

Building Trust in our Food System  
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What are your core values? Respect? Creativity? Happiness? Fairness?

Values are very individual but they are also places to connect.

Farms have changed, the systems have changed; they look different than they did. But the values of farmers have stayed the same, they are committed to animal care, and producing quality, safe foods. Facts and science do not count until you cross the shared values threshold.

Consumers are more than 5 generations away from raising their own food and are bombarded with information. When you are questioned about the safety of food or current farm use of technology – listen to the values underlying the objection and respond by understanding the concern and the values it represents.

Studies show that if consumers are aware of the values systems of farm owners, their concerns about farm size and technology are assuaged. For example, a PA DE MD pilot project has created an online connection with farmers. Connection with farmers overcomes consumers bias against what is perceived as too large too tech animal agriculture.

This listening and values based process is as important in conversations with legislative colleagues as with constituents.