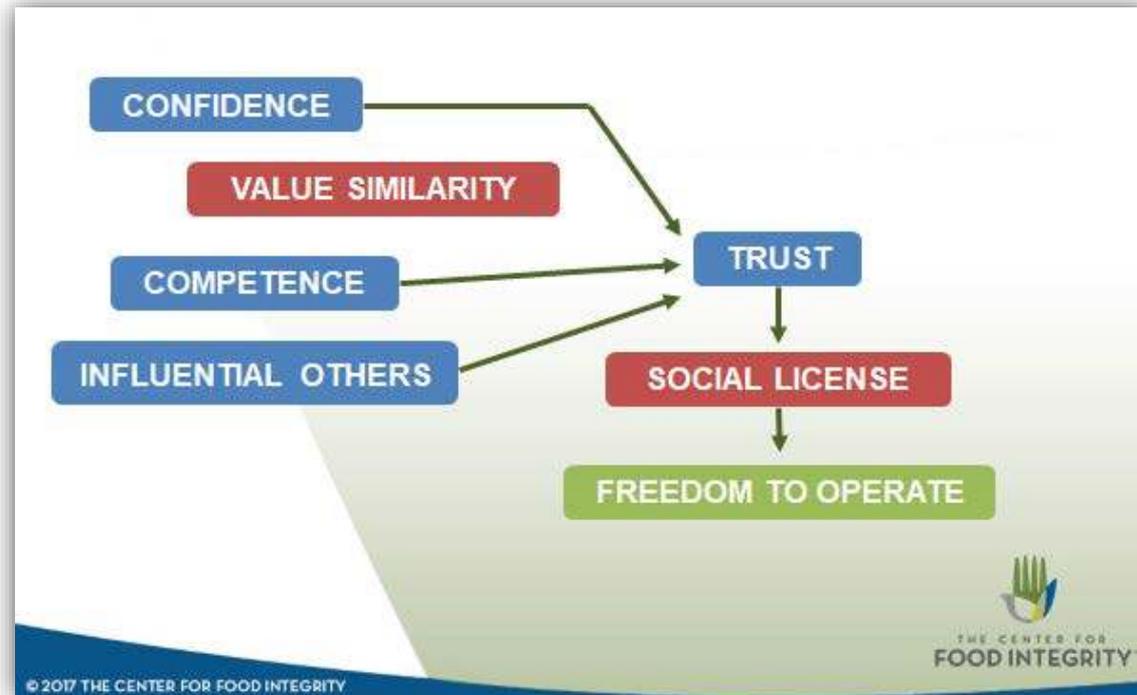
Start talking to your family and friends about the important role farmers play in producing food, fibre, fuel and pharmaceuticals for the world!



The importance of shared values

Three factors influence an individual's level of trust:

- Influential others, meaning the opinions of those in two circles – family, friends and social circles as well as credentialed others such as doctors, dietitians or veterinarians.
- Competence, which relates to science and technical capacity.
- Confidence and shared values.

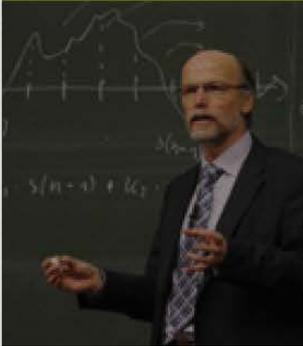


US Center for Food Integrity research

Know who you can influence ...

THE TRUTH SPECTRUM

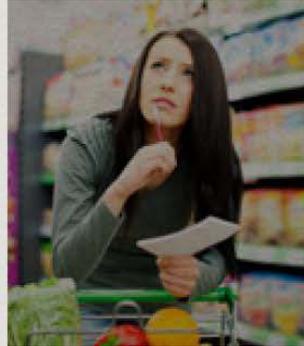
Scientific



Philosopher



Follower



Wishful Thinker



Existentialist



Objective & grounded in
evidence-based science
Nothing more, nothing less

Objective & subjective
*Seeks guidance from
a trusted authority*

Coincides with
desires and beliefs
"What feels true."

US Center for Food Integrity research

When Influencers Talk, Who's Listening?

Scientific*

Drives standard of scientific claims but **unable to simplify content and relate to mainstream consumers**

Influence extends only as far as Philosopher

6% Population
11% Share of Voice

Philosopher*

Takes Scientific's evidence and **simplifies, sharing through an ethical lens,** which influences the Follower who just wants to make the right decision

9% Population
14% Share of Voice

Follower

Feels overwhelmed by the sheer volume and complexity of information, and **fears doing the wrong thing**

Looks to Philosophers and other Followers they can relate to for clear guidance

39% Population
10% Share of Voice

Wishful Thinker

Trusts big, sweeping claims from official and unofficial sources

Undermines credibility by exaggerating the impact of a particular food or practice

32% Population
40% Share of Voice

Existentialist

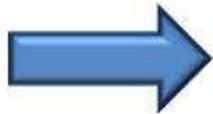
Feels morally superior and prefers information that validates their existing beliefs about food and health

Too politically charged, which alienates them from mainstream culture

14% Population
25% Share of Voice

Historical Approach: Science & Economics

Historically



Research proves
it's ok to do this...



