

A farmer ...

- 12,000ac
- 3300 Merino breeding ewes
- 5000ac to cereals, legumes, canola
- Rainfall varies from 300mm-550mm



and a communicator ...



Background: Churchill Fellowship

US, UK, Canada, 50 interviews, 100+ hours of talk time

- American Farm Bureau
- National Farmers Union
- Center for Food Integrity
- Farm and Food Care Canada
- US Farmers & Ranchers
- Animal Ag Alliance

Report available online



APPLICATIONS NOW OPEN!



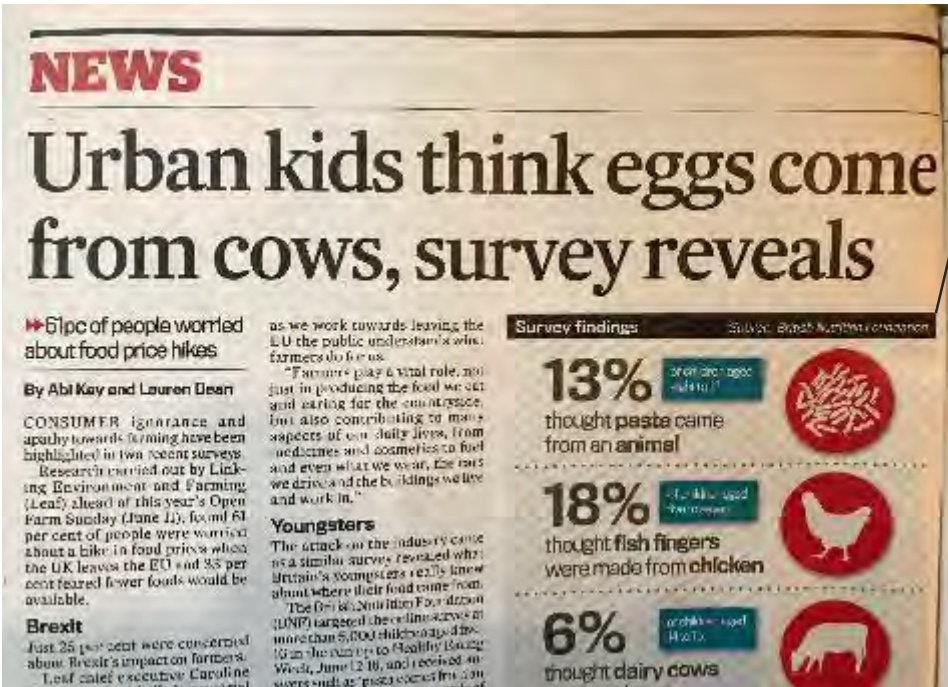
What do they know about us?

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.



What do they know about us? Scarier still ...



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



THE CONTRIBUTION OF AGRICULTURE TO GDP & TAX REVENUE WILL FALL FOLLOWING A BAN

Contribution to GDP will fall by

£930 million



Tax revenue will fall by

£193 million



This is enough to fund the annual salaries of

7,000 nurses



THE HERBICIDE IS WIDELY USED IN THE UK

2.2 million

hectares of farmland treated annually



In any given year

34% of land for wheat treated



33% of land for oilseed rape treated



A BAN = MORE WEEDS & REDUCED YIELDS

Wheat yield down

12%

Oilseed rape yield down

14%

FEWER CROPS WILL BE PRODUCED



Cereal down

15%



Wheat down

20%



Oilseed rape down

37%

Recommendation 3: Develop a national approach to guide efforts

Develop a national strategy and steering committee which defines how the food system will engage in trust-building activities and learn lessons from each other in the strategies that are most successful.



