

# FOOD ALLIANCE WA DPIRD TRUST IN PRIMARY PRODUCTION PROJECT

## Situation Analysis and Implications for Western Australian Industries

NOVEMBER 2019

A desktop scan of issues and trends, community perceptions data, and state, national and international trust building initiatives.

## Primary Production

For this project *primary production* includes all the major Western Australian production sectors of grain, field crops, horticulture, viticulture, beef cattle, sheep and wool, dairy, poultry, pork, honey, seafood and aquaculture. The description 'food, farming and fishing' is used to include all industries.

## Social Licence

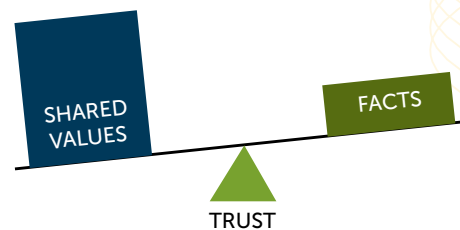
Social licence is defined as: the privilege of operating with minimal formalised restrictions – either regulation, legislation or market-based mandates – based on earning and maintaining public trust by doing what is right. Public trust enables social licence. For the purposes of this project, the terms social licence and trust are used interchangeably.

## Trust

*Earning and maintaining social licence depends largely on building trust. This begins by demonstrating ways in which an industry's values align with those of consumers. Three primary elements drive trust; confidence (shared values and ethics), competence (skills and ability) and influential others (family, friends and credentialed individuals). The Centre for Food Integrity's research shows that confidence, or shared values, is three-to-five times more important than competence in building trust.*

Source: [www.foodintegrity.org](http://www.foodintegrity.org)

### WHAT DRIVES CONSUMER TRUST?



©2006 CMA Consulting, LLC

# CONTENTS

Food Alliance WA DPIRD Trust in Primary Production Project Overview	2
Situation Analysis: Key Insights for the WA Primary Industries Trust Project	3
Why WA primary industries need to invest in managing trust	4
What is 'Community Trust' and can it be measured?	5
Current social trends impacting primary industries	7
Timeline of major trust / social licence incidents impacting in the past decade	12
Social licence issues impacting WA primary industries	14
The case for collaboration: heat map of common issues for WA primary industries	17
Map of stakeholders and influencers of primary industries in Western Australia	18
How building trust in WA primary industries creates value – logic map	19
Data on community attitudes to Australian primary industries	20
Industry specific research and development organisation-driven data	20
Industry producer advocacy organisation and commercially-driven data	26
Independent and academic research	34
Social licence and trust building projects	50
Western Australian initiatives	50
Australian initiatives	59
International initiatives	79





## WA Trust In Primary Production Project Overview

The Food Alliance WA DPIRD Trust in Primary Production project aims to establish a baseline understanding of the level of community trust in Western Australian primary industries, share insights from best practice approaches to building and maintaining social licence, and identify opportunities for industries to align and collaborate on future trust building initiatives.

The Food Alliance WA Working Group provides leadership and oversight of the project. This group includes executive staff of WA food, farming and fishing bodies, working with the Department of Primary Industries and Regional Development (DPIRD) and the Grain Industry Association of WA (GIWA) which administers the project through a services agreement.

DPIRD generously seed-funded the project and WA Farmers, GIWA and the WA Fishing Industry Council leveraged with contributions to kick start the work to build local engagement and baseline community insights on community trust and perceptions of the WA primary industries.

The Food Alliance WA DPIRD WA Trust in Primary Production project evolved from a DPIRD GIWA Social Licence Masterclass with Linda Eatherton, Ketchum (Chicago) held in Perth in February 2019. This Masterclass involved over 45 key WA stakeholders from agricultural advocacy groups, agrifood industry associations and grower groups.

The Masterclass was preceded by a keynote address by Linda Eatherton at a corporate breakfast event for over 300 agrifood industry influencers, held at the 2019 GRDC Research Updates Perth, on the theme of creating Trust/Social Licence in Agriculture and global insights including from her time working with the US Farmers and Ranchers Alliance. This address can be viewed at <https://rebrand.ly/GIWA2019>



WA Trust in Primary Production Masterclass participants February 2019.

### The Trust in Primary Production project focussed on three key areas during 2019:

1. Establish a **baseline understanding of community trust** in WA primary industries through quantitative and qualitative data collection and analysis of both the community and the industry's perceptions.
2. Conduct a **desktop review of current issues, industry data and research efforts, and social licence initiatives** from around Australia and best practice international case studies.
3. Conduct a second Masterclass in December 2019 to present the **project outcomes and establish industry commitment** to future trust building initiatives.

### This desktop review takes a Situation Analysis approach to build context for the Trust in Primary Production project:

- Outlines key messages from the research for the WA Trust in Primary Production pilot project. **p3**
- Scans the major Community Trust or Social Licence issues across Australian primary industries. **p7**
- Builds a timeline of the major trust/social licence issues impacting WA primary industries. **p12**
- Heat maps the issues impacting across industries to identify collaboration opportunities. **p17**
- Maps the network of WA primary industries and influence groups. **p18**
- Collects examples of data used to measure community attitudes to primary industries. **p20**
- Provides examples of recent research on social licence issues for primary industries. **p33**
- Collects examples of best practice community trust or social licence in primary production initiatives, including international case studies. **p50**

## Situation Analysis: Key Insights for the WA Trust Project

1. A significant body of work and expertise continues to build around trust and social licence initiatives across many industry sectors; WA primary industries can collaborate to **harness this investment and learn** from experience gained in other sectors, other States and internationally.
2. Challenges to the way food is produced are more frequent, have higher impact, and are faster moving; **disruption is becoming the new normal** for primary industries.
3. WA primary industries need to be able to **articulate how local practices differ** from what is commonly portrayed in the media and online, to reflect the nature and culture of food production in this State: Western Australia's own **agri+culture®**. (Innovative, professional, responsive, self-reliant, sustainable, open-range, family businesses, export oriented.)
4. Industry needs to **listen to community concerns and demonstrate a commitment to shared values and continuous improvement** of its practices.
5. Socially-driven change issues have **implications across multiple** primary industry sectors.
6. Industry sectors can **identify common issues** and ways to share experience and intelligence, and **collaborate and support across sectors** well before the next event arises.
7. WA industries need to **own and manage data** to be able to provide immediate and credible evidence of issue and policy impacts and implications both on farm and beyond the farm gate.
8. Community perceptions of primary industries are being measured in national and mostly sector specific projects: WA industries need to **align with national projects** to ensure the sample size for WA and the survey design is relevant and provides appropriate and readily accessible data.
9. **Building industry capacity, leadership and engagement** is key to ensuring social licence initiatives have longevity and impact, propelled by informed and skilled communicators.
10. Developing clear, concise, consistent messaging owned and managed by WA primary industries and supported by **strategic communications** plans will help industries align to consistently and credibly build community understanding and trust.
11. Attracting investment into social licence initiatives will be challenging; WA primary industries must identify where they can **efficiently and effectively impact or influence public perceptions**.



## Why WA Primary Industries Need To Invest In Managing Trust

Community perceptions of Western Australian primary industries are largely formed by external messaging and imagery that is often irrelevant to how food is produced in this State.

The advent of the internet and social media has exposed consumers and policymakers to a flood of information, influencers and socially-driven issues around food, many of which originate from northern hemisphere food systems where intensification of production has created negative perceptions of 'factory farming', 'industrial farming', 'big agriculture', 'corporate farming', over-fishing of resource stocks, nitrates in groundwater, CO<sup>2</sup> emissions from intensive livestock systems, animal welfare and waste management concerns around indoor beef feedlots and dairy production systems.

Western Australian primary industries need to rewrite the narrative and manage the messaging to build greater public understanding of how food, wine, fibre and timber is produced in WA using the latest technology, world class sustainability systems to manage resources, modern equipment and practices, with educated and innovative business operators working across complex supply chains which contribute daily to the state's economy and the standard of living of all Western Australians.

**Western Australian industries are literally 'farming and fishing on the edge' – of the continent, of rainfall zones, equity/capital levels, markets, government support, mainstream media coverage. WA farmers and fishers do more with less, challenged by distance, isolation and resources, and they remain profitable and sustainable, or they adjust or leave.**

**Industries need to develop capacity to tell their own stories that build public understanding and trust in the way food is produced in Western Australia and exported to the world.**

### The case for investment:

1. **Develop consistent, credible, trustworthy Western Australian industry voices to calmly and rationally speak up** for food, farming and fishing industries in Western Australia.
2. **Distinguish the differences** in how food is produced under modern, complex, large scale, efficient, free ranging and sustainable systems in Western Australia to balance public perceptions built on images of more intensive northern hemisphere systems.
3. **Address national media and advertising content** that promotes out-dated, negative images of farming which portrays an 'industry in decline'.
4. Distinguish the **world class sustainability demonstrated** by WA fisheries; the first globally to achieve independent Marine Stewardship Accreditation.
5. Promote the differences and **advances in WA's modern and efficient WA broadacre and livestock systems** of scale, combining technology and innovation to rapidly adopt, continually adapt and improve productivity, largely driven by tertiary educated young professionals.
6. Demonstrate the **impacts of sudden shocks** policy shifts can create in WA industries and across regional and the State economies and understand industry adjustment capability and capacity.
7. **Forecast impacts of major practice change** on Western Australian supply chains, businesses, communities and the state economy, for example ceasing live export trade, glyphosate use etc.
8. Demonstrate WA's **export market focus and reliance on global markets**, limited value adding or food processing infrastructure and capacity, and distance from alternative domestic markets.
9. Be prepared to **call out unintended consequences and local impacts** from policy responses.
10. Build capacity to **address political ideologies that may be at odds with economic and commercial realities** in Western Australian industries.



## What is 'Community Trust'?

Extract from: *Building and maintaining community trust in Australia's primary industries: Research program investment plan* by the Food Values Research Group, The University of Adelaide December 2018

What is community trust? Modern society's division of labour into specialist roles means that trust is an increasingly important concept. If people do not trust each other or the governmental structures that bind them together as a society, cooperation is impossible and as such no society can survive. When we trust, we put something we care about into the hands of others, who in turn have the power to either do good and look after that thing or to do harm to it. We trust others with certain sorts of tasks or roles because we cannot or choose not to take care of the thing in question ourselves, and because they have the expertise to do so. As such, community trust involves vulnerability, discretionary power, and competence.

In the case of food and fibre production, trust is not simply (or primarily) related to assessments that producers will produce safe, good quality and value-for-money food and fibre products. Judgements of trust rely on an underlying understanding by individual community members that food and fibre producers are acting responsibly. That is, they will not harm the things that the community cares about and that producers are uniquely placed in terms of their roles and their expertise to care for these things. Resources are critical, including land and water, as are appropriate treatment of humans and animals involved in various production practices.

It is responsibility for these sorts of resources and entities that are of considerable interest in contemporary Australia, in part because the community entrusts the care of these things to food and fibre producers.

### Importance of community trust in food and fibre industries

There are indications that community trust in institutions and organisations is declining in general. For example, the Edelman Trust Barometer for 2018 shows that Australians, along with those in many other countries, are generally distrustful of NGOs, businesses, government, and media.

Within the food and fibre production sector, there are indications that the community generally trusts farmers to produce safe, healthy and affordable food, and to look after the welfare of animals and the environment; there is much less information available about trust levels in the fibre and other related non-food sectors.

However, we do know that trust is fragile, particularly due to recent controversies and conflicts that have placed the food and fibre production sector under community scrutiny. These debates have often resulted in calls for increased regulation in some sectors which is an indicator that the community no longer believes that the sector shares their concerns and values or has the capacity to manage the resources with which they have been entrusted.

***In satirically describing the operation of a fictional Social Licence Review Board (SLRB), Australian columnist Bernard Salt said that: 'The key skill in being admitted to the SLRB is being able to see and nurture division that others cannot or will not see.'***

***This is perhaps the most threatening aspect of the way that social licence is being applied to agriculture: that division and opposition to farming practices can be created seemingly without cause, and championed in a short space of time by vast numbers of people with no investment in nor understanding of the practice. Through the speed and reach of social media-driven campaigns, practices which have been considered normal or acceptable for generations can suddenly be under threat.***

Richard Heath, ED Australian Farm Institute

## Can Trust Be Measured?

The Food Alliance WA DPIRD Trust in Primary Production Project is establishing a baseline measure of community trust in Western Australia in 2019 through a quantitative survey of 1000 metropolitan consumers. The data will be used as the starting point for ongoing longitudinal trust surveys over time to understand the impact of trust initiatives and food industry issues over time.

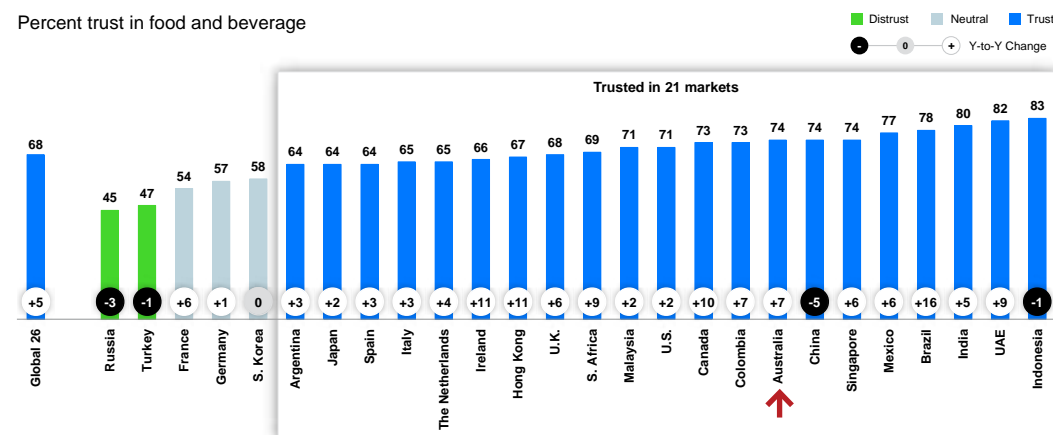
This data will be compared with an industry qualitative survey running in parallel, so perceptions can be measured at both community and industry levels to identify variances and alignment of common values. The Trust in Primary Production Project is also working with AgriFutures Australia to align efforts on a national consumer trust survey being conducted on behalf of the RDCs during 2019.

A global example of measuring trust can be found in the Annual Edelman Trust Barometer Online Survey of 33,000+ general population respondents conducted in 27 global markets with 1,150 respondents per market aged 18+. The data is presented by industry, with results for the Food and Beverage Sector from the 2019 Annual Edelman Trust Barometer provided as an example right.



## TRUST IN FOOD AND BEVERAGE INCREASES IN 21 OF 26 MARKETS

Percent trust in food and beverage



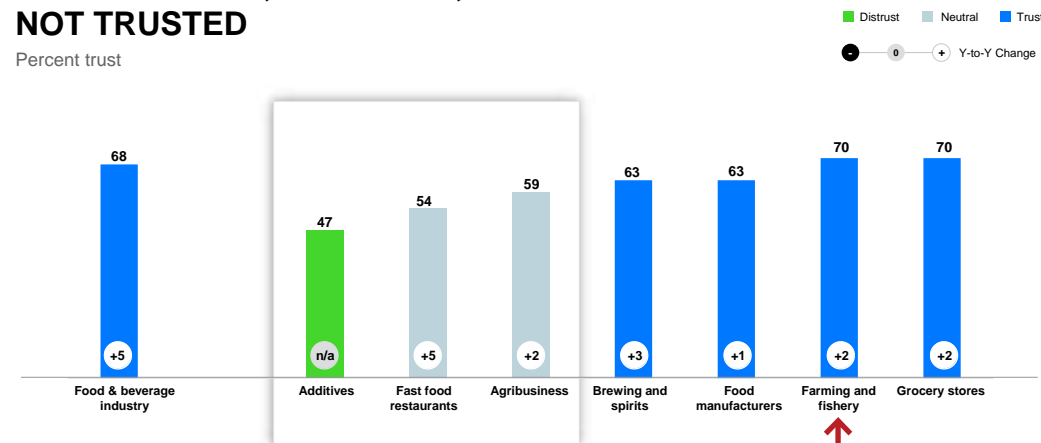
2019 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 26-market average.

Edelman | 7

*Note: The Trust measure below for Farming and fishery of 70% provides a global benchmark Western Australia can compare against in establishing a state benchmark.*

## AGRIBUSINESS, ADDITIVES, FAST FOOD NOT TRUSTED

Percent trust



2019 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 26-market average.

Edelman | 10



## Current Social Trends Impacting Primary Industries

Western Australian primary industries are exposed to an ever-increasing range of social trends that have implications for how food may be produced in future. The expectations of an actively aware and globally connected population are being expressed through:

- ➔ **Consumer values** – conscious values-based choices made at point of purchase.
- ➔ **Social movements** – consumers aligning behind global campaigns – the ‘food evangelist’.
- ➔ **Activism** – direct and disruptive action by interest groups.
- ➔ **Regulatory or legislative change** – public policy responses to meet consumer expectations.

### Consumer values trends

The most direct impact of social trends on food industries occurs at the point of purchase when consumers make a conscious choice on what to buy and consume based on values, social influences and marketing. These decisions may be grounded in ethical, environmental, lifestyle, or health and nutrition choices. Examples include: fair trade coffee – modern slavery concerns; low food miles and local provenance foods – climate change concerns; vegan ‘meat’ – animal welfare concerns; organic, wholefoods – concerns about how food is produced and the nutrition it provides; paleo, flexitarian, reducing alcohol consumption, reducing sugar-responses to dietary and public health messaging.

### Social movements

The internet and rapid expansion of social media has given rise to the globalisation of social movements around food and the ‘food evangelist’. The speed of the electronic news cycle and syndication of news networks across multiple platforms and nations facilitates the homogenising of news across cultures, nations and languages. These social movements gather momentum from blogs and online forums to expand into mainstream media to become social and political agendas. Examples include: climate change, plastic pollution in oceans, wild fish stock depletion/illegal fishing, food waste, modern slavery.

### Activism

When activist groups shift mainstream social trends into direct action on a food-related issue they are now demonstrating they can significantly disrupt both the targeted industry and the wider community. Examples include: Direct Action Everywhere disrupting meatworks, feedlots, dairy farms, food retailers; climate change activists bringing city traffic to a standstill.

### Regulatory or legislative change

When public policy responses are made to meet community expectations there can be immediate consequences that impact right across industry supply chains, rural communities and global markets. The overnight shut down of the live cattle export trade in response to media coverage of animal abuse in an abattoir in Indonesia was an extreme example. Introduction of trespass legislation in response to animal activists disrupting intensive animal production and processing facilities is a current example. Global policy shifts have a flow on effect to domestic policy debate here in Australia. Examples include the United Kingdom’s response to combatting childhood obesity with a sugar tax, Germany’s intention to introduce a meat tax and promote plant-based meat alternatives to address concerns meat production may contribute to climate change, France imposing a ban on glyphosate and the European Union rejecting genetically modified foods. The United Nation’s Sustainable Development Goals 2 and 12 on Zero Hunger and Sustainable Consumption and Production are further examples.

<http://www.fao.org/sustainable-development-goals/goals/goal-12/en/>

## The Perfect Storm: What happens when the social trends collide?

The following news articles demonstrate what happens when consumer, social, activism and legislative trends align, with concern growing over how the beef industry could be impacted if meat taxes like the one proposed in Germany and cattle reduction plans in the Netherlands take effect.

THE AUSTRALIAN August 13, 2019

### German meat tax proposal a risk to consumption, Fitch says

**Germany's proposal to sharply increase tax on meat raises the risk of spurring a global movement aimed at reducing meat consumption,** Fitch analysts say, citing a similar trend in sugar taxes.

Last week, a cross-party coalition of German politicians proposed increasing the value added tax (VAT) on meat to the standard rate of 19 per cent, compared to the 7 per cent tax it currently attracts. Meat is considered a food staple by the German government and so is currently taxed at the lower rate.

The proposal to increase meat taxes comes after the United Nations' latest global environment outlook report said people should eat less meat for the sake of the environment. It suggested that taxes on meat could help deliver a shift in habits.

Lab-grown meat could also help to reduce the environmental impact of livestock production, the report said, while an emissions tax on food could be transformative in reducing the greenhouse gases and loss of wildlife habitat linked to eating red meat.

A move to discourage meat consumption has started to gain traction in recent years with similar tax proposals being put forward in Denmark and Sweden. A UK study by Oxford University found that a tax on meat would save almost 6000 deaths and more than £700 million (nearly \$1.25 billion) a year in healthcare costs, Fitch analysts said in a note entitled "Meat taxes: an industry risk to watch".

**"While the idea of implementing policies to discourage red meat consumption is still in its infancy, led by a few developed markets in Western Europe, the global rise of sugar taxes makes it easy to envisage a similar wave of regulatory measures targeting the meat industry over the coming years, with health, environmental and ethical concerns gaining traction,"** they said.

THE WEEKLY TIMES October 7, 2019

### Netherlands farmer strike: tractor protest sparks Dutch traffic jam

**THOUSANDS of Dutch farmers caused the Netherlands' biggest ever traffic jams last week when they drove their tractors to a huge protest against government climate policies.**



The farmers were protesting after a recent report ordered by the Dutch government recommended a drastic cut in cattle, particularly dairy cows, to cut emissions.

Farmers travelled from all over the country to The Hague for the four-wheeled demonstration, saying they had been unfairly blamed for emissions that cause climate change.

Hundreds of kilometres of traffic jams were caused by the tractors, making it the "busiest ever morning rush hour", according to the Dutch traffic organisation.

"We get the feeling that all these climate measures are falling on our shoulders. And that annoys us," said Sander Pereboom, a 37-year-old farmer.

"We want to do something for the climate and we want to do it together with everyone in the Netherlands. It shouldn't only be farmers who pay the price," he said.

Tractors rolled across the beach in the coastal area of Scheveningen before parking on a huge park in the centre of The Hague.

Riot police with shields blocked access to nearby roads leading to the Dutch parliament.

ENDS



## Activism in Action

# TV star vs our farmers

JONATHAN MORAN

In a bizarre and self-serving animal activist campaign, A Place To Call Home actor Arianwen Parkes-Lockwood has attacked Australia's billion-dollar wool industry.

With fake blood on her body the vegan actor, pictured, tells viewers in the graphic PETA ad campaign: "Please, never buy wool".

"The controversial graphic nature of this is absolutely real," Parkes-Lockwood said. "The images that you see in that video, they are really happening."

WoolProducers Australia president Ed Storey dismissed PETA's latest

campaign as merely just another publicity stunt.

"These people are just about raising money for themselves and do this every year at this time," Mr Storey said.

"The health and welfare of our sheep is the number one priority for Australian woolgrowers."

The wool industry generated \$3.61 billion in export revenue in 2017/18.

Parkes-Lockwood grew up in regional NSW and says her grandfather was a sheep farmer.

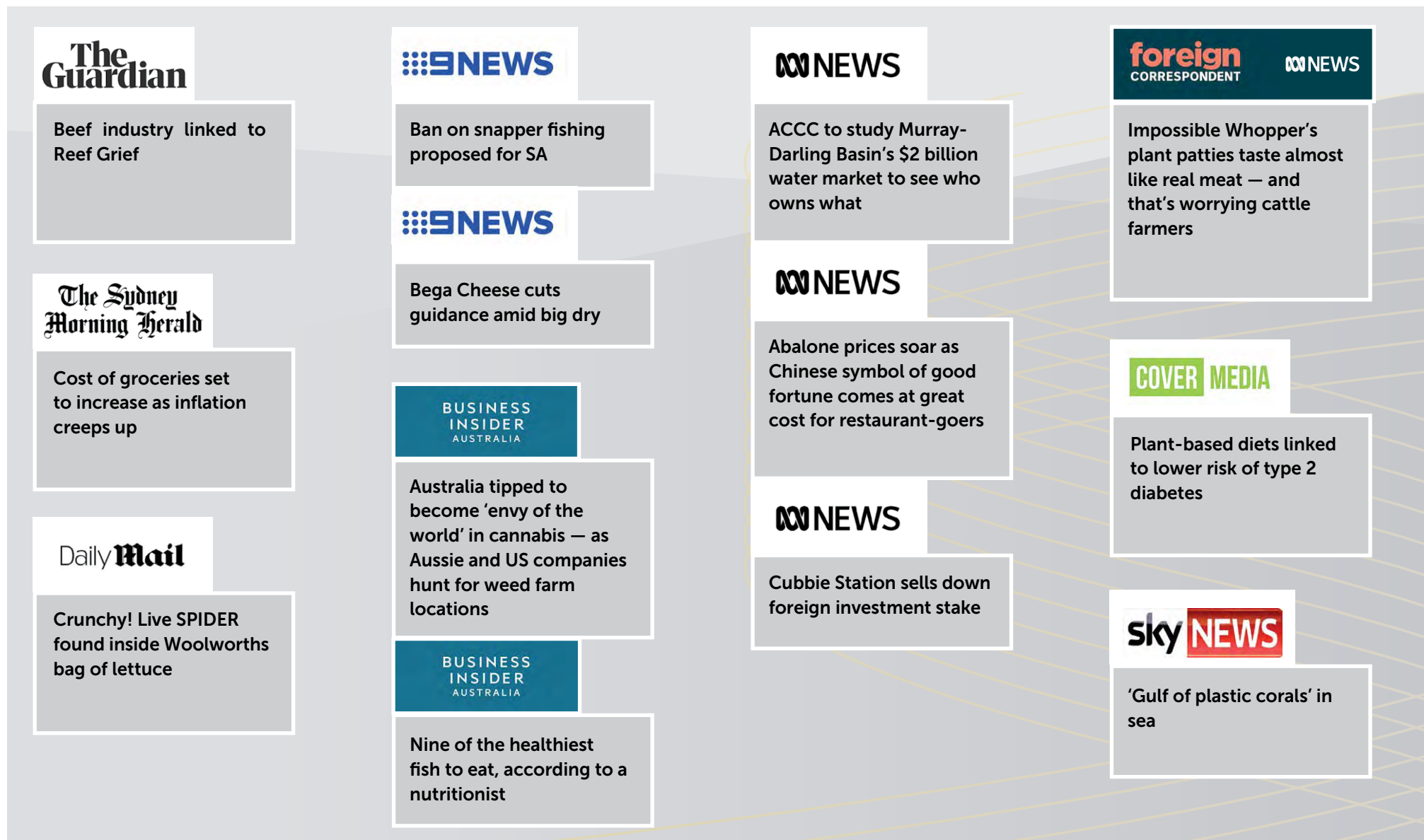
"My grandfather was this wonderful man and he had an incredibly gentle soul, but I would say when he was doing it, there weren't alternatives," Parkes-Lockwood said.

"Basically with industries like this, there comes a time they need to change."



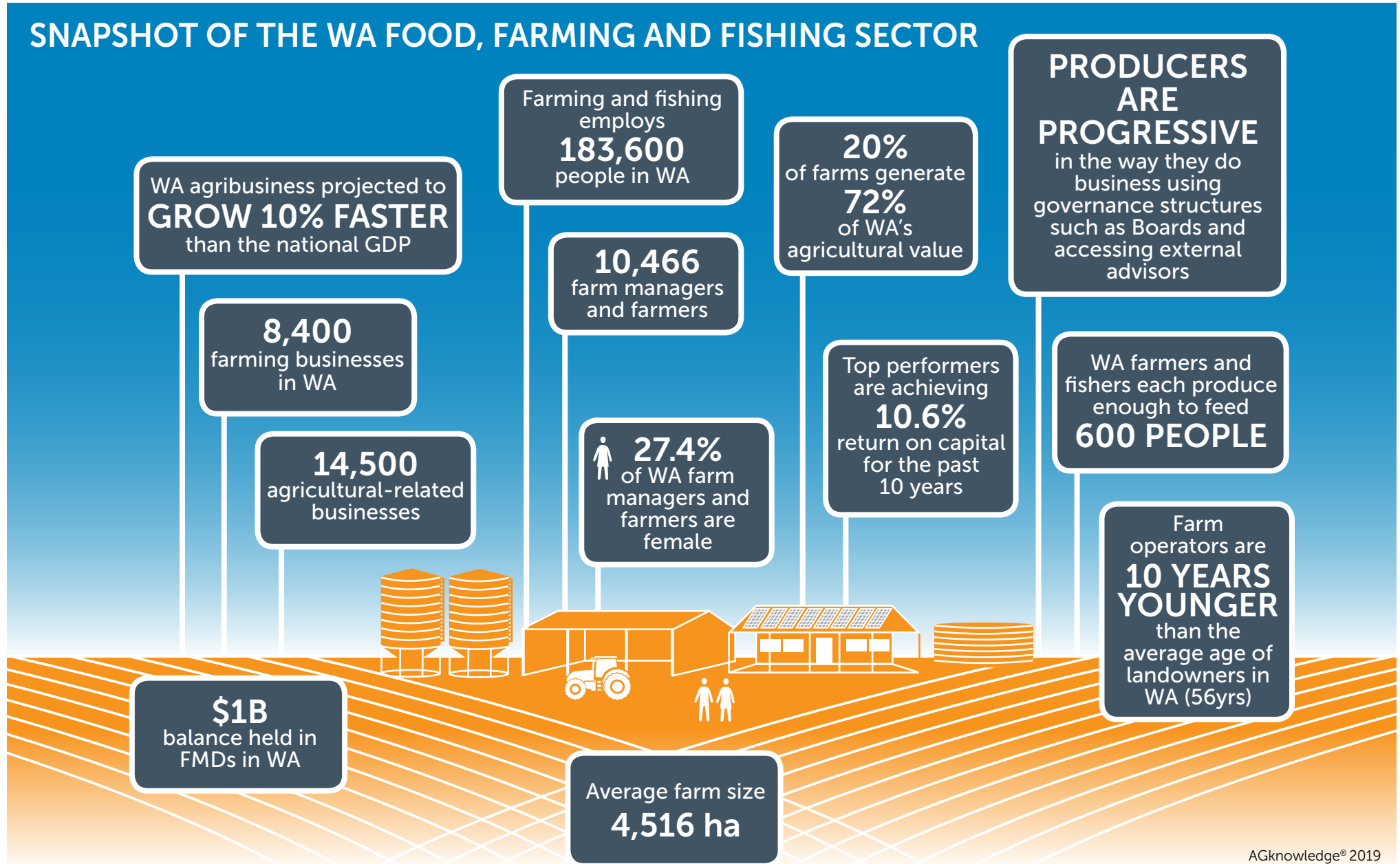


## What consumers see: online newsfeed stories impacting food – a sample from one day's coverage in August 2019



# What farming and fishing industries would like consumers to see – their value to the economy

## SNAPSHOT OF THE WA FOOD, FARMING AND FISHING SECTOR



AGknowledge® 2019

## Timeline of Major Trust / Social Licence Incidents Impacting WA Primary Industries in the Past Decade

YEAR	SECTOR	ISSUE	IMPACT / RESPONSE
2010	All	Global food security in focus as CSIRO publishes The Coming Famine	Driver for increasing food productivity targets required towards 2050.
	Livestock	Animals Australia airs Kuwait sheep footage on ABC 7.30 Report	First annual Stop Live Exports' Human Chain protest held in Fremantle.
2011	Livestock	ABC TV Four Corners airs disturbing footage of Australian cattle at Indonesian abattoirs	Federal government suspends the live cattle export trade to Indonesia in June 2011. Senate Inquiry into animal welfare in the live export industry. Major financial impact on northern WA cattle and related businesses and communities ESCAS (Exporter Supply Chain Assurance Scheme) introduced.
2012	Fishing	Abel Tasman super trawler banned	Federal Minister cancels fishing licence, citing lack of social licence.
	Livestock	Animals Australia exposes slaughter of 22,000 Australian sheep in an ESCAS-approved feedlot in Pakistan, after consignment rejected by Bahrain	
2013	Livestock	Animals Australia releases video footage of extreme animal cruelty to Australian cattle in Egypt	Suspension of live export trade to Egypt.
2014	Livestock	Industries involved in the live cattle trade have launched a class action against the Federal Government to seek millions of dollars in compensation after the 2011 export ban.	The class action filed in the Federal Court was open to anyone who suffered losses because of the Government's suspension of live cattle exports to Indonesia in 2011.
2015	Food safety	Frozen berry recall	Patties Foods issues the first of several recalls of Nanna's brand frozen berries, after an outbreak of Hepatitis A caused by contaminated fruit.
2016	Horticulture	Farm labour contractors exposed for using illegal foreign workers. 28 people fall ill from a Salmonella outbreak in salad greens.	
2017	All	The 15% backpacker tax takes effect	Horticulture and broadacre industry's seasonal worker availability impacted.
	Aquaculture	White spot disease decimates prawn farms	Federal Government stops the import of green prawns due to white spot disease.
	All	War on Waste programs increase pressure on single use plastics	Australia's two largest supermarket chains, Woolworths and Coles, announce a nationwide phase out of single-use plastic bags by July 2018.