We can be more
productive (profitable) by
doing this...

SHIFT



Nutrition is as important to
us as it is to you...

Shared values



Alice Choi – wife, mother of two,
home cook and food blogger

Jen Haugen – registered dietitian,
mum, focus on health and fitness



Case study: American Farm Bureau

Teaching members to be advocates ...

Level 1: Grassroots outreach ... people are engaged at various levels with AFB and policy issues. 'Thousands'

Level 2: Grassroots Outreach Team, or 'GO Team' ... a group that has undertaken training and is willing to be involved. 'Hundreds'

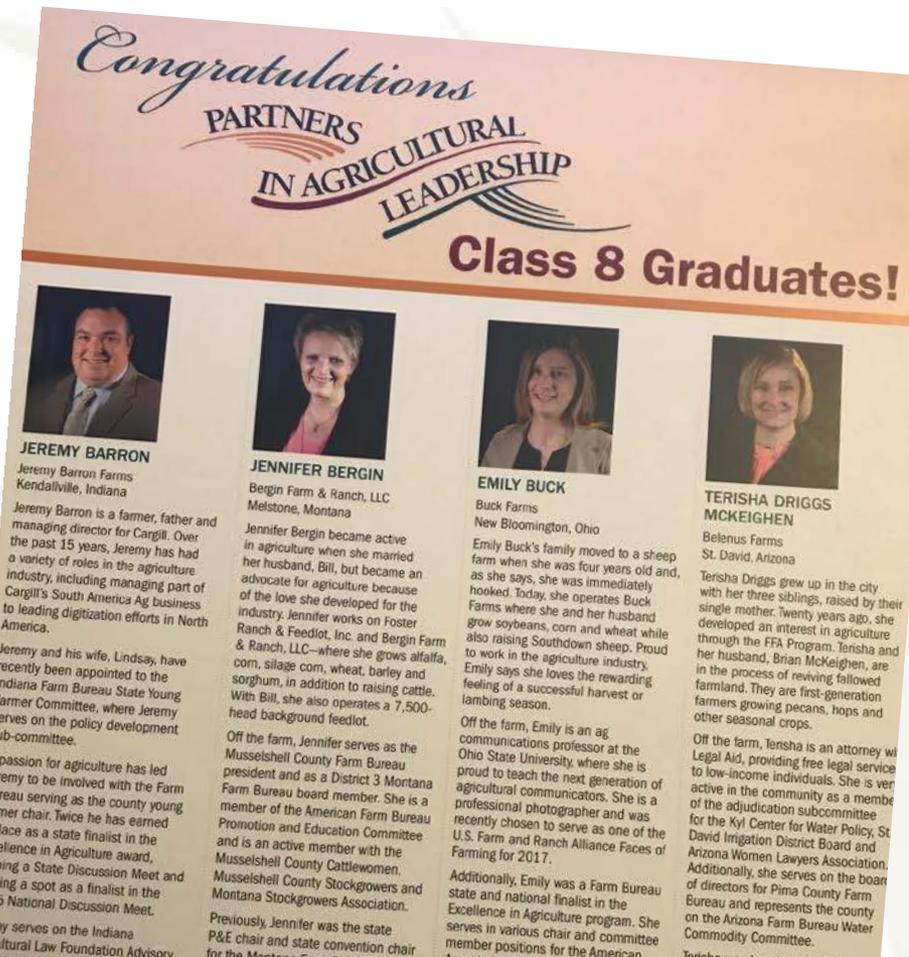
Level 3: Partners in Advocacy Leadership Program. Up to 10 people in food and ag selected every two years for specialist advocacy training. 'Tens'



Case study: American Farm Bureau

Formalised advocacy training, less 'on the job'

- Communicate with politicians
- Messaging that resonates
- Presentation training
- Practice media interviews in a pressure environment
- Understand how the political system works and where to influence
- Understand how to tell your story ... in eight minutes and make 'the ask'



Case study: American Farm Bureau

**Communicate how the issue impacts you ...
not budgets and numbers**

*Once upon a time there
was _____.*

Every day, _____.

One day _____.

Because of that,

_____.

Because of that,

_____.

Until finally,

_____.



The Real Dirt on Farming

- Publication funded by sponsorship
- Distributed to every MP, public library, media outlet (schools, waiting rooms)
- Inserted into two national newspapers



WHAT IS BIOTECHNOLOGY OR GMO?