Canada's 'journey to public trust' model

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

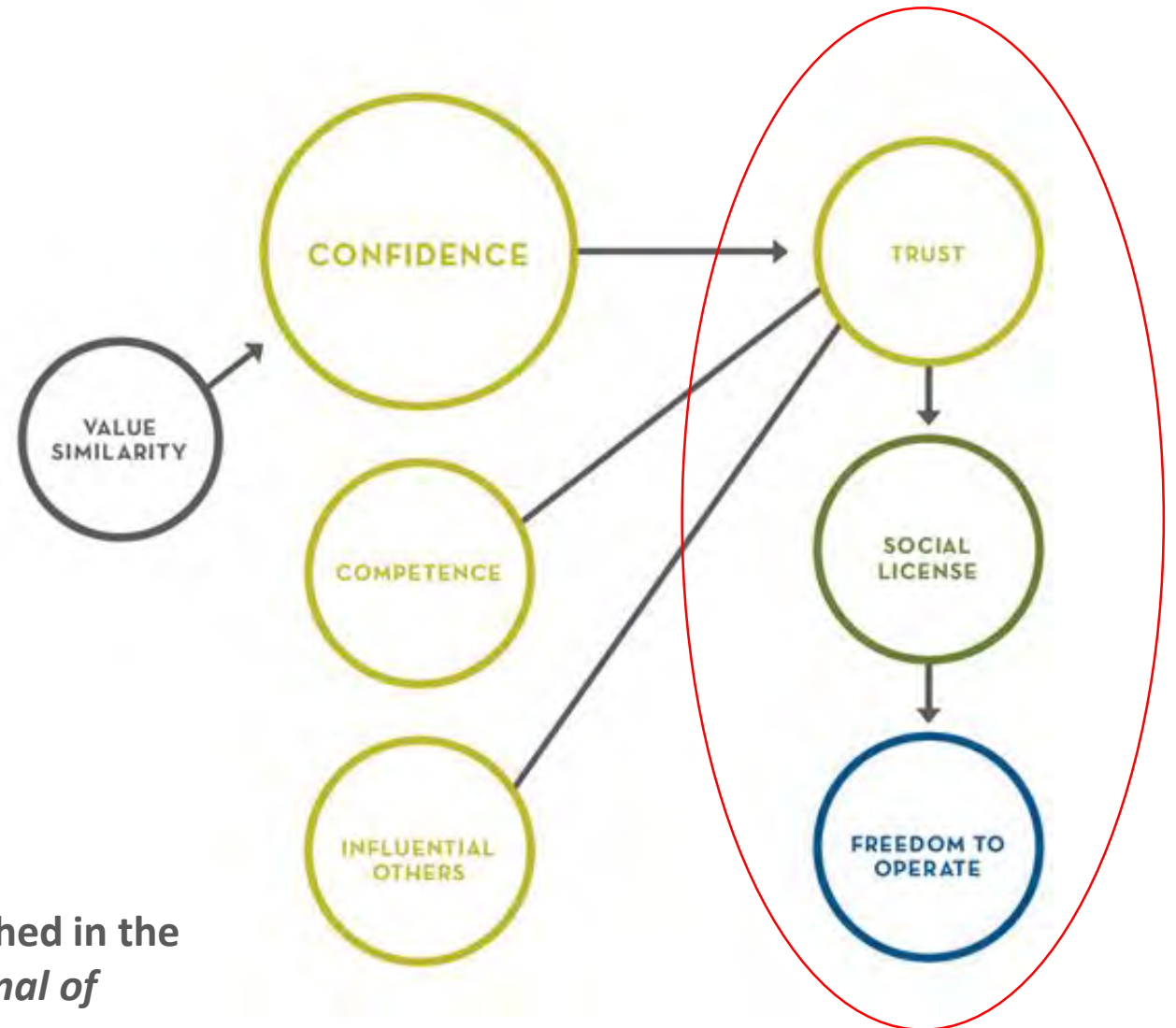
..... Transparency

..... Continuous Improvement

Social licence, trust and freedom to operate

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.