YEAR	SECTOR	ISSUE	IMPACT / RESPONSE
2018	Livestock	ABC Four Corners Animals Australia live sheep report	DAWR cancels Emmanuel's export licence. <a href="http://www.liveexportfacts.com">www.liveexportfacts.com</a> launched. Export sheep trade closed for northern summer months.
	Livestock	NZ bans mulesing, joining South Africa, Uruguay and Argentina	Federal Minister confirms no plans to ban mulesing in Australia.
	Horticulture	Strawberry needle contamination Rockmelon listeria outbreak in NSW linked to six deaths.	Market collapses, offenders prosecuted, QLD growers compensated. WA melon markets collapse. Food safety guidelines ramped up to try to win back consumer confidence.
	Livestock	Aussie Farms publishes locations of intensive animal operations across Australia Salmonella found in NSW laying hens	Federal review of privacy, Morrison Government promised a clampdown on the actions of animal activists. First incidence of salmonella in Australian birds, 500,000 laying hens destroyed.
	Grain/Horticulture/ Irrigated agriculture/forestry	ABC Four Corners' airs 'The Monsanto Papers' US Glyphosate law suits, French and Vietnamese bans	AVPMA confirms glyphosate safe to use.
	Fishing	WA Minister nationalises part of WA rock lobster quota	Industry in turmoil, Minister backs down.
	All	Eastern states drought intensifies	Drought policy/practice impacts
2019	Dairy/Livestock	Direct Action Everywhere farm and meatworks incursions and Melbourne city shutdown, Perth restaurants targeted by marching vegans. ABC 4 Corners Murray Darling water expose.	Federal legislation revises trespass laws (ongoing).
	Dairy	Supermarkets ditch \$1/litre milk.	
	Livestock	Sheep live export seasonal halt extended. PETA launches campaign against wool	Legislation passed for an Inspector General of Live Animal Exports.
	All	Climate change activists Extinction Rebellion storm WA parliament.	Activists demand the government declare a climate and ecological emergency, working with other institutions to communicate the urgency for change
	Fishing	Recfishwest posts anti-salmon fishing footage from South Coast	The Future for Salmon Starts Now 5 April 2019: <a href="https://recfishwest.org.au/uncategorized/the-future-for-salmon-starts-now/?utm_source=Members%20First&amp;utm_campaign=8b2c5c8d47-EMAIL_CAMPAIGN_2019_01_11_07_31_COPY_01&amp;utm_medium=email&amp;utm_term=0_1caa0fe7e8-8b2c5c8d47-162128801&amp;mc_cid=8b2c5c8d47&amp;mc_eid=be1aeaf4d1">https://recfishwest.org.au/uncategorized/the-future-for-salmon-starts-now/?utm_source=Members%20First&amp;utm_campaign=8b2c5c8d47-EMAIL_CAMPAIGN_2019_01_11_07_31_COPY_01&amp;utm_medium=email&amp;utm_term=0_1caa0fe7e8-8b2c5c8d47-162128801&amp;mc_cid=8b2c5c8d47&amp;mc_eid=be1aeaf4d1</a>

## Social licence issues impacting WA Primary Industries

While many of the social licence issues challenging primary industries are common across states, Western Australian industries keenly understand the need to highlight how some issues and the resulting policy responses can have greater impact and create sudden shocks to Western Australian industry sectors.

The WA pastoral industry and associated businesses are still feeling the financial impacts of the overnight shutdown of live cattle exports to Indonesia in 2011. The WA sheep industry is currently undergoing major adjustment challenges to find feed and alternative markets for sheep that were destined for the seasonally suspended live export trade to the Middle East. The pioneering early adoption of zero tillage conservation cropping to manage WA's light soils is now challenged by pressure on the main herbicide used to enable this farming system. The rock lobster industry is working hard to rebuild market positioning in its key export market after a sudden domestic policy shift shook the trade and impacted prices overnight.

As an export-focussed industry WA farming and fishing has limited capacity to respond and adjust without access to a domestic market or processing capacity that can absorb the volumes produced for export.

*Along with the range of issues and industries affected, the speed and spread of change is a significant factor in why social licence has become such a disruptive force for primary industries.*

### Range of Issues

The range of issues that attract public scrutiny and directly challenge Western Australian primary industries can be grouped into the following areas:

**Resource access** – critical for industries reliant on resources owned by the Crown; fishing, pastoral and long term leased State-owned broadacre land. Expanded land use permissions are a key issue for the pastoral industry, assured access to fish stocks is the major issue for the fishing industry.

**Water access** – impacts across industry sectors in WA with issues around access, environmental approvals, salinity/water table levels, competing demand from mining, environment, hydro, urban, water quality, access for livestock during drought.

**Ethical animal treatment** – most visible and divisive public issue in WA with pressure on the live animal export industry and vegan activism against intensive animal production systems and processing. Issues focus on animal welfare, ethics, animal husbandry practices and animal health treatments, transport protocols.

**Responsible pesticide use** – attracts intense public focus with pressure intensifying on the use of glyphosate, a key herbicide used in broadacre cropping, horticulture, forestry, vineyards and pasture management. The fruit industry had to adjust quickly to banning of a key fruit fly control pesticide. Issues arise around specific chemicals, use of agricultural chemicals in urban areas by local councils, spray drift and off-target impacts, human health concerns, pesticide residue contamination and monitoring, herbicide resistance.

**Waste** – strong socially driven issues around the use and disposal of plastics, food waste, disposal of waste from horticulture and intensive animal production, by-products, pollution, environmental impacts.

**Environmental impacts** – these issues arise from changing public attitudes to land use, expectations around land stewardship, sustainable resource use, impact assessments on agricultural and marine developments, water off flows, ground water impacts, introduced species, and off-target impacts.

**Climate change** – a rapidly evolving social and public policy issue that impacts across all primary industries and is exacerbated by the rate of change in a drying climate pattern for south west Western Australia, and the focus on CO<sub>2</sub> emissions from intensive livestock and other systems.

**Biosecurity** – a critical issue for both the industry and the community where it can impact food security and domestic supply. All sectors align on the importance of biosecurity both to prevent pest and disease incursion and impacts on production, and to ensure export market access.

**Food safety** – has had massive impacts on industries in the spotlight for food scares like the listeria contamination in melons, strawberries sabotaged with needles. All food industry sectors are acutely aware of safety issues around residues, contamination, sabotage, cool chain management.

**Labour** – attracts attention when evidence of worker exploitation or cases of modern slavery are exposed particularly in horticulture, and also around the reliance on imported labour to meet seasonal worker requirements in broadacre, pastoral, intensive animal and horticultural industries.

**Health mandates** – socially driven issues and public health and nutrition campaigns directly impact across the food sectors. Examples include the wine industry impacted by TV advertising to reduce alcohol consumption, the fruit industry impacted by a flow on from the anti-sugar lobby including juices, the gluten free movement targeting wheat and other grains, the Meat free Monday, flexitarian and other efforts to reduce red meat consumption,

**Plastics** – momentum is gathering globally to address plastic pollution particularly in marine environments. This is a particular challenge for horticulture where food safety and produce quality is enhanced by packaging, for example Carnarvon bananas, and alternatives are not yet available.

**Technologies** – while primary industries are science based and require technological advances to improve efficiencies and meet productivity targets for a hungry world, the public has become wary of science and technology particularly around genetic modification and gene editing. There is also a broader social agenda against anything 'big' – big science, big agriculture is seen as industrialisation, and big business/corporates face a major trust challenge.

## Top issues for the sector – identified by the Food Alliance WA Working Group

### Fishing Industry

- Image issue caused by international issues impacting local perceptions e.g. global, overfishing, modern slavery, shark finning, plastic waste and discarded fishing gear.
- Animal welfare. Fishing by-catch of non-target species.
- Mental health of industry men and women – because of ongoing issues with government regulation, intervention, red tape and at times an active recreational industry.
- Attracting new entrants; few young people see a future in the seafood industry.
- Crisis management capability to respond to issues driven by recreational or environment groups.
- Lack of unity in the fishing industry – a lot of opinions and voices impacts the overall story of the seafood industry.

### Horticulture industry

- Use of plastics in packaging – which aid food safety but create waste.
- Labour hire – reducing red tape but maintaining sound practices and eradicating exploitation.
- Water use efficiency.
- Biosecurity – Citrus Canker, HLB.
- Seasonality – consumers demand fresh fruit over 52 weeks, compared to 8 month WA supplies.



## Livestock industry

- Vegan activism.
- Animal welfare and humane treatment of livestock across the entire supply chain to consumer.
- Animal husbandry practices - hormone and antibiotic use, mulesing, docking, castration.
- Intensive production models - free-range vs barn-raised vs others, lot feeding 'factory farming'.
- Moral relativism, speciesism: assumption of human superiority leading to animal exploitation.
- Use of sow stalls in minimising piglet mortality.
- Biosecurity – particularly the spread of African Swine Fever across Asia.
- Global bee and native insect populations decline.

## Wine Industry

- Market access related to agri-chemical use.
- Water access - the ethics of water being used to grow a non-essential crop.
- Health mandates - alcohol consumption warnings  
[www.ausfoodnews.com.au/2019/05/27/the-number-of-australians-drinking-alcohol-has-declined-from-2014-according-to-roy-morgan-research.html](http://www.ausfoodnews.com.au/2019/05/27/the-number-of-australians-drinking-alcohol-has-declined-from-2014-according-to-roy-morgan-research.html)
- Labour - modern slavery and seasonal labour issues.

## Broadacre cropping / Grain industry

- Chemical use - the public's perceived lack of understanding about how and why the grain industry uses agricultural chemicals to grow food, especially glyphosate, which in WA is the grain industry's main weedkiller and critical to profitability.  
<http://www.giwa.org.au/chemical-residues>
- How to communicate the sustainability science and practices in the grain industry.
- Industry fragmentation - not having one national peak 'industry good' body.
- Climate change - no national climate policy, no national energy policy or price on carbon.
- Food security – there is no national food security policy.
- Digital connectivity – large gaps in the WA wheatbelt impacts technology adoption.

## Industry-wide issues

### Industry internal issues

- Managing internal acceptance for change.
- Engaging next generation farmers on changing consumer expectations.
- Industry culture and delayed response to community demanding transparency.
- Leadership.
- Ageing farmers.
- Funding of social licence campaigns.

### Environmental impacts

- Climate change.
- CO<sub>2</sub> emissions.
- Water use efficiency.
- Farming vs environment.
- Salinity.
- Healthy rivers and nutrient levels.
- Spray and gas drift in peri-urban areas.
- Odour impacts from intensive agriculture.

### Health mandates

- Pressure on alcohol and fruit juices.
- Gluten free.
- Anti GM movement.
- Conventional vs organic.

### City and rural divide in understanding

- Industrial farming perceptions.
- Poor understanding of cultural importance of food to other countries and their food security issues.
- Importance of biosecurity.

### Self-imposed authority

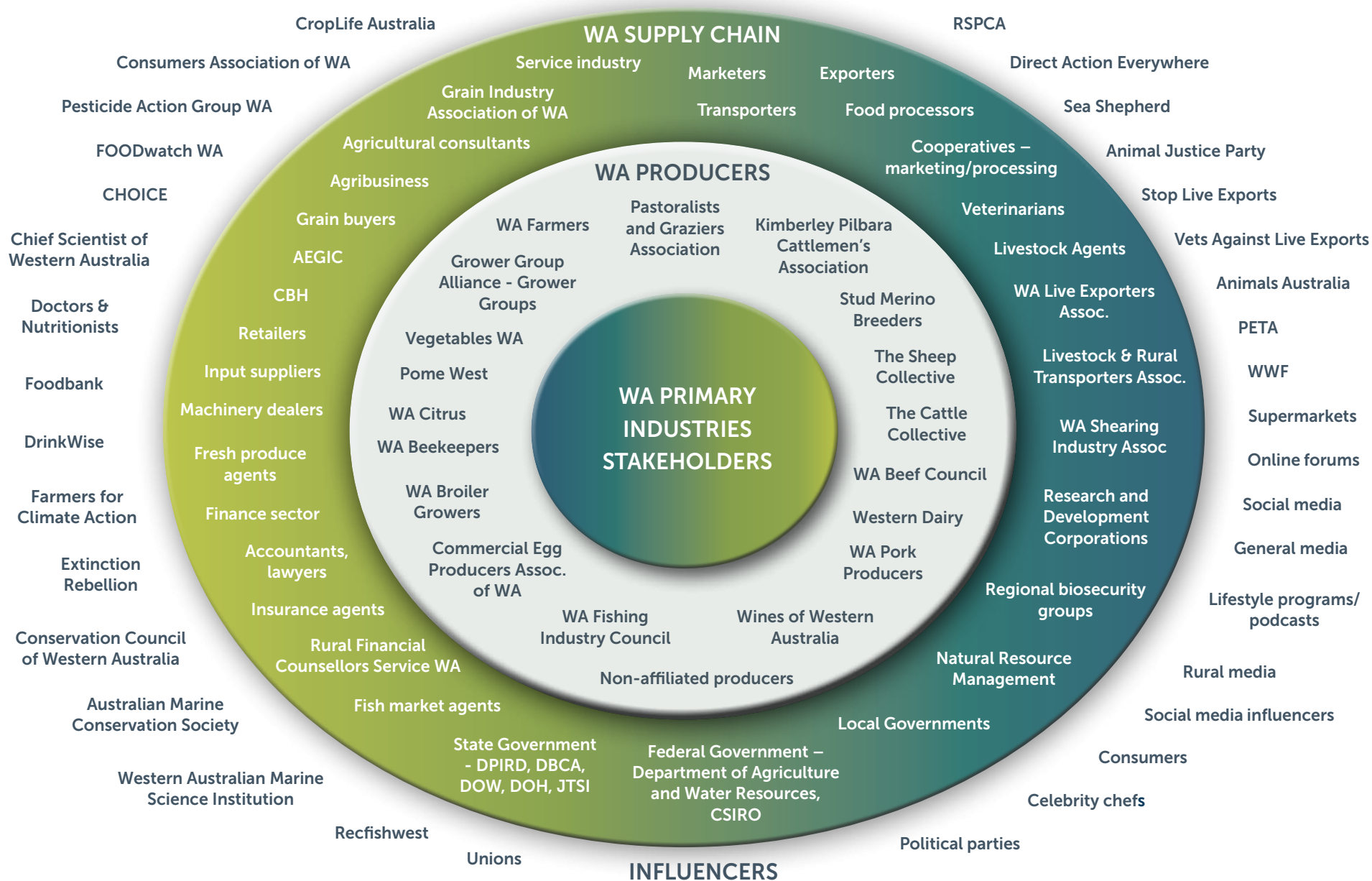
- RSPCA approved chicken.
- Coles cage free eggs, hormone free beef.
- Organic/spray free tags.
- Swan Valley Humane Food Region/RSPCA.

# The case for collaboration: a heat map of common issues for WA primary industries

This heat map provides a visual summary of common issues between each primary industry sector to demonstrate where there are opportunities to align and collaborate on issues.

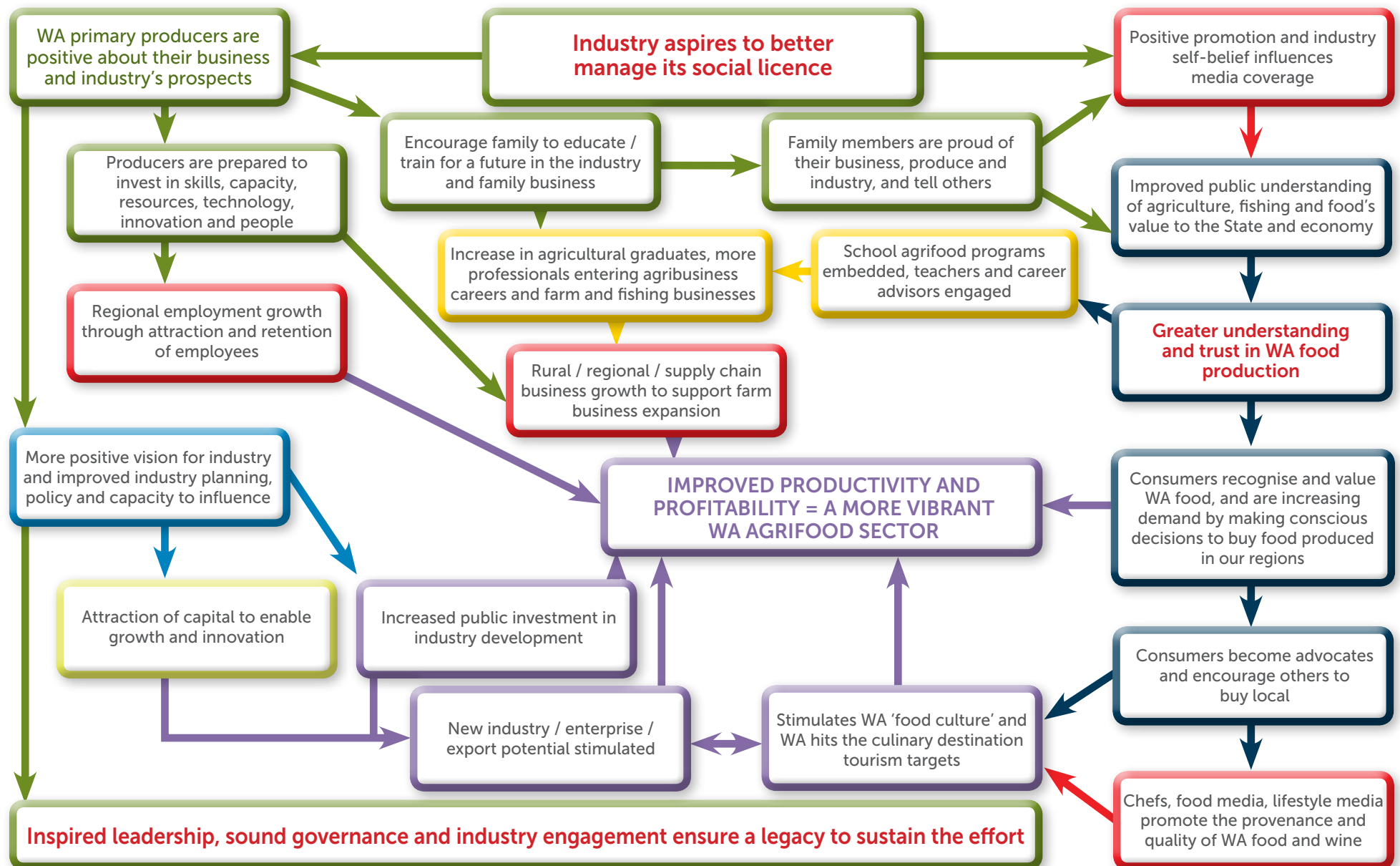
Issue	Broadacre cropping / Grain	Livestock	Pastoral	Dairy	Horticulture	Wine	Fisheries	Forestry	Honey
Resource access	Leased State land		Lease terms diversification				Access to fish stocks	Access to State resource	Access to State bushland
Water access	Clean water access	Livestock supplies	Aquifer / river access	Irrigation Stock supplies	Irrigation	Irrigation			
Ethical animal treatment		Husbandry Transport	Husbandry Transport	Husbandry Transport			Husbandry Transport		Husbandry Transport
Responsible pesticide use	Glyphosate access Residues / Off-target	Withholding periods Glyphosate	Withholding periods	Withholding periods Glyphosate	Glyphosate Withholding Off-target	Glyphosate access Off-target		Glyphosate access	
Waste	Produce Processing by-products	Manure / Feed Produce Processing by-products		Manure / feed Processing by-products	Produce Processing by-products	Produce Processing by-products	Produce Processing by-products		
Environmental impacts	Soil / water quality Salinity / acidification	Odour	Soil / water quality	Soil / water quality	Soil / water quality	Soil / water quality	By-catch Ocean waste	Deforestation	Native insects Dieback
Climate change	Changing rainfall and temperature patterns	Changing rainfall and temperature patterns	Changing rainfall and temperature patterns	Changing rainfall and temperature patterns	Changing rainfall and temperature patterns	Changing rainfall and temperature patterns	Changing sea temperature patterns	Changing rainfall and temperature patterns	Changing rainfall and temperature patterns
Biosecurity	Pest / disease incursion risks	Pest / disease incursion risks	Pest / disease incursion risks	Pest / disease incursion risks	Pest / disease incursion risks	Pest / disease incursion risks	Virus impacts	Dieback	Mite / disease risks
Food safety	Residues Contamination	Residues Contamination	Residues Contamination	Residues Contamination	Residues Contamination	Residues Contamination	Residues Contamination		
Labour	Exploitation Imported labour	Exploitation Imported labour	Exploitation Imported labour	Exploitation Imported labour	Exploitation Imported labour	Exploitation Imported labour	Exploitation Imported labour		
Health mandates	Residues, gluten	Reducing meat consumption	Reducing meat consumption			Reducing alcohol consumption	Farmed vs fished		
Plastics	Chemical drums Hay wraps	Chemical drums Hay wraps	Chemical drums Hay wraps	Chemical drums Hay wraps	Chemical drums Plastic mulch Packaging		Fishing gear		
Technologies (GM etc.)	GM, gene editing								

# Map of Stakeholders and Influencers of Primary Industries in Western Australia





# How Building Trust In WA Primary Industries Creates Value



# Data on community attitudes to Australian primary industries

This section collates a sample of the range of data that has been collected in recent years on community attitudes to Australian primary industries and food.

The data falls into three broad categories:

1. Industry specific research and development (RDC) organisation-driven data.
2. Industry producer advocacy organisation and commercially-driven data.
3. Independent and academic research.

## 1. Industry specific research and development organisation-driven data

### 1.1 Joint RDC Community Trust in Rural Industries Program

This national project commencing 2019 is a jointly funded initiative of AgriFutures Australia, Australian Egg Corporation, Australian Pork Limited, Cotton RDC, Dairy Australia, Fisheries RDC, Forest and Wood Products Australia, Grains RDC and Meat and Livestock Australia. The National Farmers' Federation is also a project partner. AgriFutures Australia is the managing agent, acting on behalf of the funding partners. The first results are expected by the end of 2019.

Community trust is identified as a key area for collective investment as Australia's primary industries share common reputational risks and potential consequences from a loss of community trust. Currently there is no shared approach across industry to monitor, anticipate or respond to shifts in the levels of trust the community has in Australian rural industries, and there is no baseline against which the sector or individual commodity sectors can understand and track performance. There are also opportunities to consolidate learnings about successful and unsuccessful approaches to building community trust. These learnings are not currently captured or shared in a systematic way.

The aim of the program is to:

1. Develop capability across the sector to monitor, anticipate and respond to shifts in the levels of trust the community has in Australia's rural industries.
2. Build a common language and collective national narrative around the community trust challenge.
3. Identify common best practice approaches, strategies and interventions for building, rebuilding and maintaining community trust.

## Project Activities

### 1. Community Trust Analysis

VoconIQ Pty Ltd (a CSIRO company) will deliver social insights for the agriculture sector, including:

1. A stakeholder engagement process to determine the industry's key social licence issues.
2. An annual quantitative benchmark survey of community sentiment, including issues identified in the stakeholder engagement process.
3. Pathways and models for improving community trust and acceptance over time.
4. A report outlining the social insights and trust building strategies.
5. Supporting communication material to facilitate interpretation of the data insights and research outcomes.

**NOTE:** The WA Trust in Primary Production project is working with Agrifutures to expand the quantitative data set for the WA component of the research so the data is representative and can be leveraged for the WA Trust project.

CSIRO has developed and commercialised a new science-driven approach to tackle declining trust in corporations, enabling companies to better manage their social licence to operate, starting with mining and agriculture. VoconIQ captures real-time insights into community sentiment across time and locations, and aims to help industries and communities build greater trust and mutually-beneficial outcomes.

## 2. Project Management, Communications, Translation and Extension Role

1. Support NFF and industry stakeholders throughout the project – specifically in disseminating messages and communications tools to members and other stakeholders.
2. Ensure consistent messages amongst wider industry by providing communications tools.
3. Identify and engage with key stakeholders to garner support and build understanding.
4. Create collateral and tools to communicate the Program to the wider agriculture industry.
5. Distil research findings into practical collateral that forms insightful inputs for industry.

**CONTACT** *Jennifer Medway*, Senior Manager, Business Development (National Rural Issues) AgriFutures  
[jennifer.medway@agrifutures.com.au](mailto:jennifer.medway@agrifutures.com.au)



## 1.2 Mining industry longitudinal data example – CSIRO Australian Attitudes to Mining

A national survey of 8,020 citizens revealed what mining meant to Australians in 2017. The survey covers the perceived benefits and negative impacts of the industry, as well as views on fairness, confidence in governance and trust.

Mining in Australia has long been, and continues to be, a significant contributor to the Australian economy. Yet mining must also demonstrate that it has a 'social licence to operate' among those communities it operates alongside and with society more broadly.

This survey report highlights current Australian attitudes toward the industry and what, if anything, has changed in the way Australians think about mining since the results of the first survey of its kind we conducted in 2014.

### Key findings

- Overall, mining was seen as central to Australia and contributing substantially to Australia's economy and standard of living in 2017.
- There was also little difference in how Australians perceived the importance of mining between mining, non-mining and metropolitan regions.
- In 2017, participants also continued to agree on average that mining was necessary for Australia, is important to our way of life, and that mining will support Australia's future prosperity.

## IMPORTANCE OF MINING IN AUSTRALIA



## PERCEIVED BENEFITS



**81.7%** agree that mining creates jobs for Australians



**59.5%** agree that mining has positive effects on regional communities in Australia



**63.4%** agree that mining has helped improve transport infrastructure such as roads and ports in regional Australia

## PERCEIVED NEGATIVES



**59.7%** agree that mining has negative impacts on the environment



**50.3%** agree that mining negatively impacts on the agricultural sector



**19.7%** agree that the cost of living, excluding housing, has increased in my area as a consequence of mining.

### Fairness, confidence in governance and trust

- Generally speaking, Australians were not strongly of the view that the economic benefits of mining are distributed fairly.
- Respondents tended to agree that mining communities received a fair share of the benefits of mining, especially in comparison with perceived personal benefits associated with mining.
- Patterns indicated that participants believed that the mining industry listened to and respected community opinions more than state and federal governments. Those in metropolitan regions perceived they were more heard and respected by industry and governments than those in mining and non-mining regions. This pattern was consistent with the 2014 results.
- Australians tend to have confidence in their own agency and efficacy much more so than the formal mechanisms designed to hold the industry to account.
- **Overall trust in all actors (advocacy groups, mining industry, federal government and state government) associated with the mining industry in Australia was low.** Only research organisations scored above the midpoint of the scale.

The CSIRO Australian attitudes toward mining – Citizen survey reports are available:

2014 - <https://www.csiro.au/en/Research/MRF/Areas/Community-and-environment/Understanding-community-attitudes/Attitudes-to-mining-survey>

2017 - <https://www.csiro.au/en/Research/MRF/Areas/Community-and-environment/Understanding-community-attitudes/Australian-attitudes-to-mining-2017>



### 1.3 Fishing industry longitudinal data – FRDC Community perceptions of the sustainability of the Australian fishing industry

The Fishing Research and Development Corporation has conducted a biannual sustainability survey since 2011 to gauge the community's perceptions about the achievements and ongoing investment the industry is making into achieving long term sustainability. These surveys aim to track changes in community perceptions at the national scale.



