

# CFI IN ACTION

JANUARY 2013

## **Reflecting on 2012: CFI Accomplishments are Many**

*Trends Reflect Growing Support for Trust-Building Efforts*

CFI's programs to enhance consumer trust and confidence in the food system showed steady improvement and delivered positive results in 2012. A healthy membership increase, continued high interest in the annual consumer research study, and record attendance at the Food Integrity Summit are viewed as signs CFI's mission is taking root.

"There is a growing understanding within the food system that trust-building is a valid initiative and is necessary in helping us align with consumer values," said Terry Fleck, CFI's executive director.

[BestFoodFacts.org](http://BestFoodFacts.org), Project Public Voice and 14 other projects and programs supported by the United Soybean Board made significant consumer trust inroads in 2012.

The Best Food Facts website underwent a major redesign in 2012, and its consumer reach with fact-based food system information escalated. The introduction of a video series on GMO issues drew 17,030 unique visitors in November – the most ever in a single month.

Project Public Voice coordinated presentations at 10 colleges and universities. CFI was able to connect with the next generation of consumers through speaking appearances at institutions including California Polytechnic University, Washington State and Fresno State. CFI representatives delivered presentations to 42 groups and organizations – the most ever in a single year and two times more than in 2010.

Programs like these resulted in a significant increase in media exposure. Media monitoring shows the number of times CFI was mentioned in media coverage more than doubled.



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## NOTABLE 2012 MILESTONES

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- Membership reached a new high. Seventeen new members were added, bringing the overall total to 48.
- Attendance at the annual Food Integrity Summit in Chicago, with a near-capacity 165 people on hand, was its highest since the first event in 2007.
- Sponsorship for the annual Consumer Trust in the Food System research was at an all-time high. There were 10 national sponsors, joined by seven state-level oversampling sponsors.

CFI continued to enhance its international presence in 2012.

The [Centre for Food Integrity](#) in Australia launched in July. The North American Forum on Sustainable Animal Agriculture in Toronto, sponsored by CFI's Coalition for Sustainable Animal Agriculture (CSAA), brought together a diverse group of food system stakeholders to discuss issues of mutual concern.

The Dean's Council program created this year under the CSAA umbrella brings academics into contact with the public on important food system issues. An [opinion article](#) on the drought of 2012 helped the public understand the far-reaching implications the weather event will have on the food system and consumers.

"It's all reflective of increased momentum and understanding of what we set out to create in 2007," said Fleck. "We're headed in the right direction."

The New Year will bring programs aimed at uncovering new ways to communicate with consumers and to deal with food system issues.

"We'll be having discussions with several organizations to examine a system in which we can facilitate a new discussion

on food issues," said Fleck. "We'll be discussing a long-term initiative that will help us not only be better prepared to respond to food system issues but to more successfully anticipate these issues."