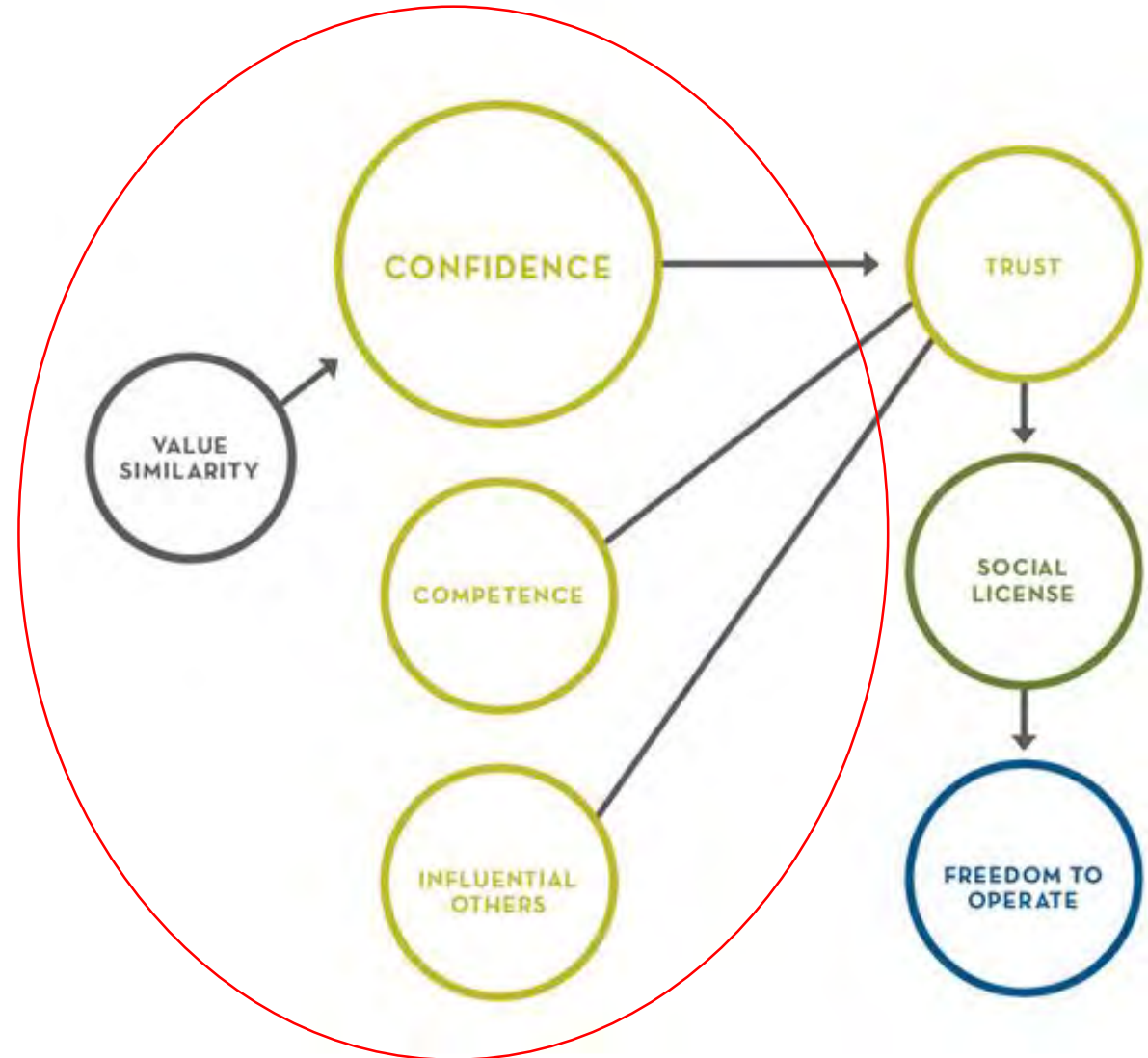
Public trust enables social licence ...