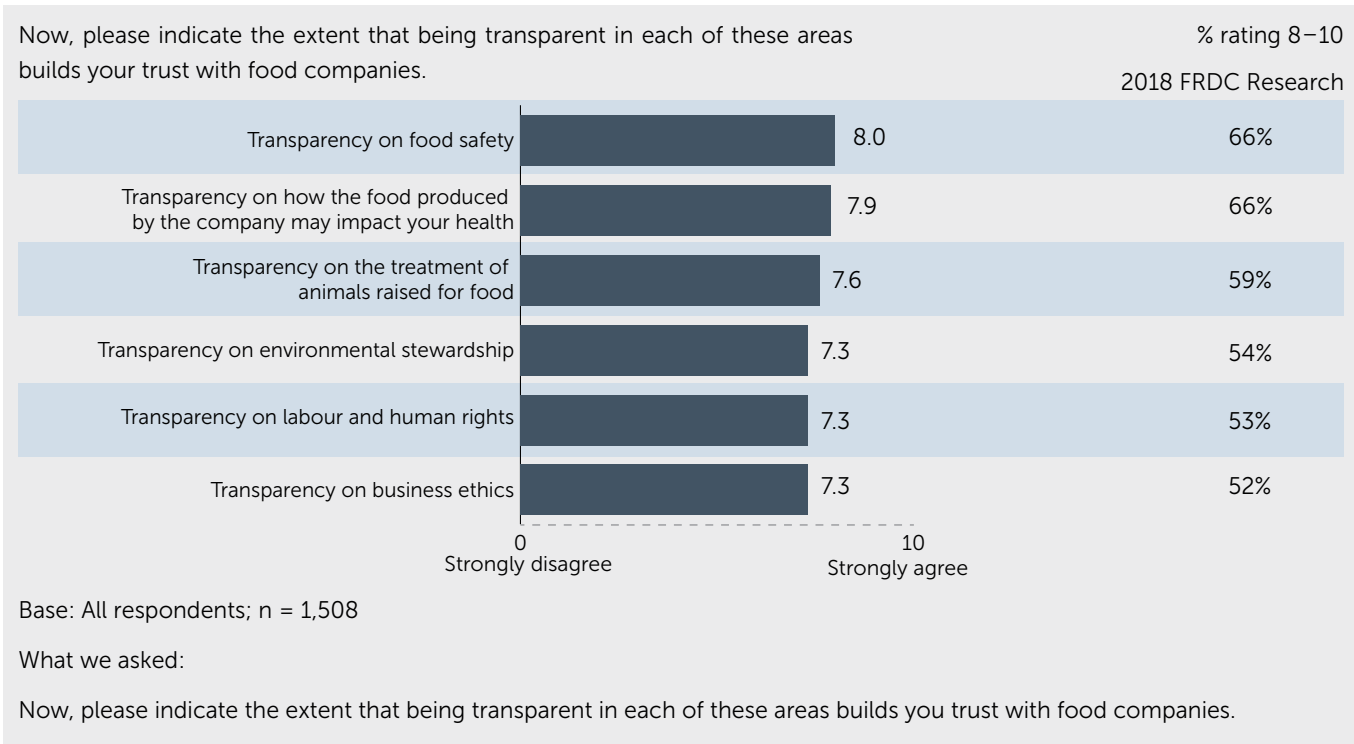
The research shifted to an annual study from 2018. The quantitative research involves a ten minute online survey of a nationally representative sample of adult Australians. In total 1,508 surveys were completed to provide robust measures of community perceptions. The research was last conducted in April 2018.

The research is conducted under FRDC's Human Dimensions Research (HDR) Subprogram which includes research on social sciences and economics, and examines social, economic and cultural factors and the people, markets, institutions and behaviours these affect. Under the Building community trust - *Effective engagement that builds community trust and socially-supported fisheries and aquaculture* project area the research includes:

- Identifying what determines levels of community support for fisheries and aquaculture (2017-158)
- Our Pledge (2017-242) is a project being undertaken by *Seafood Industry Australia* to establish industry response to community values and expectations of industry behaviours and performance.
- Designing engagement strategies for social acceptance, South East Queensland commercial fishing industry (2017-012) [https://qsia.com.au/content/uploads/2019/04/Baldwin-et-al\\_2019.pdf](https://qsia.com.au/content/uploads/2019/04/Baldwin-et-al_2019.pdf)

The FRDC research tests consumer trust with food companies by asking to what extent that being transparent in a range of areas builds an individual's trust of that company. Of note is the result that 59% rate transparency on the treatment of animals raised for food highly, above environmental stewardship 54%, labour and human rights 53% and business ethics 52%.

Interestingly in comparing the data with a Canadian 2017 survey, only 40% of Canadians indicated a high level of concern for animal welfare, compared to 55% of Australians.



See the *FRDC's Building Community Trust* page for more resources. FRDC longitudinal studies are available:

<https://www.frdc.com.au/Services/Market-research>

<https://www.frdc.com.au/Partners/National-Priorities-and-Subprograms/Human-Dimensions-Research-Subprogram>

## 1.4 Meat industry longitudinal data – Meat and Livestock Australia

Meat and Livestock Australia (MLA) has conducted longitudinal consumer sentiment research over the past ten years on behalf of the red meat industries. The data tracks community sentiment to livestock production, community trust towards red meat producers and attitudes towards consumption of red meat.



MLA data has found the majority of consumers feel generally positive towards the industry, with the most positive associations linked to perceptions of farmers. But there has been some erosion in trust in recent years. An absence of trust can lead to consumers limiting the product or rejecting it. Lower levels of trust will see the community call on government for increased regulation or outright bans.

Increasingly consumers want to make purchases that align with their personal values – food that's good for me, good for the animal and the planet. So it's essential that the practices of the industry align with these expectations. In doing this, industry maintains consumer confidence and trust.

Across most markets, the single biggest driver for purchasing red meat remains 'price', followed by other benefits such as freshness, taste and versatility. In the domestic market, there's a small but growing number limiting red meat consumption due to health concerns, animal welfare and environmental impact.

**CONTACT Jax Baptista** - Community Programs Manager, Meat & Livestock Australia [jbaptista@mla.com.au](mailto:jbaptista@mla.com.au)

## 1.5 Egg industry longitudinal data – Australian Eggs Community views on the egg industry

Australian Eggs is funding a three-year research program to examine the relationship between the egg industry and the Australian community. The CSIRO research program will involve a comprehensive community survey on the impacts and contributions of the egg industry across areas such as the environment, animal welfare, food security, and livelihoods.



The research program is now in its second year. This will allow CSIRO to build on the 2018 findings to allow year-to-year comparison and gain a deeper understanding of community attitudes. The research is conducted using a survey of Australians through a statistically representative sample of over 5,000 people as well as an 'open call' to participate for anyone interested. The goal is to examine industry issues, both positive and negative, from multiple angles to understand the values driving community attitudes.

In 2019, CSIRO will extend the research process in two important ways:

- The survey will refine and repeat key measures from the 2018 survey that have shown to be central to community confidence in the Australian egg industry, allowing comparisons over time.
- The survey will include new aspects to better understand community attitudes on the priority issues identified in the 2018 research program.

*"Changing consumer attitudes are influencing how food is produced and one of the main aims of our research is to help egg farmers better understand the drivers of this change. The social science model we've developed at CSIRO allows survey participants to consider the impacts and contributions of an industry from multiple angles and that data helps us understand not only what people think, but why they think that way. We expect the results will provide real and compelling data that will help egg farmers understand the diversity of community attitudes and, ultimately, future proof their businesses."*

Senior CSIRO Research Scientist, Dr Kieren Moffat

Australian Eggs' stated position is that **Australian agricultural industries must be more transparent to build trust with a changing Australian public that is increasingly interested in how their food is produced.**

Egg farmers are navigating a new marketplace in which consumers have unprecedented access to information. In response, Australian Eggs has released an *Australian Egg Industry Sustainability Framework* and approached CSIRO to conduct a research program as an input to this process. The Sustainability Framework forms a long-term commitment by the egg industry to transparent engagement with the community.

*"The industry's objective is to farm eggs for all Australians in a way that is socially, environmentally and economically responsible. The relationship between agriculture and communities is complex. The egg industry has recognised the best way to manage this complexity is to increase the quantity and quality of engagement with the public and set a platform of transparency and accountability."*

Australian Eggs' Managing Director, Rowan McMonnies

<https://research.csiro.au/eggs/>

**Note:** LiveCorp plan to undertake a consumer perceptions survey similar to the Australian Eggs survey as part of the Industry re-set project. **CONTACT** Liesel Alexander [lalexander@livecorp.com.au](mailto:lalexander@livecorp.com.au).

## 1.6 NZ industry longitudinal data – New Zealand survey shows drop in support for farming

RADIO NEW ZEALAND 27 February 2018

<https://www.rnz.co.nz/news/country/351341/survey-shows-drop-in-support-for-farming>

**In New Zealand the first survey of its kind for eight years shows fewer people supporting the farming sector, though it still wins approval from a majority of both urban and rural people in many sectors.**

The survey showed a significant drop in support for farming in general since 2008. At that time, 83 percent of rural respondents and 78 percent of urban respondents supported the industry in general.

But that slipped in 2017 where 63 percent of rural respondents and 59 percent of urban respondents held positive views towards sheep and beef farming, while 50 percent of rural respondents and 47 percent of urban respondents held positive views towards dairy farming.

That overall fall in support for farming as a whole had several causes, according to the Minister of Agriculture, Damien O'Connor.

"There is internationally a push back against livestock farming," he said.

"There are views about animal welfare and livestock protein production that are slightly negative so we have to go out on the front foot and show people that not only is it vital to our economy but it is important to the wider world."

The survey found people respected the horticultural industry a lot and were most critical of the fishing industry, which had just 40 percent support from rural respondents and 39 percent from urban respondents.

Overall, the view of farming did not vary much between urban and rural dwellers, and Mr O'Connor took heart from this.

"I think that is a positive thing in spite of the political efforts of some people to talk up a divide (between city and country). Thankfully we have still got a basic understanding that our country depends upon the agricultural and rural sectors for the vast majority of its wealth."

The survey went on to quote lines from respondents praising farmers for their pragmatism, but also criticising them for a focus on profit, especially regarding water quality. On animal welfare, there was some support for farmers.

"That is the media, they love to highlight the negative, the rodeo; they don't highlight the dairy farmer who was up all night watching that cow because he knew it was going to calf," said a rural Otago woman.

## 2. Industry producer advocacy organisation and commercially-driven data

### 2.1 National Farmers Federation Gen Y Survey

The National Farmers Federation has frequently used national survey data to raise awareness of primary industries and to promote its annual Agriculture Day held in November, with the data collection designed to gauge the community's connection to and perceptions of the farm sector.

NFF MEDIA RELEASE 21 November 2018

#### Gen Y turns a blind eye to food and fibre production

<https://www.nff.org.au/read/6225/gen-turns-blind-eye-food-fibre.html>

Shocking new statistics have revealed that young Australians aged 18-29 are the most likely to say they don't care at all how their food and fibre is grown.

The 2018 National Agriculture Day Poll conducted by TEG Insights has found that almost a quarter (23%) of people in this age range say they don't care at all how their food and fibre is grown. This figure is 8% higher than for Australians aged 30 – 49. The AgDay Poll is commissioned annually by the National Farmers' Federation (NFF) to gauge the community's connection to the farm sector.

NFF CEO Tony Mahar says the apathy displayed by 18 to 29 year olds is cause for concern.

"This is meant to be a demographic with a deep social conscience, yet almost one in four couldn't care less how the food they put in their mouths is grown," Mr Mahar said.

"While some might say this is a credit to the quality, safety and abundance of food and fibre we produce in Australia, it's troubling that as a country we're growing increasingly disconnected from life's essentials."

The AgDay Poll also found that more than half (52%) of 18 – 29 year olds felt disconnected with farming and uninformed about the industry. This is unsurprising perhaps, given 65% had not had any contact with a single farmer in the past 12 months.

"We have to do a better job at getting in front of the community, and having an open and honest conversation about what we do. Otherwise we risk seeing generations of Australians with no understanding of where their food and fibre comes from."

The Poll findings coincide with National Agriculture Day on 21 November – an awareness campaign led by the NFF to highlight the farm sector's contribution. Learn more at [agday.org.au](http://agday.org.au).

### National Farmers Federation Annual Survey November 2017

The previous national NFF survey conducted in 2017 found 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.

### National Farmers' Federation Australian Agri-industry Research Project Stage Two Quantitative Research

This research conducted by Brian Sweeney & Associates in November 1997 had a sample size of 1,009 people aged 15-55+, with an equal male/female ratio, with respondents located across metro Melbourne, Sydney, Brisbane, Adelaide and rural Victoria, NSW, QLD, SA. There was an equal ratio metro to rural, and included 304 farmers.



### Importance of industries to Australia:

**Farming/agriculture 46% rated as the most important industry to Australia.**

Tourism **15%**    Manufacturing **12%**    Mining **10%**    Finance/business **10%**

**89% rated farming/agriculture at the high end of the importance scale** – importance of the industry to Australia – rated 8-10/10

### Why they believe farming is the most important industry:

**They feed the country 57%**    **Important to the economy 43%**    **They are necessary 15%**

Would need to import if we didn't have them **13%**    They are primary producers **12%**    Creating jobs **6%**

**But only 14% felt that people in the city understand the contribution of farmers.**

**School children do not learn enough about farming - 82% agreed.**

Farmers are honest and hardworking **90%**    The only thing you hear about farmers is their problems **57%**

**28%** of capital city dwellers do not ever visit rural areas – with 15-24 year olds least likely to ever visit rural areas **32%**, and Sydney residents least likely **36%** compared to other capitals.

**Farming is valuable to the Australian economy 99%**

**72%** thought farmers manage their farms **fairly well 16%** thought **extremely well**

**86%** agreed with statement **in the past farmers have been at odds with the environment, but now they are repairing the damage and improving farming techniques.**

**62%** agreed that **Farmers are using too many agricultural chemicals.**

#### Animal welfare

Farmers do care for the welfare of their animals

Agree strongly

**49%**

Agree somewhat

**40%**

**89%**

The media tends to sensationalise animal welfare

**48%**

**36%**

**84%**

#### Food safety

Australians do believe that the produce of farmers is generally in excellent condition and of high quality – **82%** agreement.

Australians do not necessarily blame farmers for food safety and quality control problems – **71%** agreed with a statement that these occur in the processing industry and not at the farm level.

### Sources of information on farmers and farming

**Television**    Current affairs and news **72%**    Other television **15%**

**Newspapers**    National **20%**    City daily **30%**    Local **24%**

**Radio**    ABC **19%**    Commercial **10%**

**Friends, family, word of mouth 26%**

**Magazines 12%**

## 2.2 Kondinin Group school surveys – what children understand about farming

National surveys of Australian school children conducted by the Kondinin Group in 1992, 1997 and 2004 highlighted a lack of knowledge of the origins of food and fibre amongst children.

Extensive market research also identified a lack of comprehensive and up-to date resources on modern Australian primary industries available to schools, with a high British and American content in existing resources.

The Kondinin Group used this data to design a highly successful series of children's books on Australian agricultural industries which were supported by teacher resource kits that provided classroom resources to support teachers to adapt the books to use in their classrooms. The books and resource kits were sponsored into schools nationally by agribusiness and industry organisations.

### The Workboot Series – Wheat book: launched on survey results January 1994

A new children's book supported by the GRDC will promote the importance of the grains industry to the lives of all Australians. *The Workboot Series – Wheat* will take children beyond the supermarket shelf to learn about each stage of the wheat industry from the paddock to their plate.

The Kondinin Group will launch this second title in the highly successful Workboot Series on modern Australian farming next month. The series takes its name from the cheeky work boot cartoon character, Blunnie the Boot, who features in the books with jokes and fun snippets of information.

Kondinin Group executive officer, Peter Cooke, said Blunnie's job was to help bridge the urban-rural gap. "We want kids to have fun while they learn and The Boot provides the link between city and country because his comments and cartoons are accessible to both. Blunnie is equally at home in a baseball cap and rollerblades as he is in the middle of a wheat crop, so children can follow his antics from the farm to the finished product," Mr Cooke said.

The Workboot Series was developed after extensive research and a national survey of schoolchildren which highlighted the lack of information on agriculture.

The first title, *The Workboot Series – Wool*, has sold over 10,000 copies and has been widely accepted by the education system, parents and children. With more than 60 colour pages packed with photographs, cartoons and activities, these high-quality books are aimed at children of 8-12 years.

### The Workboot Series – Beef book: launched on survey results April 2002

**Children's books aimed to bridge rural urban divide** Published: 28/4/2002

The growing divide between city and country has seen another push to teach children from metropolitan areas about life and work on the land.

The Kondinin group has just released another book in its children's educational series, this time it looks at beef.

It seeks to educate young urban Australians into the culture of the beef industry, its history and its importance to the rural and national economy.

On a rather unusual school day students and teachers from Year Six at Silkstone Primary School at Ipswich, West of Brisbane, swap the classroom for the saleyards.

This is the first time to the saleyard for these children, some of them have not even been on a farm. It is all about learning new information that is hard to come by in regular schoolbooks.

These children are the first to see the Kondinin Group's latest book in its Workboot series - designed to educate children from the city about the origins of their food and clothing, as well as life and work on the land.

## 2.3 Career motivations and attitudes towards agriculture of first-year science students at The University of Queensland – 2011

In a 2011 survey of students enrolling in science courses at the University of Queensland it was found that promoting a general awareness of agriculture, highlighting the diversity of opportunities, earning potential and importance of agriculture to society were identified as potential motivators for young people to take up an agricultural career.

This survey also found that students were making career decisions in early secondary school and that 54 per cent were influenced by their parents whilst 36 per cent were influenced by people working in their chosen area of study.

A steady decline in graduate completions and the number of students applying for agricultural programs in Australia represents a structural limitation to continued improvement in agricultural productivity. A survey of students (n = 486) enrolling in science courses at The University of Queensland was undertaken to better understand career motivations and attitudes towards agricultural careers.

The survey found students accessed a range of career information sources with the top factors influencing career choices being; having interesting or challenging work, a secure future, help/working with animals, good lifestyle and working on important issues.

Working with animals, protecting the environment and working on important issues were seen as being descriptive of agriculture, with students holding a 'traditional' field-work view of agriculture.

Agriculturally-related programs of study (n = 74 students) had a greater proportion of students from rural backgrounds (49 vs. 15%) but fewer school leavers (41 vs. 57%) than non-agriculture programs.

Promoting a general awareness of agriculture (30% of respondents), highlighting the diversity of opportunities, earning potential and importance of agriculture to society were identified as potential motivators for young people to take up an agricultural career.

*Dale Miller, Senior Policy Advisor; Wendy Allen and Colleen Kleinschmidt, Managers, Training and Corporate Partners, AgForce Queensland*

<https://search.informit.com.au/documentSummary;dn=004331091536912;res=IELHSS>





## 2.4 Woolworths national children's surveys on fresh food origins

**In 2014 research by national retailer Woolworths revealed Australian kids struggle to correctly identify fresh fruit and vegetables and lack knowledge of where fresh produce comes from.**

The study was conducted amongst 1,601 Australian children aged 6-17 years. Surveys were distributed throughout Australia including both capital city and regional areas. The research report is available from the Woolworths Press Office on 02 8885 1033. Media at the time reported:

The study of over 1,600 Australian children aged between six and 17 years revealed 92 per cent don't know bananas grow on plants and six in ten (61%) are unaware that herbs such as mint grow from the ground.

The research was commissioned by Woolworths who have entered into a partnership with Jamie Oliver to bring elements of his highly successful UK campaign to educate kids on the benefits of fresh, healthy food to Australia.

The research showed that over half of Australian kids are unaware that radishes (56 per cent) and beetroot (54 per cent) grow underground, while six in ten (59 per cent) can't identify a leek or a radish (53 per cent) at all. Six in ten (58 per cent) had difficulty naming a nectarine, while two in five (41 per cent) Aussie kids couldn't identify a zucchini or apricot.

Woolworths Managing Director of Australian Supermarkets, Tjeerd Jegen said of the findings, "It is surprising to see that more than a third of Aussie kids surveyed have no idea where supermarket fresh fruit and vegetables come from.

"It's part of our wider commitment at Woolies to educate kids on the origins of fresh food and inspire a younger, healthier generation by nurturing an appreciation and love of cooking with healthy, fresh produce from a young age," he said.

Jamie Oliver said, "It's a shame that so many Aussie kids seem to be unaware of where fresh fruit and veg comes from, especially in a country that is home to such beautiful and delicious produce.

"I'm a huge advocate of kids learning first-hand where the freshest, tastiest food comes from and I hope the Jamie's Garden Collectibles range will help to teach kids about the joys of growing, nurturing and cooking with home-grown, seasonal produce", he said.

### **Australian Council for Educational Research, Woolworths, PIEFA school children's survey**

**The most significant survey of Australian students' knowledge of agriculture was conducted by the Australian Council of Educational Research, with support from Woolworths, and released by the Primary Industries Education Foundation Australia.**

The survey, which involved 150 Year 6 and 150 Year 10 students, found that students generally had a positive attitude towards agriculture and farming, believing farmers care for their soil and animals. However, they also believed that farming put wildlife at risk. Other concerning results included:

- 76% of Year 6 students thought cotton was an animal product.
- 27% thought yoghurt was a plant product.
- Only 55% identified that bananas, bread and cheese originate from farmed products.
- Only 57% linked scientific research and innovation to farming.
- Only 16% had considered pursuing a career in primary industries.

*Note: the Australian Council for Educational Research (ACER) is an independent, not-for-profit research organisation established in Australia to create and promote research-based knowledge, products and services that can be used to improve learning across the lifespan.*

THE SYDNEY MORNING HERALD 27 May 2014

## Kids still don't know where their food comes from

**In 2010, as part of his Food Revolution, Jamie Oliver stood in front of a classroom of six-year-olds to find out if children really did know what fresh food looked like.**

Holding up some tomatoes, Oliver asked: "Do you know what these are?" He was met with stumped faces until one boy shouted: "Potatoes!"

Four years later, kids still don't know where their food comes from. A recent national survey, commissioned by Woolworths, found that a third of Australian children struggled to identify fruit and vegetables, and were confused about where produce came from.

The study, which surveyed 1601 Australian children aged between six and 17 years, revealed 92 per cent did not know bananas grew on plants. Researchers also found that "six in 10 [children] are unaware that herbs such as mint grow from the ground".

In 2012, a national study conducted by the Australian Council for Educational Research found children were just as confused back then. The survey, made up of year 6 and year 10 students, found holes in young people's basic food knowledge.

"Three-quarters of Australian children in their final year of primary school believe cotton socks come from animals and 27 per cent are convinced yoghurt grows on trees," reported Fairfax. In fact, 75 per cent believed cotton was an animal product.

British primary school kids are just as clueless as Australian children.

In 2013, a British survey found that almost a third of the country's primary school children thought cheese was made from plants and a quarter thought fish fingers came from chicken or pigs. The poll, conducted by the British Nutrition Foundation, surveyed about 27,500 children aged between five and 16 years, and found there was also some confusion about where pasta and bread came from.

"A third of five-to-eight-year-olds believe that they [pasta and bread] are made from meat," reported the BBC.

According to another survey, young adults in Britain are none the wiser. The online poll, led by the charity LEAF (Linking Environment and Farming), surveyed 2000 people aged between 16 and 23 years and found a third of them did not know that bacon came from pigs. Researchers also found that four in 10 young adults did not know where milk came from, with 40 per cent of them failing to recognise the link between milk and a picture of a dairy cow.

So what are we doing about this problem in Australia? Partnering with Oliver's Ministry of Food in Australia is the *Good Foundation*. It started in 2010 with the goal to use "the power of food" to improve the health of Australians.

The foundation has opened Ministry of Food centres in Queensland and Victoria, where anyone over the age of 12 can learn basic cooking skills. Mobile kitchens are also operating in Queensland and Victoria, offering 90-minutes cooking classes on wheels.

Trying to help fill the gap in food education for Australian children, the *Australian Organic Schools* organisation has created a free online tool for teachers.

The chairman of the Australian Organic not-for-profit organisation, Dr Andrew Monk, said he was shocked knowing what kids were not learning at school. "There are just not enough sufficient materials for teachers to utilise," he said.

The program offers 10 lesson topic areas teachers can use, which include fun games for kids, as well as tests and projects.

Since the Australian Organic Schools program was launched in 2010, 1400 Australian primary schools have joined. Dr Monk said the number of schools that had registered showed there was a desire for schools to have this material. Dr Monk said that instead of peddling a product, the organisation was focused on pushing the idea that kids should learn how to grow and understand food and nutrition.

<https://www.smh.com.au/lifestyle/kids-still-dont-know-where-their-food-comes-from-20140526-zrmk1.html>

## 2.5 Rabobank survey of young people's attitudes to farming and food - 2014

A 2014 survey commissioned by agricultural banking specialist Rabobank highlighted the growing disconnect between school children in metropolitan Australia and the agriculture industry.

### Key findings:

- 77 per cent of city teenagers know little or nothing about farming and food production.
- 17 per cent have never been on a farm; overall two-thirds have visited a farm less than three times in their life.
- 68 per cent don't know, or know only a little, about how food gets from farm to plate.
- More than 90 per cent perceive farming and food production as very important to Australia.
- Careers in agriculture rate lower than many other occupations.

Conducted by House of Brand, the Rabobank Farm Experience Urban Youth Research surveyed 600 students aged 15 to 18, from major Australian capital cities - including Sydney, Melbourne, Brisbane, Adelaide and Perth - and currently attending government and non-government schools.

Rabobank Australia and New Zealand head of Sustainable Business Development Marc Oostdijk says the research showed a "concerning knowledge gap" among Australian youth when it comes to agriculture and food production.

Mr Oostdijk says Rabobank had conducted the research as the bank, and its farming clients, had a genuine concern that the next generation of Australians may not understand or appreciate the role of agriculture in the nation's economy and future.

"It is also important to help bridge this disconnect between city and rural communities in order to attract young people to work in agriculture and become part of securing the sector's future," Mr Oostdijk says.

"The very limited exposure many young people in Australian cities have to farming and where their food and agricultural produce comes from was clearly identified in this research, with the survey showing two thirds of city teenagers have had very limited direct farm access, and some none at all.

"Rabobank has always maintained a strong connection with the communities in which it operates. This unique approach to engaging with rural communities has been further strengthened by an initiative that brings together progressive farmers across the country for open discussions on their concerns in agriculture."

Rabobank's Client Council network conveyed concerns about retaining and attracting youth within the agricultural industry, which prompted the Rabobank Farm Experience Urban Youth Research study, coordinated with House of Brand.

### Paddock to plate

Almost 20 per cent of teenagers in the survey says they "don't really know anything" about "how food gets from the farm to my plate", while 49 per cent knew only "a little".

Mr Oostdijk says while there was generally low awareness of the food production process among the teenagers, it was more acute once produce and ingredients had left the farm.

"When it comes to what happens to the ingredients and produce once they leave the farm, 28 per cent of respondents says they know nothing about this and 47 per cent says they only know 'a little bit'," he says.

A third of the teenagers did not know how food ingredients and produce were packaged and got to the supermarket, while 45 per cent knew only a little about this.

In terms of farm activity, 20 per cent did not know what farmers needed to do to grow ingredients and produce, while 49 per cent says they only had a little understanding. However, 27 per cent knew "quite a bit" about this and three per cent a "great deal".

Mr Oostdijk says there was little difference in the overall knowledge levels among government and non-government students. Knowledge and understanding of farming and food production was considerably higher among the students who had spent more time on farms, he says.

"Those who had visited farms five or more times in their lives reported being considerably more knowledgeable about food production," he says.

## Perception of agriculture

Mr Oostdijk says that while the survey showed there were considerable knowledge gaps in relation to agriculture, it was encouraging that most urban teenagers surveyed perceived farming and food production as extremely or very important to Australia.

Sixty per cent believed farming was "extremely important" to Australia and 39 per cent says the impact would be "significant" if there was no farming in Australia.

"Pleasingly 93 per cent had positive associations with farming, primarily around the themes of fresh food and agriculture being good for the local economy," Mr Oostdijk says.

"Negative associations were around issues like drought, low pay and animal management issues."

The survey found one in five of the city teenagers was "extremely" or "very" interested in finding out more about agriculture, while a further two in five was "somewhat interested".

"Encouragingly, those more knowledgeable about farming were still more interested in finding out more about the industry; however those who hadn't visited a farm were less interested," Mr Oostdijk says.

## Career prospects

Careers in agriculture rated lower than many other professions among the students surveyed.

Medicine and business were rated highest (by 24 per cent and 19 per cent respectively) in terms of career choice. Seven per cent of respondents expressed interest in a career in agriculture.

Mr Oostdijk says the Rabobank Farm Experience Urban Youth Research was the first in a number of initiatives Rabobank was undertaking to help address bridging the 'urban-rural divide'.

*Rabobank Farm experience program - urban youth research - by House of Brand, May 2014*

<https://www.google.com.au/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=2ahUKEwj4gc-fwdnkAhWHe30KHdnLD9cQFjAAegQIARAC&url=https%3A%2F%2Fwww.rabobank.com.au%2F-%2Fmedia%2Frabobank-au%2Ffiles%2Fpdf%2Fmedia-releases%2F2014%2F140723-survey-of-city-teens-highlights-concerning-australian-urban-rural-divide-au.pdf%3Fla%3Den%26hash%3D258BB8D1939F277C175D47DD61E447D78587BF88&usg=AOvVaw3qdBx8WU4ezrKnnvq2mtZnV>





### 3. Independent and academic research

#### 3.1 Building and maintaining community trust in Australia's primary industries: background literature review

Food Values Research Group, University of Adelaide December 2018.

FURTHER INFORMATION: *Professor Rachel Ankeny* [rachel.ankeney@adelaide.edu.au](mailto:rachel.ankeney@adelaide.edu.au)

*Note: This Background literature review was commissioned as part of the jointly funded **Community Trust Program** initiative of AgriFutures Australia, Australian Egg Corporation, Australian Pork Limited, Cotton RDC, Dairy Australia, Fisheries RDC, Forest and Wood Products Australia, Grains RDC and Meat and Livestock Australia. National Farmers' Federation is also a project partner.*

##### **Executive summary**

Australia's primary industries share common risks relating to declining community trust. Decreasing trust can lead to increased regulation, limited market access, disincentives to invest in infrastructure, and reduced industry productivity, profitability, and sustainability. Australia's Research and Development Corporations have identified community trust as an essential area for collective investment and research capacity building.

This Background Literature Review outlines the evidence that formed the basis of the Research Program Investment Plan. We undertook an extensive review of Australian and relevant international scholarly and industry literature on the food and fibre industries to assess existing knowledge about building and maintaining community trust. We identified significant research gaps that must be addressed before effective intervention strategies can be developed.

The Review found existing research on community trust in Australia's primary industries to be surprisingly limited and remarkably siloed. Existing research focuses disproportionately on agriculture, rather than on the broader food and fibre industries, and it tends to examine industries or issues individually, rather considering cross-sectoral challenges or themes. Scholarly and industry research also tends to rely on quantitative methods such as surveys, rather than on qualitative approaches that enable deeper investigation of key issues.

