

CFI IN ACTION

JANUARY 2013

2013 Consumer Trust Research: Tactics of Trust

CFI's 2012 [consumer trust research](#) incorporated Cultural Cognition Theory, or the exploration of Values Orientation. The approach shows us that if consumers believe today's food system practices are aligned with what they believe we *should* do, then they are more likely to trust those practices.

"People who have been exposed to the data appreciate the six values orientations and feel it is good to know how they can be targeted so their messages reach a large portion of the U.S. population," said Terry Fleck, CFI executive director. "But we need to do more on how the information can be applied."

While the 2013 study is still very much in the planning stage, the approach under consideration will address the tactical implementation of trust messaging, according to Fleck.

"We're going to identify the most trusted key opinion leaders and organizations," said Fleck. "Which messages really hit home with consumers? In 2012, we tested precisely where people go on the Internet for information. We'll probably repeat that in some form because a lot can change in three years."

A pre-survey qualitative study might also be in the works. Focus groups, according to Fleck, will provide a better understanding of trust parameters.

"For example, what makes people feel better about 'family' or 'small' operations," said Fleck. "When a person feels they'd rather buy something from a 'family' or 'small' operation as opposed to a commercial or large entity – why is that? What goes into making that decision? Is it safety? Is it a perception that it's higher quality? We can guess about it but we need to find out why people feel this way."

The 2012 survey had 10 national and seven state-level sponsors. CFI will soon begin reaching out to identify sponsors for the 2013 consumer trust study.

"We're very thankful for our partners in last year's survey," said Fleck. "We're always looking for new partners to help us continue this process of measuring consumer trust and confidence."

Parties interested in learning more about research sponsorship should contact [Terry Fleck](#).