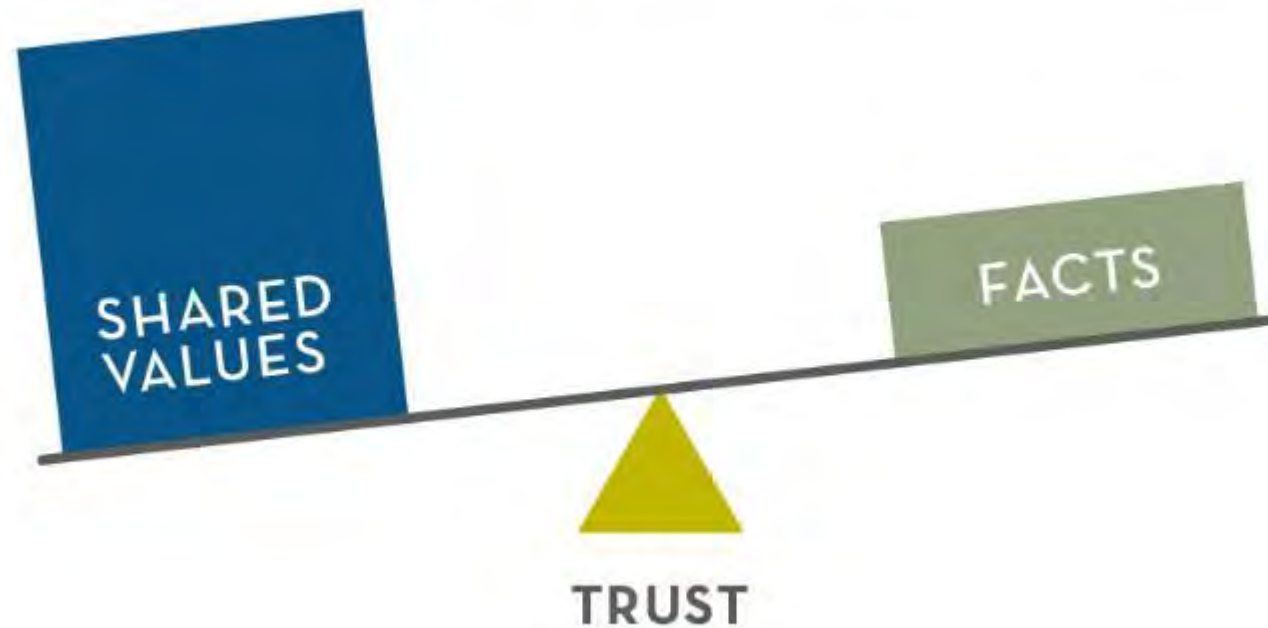
Social licence, trust and freedom to operate

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**, or shared values.



WHAT DRIVES CONSUMER TRUST?



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



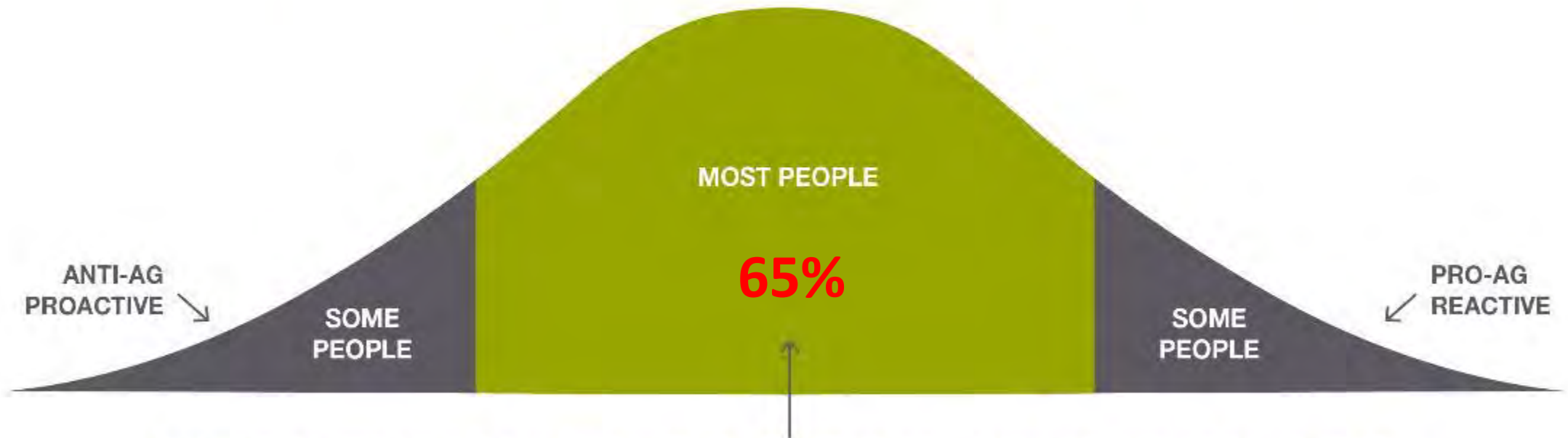
The values of Australian agriculture ... there's a great story