As a result, while there have been some efforts to understand issues of importance to the Australian community (i.e., what the community cares about), there has been surprisingly little investigation of why or how these issues become important. Focus on the why and the how is essential for developing cross-sector and whole-of-system strategies that can address specific issues where trust is currently fragile and enable proactive approaches for maintaining trust as new issues emerge.

##### **Key findings:**

- Many seemingly common-sense models for the building and maintenance of community trust are ineffective for producing long-term results. They also tend to conflate trust with other related but distinct concepts such as social licence, social acceptability, and confidence. Research shows that the increasing distance between producers and consumers can erode trust, but more information, education, and transparency are not the solution: instead, far more complex and nuanced approaches are needed for success.
- Existing research on community attitudes is inconsistent and sometimes contradictory in part due to an overreliance on quantitative surveys and consumer sentiment analyses in academic and industry research; these tend to employ broad questions or overly simplistic measures that do not permit comprehensive analysis or understanding of the deeper issues affecting community trust.
- Current controversial issues—such as animal welfare, new technologies and environmental sustainability—offer critical lessons that can be applied on a cross-sectoral basis. These issues point to the complex spaces of debate that are emerging in contemporary Australia, and to the need for more robust and careful empirical research into the drivers and threats associated with community trust. It is vital to avoid easy assumptions (about the so-called urban-rural divide or the prevalence of knowledge deficits, for example) that will lead to oversimplified solutions unlikely to be successful on a medium- and longer-term basis.
- A lack of evidence base for best practices for disseminating research findings to end-users and engaging with them is a problem that is not unique to the food and fibre production sectors. However, the principles of both public engagement with research and more traditional extension approaches can be used as the basis of novel and effective dissemination and engagement strategies. Ongoing evaluation of these efforts will be crucial both to redress the limited evidence base and build capacity, and to ensure improvement and refinement of these strategies over time and guarantee that the sector benefits from investments in building and maintaining community trust.

### 3.2 Edelman Global Trust Barometer

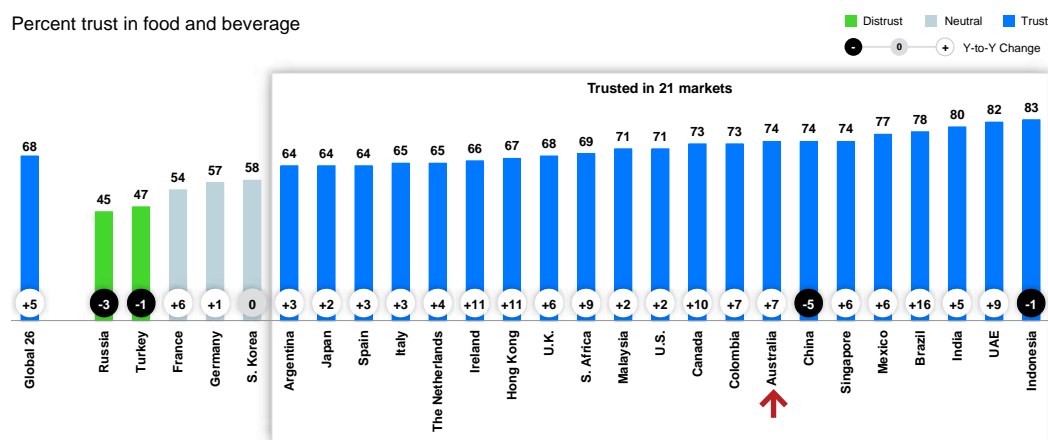
A global example of measuring trust can be found in the Annual Edelman Trust Barometer Online Survey of 33,000+ general population respondents conducted in 27 global markets with 1,150 respondents per market aged 18+.

The data is presented by industry, with results for the Food and Beverage Sector from the 2019 Annual Edelman Trust Barometer provided as an example below.

[https://www.edelman.com/sites/g/files/aatuss191/files/2019-04/2019\\_Edelman\\_Trust\\_Barometer\\_Food\\_and\\_Beverage\\_report.pdf?utm\\_source=downloads&utm\\_campaign=trust\\_barometer](https://www.edelman.com/sites/g/files/aatuss191/files/2019-04/2019_Edelman_Trust_Barometer_Food_and_Beverage_report.pdf?utm_source=downloads&utm_campaign=trust_barometer)

#### TRUST IN FOOD AND BEVERAGE INCREASES IN 21 OF 26 MARKETS

Percent trust in food and beverage



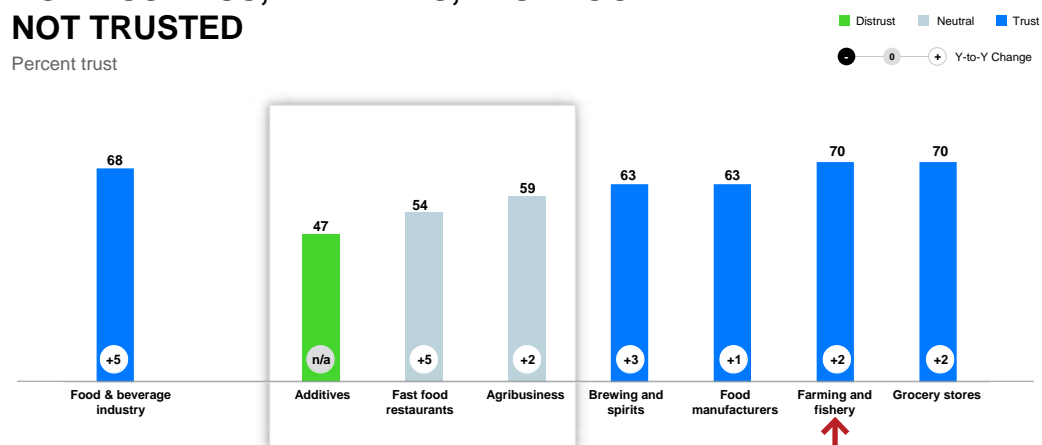
2019 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 26-market average.

Edelman | 7

*Note: The Trust measure below for Farming and fishery of 70% provides a global benchmark Western Australia can compare against in establishing a state benchmark.*

#### AGRIBUSINESS, ADDITIVES, FAST FOOD NOT TRUSTED

Percent trust



2019 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Industries shown to half of the sample. TRU\_SUB\_FB. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 26-market average.

Edelman | 10

### 3.3 US consumers change habits to reduce environmental impact – Nielsen research 2018

The Conference Board Global Consumer Confidence Survey 2018 conducted in collaboration with Nielsen found that nearly half (48%) of United States consumers say they would definitely or probably change their consumption habits to reduce their impact on the environment.

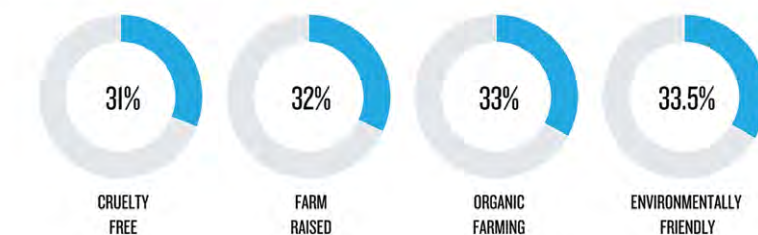
In the US there is a large gap between generations when it comes to sustainable purchase intent. When surveyed, Millennials are twice as likely (75% vs. 34%) than Baby Boomers to say they are definitely or probably changing their habits to reduce their impact on the environment.

They're also more willing to pay more for products that contain environmentally friendly or sustainable ingredients (90% vs. 61%), organic / natural ingredients (86% vs. 59%), or products that have social responsibility claims (80% vs. 48%).

<https://www.nielsen.com/us/en/insights/article/2018/was-2018-the-year-of-the-influential-sustainable-consumer/>

With sustainability, as with any other aspect, an awareness of an attribute's value can increase consumers' willingness to pay more. Across categories, consumers' familiarity with an attribute strongly correlated with their willingness to pay more for it.

#### TOP 4 SUSTAINABILITY ATTRIBUTES CONSUMERS ARE WILLING TO PAY MORE FOR



Source: Nielsen U.S. Omnibus April 2019  
Copyright © 2019 The Nielsen Company (US), LLC. All Rights Reserved

Consumers could note if they were willing to pay 'a little' or 'a lot' for each sustainability benefit. The top attributes that more than one-third of consumers were willing to pay more for included: cruelty free (31%), farm raised (32%), organic farming (33%) and environmentally friendly (33.5%).

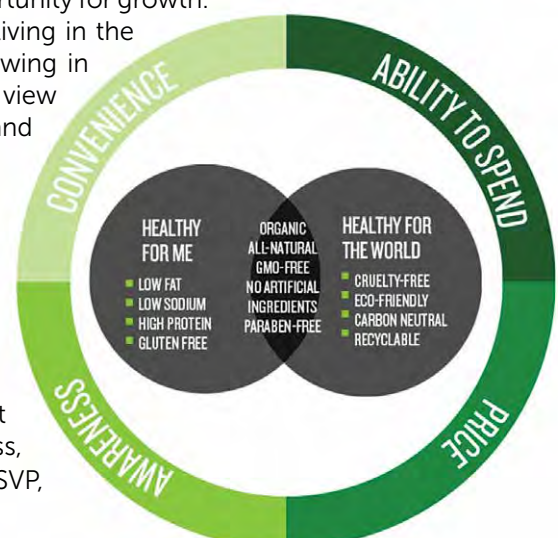
<https://www.nielsen.com/us/en/insights/article/2019/brands-increase-trust-and-prices-through-sustainability/>

Consumers aren't just demanding that companies make changes to better the world. As their conscientiousness grows, they're also making a few adjustments themselves.

That doesn't mean every sustainability trend provides an equal opportunity for growth. There's a wealth of sales trends globally that show that products living in the sweet spot of "healthy for me and healthy for the world" are growing in demand. As consumers weigh the choices in front of them, they view each new opportunity through the lens of convenience, price and awareness.

Consumers are becoming increasingly aware of what they put into their bodies and on their skin and are also interested in purchasing - and sometimes paying more for - products that simultaneously help the environment.

"Sustainability is a way to show consumers that you listen to them, care for their needs and are thoughtful about how you produce their products. With the right messaging sustainability can represent premium indicators such as quality, superior function, uniqueness, and are often tied to the 'go-local' movement," said Crystal Barnes, SVP, Global Responsibility & Sustainability.



Half of global respondents (49%) say they're inclined to pay higher-than-average prices for products with high-quality/safety standards, which consumers often associate with strong sustainability practices. Just behind safety and function, consumers are willing to open their wallets for products that are organic (41%), made with sustainable materials (38%) or deliver on socially responsible claims (30%).

At the same time, many consumers are less picky about who is producing products that have sustainable attributes they're seeking; potentially opening the door for non-name brands. Almost half (46%) of surveyed global consumers said they would be willing to forgo a brand name in order to buy environmentally friendly products.

The healthy for me and healthy for the world framework can be applied universally, but the nuances of each market affects what consumers care most about at the healthy for me and healthy for the world junction, and just how much they're willing to pay for it.

<https://www.nielsen.com/us/en/insights/report/2018/unpacking-the-sustainability-landscape/>

## HEALTHY FOR ME & HEALTHY FOR THE WORLD CAN BE LINKED TO TOP PREMIUM FACTORS

Willingness to pay a premium (more than average price) for products that provide the following attributes or benefits

With healthy for me & the world examples

### HAS HIGH-QUALITY / SAFETY STANDARDS

Organic, Antibiotic Free, Hormone Free, Non-GMO

49%

### PROVIDES SUPERIOR FUNCTION OR PERFORMANCE

Sulfate-free, Hormone free, Minerals

46%

### CONTAINS ORGANIC / ALL-NATURAL INGREDIENTS

Organic, All-Natural, No artificial ingredients, Preservative-free, Paraben-Free

41%

### CONTAINS ENVIRONMENTALLY FRIENDLY / SUSTAINABLE MATERIALS

BPA-Free, Terracycle certified, Compostable or Plantable packaging, Reusable

38%

### OFFERS / DOES SOMETHING NO OTHER PRODUCT ON THE MARKET PROVIDES

Upcycled, Made from waste / Recycled products, Edible packaging

37%

### DELIVERS ON SOCIAL RESPONSIBILITY CLAIMS

Free-range, Pasture-raised, Humane

30%

Source: The Conference Board® Global Consumer Confidence Survey conducted in collaboration with Nielsen Q2 2018

## 3.4 Australian adults' knowledge of Australian agriculture – national survey 2012

The poor state of knowledge of agriculture threatens the social contract upon which agricultural communities depend for survival.

This independent study conducted by Worsley, Wang and Ridley in 2012 highlighted the poor state of general knowledge about agriculture in Australia. The findings could be used as a baseline against which the efficacy of future education programmes could be assessed.

Agriculture is a major generator of wealth and employment in Australia however it faces a range of economic and environmental challenges which require substantial community support.

The purpose of this independent research was to examine Australian adults' knowledge of, and attitudes towards, Australian agriculture. Research took the form of an online survey of 1,026 adults conducted nationwide during August 2012.

Most respondents had little knowledge of even the basic aspects of the industry but they approved of farmers' performance of their roles. Latent class analysis showed that there are two groups of consumers with low and lower levels of knowledge. The respondents' age, rural residence and universalist values were positive predictors of agricultural knowledge.

This was a cross-sectional, quota-based survey which examined only some aspects of agriculture. However, the findings suggest that more communication with the general public about the industry is required in order to build on the positive sentiment that exists within the community. More education about agriculture in schools and higher education is also required.

Worsley, A., Wang, W. and Ridley, S. (2015), "Australian adults' knowledge of Australian agriculture", *British Food Journal*, Vol. 117 No. 1, pp. 400-411. <https://doi.org/10.1108/BFJ-07-2013-0175>



### 3.5 Farmers most trusted part of Australian food chain: national consumer survey 2009

Julie Henderson, John Coveney, Paul R. Ward, Anne W. Taylor <https://doi.org/10.1111/j.1753-6405.2011.00725.x>

**Trust is a crucial component of food safety and governance. This research surveyed a random selection of the Australian population to examine its level of trust in a variety of 'actors' and organisations in the food chain.**

A computer-assisted telephone interviewing survey addressing trust in the food system was conducted October to December 2009 to a random sample of 1,109 across all states.

**Farmers enjoyed high levels of trust: the study found the level of trust in farmers was highest (93.1%) compared with media (51.7% trust), supermarkets (66%) and politicians (44.2%). The extent of trust in farmers is also reflected in the proportion of participants who have 'complete trust' in farmers (32.0%), compared with 2.6% for supermarkets, 1.2% for media and 0.6% for politicians.**

Logistic regression analysis determined that two socio-demographic variables – age and education level – were significantly associated with trust in food actors, with young people finding the media the least trustworthy. Respondents invested the most trust in farmers, possibly indicating an awareness and appreciation of primary food production among the Australian public.

#### Key findings

Trust has become an increasingly important component of life in late modernity. Trust is important to health creation, wellbeing and happiness and is fundamental to the generation of social capital and positive social relationships that can lead to better health. Trust is central to relationships within health care, for the provision and acceptance of expert advice, the development of the self-efficacy needed for the management of chronic illness; and consumers' reliance on mechanisms that are designed to prioritise health and safety.

This study explores trust in the food system. Trust for this study was initially defined as "the mutual confidence that no party will exploit another's vulnerability". However, since this definition implies that trust is merely a product or process of inter-personal relationships between individuals, we also qualify the definition by reference to the idea that to trust others is to "accept the risks associated with the type and depth of the interdependence inherent in a given relationship." By a 'relationship', we do not limit trust to being an inter-personal or inter-subjective outcome. Rather, we view relationships as 'systems of communication' between individuals and social systems, and therefore trust is the process and outcome of relationships between individuals-individuals, individuals-social systems, and social systems-social systems.

In relation to food and health, **trust is crucial if consumers are to recognise and accept the benefits of new food technologies**, follow expert advice about healthier eating habits, and feel assured that food regulation is protecting their best interests. Trust directly affects dietary patterns and food intake, and ipso facto nutritional status. Although the precise nutritional outcomes of altered food choice as a consequence of trust are unknown, dietary modelling shows that essential nutrients can be marginalised by the elimination from the diet of food considered unsafe. Also, unorthodox and possibly dangerous eating habits – for example, avoidance of core food groups – can arise when consumers distrust standard regulatory controls. Second, trust plays an important role in consumer recognition of expert-endorsed dietary recommendations. Efforts to improve public understanding about diet rely on consumer trust in both the credibility of the message and the probity of the organisation. Public trust, and thus credibility of dietary messages, is jeopardised when the 'messenger' is regarded as fallible or when commercial concerns in private-public food campaigns are believed to have overtaken public interests. Finally, trust is integral to public attitudes to food regulation and the structure and operation of regulatory regimes.

In Australia there has been concern that public mistrust of government regulation of some issues (e.g. genetically modified food legislation) may overflow and negate efforts to influence and improve dietary habits through mechanisms such as food labelling. The success of the planned introduction of pre-approved health claims on food in Australia is predicated on consumer trust in both the efficacy of the claim and the regulatory mechanism overseeing claim substantiation. Damage to public trust of either could undermine the work of the national food regulator, Food Standards Australia and New Zealand (FSANZ), resulting in a potential waste of effort and resources. Trust is, therefore, crucial to perceptions of good governance and the effective investment of resources.

Trust in the safety of food and of food regulation has been found to be related to major food scares in European countries, resulting in diminishing trust in many of the institutions involved in regulating and providing information about food safety. The Trust-in-Food survey conducted in seven European countries demonstrated, for example, that while retailers were trusted to maintain the safety of food products, other food 'actors', including farmers, food authorities, the food manufacturing industry and the media, were distrusted by food consumers. While the passage of time and institution of measures to increase the transparency of food governance have increased levels of trust in the food supply in general, trust in farmers and politicians remains low. Trust in the media is also low, but is tempered by the expectation that the media will identify emerging food risk. There is a taken-for-granted expectation that the media will exaggerate these risks.

While Australia has not experienced food scares of the same magnitude as some countries, there is some evidence of diminishing trust in the food supply. Unlike Europe, however, the food fears most often documented are those surrounding the use of pesticides, food additives and preservatives. What is not known is the degree of trust in food actors and institutions within Australia. This study replicates aspects of the European Trust-in-Food survey, which sought to explore social and relational aspects of trust across all aspects of the food chain, with the addition of questions from the Social Quality Survey, which addresses personal and systemic trust. These questions were added to determine the extent to which lack of trust in the food system and food actors reflects generalised systemic distrust.

Social context plays an important role in consumer trust in food recommendations, food institutions and food regulations. Research suggests that people of a higher socio-economic status (SES) are more likely to share with food experts a 'technical-rational' understanding of food; that is, one based on and deduced from an empirical basis of objective knowledge. This is related to level of education. Frewer et al. found that people with higher levels of education displayed significantly more trust in government as a source of information about food hazards, and less trust in the food industry and tabloid newspapers, compared with people with fewer years of education. Similarly, Kornelis et al. found that higher levels of education were associated with use of government and scientific information sources rather than social networks. On the other hand, groups of a lower SES draw on different understandings of food and health, particularly related to the use of informal sources of information, personal experience and functional-concrete outcomes.

Age also influences food choice, consumer acceptance of expert knowledge of food and trust in the food supply. Lupton, using qualitative research, found age differences in public perceptions of food risk, while Holmberg et al. identified little interest in, or reflection on, the safety of the food supply among younger Australian participants. Similarly, a national Australian survey of food fears found that participants aged 18–24 were significantly less likely to cite concerns with pesticides and food additives and with food hygiene issues than older participants. Age also affects which sources are trusted to provide food information, with parents and teachers viewed as the most reliable sources by people in their teens.

Gender has also been found to be related to trust in the food supply. Poppe and Kaerjnes, in survey research across seven European countries, consistently found that women were significantly less likely to consider specific food items as 'very safe' to eat when compared with men, while Williams et al. found that Australian women expressed significantly less concern with quarantine and environmental issues and significantly more concern with fast food than their male counterparts. Gender differences are also evident in the level of trust placed in sources of information about food hazards. Frewer et al. found that women had greater trust in members of parliament and the food industry and less trust in both tabloid and broadsheet newspapers than men. The presence of dependent children is also a factor, with people with dependent children having a greater interest in, and greater use of, food safety information.

Participants in this study displayed moderate levels of trust in the media and supermarkets, and little trust in politicians, reflecting results attained in other contexts. Contrary to findings in European studies, however, participants displayed considerable trust in farmers. Lack of trust in farmers in the European context has been associated with globalisation and a growing distance between farmer and consumer, but also with negative media coverage of farming practices in the wake of major food scares such as mad cow disease. Higher levels of trust in farmers in Australia may be the result of lower levels of food importation alongside of limited exposure to food scares.

When the impact of demographic factors on level of trust in food actors is explored through multivariate analysis, only age and highest level of education attained were found to be associated with trust. There are significant differences between participants aged 18–24 and older participants in relation to trust in three of the four food actors. Younger participants are less trusting of the media and more trusting of supermarkets and farmers than older participants. Similar results have been obtained in other research, which found that younger people are less concerned with food hazards and with the safety of the food supply generally. A lack of concern is often associated with poor food choice and risk-taking behaviours, leading Holmberg et al. to conclude that younger people may lack reflexivity in relation to food choice, which is often made with references to cost, time and appearance rather than health or safety concerns.

People aged 18–24 and those with a degree or higher qualification also demonstrated less trust in the media. Existing research suggests that people with higher levels of education are less trusting of tabloid media and more able to draw on a wider range of information sources. While this study did not seek information about the sources of information used, trust, or lack thereof, may arise from information sources that are viewed as less or more accurate.

These findings may have implications for the targeting of public health messages, especially using particular media sources for social marketing. For example, the distrust with which some media are held by young people could lead to problems of credibility of the message simply by virtue of the medium by which the message is carried. Younger people's low credibility of some media sources might, therefore, lessen the effect of programs and campaigns aimed at them.

Despite this finding, there are a number of limitations to the study. Most significantly, the study only explored trust in four food actors, precluding actors such as consumer groups, the food manufacturing industry and food regulatory bodies. This can be justified, in part, by lack of consumer knowledge of these organisations and their role in the food system, but it prevents a more complete picture of trust in the food system. In addition, the study focuses upon generalised trust as well as trust in the information provided by these food actors to the detriment of the exploration of trust in the other roles performed by these agencies.

### 3.6 Signs of Countrymindedness: Survey of Attitudes to Rural Industries and People - 2012

<http://inform.regionalaustralia.org.au/population-and-people/family-community-and-disability/item/signs-of-countrymindedness-a-survey-of-attitudes-to-rural-industries-and-people>

Geoff Cockfield and Linda Courtenay Botterill, *Australian Journal of Political Science* 47.4

**Some political scientists have argued that 'countrymindedness', a set of tenets about the importance of agriculture and rural life, is of decreasing political and social importance.**

There has been little research to test this, so the authors conducted an exploratory survey of attitudes to rural industries and people.

The results reveal that there are some differences in attitudes according to age, location, country of birth and voting intention, which fit with the 'decline of countrymindedness' thesis.

Contrary to that, however, there is still a tendency to attribute stereotypical countryminded characteristics to rural people, strong support for farmers' production methods, and very strong belief in the importance of agriculture to the future of the nation.

Most surprising is that there is quite strong support for providing more government assistance to agriculture, at odds with the market liberalism of the last 30 years.

This report was authored by: Geoff Cockfield, Associate Professor in Politics and Economics in the Faculty of Business, University of Southern Queensland and Linda Courtenay Botterill, Professor in Politics in the Faculty of Business and Government, University of Canberra.

### 3.7 What are they thinking? Consumer attitudes to meat production in Australia - 2017

H. J. Bray, E. A. Buddle and R. A. Ankeny, School of Humanities and School of Animal and Veterinary Science, The University of Adelaide

<https://www.publish.csiro.au/an/an17361>

CONTACT: [heather.bray@adelaide.edu.au](mailto:heather.bray@adelaide.edu.au)

**Meat production has come under increasing scrutiny from consumers and citizens who feel that certain practices are unethical and negatively affect farm-animal welfare.** Animal welfare can be viewed as both a scientific and social concept, and purchasing products with animal welfare claims can be considered an act of 'ethical consumption'.

This paper reviews research that examines consumer attitudes to animal welfare and highlights tensions between consumer and citizen attitudes and behaviours, and assumptions that are made within these studies. It presents research into motivations to purchase free-range eggs as an example of research that attempts to unpack these assumptions, in particular, that such purchases are made out of concern for animal welfare.

There is a further example of their research that attempts to identify how attitudes to meat production are socially constructed. It concludes with recommended strategies to engage the broader community in discussions about animal production, so as to improve industry–community communication about farm-animal welfare in meat-production industries.

#### Further references:

Heather J. Bray, Sofia C. Zambrano, Anna Chur-Hansen, Rachel A. Ankeny. (2016) Not appropriate dinner table conversation? Talking to children about meat production. *Appetite* 100, pages 1-9.

Emily Buddle, Heather Bray, Rachel Ankeny. (2018) "I Feel Sorry for Them": Australian Meat Consumers' Perceptions about Sheep and Beef Cattle Transportation. *Animals* 8:10, pages 171.

### 3.8 Australians rate doctors, scientists, farmers contributing enormously to society – 2018

Lamberts, R *The Australian Beliefs and Attitudes Towards Science Survey – 2018*.

The Australian National University. Canberra, Australia

[https://www.industry.gov.au/sites/g/files/net3906/f/2018-10/the\\_australian\\_beliefs\\_and\\_attitudes\\_towards\\_science\\_survey\\_2018.pdf](https://www.industry.gov.au/sites/g/files/net3906/f/2018-10/the_australian_beliefs_and_attitudes_towards_science_survey_2018.pdf)

**This report provides an overview of the results of the second of two national surveys of Australian beliefs and attitudes towards science.** The first *Australian Beliefs and Attitudes Towards Science Survey* (the ABAS1) was completed in mid-2017. The 2018 *Australian Beliefs and Attitudes Towards Science Survey* (ABAS-2018) updates and expands on the ABAS from 2017, and provides further original data to compare with previous Australian public beliefs and attitudes research.

The results of the second iteration of the ABAS once again provide many reasons to be optimistic about the Australian public's beliefs about, and attitudes towards, science. Although some of the details vary from 2017, in 2018 people again report they are most interested in science, medicine and technology topics, with sports news and politics once more receiving more 'not at all interested' ratings than any other topics.

Other broadly positive attitudes towards science observed in 2017 continue in 2018, although there are still some areas in which public opinion is clearly divided. For example, in 2018, 55 per cent of respondents favoured or strongly favoured allowing access to experimental drugs before full clinical trials had shown them to be safe and effective. More than half of these respondents said this was because 'people should have a choice / that it could save lives'.

In another example, **a third of respondents in 2018 also said that eating GM foods is generally unsafe, with their most common concerns that GM foods are 'unnatural, unhealthy, harmful', or 'that they don't know what making GM foods involves'.** This is offset somewhat by the 46 per cent who consider GM foods generally safe.



In the only entirely new question in the ABAS-2018, people were asked what sources of information they relied on to inform themselves about science. The top three most commonly mentioned information sources were all news-focused (either online, television or newspapers), with 'other television shows' and 'specialist websites' rounding out the top five.

As seen in 2017, **Australians overwhelmingly consider that scientists, along with doctors and farmers, contribute enormously to society**, but the relative prestige of science as a profession does not match this high level of perceived contribution.

### Other highlights in 2018:

- Two thirds of Australians reported they felt at least 'fairly well informed' about science, with nearly 60 per cent of these respondents saying this was because they 'read about / take an interest in science'.
- Nearly 88 per cent said that overall science has made life easier with many attributing this to 'advances in technology and medicine, or general scientific progress'.

### Contribution and prestige of professions

In 2018, respondents were again asked to **rate 16 professions on their level of 'contribution to the wellbeing of society', and how 'prestigious' they perceived them to be**. Rating options for level of contribution were on a five point scale running from 'negative contribution' through to 'contribute a lot'. Ratings for perceptions of prestige ran on a four point scale from 'not at all prestigious' to 'very prestigious'.

In the 2017 ABAS, the three professions that were most frequently rated as 'contributing a lot' were scientists, followed very closely by doctors and then farmers. In 2018, the top three were the same, although first and second place swapped (but still remained close), with doctors coming first (81.1 per cent), scientists second (79.7 per cent) and **farmers again coming third (77.9 per cent)**.

In 2018, the top three 'very prestigious' professions were similar to 2017 results, with doctors coming first (71.7 per cent), scientists second (63.0 per cent) and **farmers again coming third (53.1 per cent)**.

### Appropriate use of genetic modification – eating GM foods

These questions addressed people's attitudes to food safety in relation to the consumption of GM foods. In 2018, almost exactly the same proportion of respondents (46.0 per cent) considered it 'generally safe' to eat GM foods as did in 2017 (46.6 per cent).

While still a sizable minority, the proportion of people who said that GM foods are 'generally unsafe' dropped from 39.6 per cent in 2017 to 33.1 per cent in the ABAS-2018. It is worth noting that on the question relating to the safety of eating genetically modified foods, 20 per cent of respondents in the ABAS-2018 reported they either 'didn't know or care' about this or 'wanted more information before answering'.

Ten main categories of 'why' answers were reported by respondents for this question:

- Unnatural, unhealthy, harmful effects, don't know what's involved
- Hesitant because not enough research done
- We are already eating GM foods and it seems to be safe
- I trust the scientific research / the approval process
- Word-of-mouth
- Wary of corporate profit aspect
- Nothing has proven it to be unsafe
- Can help address food shortages
- Continuation of existing processes
- Generally think it's safe.

Among the third of respondents who considered eating GM foods to be unsafe, by far the most common reasons given (62 per cent) centred around concerns about the unknown, referring to things like 'Unnatural, unhealthy, harmful effects, don't know what's involved'.

For the 46 per cent who considered eating GM foods to be 'generally safe', a quarter of them said this was because they had 'trust in the scientific research / approval process', or mentioned the fact that we are already eating GM foods and it seems to be safe.

### 3.9 Western Australian student's attitudes to agriculture and careers - 2017

*Developing Student Interest in the Agriculture Sector Report - December 2017*

**Primary industries are facing a shortfall of skilled workers in the agriculture sector and need to address this as part of future proofing and developing the long term viability of the sector.** It is hypothesised that the appeal of the sector is low due to a misunderstanding of what a career in agriculture offers. The technological innovation that is taking place within the sector and the new careers that are possible are not being communicated to students. In particular, urban students are unlikely to realise that the majority of roles in the agriculture sector occur after the farm gate.