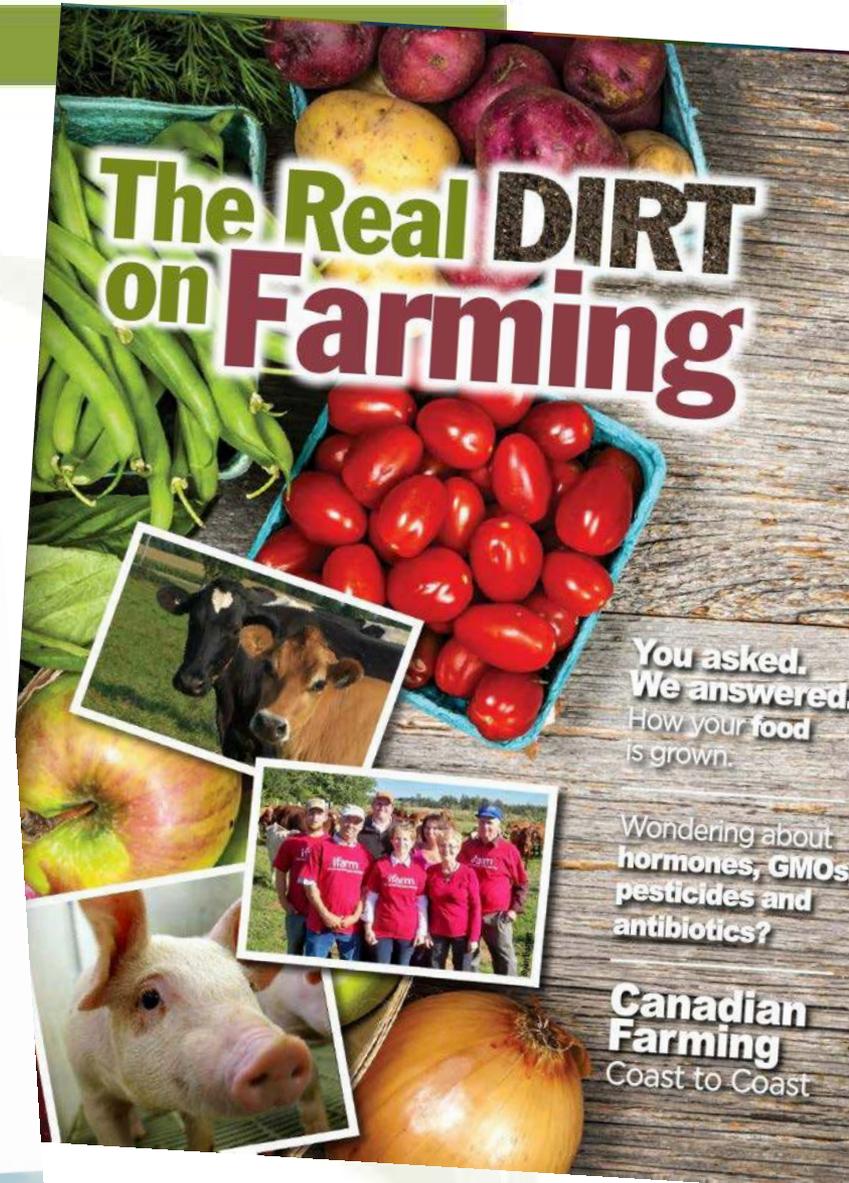
For some people, scientific progress can be intimidating. Thanks to sensational media headlines and clever social media campaigns, terms like biotechnology, GM or GMO, and genetic engineering can strike fear — but what do they really mean?

Biotechnology involves introducing desirable traits from one organism to another and the beneficial use of organisms. Bread, beer and wine, which are produced with the help of yeast, are early versions of this type of science. More recently, vaccines, antibiotics, and other medicines have been produced using biological agents. When it comes to food, the goal is to produce more and better food by influencing or improving the natural biological processes in the plants or animals where the food originates.

Genetic engineering is a form of biotechnology where specific genes are added or removed from an organism to change its genetic makeup. The result is a genetically modified (GM) product or a genetically modified organism (GMO).

Growing GMO crops that are resistant to certain pests or diseases, for example, mean farmers may require fewer pesticides, less labour and less fuel-intensive ways to manage infestations. This is beneficial to farmers and helps keep food costs down. For example, 93 per cent of all canola crops planted in Canada are GMO varieties.

Quick fact:
93% of all canola crops
planted in Canada are
GMO varieties.



The “Trust Framework”

The “Hub”
(coordination & support)

“Doing the Right Thing”

- Industry Standards (sectors own and are accountable)
- Metrics to support
- National, cross-sector coordination
- Heat map by sector and for Canada

Trusted Assurance / Verification System

- Enabling, not restrictive,
- Protect and promote our system
- Government has a role to play
- Federal/provincial consistency
- Research and academic centre involvement

Communication

- Working in harmony to tackle tough issues
- Understanding & influencing the public and all stakeholders

Some Current Initiatives:

- Consumers/General Public – *Farm & Food Care*
- Education system – *Ag In The Classroom*
- Agri-food community – *Agriculture More Than Ever*
- Sector/Corporate initiatives

..... Transparency
..... Continuous Improvement

Applications are open!

More information in my
report online ...

www.churchilltrust.com.au

Search for Deanna Lush under
'fellows'

Applications close Friday 27
April 2018





AgCommunicators

deanna@agcommunicators.com.au 0419 783 436

Twitter: @deannalush @AgCommunicators

AgCommunicators

272 Magill Road, Beulah Park, SA 5067

PO BOX 4, GLENSIDE SA 5065

T: 08 8332 3277

E: admin@agcommunicators.com.au

www.agcommunicators.com.au