

# BRIDGING THE GAP WITH CONSUMERS

*Becoming Advocates for Agriculture*

Both consumer concerns and drivers affect shoppers' purchasing decisions. While concerns may shift frequently based on current events, life situations, fads, and more, drivers are rooted in consumers' values and therefore endure for longer periods of time.

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



### TRACEABILITY

ANIMAL  
WELFARE

ANTIBIOTICS

GMOS

ENVIRONMENTAL  
FOOTPRINT

HORMONES

FOODBORNE  
ILLNESSES

## CONSUMER DRIVERS<sup>3,4</sup>



### SOCIAL IMPACT

PRICE

TASTE

CONVENIENCE

HEALTH  
& WELLNESS

SAFETY

SUSTAINABILITY

## TRANSPARENCY

Transparency in food production is important to consumers who have questions and concerns about how their food is grown and raised.<sup>1</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. FoodThink from Signal Theory. Creating Trust in an Era of Skepticism. April 2019. <https://marketing.signaltheory.com/acton/attachment/14774/f-738c1b2-82cf-4a6f-a544-87cdde82bd7/V/-/-/-/Trust%20in%20Food%20-%20FoodThink%20by%20Signal%20Theory.pdf>. Accessed April 16, 2021.

2. FMI and Foundation of Meat & Poultry Education & Research. The Power of Meat 2021. <https://www.fmi.org/forms/store/ProductFormPublic/power-of-meat-2021/#:~:text=Description%3A,on%20shoppers%27%20meat%20purchasing%20habits>. Accessed May 20, 2021.

3. International Food Information Council. 2020 Food & Health Survey. <https://foodinsight.org/wp-content/uploads/2020/06/FIC-Food-and-Health-Survey-2020.pdf>. Accessed April 16, 2021.

4. Deloitte, Food Marketing Institute, Grocery Manufacturers Association. Capitalizing on the shifting consumer food value equation. 2015. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-fmi-gma-report.pdf>. Accessed April 18, 2019.