This research was commissioned by the Shire of Manjimup's Southern Forests SEED Program, as part of the Agriculture Expansion Project which was Royalties for Regions funded by the Department of Primary Industries and Regional Development (DPIRD) and managed by Department of Primary Industries and Regional Development, Agriculture and Food. The project was supported by Shire of Manjimup Education Development Officer, Stephanie Carstairs, and Alysia Kepert, Principal Consultant – Agricultural Education, Department of Education.

The research was designed to assist all agriculture focussed organisations in Western Australia to better understand the youth audience and to ensure that future communications targeting this audience are relevant and impactful. Specifically to:

1. Understand the drivers of career choice and the decision making process students go through.
2. Understand existing perceptions of agriculture and the source of these perceptions.
3. Determine how to position agriculture as a desirable career option.

The research was conducted in two phases:

1. A qualitative exploration of youth knowledge, attitudes and behaviour via 4 x focus groups held in Perth in September 2017 with year 10, 11, 12 and first year university students.
2. A quantitative validation of the qualitative findings via an online survey of n=512 high school students conducted in November 2017 using YouthInsight's online panel.

#### Key messages

1. Older students are better able to grasp the connection between agriculture and many of the world's largest problems and are drawn to this challenge.
2. Those with humanitarian and altruistic personalities can connect with an industry in which they:
  - Ensure the world doesn't go hungry.
  - Improve practices to limit environmental impacts.
  - Reduce our reliance on animals and the incidences of animal cruelty.
  - Use technology to improve the quality of our food and our society.
3. Present a career in agriculture as being a part of the solution; a chance to undertake problem solving and see your work impact the lives of others.

### 3.10 The Australian Seafood Industry and the Social Licence to Operate: Fishmongering and fearmongering in the modern market – 2016 Nuffield WA Scholar Steven Davies

Steven Davies: [steven\\_davies@hotmail.com](mailto:steven_davies@hotmail.com) Report: <https://www.nuffieldinternational.org/live/Reports>

This report from 2016 Nuffield Scholar Steven Davies looks at the Australian seafood industry's social licence to operate against the global context to understand what the industry is confronting through a number of case studies, and the steps it can take to demonstrate its responsible practices. Watch *Steven's talk* about his report here.

The Australian seafood industry has a long and proud history of employment of very sound environmental and economic management principles which have made it the envy of much of the world. A robust Australian seafood industry is hyper critical to the social and economic fabric of the coastal communities it supports, and it is vital this industry is maintained and – wherever possible – continually developed in a way which brings the best possible outcomes for all vested parties.

In an age of social media and 24-hour news cycles, it may be argued the Australian seafood industry and its general social licence to operate finds itself under increasing levels of attack. It is at times easy to consider there is more fearmongering than fishmongering occurring in this new age, and it is **vital that the industry takes effective and collaborative steps to ensure that public perceptions of the industry are in line with the reality of the generally responsible way in which it operates.**

The author visited nine countries as part of this research, including commercial fishing operations, aquaculture ventures, general agribusinesses, peak representative bodies, wholesalers, retailers, third-party certifiers and financial institutions in both developing and developed nations. The aim of the study was to understand the importance of maintenance of an industry's social licence to operate, whilst considering consumer confidence, modern markets, investor confidence, key motivators, brand development, politically motivated policy settings and general public perception.

It is very clear that maintenance of an intangible, but critical, social licence to operate must be a key and ongoing consideration for any business, industry peak body, regulatory body, or other organisation. **For an industry such as the Australian seafood industry - which relies absolutely on its right to access public resources - maintenance and development of public perceptions around the socially responsible nature of its operations is fundamental.**

This report is in part an anthropological study generated from countless meetings, interviews, observations and individual and collective viewpoints. It aims to explore the concept of the social licence to operate (SLO), why it is important, how it can impact on a business or brand and steps which can be taken to ensure a business maintains it.

### 3.11 Relentlessly Positive: A review of programs to promote agriculture and effect policy change – 2014 Nuffield WA Scholar Colin de Grussa

<https://www.nuffieldinternational.org/live/Reports>

According to branding expert Craig Davis, in Australia today only 0.6 per cent of the population is directly involved in agriculture compared to 14 per cent one hundred years ago (Walmsley, A. 2014).

The growth of other industries over a similar period has seen a relative decline in Australia's reliance on agriculture which is consistent with trends in other developed countries. An important point though is that Australia's agricultural output as a proportion of the economy is among the highest in the OECD (ABS, 2012).

Historically, Australian governments employed a range of agricultural policy measures to maintain and stabilise farmer returns, including marketing and price support schemes and subsidies to reduce input costs. However, these assistance measures distorted resource use across farms and weakened farmers' incentives to find better ways of managing risk and improving productivity. Government assistance served to offset 'normal' adjustment pressures, impeding ongoing structural change and preventing more efficient farmers from expanding their operations (Gray, EM, Oss-Emer, M and Sheng, Y 2014).

Various interest groups and lobbying entities have a role to play in influencing the policy making process and consumers as well. Marketing campaigns from corporations will often play upon the consumers' relative lack of understanding of modern agriculture.

The modern consumer is presented with a great deal of information, some would say it's information overload. There is a trend in recent years for much of this information to come from internet based sources. The validity of these sources is often questionable and in many cases part of a broader marketing strategy. When it comes to food and food production, quite often emotive language and 'scare tactics' are used to present some of the information.

Nathanael Johnson, a journalist for online environmental magazine Grist, concluded after researching Genetically Modified (GM) crops that consumers had become alienated from the food system. In his words "GM has become a symbol for the corporatisation and homogenisation of the agriculture industry" and the debate has actually become disconnected from the GM perspective and is more a discussion of the corporatisation of food production. Johnson also says the consumer has become disenchanted with large-scale agriculture and needs to find a way to reconnect (Johnson, N. pers. comm.).

A Rabobank survey in 2014 found that 17 per cent of the participants said they had never been on a farm and two-thirds had visited a farm less than three times in their life. Whilst careers in agriculture rated lower than many other occupations, it was pleasing to note that more than 90 per cent of respondents saw farming and food production as very important to Australia (Rabobank, 2014).

Given the relatively small population in Australia who are directly involved in agriculture, how then can public policy be influenced and keep consumers and schools informed about this vital industry?

A number of different organisations were approached as part of this research, who are working to improve the links between agriculture and the community, in a variety of different ways. Much of the work they do is transferrable and could be replicated here in Australia.

The German FNL organisation describes itself as "an organisation to promote sustainable agriculture". It comprises 44 members made up of industry, trade and other associations from the agricultural sector in Germany. If an urgent issue in the agri-political space arises, they can provide research and information but the job of dealing with the issue lies with lobby organisations like Deutscher Bauernverband or DBV. This distinction is important because it keeps FNL 'out of the limelight', helping to maintain a perception independence (Kraus, Dr. A., pers. comm., 2014).

The California Farm Bureau Federation (CFBF) has developed a program called the California Foundation for Agriculture in the Classroom. The program is run by a small group in the CFBF who work closely with teachers and industry organisations to develop the materials used and to provide teachers and students with a complete package including all information and lesson plans for them.

The British National Farmers Union (NFU) has worked hard to try and position themselves as the trusted source for agriculture related information for the British media. The mantra of the media and communications team was best summed up by Senior Campaigns Adviser, Gemma Fitzpatrick who said that they must be "relentlessly positive in all that they do".

The media team receive around 300 telephone calls per month from journalists seeking information on agriculture related issues. Ms Fitzpatrick emphasised the point that the evidence based and expert knowledge the NFU have on all agriculture industries is substantial, and that the media recognise this. Interestingly, whilst the NFU is indeed a lobby organisation, their information is viewed by those in the media as being balanced and credible (Fitzpatrick, G., pers. comm., 2014).

The statistics are pretty clear. Australian agriculture's connection with an increasingly urbanised society is weakening, and this population is influencing policy makers. Time will not change this and **the industry needs to act quickly to address this growing divide.**

Importantly, in recent years, communities are asking more questions about where and how their food and fibre is produced. It is the authors' belief that this desire for information and understanding presents a fantastic **opportunity to "inform the masses"** – and a way to make that happen needs to be found.

In many ways, the first and most important role for the industry is to significantly improve its links with education. It is absolutely **critical that children across Australia are given a clear and balanced understanding of food and fibre production, and the many opportunities which exist (or don't yet exist) in this exciting industry.**



### 3.12 Communication, education and engagement to improve understanding of agriculture Churchill Fellowship 2017 Deanna Lush

<https://www.churchilltrust.com.au/fellows/detail/4144/Deanna+Lush>

**Deanna Lush completed a Churchill Fellowship in 2017 to investigate international best practice in building public trust in agriculture and food producers and has since presented at a range of forums on the key findings of her research.**

The insights generated about the consumer disconnect with agriculture and the need to build trust in food producers presents a compelling case for action. Building trust takes time to develop and requires a demonstrated track record of alignment between words and actions.

The US, UK and Canada all are further along on the journey to build public trust in agriculture than Australia. Their agricultural communities seem to have a better understanding of the importance of agricultural promotion and outreach and seem more motivated than Australia to support and fund such activities.

The key difference between Australia and Canada and the US in particular was that there were national, cross-commodity organisations with the sole focus of building trust in agriculture and food producers. These not-for-profit organisations were supported financially and in the work they undertake by the whole food value chain – including farmers, ranchers, food companies, universities, non-governmental organisations, restaurants, retailers and food processors. This displayed a united front to those not directly involved with food production and gave consumers a 'one-stop-shop' for food answers.

Aside from the national approach, every commodity and state agricultural organisation encountered had a financial commitment to build trust, either through supporting a cross-commodity approach or through their own program – or, in many cases, both.

Ultimately, there is a place for everyone in Australian food production to build trust in the industry. With the majority of Australians disconnected from agriculture, everyone in the industry has a role to play from discussions with friends and family through to leading or guiding efforts on the sector's behalf.

One of the key strengths overseas was the recognition that the battle would not be won by one individual or organisation, it was a collective – even altruistic – approach. After extensive research and meetings with people involved in building trust overseas, the following recommendations have been made:

1. There is a demonstrated need to engage with a broader cross-section of the community on practices surrounding food production. Hence, the Australian agricultural industry needs to start raising awareness of the potential scale of the issue and the need to be proactive. A farmer-focused campaign is needed to highlight the necessity to engage a public audience on food production and the importance of shared values to trust.
2. A cross-commodity organisation focused on building trust needs to be established. It will also increase the involvement of other food system stakeholders, increase the number of people involved in the strategy and tactics of building trust, and increase the pool of funders to carry out activities.
3. The Australian industry needs a whole of value chain steering committee and framework on building trust. The committee will provide a forum where each industry can learn from the other and receive support. The framework would acknowledge a joint industry commitment 'to do the right thing', to leverage our quality assurance and food safety systems, and communicate these objectives to the general public.
4. Australia needs a national network of well trained and prepared spokespeople across all agricultural commodities. Investing in building credible spokespeople and equipping them with the knowledge of how to engage with non-agricultural audiences is one of the most immediate ways organisations can act to build trust. Training needs to go beyond one-day workshops to engage our current and future spokespeople in a more meaningful and long term way.
5. Action to build trust must be a line in the budget of every organisation with a financial stake in the continued profitability of the agriculture industry – either cross-commodity or commodity-specific activities. Levels of funding should better reflect the risk that a loss of trust would mean to the industry.

Finally, the initiatives of many cross-commodity organisations in the US and Canada in particular have been built by passionate, long-stayers in the industry. Charlie Arnot from the US Center for Food Integrity, Kim McConnell from the Canadian CFI, Kay Johnson Smith from Animal Ag Alliance, Kelly Daynard at Farm & Food Care and Randy Krotz at US Farmers and Ranchers all have long histories in campaigns to build public trust in agriculture. They all have established relationships with the commodity organisations in Canada and the US which means they are in a position to be a trusted voice on their behalf. Identifying and developing these people in the Australian industry should be a priority for the industry to ensure the skills and expertise it requires now and into the future are available.

## Insights

Generating insights into what consumers think or believe about agriculture and food production is driving the strategy of many organisations involved in building public trust in agriculture in the UK, US and Canada. There is extensive research into just how disconnected consumers are from the origins of their food supply. In June 2017, the British Nutrition Foundation released results of its latest survey of children aged 5-16, which found:

- 13% thought pasta came from an animal.
- 18% thought fish fingers were made from chicken.
- 6% thought dairy cows produced eggs.
- 14% thought bacon was from cows, sheep or chickens.
- 25% thought fruit jam counted toward their five-a-day serving.

Also released that month were survey results from the Innovation Center for US Dairy which found 7% of US adults thought brown cows produced chocolate milk.

Other statistics referenced during interviews included:

- 93% of Canadians know little or nothing about agriculture<sup>1</sup>.
- About 1.5% of the entire US population is involved in production agriculture, which feeds the whole country<sup>2</sup>.
- 80% of US consumers trust farmers, but less than 40% trust how they grow and raise food<sup>3</sup>.
- Unfortunately, the statistics for Australian agriculture show few differences. The National Farmers Federation<sup>4</sup> poll in November 2017 found:
- 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.

The most significant survey of Australian students' knowledge of agriculture was conducted by the Australian Council of Educational Research, with support from Woolworths, and released by the Primary Industries Education Foundation Australia. The survey, which involved 150 Year 6 and 150 Year 10 students, found that students generally had a positive attitude towards agriculture and farming, believing farmers care for their soil and animals. However, they also believed that farming put wildlife at risk. Other concerning results included:

- 76% of Year 6 students thought cotton was an animal product.
- 27% thought yoghurt was a plant product.
- Only 55% identified that bananas, bread and cheese originate from farmed products.
- Only 57% linked scientific research and innovation to farming.
- Only 16% had considered pursuing a career in primary industries.

There were some positives in the statistics. The National Farmers Union UK Annual Favourability Survey found 68% of UK consumers have a positive perception of farmers, 90% of the population think that farmers are important to the economy, and 88% think it is important to have a productive farming sector.

<sup>1</sup> Farm & Food Care Canada, pers comm.

<sup>2</sup> Animal Agriculture Alliance, pers comm

<sup>3</sup> US Farmers and Ranchers Alliance, pers comm.

<sup>4</sup> National Farmers Federation, November 2017, National Agriculture Awareness Poll,

<https://farmers.org.au/news-updates/nff-news/new-figures-aussie-disconnect-life-essentials.html>

In 2018, Deanna Lush won the John Ralph Essay Competition which, was drew on the findings of her Churchill Fellowship. This essay can be viewed at:

[http://www.farminstitute.org.au/news-and-events/FPJ\\_Summer2018\\_JRC\\_Winner2.pdf](http://www.farminstitute.org.au/news-and-events/FPJ_Summer2018_JRC_Winner2.pdf)

**CONTACT:** *Deanna Lush*, Managing Director Ag Communicators [Deanna@agcommunicators.com.au](mailto:Deanna@agcommunicators.com.au)

### 3.13 Australia's shifting mindset on farm animal welfare – Futureye report 2018

<http://www.agriculture.gov.au/SiteCollectionDocuments/animal/farm-animal-welfare.pdf>

The federal Department of Agriculture and Water Resources is faced with a number of risks due to changing societal expectations about farm animal welfare and the adequacy of regulation. The Futureye consultancy was commissioned to investigate current public perceptions of farm animal welfare through quantitative and qualitative research conducted nationwide.

Futureye offers a set of services which enable clients to earn and maintain a social licence to operate by tracking the issues that might undermine or enhance the tacit approval for an industry; assessing the changing values of society; developing strategy, plans and deliver sustainable outcomes through engagement.

The quantitative research showed that an overwhelming majority or **95% of the public is concerned about the treatment of farm animals and considers farm animal welfare in Australia to be an issue** to some degree. More than a quarter believe it is a serious issue, and 44% consider it a moderate issue with 22% considering it a minor issue. A further **91% want at least some sort of reform to address farm animal welfare concerns**.

The major driver of this shift is an increased focus on animals' level of sentience and related capabilities. Research indicates a fundamental community belief that animals are entitled to the protection of relevant rights and freedoms, closely aligning with activist sentiment. The public has a clear expectation for effective regulation to uphold these freedoms and expect highly transparent practices, regulation and enforcement.

Both the quantitative and qualitative research show that **potential outrage is highest for practices that are seen as unnecessary; are perceived not to have any benefit to the animal, farmer or consumer; or are depicted graphically in the media**. The research also indicates that there is distrust of the industry and government when it comes to the welfare of farm animals. This distrust seems to be fuelled by the **perception that there is a lack of transparency** and that certain information may be kept hidden intentionally, or deliberately obscured.

The Department faces three major social licence threats related to farm animal welfare. First is the potential for issues in the media to draw uninformed sections of the population into the debate, which may result in reactive calls for extreme regulation, as seen with the live export issue.

Second is a demand for more effective regulation by a growing group of highly informed stakeholders that is aligning with activist views.

Third, and most significant, is a strong belief that the federal government is the key government authority responsible for regulating farm animal welfare. This is the view across both less-informed and highly informed groups, despite the federal government's lack of constitutional power to create reform. This has the potential to result in outrage, particularly if the community sees the government as not responding to concerns and expectations.

In summary, the Department of Agriculture and Water Resources plays a critical role in balancing policies that facilitate and promote the agricultural sector with setting some of the regulatory standards for the sector's performance. The potential for community outrage about animal welfare puts that balance at risk and creates regulatory expectations the Department may be unable to meet. Futureye recommends the Department adopt outrage mitigation strategies to address concerns about farm animal welfare and its role in regulating this issue.

#### Societal expectations on farm animal welfare are evolving

- There is a gap between societal expectations and the regulatory reality.
- Animals are seen as sentient beings that have capabilities, rights, and freedoms.
- There is a high level of alignment with activists' views on the treatment of animals
- Evolving views on how animals should be treated is impacting the public's perception on the effectiveness and transparency of regulation.
- Federal government is seen as highly responsible for ensuring farm animal welfare.
- The public is demanding stricter regulation and effective solutions.

### There is a high level of concern about the treatment of farm animals and current regulation

- Relating issues such as sustainability, health and foreign ownership are influencing views about farming in Australia.
- The majority of the public is concerned about how farm animals are treated.
- Concern tends to be higher for animals and issues that have received media coverage.
- The public is most concerned about practices that are depicted graphically in the media, are viewed as unnecessary and that do not seem to provide benefit to the animal.
- The public's distrust of the industry and government, and the perceived lack of transparency is driving outrage on farm animal welfare.

Based on the quantitative and qualitative findings discussed in this report, Futureye recommends the Department to consider the following possible next steps:

1. Farm animal welfare regulation benchmark.
2. Research into farmers' views on farm animal welfare.
3. Research into overcoming barriers to adoption of improved animal welfare practices on farm
4. Building trust in the certification and labelling process of animal products.
5. Exploring options for and promoting technology to reduce harm to animals.
6. Developing a stakeholder and activists engagement strategy .
7. Developing a rapid response kit and messages for farm animal welfare issues.





## Examples of Social Licence and Trust Building Projects

This section collates a range of case studies demonstrating best practice in managing and maintaining public trust or social licence and informing community attitudes to primary industries and food. It also includes examples of who is currently influencing the 'story' of food and farming. The case studies are presented as:

1. **Western Australian initiatives.**
2. **Australian initiatives.**
3. **International initiatives.**

### 1. Western Australian Trust Building Initiatives

#### 1.1 WA commercial fisheries lead globally with Marine Stewardship Council certification



The WA fishing industry recognised a wide range of social, economic and environmental factors affected the way fish resources are managed and sought independent sustainable management assessment to provide certainty and assurance for consumers.

Consumers are increasingly sophisticated in their requirements for seafood products and there are increasing demands to know where a particular product is from, how it was harvested and whether it originates from a sustainably managed fishery.

In 2012 the WA Fishing Industry Council partnered with the State Government and the Marine Stewardship Council (MSC) in a \$14.5m project to help all of the State's commercial fisheries undergo independent third-party assessment with a view to achieving MSC certification.

A fishery that obtains MSC accreditation has met the world's leading benchmark for sustainable management and provides consumers with certainty and assurance that the products they buy are sourced, harvested and fully traceable through the chain of custody from ocean to plate.

WA's Western Rock Lobster Fishery was the first in the world to achieve MSC certification in 2000 and, in another world first, the fishery has maintained continuous certification since that time.

Having a fishery that has been recertified a record four times is not the only world-first for WA, the State achieved another MSC milestone when the commercial and recreational sectors became the world's first to jointly undergo assessment and subsequently achieve MSC certification for the Peel-Harvey Estuarine Fishery (Blue swimmer crab and sea mullet fishery) in June 2016.

In 2015 the Exmouth Gulf Prawn and Shark Bay Prawn (Tiger and King Prawns) fisheries achieved MSC certification, while in July 2016 the State's West Coast Deep Sea Crustacean (Crystal Crabs) fishery was also certified. Fisheries currently undergoing the full MSC assessment process include Pearl, Abalone and both the Pilbara and Kimberley trap fisheries. Numerous other fisheries will follow suit. For more information about MSC visit [WAMSC](http://WAMSC).



## 1.2 Commercial fishers tell their stories to consumers to build trust and understanding

A number of WA commercial fishers have demonstrated a commitment to transparency and connecting with consumers to build trust in their industry.

Connecting with the community is a crucial part of Damien Bell's efforts to ensure the long-term sustainability and social acceptability of the Peel-Harvey Estuarine fishery. Damien has established a social and general media presence and regularly features to share the story of his fishery.

Damien believes the fishery's success is based on its 'social licence to operate' forged through co-operative agreements between fishers and the estuary's diverse recreational users, aimed primarily at protecting the resource.



"We are trying at all stages to work with all the stakeholders around us so we can stay forever," says Damien Bell, president of the Mandurah Licensed Fishermen Association and head of BellBuoy Seafoods.

<https://www.theaustralian.com.au/life/food-drink/from-hohum-bait-to-sustainable-marvel-on-a-plate/news-story/55af1296f741c15826c0f4508dc564ea>

<https://www.fishfiles.com.au/Media/FISH-Magazine/FISH-Vol-23-3/The-transformer>

South Coast third generation commercial fishers Out There Fishing use their Facebook page to share stories from on the local waters to build the story of small commercial fisheries and promote greater understanding of 'sustainable local fresh fish caught by local fishermen'. They regularly share photographs, videos and explanations of fishing techniques and species, and promote fish availability at weekly markets.

<https://www.facebook.com/fishing.com.au/>

<https://www.facebook.com/thefishfactoryadelaide/videos/350863021918227/?t=23>

## 1.3 Austral Fisheries leads by example to build its social licence

Western Australian-based Austral Fisheries has demonstrated a long term commitment to managing its social licence through sustainability by working with Sea Shepherd to combat illegal fishing, addressing its high fuel requirements by becoming certified as carbon neutral, and initiatives like working with traditional owners to address waste/ghost gear pollution.

Austral was the first, and is currently the only commercial fishing company in the world to be certified as Carbon Neutral by planting native trees in Australia to offset all carbon emissions, which is independently verified and certified by the Australian Government. Austral believes being carbon neutral helps differentiate and enhance the value of its branded products and it contributes towards tackling the challenges of global climate change: carbon neutrality is sustainable and good business.

Austral collaborates with a range of stakeholders in the fishing industry, including global fishing industry coalitions, inter-governmental agencies and NGOs on a range of topics, including best practice fisheries management, science to support fisheries management, and environmental and compliance issues.

Austral has invested heavily in new fishing gear that substantially reduces by-catch (untargeted species unintentionally caught during fishing), reducing their impact on a wide range of threatened marine species and seabirds. It has also invested over \$40 million to develop and build a new fishing vessel for its Southern Ocean fleet that will be the most advanced, efficient and versatile fishing vessel of its type in the world. Innovative new engine and gearbox design will substantially reduce fuel consumption, which will substantially reduce carbon emissions and operating costs.

Austral has achieved independent fishery certification from the Marine Stewardship Council (MSC) in the four major Australian fisheries they operate in.

**CONTACT:** *David Carter*, CEO Austral Fisheries  
[dcarter@australfisheries.com.au](mailto:dcarter@australfisheries.com.au)





## 1.4 The Sheep Collective addresses live export concerns with facts and videos

The WA live export industry has been under intense scrutiny over animal welfare during shipping and handling through the supply chain in importing countries. The collaborative response driven by the WA supply chain to address its social licence issues provides a path-finding framework for other industries to learn from.

The Sheep Collective is a collaboration of sheep exporters, importers, industry bodies and producers established in 2018 to show the care given to sheep in the live export process. The Sheep Collective was developed to provide some clarity about the live sheep trade on behalf of Western Australian farmers, truck drivers, vets and industry representatives. An excellent range of videos designed to answer questions about all aspects of the live sheep export trade can be found at <https://thesheepcollective.com.au/faqs>

The Collective promotes messages around the industry's success being reliant on delivering healthy sheep, and that good welfare is at the core of The Sheep Collective because *"it's the right thing to do and it's also good business"*.

"It is with a sense of pride and great care that we accept our responsibility for the health of our animals to ensure they are treated with a high level of dignity from their point of collection at the farm until their final processing. We are proud that our presence in export destinations, as we continue to monitor our stock, is contributing to wider social and ethical change, including improved treatment and conditions for local animals, improved training for workers and improved meat quality."

The model has now evolved to establish The Cattle Collective which resides with the Sheep Collective under a parent company The Livestock Collective, launched nationally in October 2019.

<https://thesheepcollective.com.au>

CONTACT: *Holly Ludeman*, Emmanuel Exports and The Sheep Collective [hollyl@emaexp.com.au](mailto:hollyl@emaexp.com.au)

## 1.5 UWA Finding Common Ground: bringing food, fibre and ethics to the same table

During 2019 a number of organisations used their annual conferences, field days and industry forums to promote conversation around building trust and social licence in WA primary industries.

The UWA Institute of Agriculture hosts an annual Industry Forum showcasing some of Western Australia's leading farmers, key industry leaders and researchers. In July 2019 the forum *Finding Common Ground: bringing food, fibre and ethics to the same table* brought together speakers on animal ethics, social licence, the live sheep export trade and commercial fishing to progress the conversation on understanding modern consumers' expectations of animal food industries and how industry can better communicate its story. The full presentations are available at <http://www.ioa.uwa.edu.au/publications/industry-forum>

## 1.6 AgConnect WA building industry capacity to interact with the community

The AgConnect WA Annual Forum 2019 included a panel session on Building Community Trust and AgConnect was also involved in the Telling Our Story event at Dowerin Field Days 2019.

AgConnect WA aims to engage, connect, represent, educate, listen, advocate and support young people throughout the agricultural industry and communities. AgConnectWA recognises there is a myriad of young people in rural, regional and metropolitan areas with a passion for agriculture and progressing rural communities. AgConnectWA is run by a group of individuals who all have a vested interest in agriculture and know the value of strong relationships between farmers and the community.

CONTACT: *WAFarmers* (08) 9486 2100.

## 1.7 Royal Agricultural Society Perth Royal Show brings the country to the city each year

The longest running initiative to promote WA farming and food to the wider community is the annual Perth Royal Show which provides an interactive experience for 400,000+ visitors each year.

The Royal Agricultural Society of WA offers educational scholarships for secondary and tertiary students studying agriculture, coordinated an agricultural program for primary schools, and promotes interactive displays on food and food production, farm technology, farm animals and machinery to encourage people to learn about agriculture at the annual Perth Royal Show. RASWA is passionate about educating people of all ages and the interactive learning exhibits tell the story of agriculture to hundreds of thousands of urban residents. RASWA believes it is important that WA families understand the significance of agriculture to the economy and appreciate the innovation, efficiency and technology that supports it.

<https://www.perthroyalshow.com.au/about-us/about-raswa/>

## 1.8 WA's pioneering educational project on food and farming - The Workboot Series

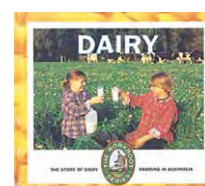
Leading Western Australian farm improvement group the Kondinin Group pioneered a highly successful national education project on Australian food and farming back in 1992. The project lead with a series of children's books, called The Workboot Series, which each featured the story of modern Australian farming industries. The series attracted wide mainstream media coverage.

The books were packed with facts and photos and included an amusing cartoon of a work boot to add humour and fun to the learning process. The series lead with books on Wool, Wheat, Dairy, Cotton and later expanded to include Beef, Chicken, Honey, Timber, Agroforestry, Vegetables.

Supporting Workboot Series Teacher Resource Kits were developed for each title to help teachers use the books as a classroom theme for a term, using farming as the basis for learning across all the key learning areas. The Workboot Series was well supported by industry, with agribusinesses sponsoring book sets and teacher kits into schools around Australia.

The Workboot Series was driven by a need to provide accurate, modern images and facts on Australian primary industries. Previously children's books available to Australian children had featured images of American barns and English farmyards. Market research with Australian school children established a baseline understanding of food and farming and highlighted the need to promote factual information about the Australian primary industries. While The Workboot Series was aimed at primary school children, the books are still used across agribusiness as a learning tool for new recruits to the industry, and many of the original readers are now reading them to their kids.

<https://www.kondininbookstore.com.au/workboot-series/>



## 1.9 Buy West Eat Best retail branding of WA produce and featuring producer stories

The most visible and direct promotion of local Western Australian food and farming images to consumers has been driven through the Buy West Eat Best program and more recently their Good Choice television advertising campaign featuring WA producers in store with their fresh produce.

Buy West Eat Best proudly supports the local food and beverage industry in Western Australia. The program is managed by the Department of Primary Industries and Regional Development, Western Australia. The Buy West Eat Best logo provides consumers with an assurance they are buying quality products that have been grown, farmed, fished and processed in Western Australia. The program has been running in its current format for a decade and the range of activities during that time can be viewed at: <https://www.buywesteatbest.org.au/#banner-video149>

<https://www.buywesteatbest.org.au/>



<https://www.buywesteatbest.org.au/#banner-video149>



## 1.10 Sweeter Banana Cooperative builds links between family plantations and the city

The Sweeter Banana Cooperative of Carnarvon, led by Doriana Mangili, has forged a strong relationship with their Perth consumers by promoting stories across mainstream and social media, and maintaining a personal presence each year at the Perth Royal Show where growers meet and talk with their customers over samples of Sweeter bananas.



The grower cooperative is a good example of an industry taking control of its image and building stories over a long period of time to promote the product, their industry and the family farmers involved. The combination of retail in-store taste test campaigns and a strong media presence has built strong loyalty for the local product. Sweeter Banana has been a solid participant in Buy West Eat Best, and a major driver of the formation of the Gascoyne Food Council, Gascoyne Food Festival, chef direct and chef promotional efforts, and regional food promotions in Yagan Square, Perth.