- Why we're committed to protecting our land
- Pride in our quality produce
- Caring for our employees
- Contributing to our community
- Family heritage and generational small businesses
- Keeping food healthy and affordable
- Food safety /
- Humane treatment of animals
- Environmental sustainability



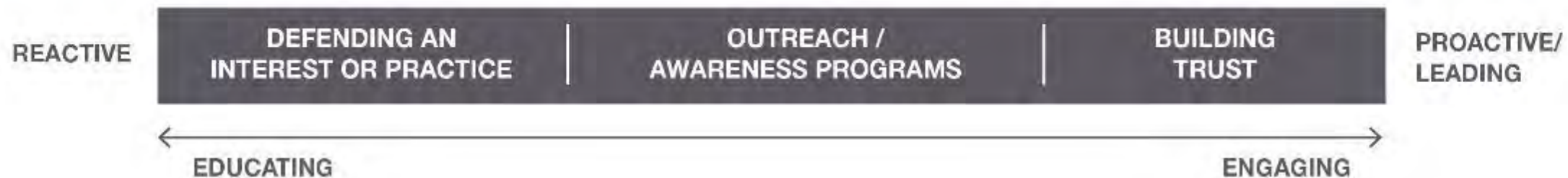
BUILDING TRUST VERSUS DEFENDING AN INTEREST

A model of building trust (ie, US / Canada) versus a collection of advocacy groups defending their right to farm in the way they want to.
It's not either/or ... it's both.



CAN WE DEVELOP A COLLABORATIVE STRATEGY THAT IS NOT 'US' VERSUS 'THEM'

THE TRUST BUILDING SPECTRUM ... WHERE TO PARTICIPATE?



Developing and leveraging relationships to communicate why farmers must be allowed to farm in a particular way.

- Lobbying on behalf of members
- Advocating to politicians
- For example, live export, GM, glyphosate, mulesing, animal husbandry practices

Communication of positive ag messages or providing positive ag experiences:

- Social and digital media
- Presence at public events
- Training of farmers to engage
- Earned media
- Influencing the influencers

A commitment to food and fibre production involving:

- Transparency and sustainability
- Engaging with consumers and the broader community to become aligned with their values.
- 'Doing the right thing', measuring it and communicating it, underpinned by transparency and continuous improvement.

Key tool in Australia ... Sustainability Frameworks

Done: dairy, beef, eggs

Underway: sheep, grain, horticulture

Dairy: www.sustainabledairyoz.com.au/

Our dairy promise: *Provide a nutritious food for a healthier world.*

Beef:

www.sustainableaustralianbeef.com.au/

Eggs: www.australianeggs.org.au

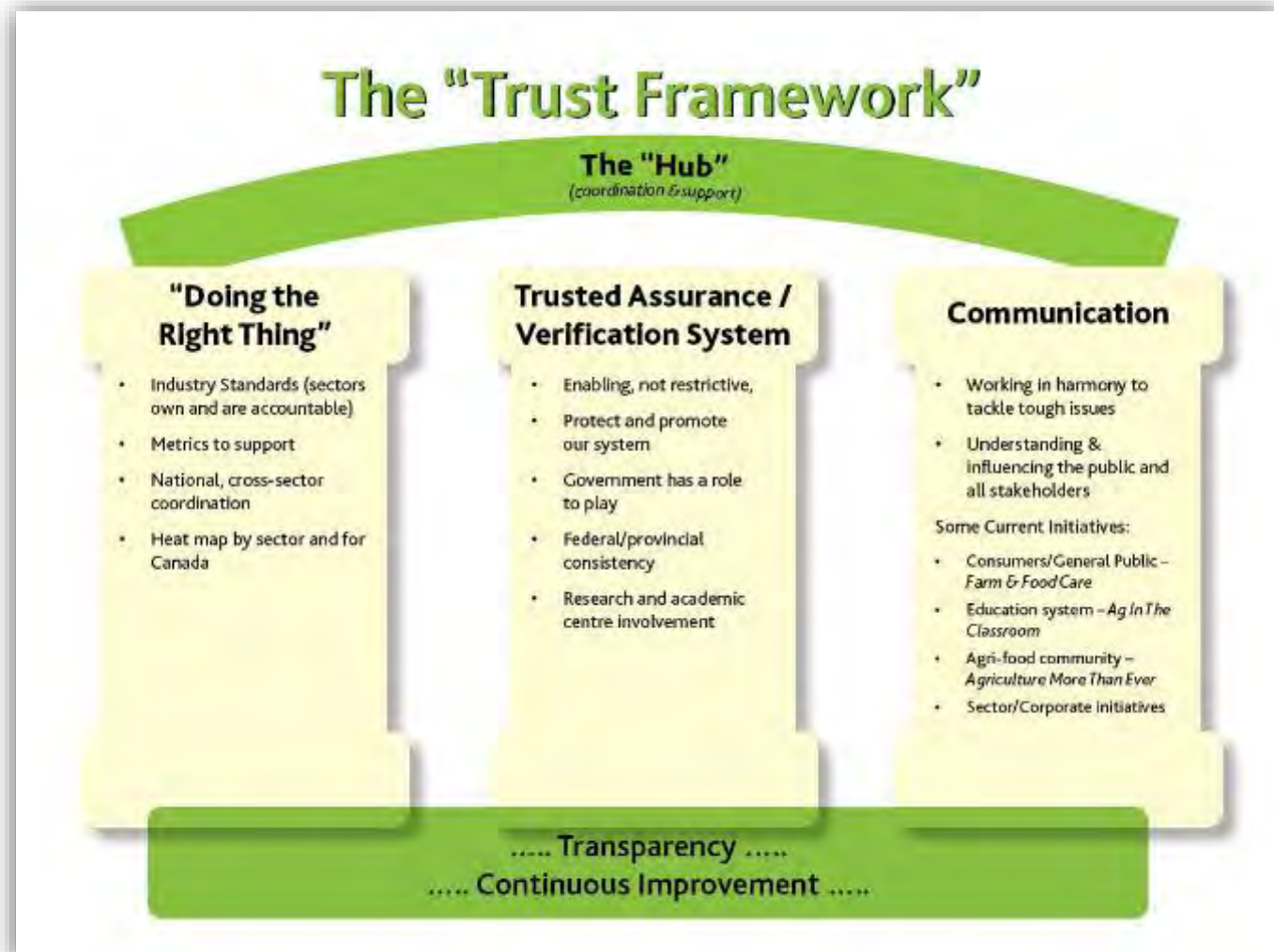


What can you do to
help build trust?

Key message 1:

Building trust is about doing the right thing

When our industry says that we care about doing the right thing, we all have a role to play in ensuring it happens ... and we are on the front line in encouraging it to be done.