<http://www.sweeterbanana.com/contents/how-do-bananas-grow/our-growers.htm?id=13>

## 1.11 Regional Food Councils promote the story of WA farm and ocean fresh food

WA food producers in two regions have drawn on international best practice in regional food promotion to form regional food councils to promote their food stories and forge closer links with retailers, chefs and consumers.

### Gascoyne Food Council

The Gascoyne Food Council in the north formed after the Carnarvon Grower's Association and AgKnowledge conducted an analysis of the supply chain in 2009 and the work demonstrated to local growers the value in taking a collaborative approach on market development and food promotion. Over the past decade the Gascoyne Food Council has developed the highly successful Gascoyne Food Festival and Long Table Lunch, worked with Perth chefs to raise awareness of the provenance of local produce and promote it on their menus, ran a chef-direct supply service and participated in a wide range of industry food promotion events in Perth.

The members of the Food Council come from the pastoral (rangelands beef, sheep and goats), seafood (crabs, prawns, scallops and fish) and horticulture (diverse fruit and vegetable crops) industries in the region.

The forging of relationships between growers and chefs was realised after Cyclone Olwyn devastated the Gascoyne region. Perth chefs lead a fundraising food festival event in the city that raised over \$125,000 which was used to step up the efforts of the Gascoyne Food Council to promote the region and maintain consumer and market loyalty while growers got back into production. A video of this effort can be viewed at <https://www.gascoynefood.com.au/gascoyne-food-events/chefs-for-the-gascoyne/>

<https://www.gascoynefood.com.au/food-council/>



### Southern Forests Food Council

The Southern Forests Food Council was founded in 2010 by a group of passionate producers in the Manjimup Shire and its role was formalised in 2012 after receiving a \$5 million investment under the State Government's Royalties for Regions initiative. The Food Council is committed to unifying the area's world-class and diverse producers to strengthen the region's economy, attract investment and export opportunities, promote regional pride, and create sustainable jobs. It represents local producers, culinary and agri-tourism operators and aims to ultimately establish the Southern Forests as an internationally-recognised agricultural region and culinary tourism destination.

The Food Council acts as a single point of contact for over 200 growers, producing over 50 different types of fruits and vegetables, beef, sheep, dairy, pork, wine and gourmet products, including truffle. This array of produce is unified under the regional brand *Genuinely Southern Forests*.

<https://www.southernforestsfood.com/>



## 1.12 Regional Food Festivals promote stories of food and farming to city visitors

The rise of culinary tourism and consumer's desire to discover where their food is produced has fuelled the growth and popularity of a range of Western Australian regional food festivals.

These festivals are seen as an opportunity to promote both the food industry and the local region as a tourism destination, and most have been supported by Tourism WA as part of their culinary tourism strategy. The festivals spread across the state and include the Mandurah Crab Festival, Cherry Harmony Festival Manjimup, Truffle Kerfuffle Manjimup, Taste of Great Southern, Taste of Chittering, Gascoyne Food Festival, the Ord Valley Muster and Margaret River Gourmet Escape. Most festivals have now incorporated 'meet the maker' speaking opportunities for local producers and feature local food and wine on their signature long table and fine dining events. They engage visiting chefs in both the food events and farm tours to build their knowledge of food provenance.



## 1.13 WA producers connect with chefs to promote the provenance of WA food and wine

WA food and wine producers and regional food councils have worked hard to develop relationships with city chefs to raise awareness of fresh WA produce and its provenance, and to collaborate on food promotional efforts that share the story of WA producers and their produce.

A key figure in building these links between farming and the hospitality industry has been experienced local chef Don Hancey who believes WA has some of the best produce on the planet and he's on a mission to let the world know about it. Don has aligned himself with some of Western Australia's best farmers, fisherman and food producers and wants to work with the community to showcase WA produce, encourage better healthy eating habits and a sustainable planet. The WA Fishing Industry Council retains Don as its Seafood Ambassador and Don maintains an active profile at domestic and international promotions as the Western Australian Food Ambassador.

<http://donhancey.com.au/home/>



## 1.14 Farmer on Your Plate showcases food and producers in the city each year

Farmer on Your Plate annual event in Perth brings the country to the city, connecting consumers to the farmers who produce their high-quality WA food and fostering connections between the city and country.

This event celebrates the importance of agriculture to Australia and encourages all Australians to champion farming and support the continued production of high-quality Australian food. Visitors to the event can sample farm fresh produce, meet the farming families, view cooking demonstrations and farm animals. The event is organised by the Farming Champions group to create awareness of the importance of agriculture and raise awareness of the huge challenges farmers are facing.

**CONTACT:** Mary Nenke Farming Champions chair [farmingchampionswa@gmail.com](mailto:farmingchampionswa@gmail.com)

## 1.15 Trailblazing Bannister Downs Dairy opens a modern dairy to visitors

An innovative Northcliffe dairy farming family has opened a state-of-the-art robotic dairy designed to showcase modern and ethical dairy farming practices to the public.

Bannister Downs Dairy has made the bold statement that they are the Global leaders in ethical dairy and they have integrated this ethos into every aspect of their business. Attracting an investor partner has enabled the business to invest in a purpose-built and architecturally designed dairy which includes a visitor centre to enable educational opportunities for the general public. The new Creamery has been selected in the 2019 Dezeen Award Longlist for an international architectural award. <https://www.dezeen.com/2019/05/28/bosske-architecture-red-dairy-farm-australia/>



Bannister Downs sets its milk products apart in environmentally friendly packaging in distinctive pouches which has built a loyal customer following over the years. This all forms part of the ethical dairy story the family promotes on its website, including an extensive FAQ section that addresses all aspects of animal welfare and dairying. This is an example of the language used:

### Is the image you promote honest and can it be trusted?

*We are farmers because we love animals and we love the land we are fortunate enough to be able to take care of. We always do our best to make sure our cows are safe and healthy and insist that anyone on our team treats them with love and respect.*

*We are working towards having a live feed on our website so that you can see our girls and what's happening on the farm. We're committed to providing you with the transparency you deserve so that you can trust the makers of the fresh produce you buy for your family.*

<https://bannisterdowns.com.au/faqs>

## 1.16 WA honey builds consumer understanding with international and local visitors

A great example of how a retail setting can be used to promote understanding and appreciation for a food product is the House of Honey in the Swan Valley.

On any day the House of Honey shop in Herne Hill will be literally buzzing with local and international visitors eager to learn more about the unique properties of Western Australian honeys. A tasting station allows visitors to sample the wide range of WA honeys and displays explain how and where honey is gathered across the state and the importance of WA's diverse flora. This retail format is a good model for extending the story well beyond the food itself to build greater consumer understanding and loyalty to local products. The website provides great industry information.

<https://www.thehouseofhoney.com.au/>



## 1.17 Building sustainability knowledge in peri-urban and urban communities

A highly successful Western Australian example of community education programs that promote greater understanding of sustainability and managing land in peri-urban environments are delivered through The Forever Project which help city people to better understand and manage their country.

The Forever Project is driven by Chris Ferreira, one of WA's leading sustainability celebrities and educators. He has regular roles on electronic media and over 130,000 people have been to his talks and performances through The Forever Project environmental education programmes - Great Gardens, Heavenly Hectares, Food Theatre and The Hami Hill Sustainable Home. In 2018 he launched, his first book 'A Place in the Country' that focuses on how the next generation of landholders can create beautiful, productive and sustainable farm scapes.

<https://theforeverproject.com.au/>

## 1.18 The Rural Room sharing stories of life on the land

Social media and the internet are effective tools for creating and sharing stories about primary industries and there are a range of Western Australian driven initiatives now using these mediums.



The Rural Room is an example of an online creative hub developing and sharing stories of life on the land and in rural communities. Founded by Bec Bignell who has worked in film and media, the aim is to promote real stories of rural people, told from the rural perspective. Raised on a farm in WA, Bec is a champion for regional Australia. She also established and manages a national network of creative talent who are based all over regional Australia, the Rural Room Media Stringers.

<https://www.ruralroom.com/rr-projects/>

## 1.19 Rabobank takes teachers to the farm to build understanding

Rabobank in WA has lead both teacher and student learning opportunities on farms.



The Teacher Farm Experience Program (TeacherFX) aims to increase the knowledge and confidence of STEM, digital technology and agriculture educators to allow them to incorporate food and fibre production into their teaching programs. This opportunity is provided to teachers free of charge by the Rabobank Client Council and supported by CQUniversity. Great Southern farmers hosted 24 teachers at the September 2019 event to champion WA agriculture. At the two day teachers receive resources aligned to the applicable curriculum to use in STEM, food and fibre, and digital technology teaching programs. They learn first-hand about the latest technology used to produce food and fibre on farms in the various regions across Australia.

<http://teacherfx.com.au/>

<https://www.rabobank.com.au/media-releases/2018/180430-wa-teachers-to-head-on-farm-with-innovative-new-program/>

## 1.20 Careers in Grain promotes opportunities to learn and work in the grains industry



The Careers in Grain initiative is working to increase the number of talented people seeking and finding employment in the grains industry in Western Australia. Careers in Grain aims to attract people to career opportunities, upskill people who are both entering and working in the industry and employ more high calibre people in the grains industry in WA.

The Careers in Grain website provides a central hub with information about career pathways, highlighting the necessary skills needed to be job-ready in each of the sectors of the industry, and presents the wealth of career opportunities available. Careers in Grain maintains a presence at field days and careers expos to encourage people to consider employment in the grain industry.

Careers in Grain is an initiative of the Australian Grain Institute (AGI) Capacity Building Project. The AGI Capacity Building Project was established by the AGI Council, which is one of seven councils within the Grain Industry Association of Western Australia (GIWA). GIWA hosts the Careers in Grain initiative. Original funding was provided by DPIRD, CBH, GRDC, UWA, Muresk, Curtin, Murdoch, Rabo, Emerald, Summit Fertilizers.

<http://careersingrain.org.au/>



## 1.21 PRIMED Agricultural Education in schools project

In 2019 the WA Government launched the PRIMED agricultural education project to showcase the diversity of careers across agriculture, fisheries, fibre, forestry and food sectors to WA secondary school students and educators.

The Government committed \$5 million over five years in PRIMED, and is looking to partner with industry to take the project forward.

PRIMED is a collaborative initiative between the departments of Primary Industries and Regional Development; Training and Workforce Development; and Education.

The program for students in Years 7-12 will bring primary industries content into classrooms to expose students to the career opportunities and training paths available in primary industries.

**CONTACT:** *Alysia Kepert* Principal Consultant Agricultural Education, Department of Education

[Alysia.Kepert@education.wa.edu.au](mailto:Alysia.Kepert@education.wa.edu.au)

<https://www.mediastatements.wa.gov.au/Pages/McGowan/2019/05/Education-initiative-to-raise-primary-industries-profile.aspx>

## 1.22 DPIRD primary education online resources

The Department of Primary Industries and Regional Development website hosts links to a range of primary education resources about food and fibre that have been compiled for teaching students from years 3-6.

<https://www.agric.wa.gov.au/climate-land-water/primary-education-resources>

DPIRD has featured the Western Australian Sheep Industry in a promotional video produced in 2017 with 55k views. The WA sheep industry is recognised around the world as a producer of safe, high quality sheep meat, lamb and wool. This video shows the farm production system and the supply chain that supports these products, all grown in one of the most pest-free, disease free agricultural production areas in the world.

<https://www.youtube.com/watch?v=Fi4FvVqMnBk>



<https://www.youtube.com/watch?v=Fi4FvVqMnBk>

## 2. Australian Trust Building Initiatives

### 2.1 National Farmers Federation Building Trust Project

NFF has initiated a range of trust building initiatives and conducted research on community perceptions of agriculture.

During the National Farmers Federation's 2030 Roadmap strategy development a clear and consistent message emerged that the industry must continue to build and maintain community and customer trust in Australia's primary industries. This led to formation of an Action to:

*Grow or establish industry initiatives to improve two-way communication with the community, including a strategy to educate the public about agricultural practices and advise industry where practice change is needed.*

The key impacts linked to this action are the development of a shared respect and understanding, community and customers that *are more informed about Australian farming practices* and the continued development of the industry into one that *understands and responds to community expectations*.

In August 2018 NFF formed its Building Trust Steering Committee, chaired by Deanna Lush, to consider the following questions:

1. What is the best model to explore the development of an independent and institutionalised trust mechanism for Australian agriculture?
2. How to ensure that this mechanism can support, leverage and/ or incorporate the activities of other trust work (both pre-existing and in development)?

After considering a range of options, the committee agreed that the Building Trust project should be progressed using a single-issue, cross commodity model. (An example of this approach is the *Coalition for Responsible Gene Editing in Agriculture* formed by the Centre for Food Integrity in the US <http://geneediting.foodintegrity.org/>). The issue selected to trial the model is chemical use in agriculture.

CONTACT: *Heidi Reid* NFF General Manager, Projects [hereid@nff.org.au](mailto:hereid@nff.org.au)

### NFF Telling Our Stories Initiative launched July 2019

#### Media Release: Big names join forces to better connect farmers with consumers

Leading Australian voices have come together to better connect farmers with consumers through the Telling Our Story Initiative. In leading the project, NFF President, Fiona Simson is joined by business people Richard Goyder, Alison Watkins and Robbie Sefton. The National Farmers' Federation has also welcomed Meat & Livestock Australia (MLA) as a founding partner.

Ms Simson said Australians continued to support farmers through tough times such as drought and floods and increasingly wanted to learn more about modern agriculture.

"The community is interested in the story behind their beef, lamb, pork, chicken, eggs, milk, wool, cotton and more, and farmers take very seriously their responsibility to grow food and fibre in a sustainable, ethical and safe manner that meets contemporary community expectations."

"As the peak body leading Australian agriculture it is the NFF's role to better explain why and how farmers grow what we do in our pursuit to assist to sustain Australia and the world. With the support of partners such as MLA, we are committed to doing just this, by sharing modern Australian agriculture's story."

MLA Managing Director Jason Strong agreed. "Australian farmers are amongst the most progressive in the world, and it's vital we continue to share our story with consumers in Australia and globally."

"The Australian red meat industry has a goal to be carbon neutral by 2030 and this is part of a broader body of work that is designed to ensure Australia continues to lead the world in sustainable red meat production and be recognised for doing so."

Businesses and others with a passion for agriculture's future are invited to join with NFF, MLA and the high profile advisory committee members on this important initiative.

"We need a team approach to better connecting farmers and what they do, with their fellow Australians," Ms Simson said.

**CONTACT:** *Laureta Wallace* [llwallace@nff.org.au](mailto:llwallace@nff.org.au)

*Note: The Food Alliance WA DPIRD Trust in Primary Production project has worked with NFF during 2019 to identify how the WA Trust in Primary Production project can articulate into the NFF's national narrative. NFF project manager Heidi Reid participates by invitation in the WA Trust in Primary Production Working Group meetings and group members met with Tony Mahar, CEO National Farmers Federation, in June to outline that the WA project is keen to partner with, and support, the NFF Telling Our Stories initiative.*

## NFF Telling Our Stories video launched October 2019

NFF determined Phase 1 of their initiative was to build a campaign (launched at Parliament House, Canberra on 14 October 2019) to enhance understanding and awareness in the community of what farmers do and why they do it. The aim of the campaign is to galvanise the trust and support the community has for agriculture. NFF sought financial support from industry and Meat and Livestock Australia is a founding partner, with NFF continuing to talk to all parts of the supply chain to seek further support.

[https://farmers.org.au/news/we-are-australian-farmers/?utm\\_source=ActiveCampaign&utm\\_medium=email&utm\\_content=Trending+on+AF%3A+We+Are+Australian+Farmers%3B+NFF+reports+on+%24100b+vision%3B+a+new+plan+for+drought&utm\\_campaign=Weekly+Wrap+%23145](https://farmers.org.au/news/we-are-australian-farmers/?utm_source=ActiveCampaign&utm_medium=email&utm_content=Trending+on+AF%3A+We+Are+Australian+Farmers%3B+NFF+reports+on+%24100b+vision%3B+a+new+plan+for+drought&utm_campaign=Weekly+Wrap+%23145)

NFF commissioned JWS Research to carry out quantitative and qualitative research on community perceptions of agriculture that will underpin the messaging, the communications channels and provide benchmarking to measure outcomes of the initiative.

The 2019 JWS Research found two thirds of the people surveyed had a positive view of farming, while only 4% had a negative perception and 28% were neutral or 6% were undecided. A third of the people surveyed had a connection with agriculture but while most claimed to know something about agriculture, 58% proclaimed to know only a little. Generally the people surveyed felt farmers shared their values around family, overall happiness and freedom.

NFF used the results of this research and focussed on shared values to develop a 'heroes' short video that premiered at the NFF Gala Dinner at Parliament House on October 14. The video will be used on social media to communicate that the industry is going about its business with shared values around appreciation of sustainability, animal welfare, water use etc. The NFF attempted to represent most sectors of agriculture in the content and there are links to information to find out more. There aren't sufficient funds for advertising.

NFF says the minimum lifespan of this program is 5 years and it will be multifaceted beyond marketing and PR. It will expand to focus on partnerships with industry. NFF wants to have substance behind the messaging with resources 'telling our story' around animal welfare, technology, and how we work.

## NFF Instagram

NFF has established an Australian Farmers Instagram presence to provide a 'glimpse of Aussie farming and the issues that matter to people on the land.

[www.instagram.com/australianfarmers/](http://www.instagram.com/australianfarmers/)

## NFF Farm Facts publication

Food, Fibre & Forestry Facts is published annually by the NFF as a compendium of useful and authoritative facts and figures about Australian agriculture, based on fully attributed data from independent sources.

It is designed as a fast reference to national and state-by-state facts about Australia's farm sector, including specific data on Australia's leading agricultural commodities, covering: Beef, Cotton, Dairy, Dried Fruits, Forestry, Grains, Rice, Sheep Meat, Sugar and Wool.

## National Agriculture Day 2019

NFF initiated national promotion of agriculture held on 21 November 2019. Since its inception, AgDay has grown to become a broad coalition of industry groups, corporate Australia and government - led by the National Farmers' Federation. [www.agday.org.au](http://www.agday.org.au)

## 2.2 Joint-RDC project – the ‘Australian Agriculture Community Trust Program’

A joint-Research and Development Corporations project is supporting a nationally coordinated program of work to address community trust issues.

The Australian Agriculture Community Trust Program is a jointly funded initiative of ten RDCs, being led by AgriFutures Australia. It will deliver industry with improved understanding across the breadth of community trust issues with a focus on identifying the drivers of community perceptions of agriculture. This will inform the development and implementation of practical actions to build, rebuild and maintain the community’s trust in Australian agriculture.

The project will provide critical information and best practice strategies for the benefit of industry, governments and RDCs.

- **Drivers:** Understand the underlying values driving community attitudes.
- **Intervention:** Identify best practice interventions that allow trust to be maintained, built and rebuilt.
- **Translation:** Translate the research into practical, industry-lead strategies.
- **Engagement:** Engage with industry to build a framework comprising practical, informed (quantitative and qualitative), credible pathways for action.

Program deliverables currently being settled through contract processes:

- **Community research** (quantitative and qualitative) to understand the underlying values driving community attitudes.
- **Translation, stakeholder and management services** – includes overarching project management as well as translation, communication and extension activities for the project. The role of this work is to engage with industry early on in the project and to interact with key stakeholders to develop and communicate the resulting community trust strategies.

### Community Trust Analysis

VoconIQ Pty Ltd (a CSIRO company) will deliver social insights for the Australian agriculture sector, including:

1. A stakeholder engagement process to determine the industry’s key social license issues.
2. An annual quantitative benchmark survey of community sentiment, including issues identified in the stakeholder engagement process.
3. Pathways and models for improving community trust and acceptance over time.
4. A report outlining the social insights and trust building strategies.
5. Supporting communication material to facilitate interpretation of the data insights and research outcomes.

### Project Management, Communications, Translation and Extension Role

1. Support NFF and industry stakeholders throughout the project – specifically in disseminating messages and communications tools to members and other stakeholders.
2. Ensure consistency of messages amongst wider industry via provision of communications tools and assets.
3. Identify and engage with key stakeholders to seed the project, garner support and build understanding.
4. Create collateral and tools to communicate the Program to the wider agriculture industry.
5. Distil research findings into practical collateral that forms insightful inputs for industry.

**CONTACT:** *Jennifer Medway*, Senior Manager Business Development AgriFutures

*jennifer.medway@agrifutures.com.au*



## 2.3 Federal Government commits \$10m to showcase agriculture

The Federal Government made a \$10m election commitment in 2019 to a range of initiatives to promote primary industries to children and the broader community.

The Morrison Government has a plan to showcase agriculture and bring the city and country closer together to ensure the next generation is better educated about where their food and fibre come from.

The re-elected Morrison Government promised to invest \$10 million in two new programs to **bring our kids and our farms together** by funding primary and secondary school student visits to farms and establishing up to 80 mobile 'mini farms' in urban based schools through the iFarm program.

The Government quoted studies that found that 75 per cent of primary and secondary school students think that cotton socks are made from animal products, 45 per cent don't think that bread, bananas and cheese come from farmed product and 40 per cent believe that farming damages the environment.

The Government is committed to changing attitudes to farming and addressing the gap in kids' understanding of where our food and fibre come from.

Over three years \$5 million is earmarked to fund primary and secondary school student visits to farms and other primary production worksites. The funding will be used for state farming bodies to sponsor government, Catholic and independent primary and secondary school visits to teach kids about agricultural production, sustainability practices and farm land stewardship.

City kids will have a hands-on, practical farm experience with the intention of gaining a better understanding of where and how their food and fibre are produced as well as the role and importance of agriculture to Australia's way of life, regional communities and the economy.

\$5 million will also be provided to the iFarm initiative for up to 80 city schools to establish 'mini farms': a mobile, living 'mini farm' that is fully integrated and computerised as an educational platform to teach students about the use of water, land and energy in food production.

Where they have little room to establish a permanent garden, iFarm is ideal for schools on small footprints, particularly in inner city locations – demonstrating how food is grown through water management, solar energy, soil quality, fertilisers, recycling and waste management. iFarms replicate large farming practices into a small scale unit.

### Promoting the role of farming at agricultural shows

The Morrison Government is providing \$720,000 to Agricultural Shows Australia (ASA) to utilise and mobilise the agricultural show network to enhance the skills of young people in agriculture and promote the value and role of farmers. This funding will support the Young Judges and Paraders Program and the Young Farmers Challenge. ASA will also use this funding to boost education around sustainable agri-food production for schools, shows and community events. It will see ASA work with organisations like the Primary Industries Education Foundation Australia to deliver better educational material and resources.

### Encouraging more Australians to study agriculture

The Morrison Government is also providing \$220,000 to Primary Industry Education Foundation Australia (PIEFA) to fund a new major study of students' and teachers' perceptions about food and fibre production, as well as their views on the careers that are available in the agricultural sector.

The outcomes will inform future education and communication initiatives to improve young Australians' connection with agriculture and food and fibre production, and encourage young people to study agriculture.

The funding also allows PIEFA to deliver annual one-day workshops on food and fibre education for Australian school students in each state and territory. The Government wants to get more kids excited about the job opportunities and long-term rewarding careers that agriculture offers.

<https://www.liberal.org.au/our-plan-showcase-agriculture-our-heritage-our-future>

## 2.4 Primezone and the Primary Industries Education Foundation Australia



An initiative of the Primary Industries Education Foundation Australia, Primezone provides teachers with a single-point access to a range of primary education resources to incorporate agriculture into classrooms.

Primezone provides teachers, parents and students with an Australian Curriculum driven range of high quality vetted primary industries education resources from Foundation to Year 12. The impact of the program at a Primezone Partner School Manning Primary WA can be viewed on <https://youtu.be/rcBXqD-QaY8>



<https://youtu.be/rcBXqD-QaY8>

The Primezone website [www.primezone.edu.au](http://www.primezone.edu.au) is an initiative of the Primary Industries Education Foundation Australia (PIEFA) which is a tripartite not-for-profit company limited by guarantee, formed through the collaboration of the Australian Government, primary industries organisations and the education sector. It has government, industry and education membership. PIEFA's vision is for an Australian community that understands and values its primary industries. The Foundation's objectives are to:

- Provide national leadership and coordination of initiatives to encourage primary industries education in schools through a partnership between industry, government and educators.
- Commission, coordinate, facilitate and manage national projects to encourage primary industries education in schools.
- Provide a source of credible, objective and educational resources for schools to maintain and improve community confidence in Australia's primary industries.
- Communicate primary industries research and development outcomes in a format accessible for schools and encourage interest from schools in primary industries related careers.

CONTACT: **Ben Stockwin**, PIEFA Chief Executive Officer [ceo@piefa.edu.au](mailto:ceo@piefa.edu.au) <https://www.piefa.edu.au/>

## 2.5 NSW makes agriculture mandatory in the school curriculum

An initiative in NSW is creating a new agricultural curriculum so students learn about food and farming.

THE LAND 15 Nov 2018

Source: <https://www.theland.com.au/story/5756905/ag-classes-compulsory/>

### Students to learn about food and farming in new ag curriculum –

Recommendations from a review into agricultural education and training in NSW completed in 2013 is bearing fruit, with the roll-out of new mandatory agriculture components in the school curriculum.

The Pratley Review was conducted by Jim Pratley, the Foundation Dean of the Faculty of Science and Agriculture at Charles Sturt University, Wagga Wagga. NSW Education Standards Authority inspector for technology education, Mark Tyler, said recommendations from this review played a crucial role in the introduction of these new courses.

The changes to the curriculum include mandatory components for primary through to high school students, and depending on the school's resources, allow a choice between agriculture or food technology. Among the skills that would be mandatory, and also will start from kindergarten, were raising seedlings and maintaining a garden area, while later in primary, students will learn about agriculture as a managed environment. Mr Tyler said the idea was that by the time students were selecting their elective topics in high school, they would have developed the confidence to pursue agriculture.

This new syllabus has been developed during the past two to three years and included consultation with the students, teachers and community and the introduction of professional development resources for teachers. For the past 12 months, teachers across NSW have undergone professional development under what's called a 'year of familiarisation' to familiarise themselves with agriculture and prepare their resources.

Teacher support also included resources provided by the Royal Agricultural Society of NSW through the AgVision program, and those developed by the Department of Education, Catholic Education and Independent Schools.

## 2.6 Australian organic industry promotes learning opportunities for children

**The Australian Organic industry has created a schools website to promote organic farming methods.**

This website has been designed to educate children and adults about the benefits of growing and eating organic food. The site is hosted by Australian Organic (formerly Biological Farmers of Australia) which is the largest organic industry body in Australia. The not-for-profit organisation represents the interests of more than 3,000 organic farmers, producers, operators, processors and traders and promotes the benefits of organic farming and products to consumers.

Australian Organic's mission is to raise awareness of products featuring the Australian Certified Organic logo. Australian Organic is committed to educating our next generation of food producers and consumers so they can have a positive impact on food and farming enterprises and the environment.

The schools website provides information about organic gardening, the organic industry, the benefits of eating organic food, information about organic farming and how food gets from the farm to consumers.

### Australian Organic Awareness Month

Australian Organic Awareness Month is Australia's largest educational campaign celebrating certified organic products, and in particular products wearing the Australian Certified Organic Bud logo. Every September, Australian Organic Awareness Month celebrates certified organic products across all industries including food, beverages, skincare, cosmetics, textiles, cleaning products, garden products and pet food.

The initiative is about raising awareness and educating consumers about the important values associated with certified products: non GM, free to range, biodiversity friendly, sustainably fished, socially responsible, pasture fed, and grown free from synthetic pesticides, herbicides, antibiotics and with no added hormones.

<https://www.organicschools.com.au/>

## 2.7 Rabobank national education initiatives in agricultural education

**Providing first-hand experience of farming is the focus of Rabobank's FX Program for teenagers.**

The Rabobank Farm Experience (FX) program gives urban teenagers the chance to spend a week on a farm, living with a farming family and learning about life on the land and food production. The program is a direct outcome of work conducted with the bank's clients to explore ways to positively contribute to the future development of rural communities.

Now in its third year, FX aims to give high school students a more accurate idea of what farming and its associated services are like and to change attitudes and address some of the myths about agriculture.

Around 60 kids a year, aged between 16 and 18, are hosted through the FX Program. They're encouraged to keep a blog and use social media throughout their stay, and give a presentation in school assembly afterwards.

Farm Experience is already seeing results. Even though the original aim was exposure not conversion, there have been enrolments in agricultural colleges following the program. Some students have also gone back to their host farm for an apprenticeship or a further visit to see what happens on the farm in different seasons, and in some case, taken their family to visit the farm with them.

### Teacher FX expands teachers' awareness of agricultural opportunities for students

Rabobank is also educating teachers about the wide range of opportunities in agriculture. Many teachers hold the misconception that only limited roles are available when in reality 51 per cent of food and agricultural jobs are city-based and only 5–10 per cent involve actually working on a farm.

The Teacher Farm Experience Program (TeacherFX) aims to increase the knowledge and confidence of STEM, digital technology and agriculture educators to allow them to incorporate food and fibre production into their teaching programs. This annual opportunity is provided to teachers free of charge by the Rabobank Client Council and supported by CQUniversity.

<http://teacherfx.com.au/>

## 2.8 Dairy industry uses multiple platforms to tell its story to consumers and children

Dairy Australia has created excellent video and online content and educational resources to address community concerns about the dairy industry and build trust in the Australian dairy industry.

### Legendairy YouTube channel

Dairy Australia has created its own YouTube channel called Legendairy to promote online video content that showcases the people involved in dairy farming and milk production across Australia. The advertisements used in the national Legendairy television ad campaign can be viewed on the channel, as well as videos promoting the health and nutrition aspects of including dairy products in the diet.

The Legendairy YouTube channel can be viewed at: <https://www.youtube.com/user/LegendairyAU>



<https://www.youtube.com/user/LegendairyAU>

### Consumer facing educational web content

Dairy Australia has directly addressed community concerns about dairy farming practices in its Dairy Matters web content <https://www.dairy.com.au/> and provides good examples of how to craft language and messaging for the public around animal welfare and sustainability:

*We all want to know about our food and where it comes from. That's why we're talking Dairy Matters, to help you learn more about the Australian dairy industry. We're committed to providing you with information that is reliable and easy to understand, from experts you can trust. Because what matters to you, matters to us too.*

The Dairy Matters initiative was led by the What matters to me national dairy industry advertisement which provides an excellent example of how factual messaging around the importance of our primary industries can have positive impact on community perceptions of an industry. View the ad at: [https://youtu.be/jk\\_FGjF4SQw](https://youtu.be/jk_FGjF4SQw)



[https://youtu.be/jk\\_FGjF4SQw](https://youtu.be/jk_FGjF4SQw)

The What matters to me advertisement encourages people to visit the Dairy Australia web site to learn more about the industry. The content addressing animal welfare addresses the importance of community acceptance of the way the industry farms and outlines the industry's strategy to address community concerns to demonstrate it is listening and acting on those concerns.

The dairy industry also recognises the importance of community acceptance of the way the industry farms to continue operating. The 2030 goal we have set for ourselves around animal welfare is as follows:

*Provide best care for all animals for whole of life*

Below are some examples of how the industry is working towards ensuring the highest quality animal care practices:

**Health** — Investing in research and development programs that address the prevention, identification and treatment of diseases and illnesses, as well as management of sick or injured cows.

**Welfare** — Ensuring there are effective processes and projects in place to identify, prioritise and respond to animal welfare issues at an industry-wide level.

**Practices** — Providing farmers with high quality information to allow them to understand and adopt recommended animal management practices and to speak confidently about these practices (e.g. Cool Cows program).

**Quality** — Encouraging dairy farmers to take part in farm milk quality programs that also promote good animal welfare outcomes (e.g. Countdown 2020, Milk Quality Awards).

**Standards** — Building trust and confidence in the dairy industry's animal practices and welfare outcomes among government, investors, the community and consumers by demonstrating compliance with all relevant *Animal Welfare Standards and Guidelines*.

Dairy Australia has addressed community concerns in its You ask, we answer web page – for example:

<https://www.dairy.com.au/dairy-matters/you-ask-we-answer/do-cows-grieve-for-their-calf-once-it-is-removed>  
<https://www.dairy.com.au/dairy-matters/you-ask-we-answer/why-do-some-farmers-euthanise-healthy-male-calves>  
<https://www.dairy.com.au/dairy-matters/you-ask-we-answer/how-do-calves-cope-with-separation>





## Walking the talk, demonstrating commitment to change – the Australian Dairy Sustainability Framework

The Australian Dairy Industry Sustainability Framework is designed to help the industry deliver on its promise to create rewarding livelihoods for its people, nourish consumers with nutritious food, provide best-care for all its animals and leave the environment in better shape for the future.



**Australian Dairy Sustainability Framework**

Keeping Australian dairy in business for the long term is the fundamental principle of the Australian Dairy Sustainability Framework. It sets measurable goals for economic prosperity, nutrition, animal welfare and natural resource management. It reflects the dairy industry value chain from farm inputs such as feed, through farm production, manufacturing, retail and packaging, export and consumption.

The Framework was launched in 2012 following extensive consultation with dairy farmers and manufacturers as well as stakeholders including government, retailers, customers, NGOs and interest groups. New targets have been set for 2030 with progress reported annually: see an example of a report card below, and the Australian Dairy Industry Sustainability Report 2018 is available at: <https://www.sustainableairyoz.com.au/-/media/landingpagebuilder/sustainairyoz/pdfs/2018-dairy-sustainability-report.pdf?la=en&hash=88707203143900094235B4CF7FEE8A5F798C7DA5>

<div>7</div> <b>Provide best care for all animals</b>							
2020 Targets	Baseline	2014	2015	2016	2018	2020 Target	Progress
<b>7.1 All of industry complying with legislated animal welfare standards</b>						100%	
Awareness of new Animal Welfare Standards	56%	56%		47%	No data	100%	
<b>7.2 All of industry adopting relevant recommended industry practices for animal care</b>						100%	
Reduce use of routine calving induction	80%	80%	88%	90%	95% <sup>1</sup>		●
Don't dock tails	80%	85%		91%	No data		
Disbud prior to 2 months of age	57%	63%		63%	No data <sup>2</sup>		
Have a lameness strategy	87%	95%		95%	No data		
Where relevant, have cooling facilities	94%	98%		92%	No data		
Bobby calves fed within 6 hours prior to transport	97%	97%		96%	No data		
<b>7.3 25% increase in the number of consumers who believe dairy farmers do a good job caring for animals</b>	60%	62%	59%	58%	72% <sup>3</sup>	75%	●

1 In 2018 survey of veterinarians, approximately 5% of dairy farms were using routine induction on less than 10% of animals in a herd — down from 10% of dairy farms in 2016

2 Policy has changed to 'Disbud with pain relief before 8 weeks'

3 Dairy Trust Tracker 2018

Progress towards 2020 Target against baseline ●  
Result maintained or marginal change ●  
Regression ●

- According to the Dairy Trust Tracker 2018, 72% of consumers believe dairy farmers do a good job caring for animals (a rise of 14% since 2016).

Development was guided by a set of agreed principles to help identify and prioritise issues, guide ongoing action and decision-making to include ethical behaviour, transparency and accountability, appreciation of stakeholder interests, competitive neutrality, collective action to deliver mutual benefit. The Framework seeks to consider all issues along the value chain that have the potential to affect the sustainability of the dairy industry. Inputs through the value chain include on farm and manufacturing sectors.

The development of the Framework was informed by international guidelines and standards, including the *United Nations Global Compact* and the *Global Reporting Initiative* (GRI) G4.

A set of agreed principles was developed to help identify and prioritise issues and guide ongoing action and decision-making.

These principles include an appreciation of stakeholder interests which ensures that stakeholders from across the dairy value chain are engaged directly in the ongoing development of the Framework.

The approach has also been influenced by the United Nations Sustainable Development Goals (SDGs). The SDGs outline 169 targets across areas including poverty reduction, food security and energy and will directly influence national policy settings.

Principles	
	Ethical behaviour
	Transparency and accountability
	Appreciation of stakeholder interest
	Competitive neutrality 'not providing competitive advantage'
	Collective action that delivers mutual benefit
	Inclusivity

## Dairy Australia Discover Dairy educational resources for schools

**In March 2019 Dairy Australia launched new curriculum resources for teachers to help kids learn about the Australian dairy industry.**

Dairy Australia's online primary school education program, Discover Dairy, is packed with new and updated curriculum-linked resources to help teachers deliver the Food and Fibre and Health and Nutrition curriculum. Discover Dairy has been educating students about the importance of the Australian dairy industry since 2007.

Developed in consultation with teachers, the online hub offers a range of resources including units of inquiry, activity ideas, videos, worksheets and interactives, designed to bring the dairy industry to life in the classroom.

Dairy Australia's Schools Communications Manager, Emma Rundle said the new Discover Dairy resource hub is an easy tool for teachers to get students excited about key parts of the curriculum.

"The Australian National Curriculum guidelines are always evolving, and so too is our Discover Dairy primary school education program," Ms Rundle said.

"Teaching students about agriculture, Food and Fibre and Health and Nutrition are core components of the curriculum so it's important we help equip teachers to deliver these streams in the modern classroom."

"Alarming, children are increasingly disconnected from agriculture and lack an understanding of where their food comes from and the important role that our farmers have in providing nutritious, high quality food in Australia and abroad.

The Discover Dairy resources highlight the farm to plate process, and how the consumption of dairy foods, as part of a balanced diet, can build and maintain strong, healthy bones during childhood and throughout life. The resources have the flexibility to be adapted to suit teachers' needs and are easily downloaded from the online hub for immediate use.

Kimberlin Education, a specialist education consultancy, supported the development of the resources. Kimberlin Education's Company and Education Director, Naomi Lindermeier said Discover Dairy's resource hub allowed teachers to effortlessly search for and save lesson plans that would best suit the year-level of their class, as well as the particular subject they are teaching.

"While putting together the one-stop-shop resource hub, our research revealed 87% of teachers said they would like to teach an inquiry led unit to their students based on farm to plate concepts."

"Teachers can select different types of teaching resources such as PDF's, animations and video, depending on how it best fits with the lesson they are planning," Ms Lindermeier said.

Discover Dairy online hub: [www.dairy.edu.au](http://www.dairy.edu.au).

## Dairy television advertising links farmers and families

**'Because we're family': Dairy Farmers launches milk campaign celebrating farmers – May 2019**

Lion Dairy and Drinks released a new campaign in 2019 for the Dairy Farmers brand, coinciding with the launch of the new Dairy Farmers Heritage Milk range and a new label for its white milk. The new campaign highlights the family heritage of the brand with the tagline 'because we're family'.

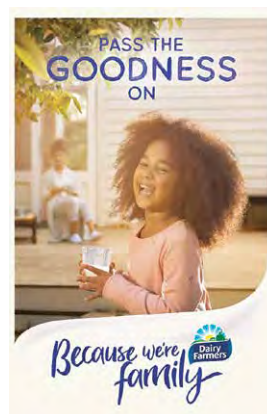
The new campaign consists of radio spots, digital, out of home and retail. The 30 second radio spot features a dairy farmer talking about how he has taken over the family business from his father.

Lion Dairy & Drinks marketing and innovation director, Darryn Wallace, said in a statement: "The Dairy Farmers brand is synonymous with Australia and is loved by Aussie families and that is why we are so excited to be launching our new 'Because we're family' campaign."

"Many of the dairy farming families who supply the brand today have been there since the beginning – we are proud of our rich Australian history and the special connection we share with so many families."

AJF executive creative director and partner, Adam Francis, stated: "For more than 120 years Dairy Farmers has been making delicious, wholesome dairy products – from one generation to the next. It's wonderful to get the opportunity to work with a brand with such a rich history of hard work, family, and a strong connection to the land."

<https://mumbrella.com.au/because-were-family-dairy-farmers-launches-new-campaign-579891>



## 2.9 MLA works to build community trust in the red meat industry

**Meat and Livestock Australia invests in a range of strategies to improve community perceptions of the red meat industry in Australia.**

As the industry's research and development and marketing services provider, Meat and Livestock Australia (MLA) works to enhance community perceptions of the red meat sector through the following activities:

- Research and development to support industry's animal welfare and environment policy and practices.
- Promoting the adoption of animal welfare initiatives and good practice.
- Supporting industry's ongoing evaluation and reporting.
- Proactive community engagement.

Examples of community engagement activities include MLA's schools program, producer advocacy, community events, Paddock to Plate 'virtual reality' experience and online resources, such as Good Meat.

In the health space, MLA undertakes nutrition research that highlights the benefits of red meat in a healthy diet and supports the retention of beef, lamb and goat meat within the Australian Dietary Guidelines. MLA also develops nutrition communication resources to help GPs, nutritionists and other influencers.

MLA continues to track and monitor community sentiment and refine community engagement activities as required. MLA also shares information about industry practices with organisations such as the World Wildlife Fund, RSPCA, major customers and investors.

MLA data has shown that transport of sheep – both live export and road transport – is a concern for a small but growing number of consumers. The groups most concerned are women and younger Australians, though more recently, older Australians (typically very heavy consumers of lamb) have also registered their concerns.

MLA believes community trust issues can't be addressed with a mass advertising campaign. Actions speak louder than words and industry must implement policies and practices that deliver on the values and expectations of the community. If there's a gap between community expectations and practice, industry needs to work with stakeholders to address this. In some cases this might require practice change. In all cases it requires a commitment by industry to be transparent. Trust for the live export trade will only grow through genuine and transparent welfare performance.



Any claims made on packaging or in advertising need to be backed up by practice – on every single farm, every truck, every processing facility and every ship, every time.

MLA views the consumer as the most important link in the supply chain and industry needs to understand what they want, need and value and respond to this to ensure the long-term prosperity of the industry.

<https://www.mla.com.au/news-and-events/industry-news/building-consumer-trust/>

## MLA educational resources for schools

The red meat and livestock industry has developed a range of Australian curriculum-aligned education materials for senior and primary school teachers which cover the sustainability of red meat production. The resources are housed on the Good Meat website [goodmeat.com.au/education](http://goodmeat.com.au/education) which has easy to share, downloadable content catering to kindergarten through to year 10. It gives students the opportunity to learn about how producers care for their animals and the environment, how they use technology and how they tackle the major challenges of feeding a growing population.

- Australian -  
**Good Meat**

Some of the most valuable for primary years are the *Primary School Virtual Excursions, Lessons and Activity Sheets* as well as an *Interactive Board Game*. For high school, the *Study Guides* are popular. The study guides include topics such as animal health, water, biodiversity, science and sustainability, greener farming and food for the future. The lessons and activity sheets include cross-curricular lesson ideas and accompanying activity sheets written for students in middle years on the topic of cattle and sheep production in Australia.

Digital lessons and virtual excursions are also available. They are free, interactive, and curriculum-linked to allow students to engage with beef and lamb farmers live on video stream, see and hear what they do on their farms while taking part in educational activities, quizzes and even interacting with other schools.

<https://www.goodmeat.com.au/education-resources/#>

## MLA national beef and lamb advertising campaigns

Marketing activities undertaken on behalf of the Australian red meat industry are focused on the consumer - the primary source of demand. These activities also focus on areas of demand generation, where it is unfeasible for individual enterprises to take the initiative, either through lack of commercial incentive or insufficient resources.

Meat and Livestock Australia runs highly visible national television advertising campaigns to promote both beef and lamb throughout the year, with the lamb campaigns focussed around Australia Day January 26 establishing themselves as humorous and much anticipated ads.

MLA's three major consumer marketing campaigns are: *Australian Beef the Greatest*, *Share the Lamb*, and its *Nutrition Campaigns*.

<https://www.mla.com.au/marketing-beef-and-lamb/domestic-marketing/lamb-campaigns/>

<https://www.mla.com.au/marketing-beef-and-lamb/domestic-marketing/beef-campaigns/>

## MLA consumer website

MLA's consumer website [www.BeefandLamb.com.au](http://www.BeefandLamb.com.au) provides information on Australian beef, veal, lamb and goat meat including tips and techniques, nutrition, production and recipes. The website also acts as a home for MLA's marketing campaigns and flagship consumer magazine *Entice*.

## 2.10 Livestock exporters present the facts on the live export industry

The Australian livestock export trade produced a series of YouTube videos in 2010 to demonstrate its commitment to animal welfare and present the facts about the importance of animal welfare on farms, livestock vessels and in overseas destinations. View videos at:

<https://www.youtube.com/watch?v=eQRZeIOQvaw>

<https://www.youtube.com/watch?v=Y-1c1vcrvHg>



<https://www.youtube.com/watch?v=eQRZeIOQvaw>



<https://www.youtube.com/watch?v=Y-1c1vcrvHg>



## 2.11 Pork industry explains animal husbandry and housing

Australian Pork has a dedicated community-facing web site to improve transparency around its practices.

This web site explains each stage of pork production from mating to the abattoir in clear, factual language supported by photos of best practice piggeries and animal handling. The site explains the different methods of pig farming and addresses common community concerns around antibiotics, animal welfare and handling, housing and transport.

The content is supported by an excellent video explaining the involvement of all family members in a pig farming operation and features the involvement of women in the industry. The video is at <https://youtu.be/E8WvKxY1Cug> and the community-facing web site is at <https://aussiepigfarmers.com.au/story-of-pork/>

<https://aussiepigfarmers.com.au/>

Australian Pork's industry-facing web site also contains extensive information on all aspects of the industry, an example page addressing housing can be found at <http://australianpork.com.au/industry-focus/animal-welfare/housing/>

Australian Pork published the following video in 2016 to showcase free range pig production: Maximising quality on an Australian pig farm - free range <https://www.youtube.com/watch?v=PaALFkXohDU>



<https://youtu.be/E8WvKxY1Cug>



[www.youtube.com/watch?v=PaALFkXohDU](https://www.youtube.com/watch?v=PaALFkXohDU)

### Educational video for schools

Housing pigs – current approaches is an educational video for schools produced by the Primary Industries Education Foundation Australia in 2015. This resource material aims to help teachers and students in junior secondary schools explore new and existing methods and technologies involved on Australian pig farms to house and produce pigs. Students are given an insight into ways farmers care for their animals and are designing housing systems using a variety of housing regimes, designed with environmental stewardship principles and animal welfare standards in mind.

<https://www.youtube.com/watch?v=eQRZeiOQvaw>

## 2.12 Cotton industry promotes its story to students and the community

Cotton Australia has tailored its online content to provide information about the industry to both adults and children.

Cotton Australia's web site has dedicated areas that provide information for the community on general industry facts, and separately an area tailored for educators and students which provides a range of educational materials and learning opportunities for all ages.

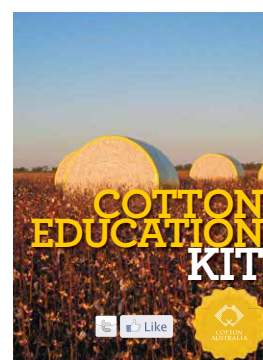
The community-facing information presents Australia's modern cotton industry as an agricultural success story with key industry statistics about the average Australian cotton farm:

- is family owned and operated.
- directly creates jobs for 6-7 people.
- is run by farmers with an average age of 39.
- grows 495 hectares of cotton, comprising 17% of the total farm area.
- supplements cotton with other crops including wheat, chickpeas and sorghum, and many Australian cotton farmers also graze sheep and cattle.
- dedicates 42% of farm area to native vegetation.

### Education Kits

Cotton Australia has two Education Kits available for students and teachers: the Cotton Education Kit (Senior Secondary) and the Cotton Sampler Education Pack. Designed for teachers and high school students, the kit is linked to resources such as video, websites, research, case studies and lessons with syllabus links.

<https://cottonaustralia.com.au/australian-cotton>



## Australian Cotton from seed to sock

Cotton Australia produced a video in 2016 that explains the story of how a pair of Australian cotton socks are made, from the field right through to the end product. Told by the industry's characters, this feature film is shot with beautiful clarity and is a must see for anyone interested in where their clothes come from.

<https://www.youtube.com/watch?v=LfJcSvV9TP0>



<https://www.youtube.com/watch?v=LfJcSvV9TP0>

## The Australian Cotton Story for high schools

Cotton Australia produced the Australian Cotton Story video in 2014 (high school version) which explores the industry's environmental responsibility credentials, continuous improvement and innovation, research and development and cotton and the consumer.

<https://www.youtube.com/watch?v=ZgqUbTY7nxo>



<https://www.youtube.com/watch?v=ZgqUbTY7nxo>

## 2.13 FRDC's Building Community Trust program for the Australian fishing industry



The Australian fishing industry has demonstrated its commitment to building and maintaining community trust for fisheries and aquaculture through the Fisheries Research and Development Corporation's investment in research and other resources for building community trust.

FRDC has identified that being trusted is core to Australia's fisheries and aquaculture's operating environment now and into the future. Building community trust is an important step towards improving the acceptability of fisheries and aquaculture to key parts of the Australian community, and addressing issues that impact the 'social license to operate' of particular fisheries and aquaculture activities. For an overview of social acceptability and social license issues in Australian fisheries and aquaculture, see the following reports:

- The Australian Seafood Industry and the Social License to Operate (2016-407). Steven Davies' report looks at fishmongering and fearmongering in the modern market to better understand what the industry is confronting through a number of case studies, and what steps it can take to be and demonstrate its responsible practices. *Watch Steven's talk about his report.*
- Let's Talk Fish (2012-301). is aimed at assisting industry to understand and inform conversations about the sustainability of wild-catch fishing. It reports on research that found a link between the level of community trust of wild catch fishing industries and levels of social acceptability.

### What builds trust?

Factors that build trust and acceptability have been identified through work by CSIRO, the Centre for Food Integrity and FRDC's RDE (see figure below). Trust is based on the level to which:

- fisheries and aquaculture activity are well regulated and managed for sustainability.
- community sentiment is recognised and responded to.
- benefits to the Australian public outweigh the costs.
- values are similar between operators, public management agencies, and the Australian community.

FRDC's Resources and guides are listed below against each trust factor.



## Demonstrating sustainable management

Fisheries and aquaculture in Australia are sustainable because of recognised best practice management and regulation to protect and maintain fish stocks, and maintain ecological wellbeing of the marine environment. Management of Australia's fisheries and aquaculture continues to adapt to ensure sustainability in response to challenges such as climate-driven change and increased competition for marine resources. This is the focus of FRDC's National Priority 1 Program. Relevant resources include:

- *Status of Australian Fish Stocks reports*, which reports on the biological sustainability status of Australia's key wild fish stocks.
- *Community perceptions* of sustainability of the fishing industry in Australia surveys track measures of the perceived trustworthiness of the fishing and aquaculture industry and its management.

## Responding to community sentiment

Listening to community concerns and interests, and undertaking to understand and respond to these concerns are the goals of community engagement that aims to build trust and acceptability. Engaging with communities is the focus of a growing amount of industry activity, and knowing how to engage so that everyone benefits is a knowledge gap FRDC's RDE is working to address. Industry initiatives such as *Seafood Industry Australia's Our Pledge (2017-242)* are demonstrations that communities' sentiments are being listened to and respected by the industry. Relevant resources and current projects include:

- FRDC's License to Engage handbook is a guide to available knowledge, including stages and tools to follow, for effective seafood industry engagement with communities.
- Identifying what determines levels of community support for fisheries and aquaculture (2017-158). This project aims to identify what factors most affect the level of community acceptance and support a commercial fishing or aquaculture activity experiences, using case studies. It also aims to determine how these factors can be measured and monitored, and help industry self-assess its current position.
- Stakeholder analysis and engagement strategy for the South East Queensland commercial fishing industry (2017-012). This project included an analysis of who are the current stakeholders for SEQ commercial wild catch fisheries, and what factors affect the SEQ commercial fishing industry's social acceptability, and how an engagement strategy should reflect this to be effective.

## Positive contribution to communities

Fisheries and aquaculture activities contribute to local, regional and national well-being in many forms. These include through economic activity but also through providing local seafood, employment, training, social capital, and recreational experience. These contributions are an important part of the interactions fisheries and aquaculture has with different parts of the Australian community. Relevant resources and current projects include:

- Understanding social and economic contributions of fisheries and aquaculture to community wellbeing. There are various projects examining commercial fisheries and aquaculture contributions at state and regional level (2013-301; 2014-301; 2015-302; 2017-092) and at national and state level (2017-210), as well as of recreational fishing to fisher wellbeing (2018-095).

### Common values

Fisheries and aquaculture are part of the broad Australian community. Recognising similar values and committing to strengthening what fisheries and aquaculture can contribute to values held in common is emerging as a way to demonstrate the place fisheries and aquaculture seek to hold in the Australian community.

- Our Pledge (2017-242) is a project being undertaken by *Seafood Industry Australia* to establish industry response to community values and expectations of industry behaviours and performance.
- Consumer values and media messages about sustainable seafood (2017-131). This project aims to identify how media influencers shape consumer values and beliefs about the sustainability of seafood.

<https://www.frdc.com.au/en/issues/building-community-trust>

## Research on community support of wild-catch fisheries and aquaculture

FRDC has funded a research paper *Determinants of Socially Supported Wild-Catch Fisheries in Aquaculture in Australia* by Karen Alexander and Kirsten Abernethy which used WA's Peel Harvey fishery as a case study.

Australia's wild-catch fisheries and aquaculture are increasingly attentive to the importance of having support from communities and stakeholders to ensure their future sustainability and prosperity. This project aimed to identify determinants of socially-supported wild-catch fisheries and aquaculture in Australia. The project investigated determining factors beyond individual values and perceptions associated with 'sustainability' and seafood production practices, to factors and processes such as those associated with culture, relationships, participation, and trust, and whether/how these determinants contribute to societal support. It also developed a self-assessment tool to enable those working in wild-catch fisheries and aquaculture activities to critically reflect on and track their progress against each determinant of societal support.

**CONTACT:** Dr Kirsten Abernethy, Sea Change Consulting [kirsten.abernethy@gmail.com](mailto:kirsten.abernethy@gmail.com)

## Related current research projects on consumer attitudes

FRDC funded research *Media Messages About Sustainable Seafood: How Do Media Influencers Affect Consumer Attitudes* by Dr Michelle Phillipov, Dr Anna Farmery, A/ Prof Fred Gale, Emily Buddle and Ehsan Dehghan. The team has completed influencer interviews and is conducting consumer focus groups.

**CONTACT:** Dr Michelle Phillipov, Department of Media University of Adelaide [michelle.phillipov@adelaide.edu.au](mailto:michelle.phillipov@adelaide.edu.au)

FRDC funded research on Social Science and the Australian Seafood Industry: Tanya King and Kate Brooks.

<https://www.frdc.com.au/Archived-Reports/FRDC%20Projects/2017-152-DLD.pdf>

**CONTACT:** [Kate@kalanalysis.com.au](mailto:Kate@kalanalysis.com.au)

## Fishing industry's consumer-facing web site Fishfiles

FRDC research shows over 90% of all Australians consume seafood at some time during a year, but many are not confident or don't understand how to handle seafood properly.

Fishfiles aims to provide access to the latest information on fish species, find advice on buying, handling, storing, cooking seafood and discover recipes, chef tips, events, fisher profiles and more. The Fishfiles website is designed to be a living document which will be added to over time.

<https://www.fishfiles.com.au/>



## 2.14 Australian grain industry education initiatives

**The Grains Research and Development Corporation provides science-based education resources for teachers on their website and has invested in a number of community trust projects.**

The GRDC has invested in the development of a suite of user-friendly grain education resources and initiatives for students, teachers and families. These resources have been developed with teacher and researcher input and have been designed following a comprehensive survey of more than 340 teachers throughout Australia.

Each curriculum linked resource incorporates a range of lesson plans which explore the latest science, technology, engineering, mathematics, nutrition, research and innovation in the Australian agricultural industry. Using an investigation and inquiry based approach students can touch, try, taste and even smell the science of the Australian grains industry. It provides an ideal and relevant teaching context to engage students in the food and fibre components of the national curriculum.

<https://grdc.com.au/resources-and-publications/all-publications/educational>



## Trust me – I'm a farmer podcast

A leading science communicator says rather than educating the general public about farming, farmers should ensure that urban people trust farmers to have their best interests at heart. Heather Bray, from the University of Western Australia, says trust in farmers is more important than how deeply city people understand the business of farming.

<https://grdc.com.au/news-and-media/audio/podcast/trust-me-im-a-farmer>

CONTACT: *Heather Bray* at [Heather.bray@uwa.edu.au](mailto:Heather.bray@uwa.edu.au)

## Grains industry education resources research and development

In 2014-7 GRDC funded a research project on developing grains industry education resources. The first phase involved a national audit of existing grain education initiatives, a literature review of national and international papers looking at perceptions of grains and best practice methodology to engage students and a review of international initiatives to seek ideas. A national survey was also conducted of 342 primary and secondary teachers on their ability and barriers to teach about grains in schools. This was the largest agricultural education paper in Australia. A strategy and a new resource suite were developed, reviewed and then piloted with hundreds of teachers and students around Australia.

The full project report is available at <https://grdc.com.au/research/reports/report?id=6758>.

## 2.15 Australian rice industry tells its story on YouTube

The Riceworkers Association of Australia produced an informative educational video in 2015 All about Australian rice which can be viewed at <https://www.youtube.com/watch?v=nQHjmlVJTU>.



<https://www.youtube.com/watch?v=nQHjmlVJTU>

## 2.16 Central Station uses social media to share images of rural Australia

Central Station is a blog where the men and women of the Australian outback come together to share an insight into their lives, with a focus on the pastoral cattle industry of Northern Australia.

<https://www.centralstation.net.au/>

## 2.17 The Green Shirts Movement works to close the city-bush divide

The Green Shirts Movement has the mantra of 'Forward Action to Bridge the City-Bush Divide'. The organisation describes itself as a grassroots, not for profit movement of individuals and families across the nation that hold a collective concern about the increasing divide between food and fibre consumers, and primary producers and associated industries.

The movement aims to bridge this divide by inspiring trustworthy communication channels and real-world connections that will clearly but respectfully separate facts from fiction. The WA arm of the movement is active on Facebook particularly in support of the live export trade.

<https://www.greenshirtsmovementaustralia.com.au>

## 2.18 Visit My Farm opens the gate to farm visitors

Visit My Farm is a new business idea to strengthen the connection between rural and urban people, grow farm visits, and provide a new agri-tourism income stream for farmers.

A visitor to a rural area has no easy way to visit a farm unless they have a personal connection to the farmer. Visit My Farm's online platform gives consumers the opportunity to book unique agricultural experiences directly with farmers in areas they visit. Farms in NSW, Victoria and Queensland are participating to date.

<https://www.visitmyfarm.com.au/>

## 2.19 Television shows take consumers inside an industry to learn where food comes from

### ABC Television's Landline

For many urban Australians their window to rural Australia and our primary industries has been ABC Television's Landline program which has been ABC-TV's main vehicle for current affairs coverage of regional and rural issues and events since 1991.

The multi-award winning show typically features stories, ranging across agri-politics and economics, business and product innovation, animal and crop science, regional infrastructure, climate and weather trends, regional and rural services, music and lifestyle. Landline's enduring popularity is based on its ability to explain and contextualise the issues affecting Australians living and working in the bush to those living in our big cities.

<https://www.abc.net.au/landline/>

### Tasmanian Rock Lobster video

The Tasmanian Rock Lobster Fishermen's Association collaborated with the Ozzie Holidays television show to create a feature episode that explains every aspect of the fishery and makes the link between tourism and local primary industries as a way of learning where our food comes from. This show provides an inside look at the fishery using a travel documentary style to make the information more accessible to general viewers.

<https://www.youtube.com/watch?v=YJ7cx-HBOfg&sns=em>



<https://www.youtube.com/watch?v=YJ7cx-HBOfg&sns=em>

### The Gourmet Farmer promotes small holding farming and food provenance

Former food critic and chef Mathew Evans has built his television profile around his journey to becoming a small holding farmer in Tasmania and creating a paddock to plate restaurant on his property to champion local food. He uses his SBS Television programs to feature other specialist food producers who tell their stories about how they produce premium local foods. Mathew has extended his reach to a range of cook books and frequent media appearances, and has a direct engagement with consumers at a stall selling their produce at the famous Salamanca Markets in Hobart. He has used his profile to challenge conventional food systems in SBS series For the Love of Meat on red meat and What's the Catch on the fishing industry.

<https://www.sbs.com.au/food/programs/gourmet-farmer> <https://fatpig.farm/>

## 2.20 George the Farmer children's TV shows, books and apps

The George the Farmer story began with illustrated books on Australian farming stories aimed at younger children and has since expanded into a television presence on ABC TV, on-line videos, education resources, merchandise and an app.

The creators, Simone Kain and Ben Hood, grew up on farming properties in the south east of South Australia. Their families still work the land, and Simone's husband, Justin, runs a family beef cattle enterprise with his brothers. Their creative agency, 'helloFriday' services businesses and organisations primarily associated with agriculture or education including the Primary Industries Education Foundation Australia with whom they have developed Australian school-curriculum aligned educational videos and web resources.