Key message 2: We have to lead with shared values

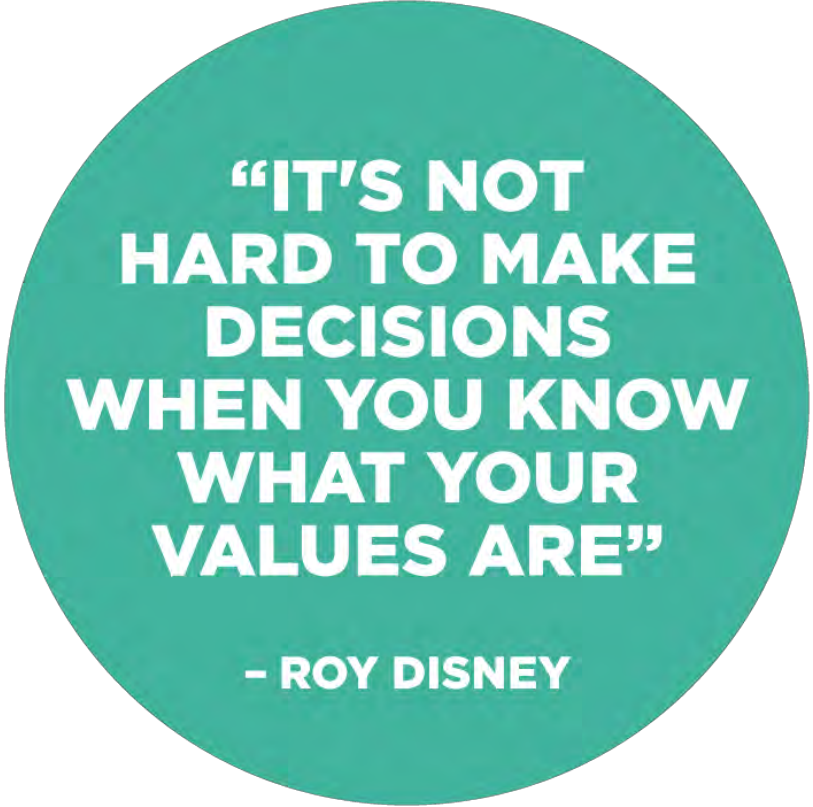
We have to get used to communicating in a landscape of emotion and confusion on who's science is right. We have to get used to leading with values to open the door in communicating our message ...



Key message 3:

Be prepared ... we might be asked to change

To succeed in building trust, we have to acknowledge that there might be behaviour in our farming community that is inconsistent with 'doing the right thing' and inconsistent with our shared values. We might need to talk about it and we might need to be prepared to change if our community is asking for it ...



**“IT’S NOT
HARD TO MAKE
DECISIONS
WHEN YOU KNOW
WHAT YOUR
VALUES ARE”**

- ROY DISNEY

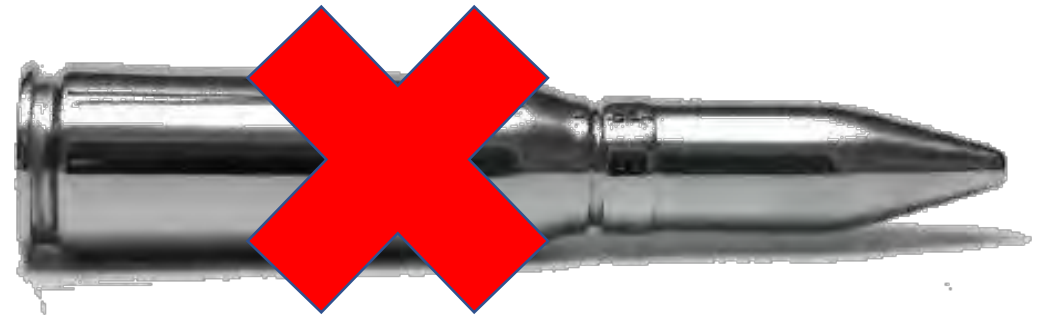
Key message 4:

It's going to take your time and effort, maybe even \$\$s

We need strong leadership so that what we say we value is actually reflected in our actions.

Behaviours must match attitudes and beliefs.

We all have a role to play ... we can't leave it up to a few individuals or organisations.



*Sorry ... no silver bullets.
Society has a right to chose our
products ... or someone else's!*

Resources

Deanna's Churchill Fellowship Report - www.churchilltrust.com.au/fellows/detail/4144/Deanna+Lush

Deanna's AFI John Ralph Essay - http://farminstitute.org.au/news-and-events/FPJ_Summer2018_JRC_Winner2.pdf

International

Animal Ag Alliance (US) - <https://animalagalliance.org/>

Farm and Food Care (Canada) - <https://www.farmfoodcareon.org/>

GMO Answers - <https://gmoanswers.com/>

Helping Canada Grow (CropLife Canada) - <https://helpingcanadagrow.ca/>

Find Our Common Ground - <https://findourcommonground.com/>

US Farmers and Ranchers Alliance - <https://usfarmersandranchers.org/>

BIO Innovature campaign - <https://innovature.com/>

Egg Farmers of Ontario (Get Cracking) <https://www.getcracking.ca/members/>