The creators have been awarded the Brand South Australia Flinders University Education Award for their work with George the Farmer, and have been a finalist in the Telstra Small Business Awards. The current George the Farmer app consistently sits in the iTunes top 10 educational apps for Australia and New Zealand in the Technologies section, and the original music that they create is currently being played on top national kids radio station Funky Kids Radio.

Both Simone and Ben are passionate about food, agriculture, children, and education. They hope that George the Farmer will help to give both rural and city-based children a better understanding and connection to where their food and fibre comes from, which is critical for the future sustainability of our food supply chain and critical in making healthy food choices.

<https://www.georgethefarmer.com.au/>

## 2.21 Visible Farmer online series promotes the role of women in primary industries

**VISIBLE FARMER** is a ground-breaking short film series that challenges stereotypes as it discovers the untold stories of the women behind Australia's food and fibre, and the vital, innovative role they play.

From remote outback stations to urban market gardens, **VISIBLE FARMER** will change perceptions of who a farmer is. The first season features 15 short films, each about 6-minutes long. The series launched on 28 August 2019 at the Dowerin Machinery Field Days, as part of their theme "Celebrating Our Story". Simultaneously the episode was released for free sharing across multiple digital platforms – **VISIBLE FARMER's** *Facebook*, *YouTube* and at [www.visiblefarmer.com](http://www.visiblefarmer.com).

**VISIBLE FARMER** gives women farmers a contemporary, authentic voice, showcasing their diversity across different backgrounds, ages and sectors in Australian agriculture. This nationwide project has a social impact campaign built around it. At its heart **VISIBLE FARMER** is about gender equality and food security, with strong, positive stories from Australia's farming communities.

**VISIBLE FARMER** has received principal production investment from Screen Australia, funding from Screenwest and is sponsored by CSBP, working closely with impact partners including RRR Network, The Rural Room, NRW, CWA, AWIA, DPIRD, NFF, WAFarmers, PIEFA and is raising funds for outreach and education campaign via the Documentary Australia Foundation.

[www.visiblefarmer.com](http://www.visiblefarmer.com).

## 2.22 National fresh food retailers influence community perceptions of primary industries

With nightly national exposure on prime time television advertisements, Australia's major fresh food retailers are primary influencers of perceptions of our farmers and fishers as their wholesome images flood into living rooms across the country. In a bid to stave off criticisms of their monopolistic behaviours and the impacts of campaigns like \$1/litre milk the major supermarkets have all taken up 'farmer profiling' and have jostled to demonstrate their connection to producers and ethical sourcing as part of their retail activation and engagement strategies.

### Woolworths meets the growers

Woolworths 'Meet the growers' website content contains 44 profiles of growers who supply them, only four of which are from WA. Each profile features a photo and case study of the grower and their operation. The photos are used for instore promotional purposes in the fresh produce area.

While the major supermarkets previously had a strict policy of not identifying the grower, region or state of origin on fresh produce, they have all done a complete turnaround on this policy in recent years largely driven by the initiatives to showcase fresh produce provenance by the smaller retailers and fresh produce outlets who identified that telling the story of the origins of fresh fruit and vegetables gave them a marketing edge and authenticity with consumers over the larger majors.

<https://www.woolworths.com.au/Shop/Discover/fresh/meet-the-growers>

Woolworths has also established a weekly national commercial television presence through advertisements presented as Fresh Market Updates. <https://www.woolworths.com.au/shop/discover/fresh/fresh-market-update>

In an attempt to address bad publicity about their previous disposable plastic giveaway toys for children, Woolworths in 2019 launched the Woolworths Discovery Garden seed pots for children to grow their own vegetables, herbs and flowers at home. The growing pots were produced in Poland, raising questions about the biosecurity status of the seeds distributed Australia-wide.

Woolworths supported their promotion with a web page dedicated to a range of tools to engage children in growing their vegetables at home, plus educational resources to draw schools into the program.

<https://www.woolworths.com.au/shop/discover/garden?icmpid=sm-discover-home-discovery-garden>



## Coles claims the high ground with its self-appointed certifications and proprietary endorsements

Coles has formed partnerships with celebrity chef Curtis Stone and NGOs to attach their third party endorsements to their claims of responsibly sourced seafood (Marine Stewardship Council) and RSPCA approved chicken. In a bold leap they have then created their own proprietary endorsements for their 'Coles Brand fresh beef is 100% Aussie with no added hormones' and what they brand as 'Coles Graze™ Beef - its' grass-fed, 100% Aussie and, as with all Coles beef, completely free from added hormones'.



The RSPCA endorsement has extended to 'Coles Brand Free Range RSPCA Approved Fresh Pork, grown on selected farms in the Great Southern Region of Western Australia. All Coles Brand Free Range Fresh Pork is humanely farmed, with animals raised to high standards, assessed under the RSPCA Approved farming scheme. Pigs reared to RSPCA Approved standards have space to move, forage, socialise and explore. Sows (mother pigs) are not confined to sow stalls or farrowing crates, instead they have good quality bedding which provides a comfortable area to rest'.



### Here's how Coles presents its ethical credentials in advertisements and online content:

All Coles Brand seafood is responsibly sourced. At Coles, we're proud to have been recognised as the best sustainable seafood supermarket in Australia by the Marine Stewardship Council for three years running. And to help protect our oceans, all Coles Brand seafood is 100% responsibly sourced.



What does responsibly sourced seafood mean? Imagine a world where we've run out of fish. It's a scary prospect, but one that could happen without sustainable fishing and responsible fish farming. That's why all Coles Brand seafood, whether wild-caught or farmed, must meet our strict responsible sourcing standards.

This includes wild-caught seafood that is traceable and certified sustainable to the Marine Stewardship Council (MSC) Fisheries Standard, and farmed seafood that is third-party certified.

While our preference is to source MSC certified seafood for wild-caught products and third-party certified seafood for aquaculture products, we also understand that obtaining certification can be a rigorous and intensive process. For those Coles Brand suppliers yet to obtain certification we have implemented the Coles' Responsibly Sourced Seafood Program. The Program, developed in conjunction with WWF-Australia and MRAG Asia Pacific (an independent sustainable seafood specialist) applies to both wild and farmed seafood and helps to ensure the supply of delicious, responsibly sourced seafood for future generations.

At Coles, we're committed to the responsible sourcing of seafood, and in 2019, for the third year running, Coles has been awarded the Oceania Sustainable Seafood Supermarket of the Year by the Marine Stewardship Council for 2017, 2018 and 2019.

<https://www.coles.com.au/our-fresh-quality/seafood>

### Coles fresh chicken is RSPCA Approved

At Coles, we believe chickens should be raised to RSPCA standards. It's why all our Coles fresh chicken isn't just 100% Aussie, it's raised on RSPCA Approved farms. It means that no matter which Coles Brand fresh chicken you choose, you know it's been humanely farmed to RSPCA standards. These standards ensure the environment where the chickens are raised is enriched for a higher level of animal welfare.



### Coles Brand Free Range fresh Chicken

When you choose Coles Brand free range fresh chicken, you're choosing RSPCA Approved chicken. Becoming RSPCA Approved and labelling as free range is no simple task. In this farming system, once properly feathered, birds must have access to the outdoors for a minimum of 8 hours a day, room to forage and explore and the freedom to express natural behaviours like perching, dust bathing and scratching.

There are different types of free-range chicken, but all Coles Brand free range fresh chicken is grown on farms that are part of the RSPCA Approved Farming Scheme and meet these indoor and outdoor standards.

Chickens are introduced to the outdoors once they have grown feathers and are mature enough to acclimatise to the outdoor environment. They are provided with outdoor access for a minimum of 8 hours a day which enables the chickens to express their natural behaviours such as foraging and pecking, along with providing them shade for protection.



Most importantly, all RSPCA Approved farms are assessed at least twice per year by specialised RSPCA Assessors; ensuring chickens are farmed humanely to the RSPCA's detailed animal welfare standard.

### Animal welfare that's better for everyone

Craig Mackenzie has been a free range chicken farmer for six years and he's now a proud RSPCA Approved chicken farmer, too.

'Many farmers including myself have strong views on welfare,' Craig says. 'We believe it is extremely important to care for our chickens and make sure they have the best quality of life possible.'



Why is this good? RSPCA Approved farming isn't just good for the animals, it's good for the farmers too. Since becoming RSPCA Approved, the Mackenzies now have improved methods of monitoring and managing the feed, water and comfort of their chickens.

'Being RSPCA Approved means we are doing the most we can for the welfare of the animals. It also gives us the reassurance and recognition that we are looking after our chickens to the best welfare practices, as well as keeping us updated on any possible improvements that might be identified in the industry in the future.'

### Coles Australian farms first sourcing policy

#### We believe Aussie farmers grow some of the best fruit and veg in the world

That's why Coles has an Australian First Sourcing Policy. In fact, all our bananas, apples, tomatoes, carrots and many more are 100% Aussie, 100% of the time!



As an Australian company, we love supporting other Australian businesses. To do this, we pride ourselves on having an Australian First Sourcing Policy, which means we source from Aussie Farms First. In fact, 96% of our fresh produce is Australian sourced\*. So what about the other 4%? Well sometimes we simply have to import it from overseas. For example, we do this when:

- The product isn't grown in Australia (e.g. drinking coconuts);
- The product is not in season and there is a customer demand (e.g. cherries), and/or when;
- Supply is limited during parts of the year (e.g. blueberries)

We do all this because we think we're lucky enough to produce some of the best food in the world! And it's good to know whenever you visit your local Coles, you're supporting local growers from around the country.



*\*Percentage based on total purchases from 1/7/17 – 30/6/18 and is subject to seasonal change*

## 2.23 Lilydale promotes free range lifestyles to promote free range chicken

The Lilydale free range chicken company has a consumer facing website including videos linking lifestyle choices, freedom and free range chicken meat production using the tagline 'Freedom has a different flavour', plus content explaining each aspect of their production system.

The site makes interesting use of videos featuring free range lifestyles for people (surfer, beekeeper, free ranger family) to link to free range meat production. These videos are an extended version of Lilydale's national television advertising series of the same name.

<https://lilydalefreerange.com.au/>

## 3. International Trust Building Initiatives

### UNITED STATES

#### 3.1 US Farmers and Ranchers Alliance pioneers collaborative industry model to build trust



The US Farmers and Ranchers Alliance led the way in demonstrating how industry sectors can collaborate to build trust in farming and food, and has now stepped up its story telling to promote how farmers are solving the challenges of feeding a growing global population and are part of the solution to addressing climate change through sustainable systems and carbon farming.

#### **WE ARE FOOD MAKERS. WE ARE CHANGE MAKERS.**

The US Farmers and Ranchers Alliance (USFRA) represents farmer and rancher-led organisations, and food and agricultural partners, with a common vision to further global sustainable food systems. Their focus is creating a proactive collaboration between the best minds in food, agriculture, science, and technology to co-create solutions that will result in environmental, social, and economic sustainability.

USFRA has taken a stake on the high ground of providing solutions for food production, environmental impacts, climate change, food culture and waste, and economic sustainability. Their vision is for farmers and ranchers to be recognised for the unique ways they enable the sustainable food systems of the future and nourish communities, natural resources, and the planet. But farmers and ranchers working on the land are just the starting point in creating more sustainable food systems for the future. Processors, manufacturers, retailers, and consumers all share a stake in this sustainable initiative.

More than 75 different food and agricultural organisations are now part of the organisation, creating a single source for definitive insights, connections, and collaboration opportunities with US food and agriculture.

Note: Linda Eatherton, Ketchum, was instrumental in the formation of USFRA and shared her experiences and insights at the first Food Alliance WA Masterclass held in Perth in February, 2019. Linda explained the origins of USFRA's first trust building initiative, a feature film called Farmland:

USFRA's vision for their industry trust building was to take the story of farming to Hollywood. In 2014 USFRA identified a world class film director as his voice and story-telling capacity would resonate with audiences outside of agriculture.

"The goal was to tell our stories, to look through the eyes of the future of our industry through our next generation farmers. The director interviewed young men and women to tell their story and it showed the faces of the future of agriculture, how they struggle to explain to the public what they are doing and why the future of farming is so important to all consumers," Linda Eatherton said.

The FarmLand movie trailer can be viewed at:  
[https://www.youtube.com/watch?v=D\\_YpdXUm\\_iM](https://www.youtube.com/watch?v=D_YpdXUm_iM)



[https://www.youtube.com/watch?v=D\\_YpdXUm\\_iM](https://www.youtube.com/watch?v=D_YpdXUm_iM)

### 30 Harvests project

USFRA believes the next 30 years are the most important in the history of agriculture because we're about to fight climate change and create the food systems of the future.

"With 30 harvests remaining before the global population is expected to exceed 9 billion people, farmers are feeling more pressure than ever to increase production by 70%. Farmers and ranchers continue to find new technologies and new practices that expand their sustainability efforts, and we need others to commit to real change."

USFRA produced a new docudrama in 2019 which follows the plight of farmer Jay Hill of Dell City, Texas, and farmer and soil scientist Meagan Kaiser of Bowling Green, Missouri. In this film the farmers articulate the challenges farmers face while embracing the opportunity to meet increasing demands to create sustainable food systems through the next 30 harvests, and ultimately help solve the greatest challenge of this generation: climate change. The film is inspired by true events in the lives of farmers Jay Hill and Meagan Kaiser.

<https://youtu.be/vdT8EprNE8A>

<https://usfarmersandranchers.org/30-harvests/>

### Honor The Harvest project

Honor the Harvest is a convening of the food value network to begin developing how American farmers will collaboratively transform future food systems. Through a partnership with the Aspen Institute, farm and food leaders are gathering to co-create a set of imperatives that will serve as the foundation for future global food, environmental and economic security. This unprecedented event has created the framework for informed discussion, framing key issues and advancing new insights for action that can be undertaken by all parts of our food value chain. Information on the Aspen Institute is provided in 3.2. below.

Honor the Harvest video can be viewed at <https://www.youtube.com/watch?v=pG4uCupUoMo>

### Farm Food Facts podcasts

Farm, Food, Facts offers food processors, retailers, sustainability supply chain leaders and food trade media a central location to access weekly food and agriculture news and the opportunity to engage directly with a farmer or rancher in real-time about top questions surrounding sustainability and food production systems of the 21st Century. Agricultural thought leaders also offer insights into today's food trends and perceptions of farming practices.

The podcasts can be found at: <http://farmfoodfacts.buzzsprout.com/>

An example of the podcasts is the Explanation of 30 Harvests project which explains how farmers are the change agents in sustainable food production and their role in managing and adapting food systems around climate change. <http://farmfoodfacts.buzzsprout.com/282590/1579972-ep-38-erin-fitzgerald-jasper-claus-30-harvests?play=true>



<https://youtu.be/vdT8EprNE8A>



<https://www.youtube.com/watch?v=pG4uCupUoMo>



## Sustainability video series

The USFRA website features a Sustainability video series which contains 12 video clips covering a range of sustainability topics across agriculture and food production, with links to the relationship with consumers and the supply chain and the role all can play in a sustainable food system of the future.

Excellent examples include:

- The Relationship between consumers and farmers: <https://www.youtube.com/watch?v=8l7WdR4igXE>
- Explanation of farmers' role in carbon sequestration: [https://www.youtube.com/watch?v=iPw\\_w3g3qtQ](https://www.youtube.com/watch?v=iPw_w3g3qtQ)
- How consumers becoming more aware of how food is produced offers farmers a great opportunity to tell their stories: <https://www.youtube.com/watch?v=6pGeRQDds2I>

For more information: US Farmers and Ranchers Alliance <https://usfarmersandranchers.org/>



<https://www.youtube.com/watch?v=8l7WdR4igXE>



[https://www.youtube.com/watch?v=iPw\\_w3g3qtQ](https://www.youtube.com/watch?v=iPw_w3g3qtQ)



<https://www.youtube.com/watch?v=6pGeRQDds2I>

## 3.2 Aspen Institute is partnering with USFRA to shape future food systems

The US Farmers and Ranchers Alliance has partnered with the Aspen Institute to convene the food value network to begin collaboratively transforming future food systems.

The Aspen Institute is an educational and policy studies organisation based in Washington, DC. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues. The Aspen Institute mission is to convene change-makers of every type, established and emerging, in order to frame and then solve society's most important problems.

The Aspen Institute has earned a reputation for gathering diverse, nonpartisan thought leaders, creatives, scholars and members of the public to address some of the world's most complex problems. The goal of these gatherings is to have an impact beyond the conference room: they are designed to provoke, further and improve actions taken in the real world.

In June 2019 the Aspen Institute, in partnership with the US Farmers and Ranchers Alliance, held the inaugural Honor the Harvest Forum on a farm in Newberg, Maryland, which gathered more than 100 leaders from across the food value system to think about how to shape the future of US food and agriculture systems. The conversations and collaboration that took place at the Honor the Harvest Forum will create opportunities for change and build lasting partnerships across the food and agriculture system, helping to design a more resilient future for generations to come.

The Aspen Institute Energy and Environment Program's mission is to explore significant challenges with diverse thinkers and doers to co-create a more prosperous, equitable, and sustainable society for all. The efforts put forward at the Inaugural Honor the Harvest Forum, and the continued efforts to come, will help achieve that mission.

To learn more about the Honor the Harvest forum: <https://www.honortheharvest.org/>

Aspen Institute <https://www.aspeninstitute.org>



### 3.3 US Center for Food Integrity leads research in consumer trust

A best practice model of industry collaboration across the food value chain to invest in research and initiatives to assist industries earn consumer trust is the US Center for Food Integrity.

The Center for Food Integrity (CFI) is a not-for-profit organisation established in 2007 in Kansas City, Missouri, to help the food system earn consumer trust, and to serve as a leading resource for credible, balanced information to support informed decision making. CFI has over 150 members and project partners that represent the diversity of the food system; farmers, ranchers, food companies, universities, NGOs, restaurants, retailers and food processors. The organisation does not lobby or advocate on behalf of any brand or company or food production method.

#### CFI Trust Model

In partnership with Iowa State University, CFI was the first to build a research-based consumer trust model. Their peer-reviewed model for building trust shows that confidence (shared values) is three-to-five times more important than competence (skills and technical expertise or science) in building consumer trust.

CFI says building trust isn't just giving consumers more science, more research or more information. Their trust model shows it's about demonstrating that you share their values when it comes to topics they care about most, like safe food, quality nutrition, outstanding animal care and environmental stewardship.

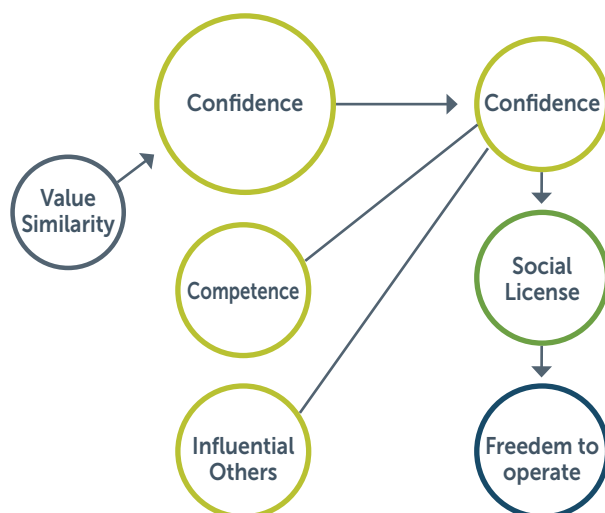
Of the three primary elements that drive trust—Confidence (shared values and ethics), Competence (skills and ability) and Influential others (family, friends and credentialed individuals)—our peer-reviewed and published research shows that Confidence, or shared values, is three-to-five times more important than Competence in building trust.

Earning trust is key to the food system maintaining its social license, the privilege of operating with minimal formalised restrictions, and its freedom to operate. It begins by demonstrating ways in which your values align with those of consumers.

CFI says it empowers those in the food system to meaningfully engage with their most important audiences on issues that matter:

- We are a leading voice in a balanced public discussion about food and agriculture, serving also as a resource for media and online influencers.
- We provide strategic direction and training to improve alignment between food system practices and consumer expectations.
- We convene, empower and support our members in developing best practices that earn consumer trust. Because we're not about supporting a certain outcome, we're able to bring together a diversity of food system leaders and consumers to engage on issues of trust, transparency and sustainability.

### Trust Model



## CFI Programs

CFI offers opportunities for collaboration, education, strategy development and events built on its consumer trust model and annual consumer research focused on transparency and trust. Programs include:

*The Transparency Project* defines consumer expectations, including the policies and practices most important to transparency, translating this insight into The Transparency Index, which enables food system stakeholders to assess their level of transparency and identify strengths and weaknesses.

*CFI Consumer Trust Research* since 2007, CFI has conducted annual consumer trust research to track trends and attitudes, providing insights and guidance on how to best engage today's consumers.

*Coalition for Responsible Gene Editing in Agriculture* the Coalition for Responsible Gene Editing in Agriculture recognises a shared goal of building trust in gene editing that provides consumers safe, nutritious and affordable food produced in sustainable systems. <http://geneediting.foodintegrity.org/>

*Optimizing Sustainability* The Optimizing Sustainability framework gives food system stakeholders tools and processes to evaluate the growing list of sustainability priorities to determine the impact of potential decisions.

*BestFoodFacts* Powered by nearly 200 credentialed, third-party, university-based experts, the Best Food Facts website provides credible, balanced answers to consumers' questions about food. It features a range of consumer-facing videos on many common consumer questions of food.

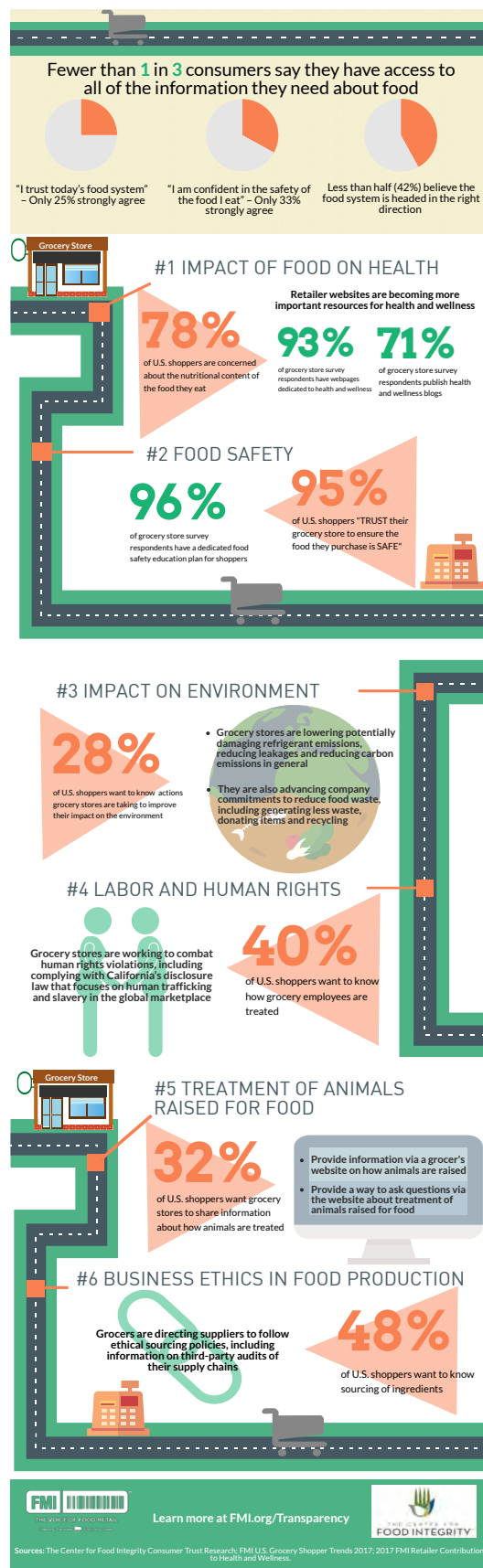
<https://www.bestfoodfacts.org/category/videos/>



*Engage* Capture the power of shared values in this one-day seminar that equips you with the tools to effectively engage with consumers and the media in person and online.

US Center for Food Integrity – [www.foodintegrity.org](http://www.foodintegrity.org)

## 6 PRIORITIES TO PROMOTE TRANSPARENCY IN FOOD





### 3.4 Farmers for America documentary features young people in farming

An organisation called Leave it Better has played to the pride and patriotism of Americans to build these documentaries on the massive changes facing agriculture and the value of meat in food systems.

The Leave it Better organisation makes short films and documentaries that focus on sustainability and finding solutions to the issues that challenge modern society.

The *Farmers for America* documentary made in 2017 traces the huge changes facing America's food system as more and more consumers flock to farmers' markets, embrace farm-to-table lifestyles and insist on knowing where their food is coming from. It is promoted as the story of the young people in agriculture who are stepping up to the challenge of feeding the world.

At the centre of the film are the farmers, young and old, who provide the spirit and energy to bring urban and rural America together over what both share in common: food. With the average age of today's farmer at 60, and rural America losing population as the cost of land and equipment soars, this film reveals the people waiting to take their place, the practices they're championing and the obstacles they must overcome.

<https://www.leaveitbetter.com/farmers-for-america>

<https://www.youtube.com/watch?v=K--AylCRAuY>



<https://www.youtube.com/watch?v=K--AylCRAuY>

The *American Meat* documentary is a pro-farmer look at chicken, hog and cattle production in America.

Beginning with a history of the current industrial system, the feedlots and confinement operations are unveiled, not through hidden cameras, but through the eyes of the farmers who live and work there. From there, the story shifts to Polyface Farms, where the Salatin family has developed an alternative agricultural model based on rotational grazing and local distribution. Nationwide, a local-food movement of farmers, chefs, and everyday people has taken root. The film questions if this system could ever feed us all.

<https://www.leaveitbetter.com/american-meat>

### 3.5 American Farmland Trust champions farmers and the environment



This conservation agriculture organisation argues that without farmland and ranch land we can't win the global fight against climate change.

The American Farmland Trust launched the conservation agriculture movement in 1980 and it promotes a holistic approach to farmland and ranch land, protecting it from development, promoting environmentally sound farming practices, and keeping farmers on it. The AFT reasons that agriculture offers the most promising solutions in the fight against climate change, but only when we support farming can it fulfil its promise to feed us and heal the planet.

#### No Farms. No Food. No Future.

AFT crafted the message *No farms, no food, no future* to highlight the importance of food, water, environment and farming to our survival. AFT claims it is the only national agricultural organisation that approaches its work in this comprehensive, holistic manner. It recognises the connection between the land, forward-looking farming practices, and the farmers and ranchers who do the work.

AFT claims that millions of acres of farmland that otherwise would have been converted into house lots and shopping malls remains in farming, and tens of thousands of farmers and ranchers have adopted better farming practices due to their work.

**AFT has:**

- Led a movement that has protected in perpetuity **over 6.5 million acres of farmland and ranch land** using agricultural conservation easements.
- Reduced development pressure on over **300 million additional acres** by advancing smart land-use planning and tax policies.
- Pioneered and promoted **cutting-edge conservation practices** on tens of thousands of farms and ranches across the nation.
- Catalysed over **\$117 billion in federal and state funds** that enabled farmers and ranchers to protect their land and adopt new conservation practices.
- Advanced **better agricultural policy** within federal, state, and local government.
- Conducted **ground-breaking research** that changed America's view of food and farming.
- Crafted the widely recognised **No Farms No Food®** message, which connects the food we eat to the farms that grow it.

<https://farmland.org/about/>

### 3.6 US Animal Agriculture Alliance builds alignment for animal industries

The Animal Agriculture Alliance is an industry-united, non-profit organisation that helps bridge the communication gap between farm and fork. Members of the alliance include the intensive animal industries and associated agribusinesses. The Alliance monitors legislation that may impact animal agriculture at the state and federal level as legislative measures dictating animal care are often lobbied for by activist organisations and have the potential to impact farmers' and ranchers' ability to provide safe, nutritious and affordable animal products.

The Alliance aims to connect key food industry stakeholders to arm them with responses to emerging issues, engage food chain influencers and promote consumer choice by helping them better understand modern animal agriculture, and protect animal agriculture by exposing those who threaten food security with damaging misinformation.

**College Aggies Online** (CAO) is an initiative of the Alliance that connects college students from across the US who are interested in promoting agriculture. Participants receive training from industry experts and engage on social media by posting information about current and emerging issues facing farmers and ranchers and telling personal stories. CAO was created to develop life-long advocates for agriculture. A scholarship program connects students from across the US with a passion for animal agriculture and helps them become confident and effective communicators. In 2018, 300 participants and 30 clubs generated more than 3,400 social media posts reaching 4.4 million people.

[www.animalagalliance.org](http://www.animalagalliance.org)

### 3.7 US farming women are finding common ground with consumers by sharing their stories

**US farm women across 20 states have invited consumers to share a conversation about a range of food and farming issues.**

The CommonGround website was developed in 2017 by farmers through the United Soybean Board and the National Corn Growers Association to invite consumers to join the conversation about food and farming, so they can 'enjoy their food without fear'.

CommonGround is a group of women farmers having conversations about the food they grow and how they produce it. They share personal experiences, as well as science and research, and consumers can locate a farmer to connect with on social media and interact directly with through a directory of female farmers across 20 states.

Consumers are invited to tour the farms, communities and homes of CommonGround's farmer-volunteers as they sort through some of the myths and misconceptions surrounding food and farming. The site contains a range of videos of farming women talking about common issues and concerns in food and farming in an open, authentic and relatable style while they show aspects of their farms.

<https://findourcommonground.com/food-facts/>

[www.findourcommonground.com](http://www.findourcommonground.com)





### 3.8 The American Farm Bureau Foundation for Agriculture

The American Farm Bureau Foundation for Agriculture works to build awareness, understanding and a positive perception of agriculture through education.

The Foundation is creating agriculturally literate citizens through educational programs, grants, scholarships, classroom curriculum, and volunteer trainings. The goals of the Foundation are:



- Educating about the importance of agriculture.
- Making farming real.
- Working to overcome common misconceptions about agriculture.
- Reconnecting the American public with the people that grow their food.
- Equipping agricultural leaders with skills they need to educate Americans of all ages.

The Foundation also builds relationships with educational institutions to introduce ag education tools and resources, and encourages adoption at the community, county, state, and national level.

<https://www.agfoundation.org/>

### 3.9 Clinton Foundation – from farm to table educating youth about the food journey

The Clinton Foundation's Students for Eco-Education and Agriculture program provides a hands-on agricultural literacy that helps kids understand the food journey – from farm to table – and teaches them about healthy eating, sustainable farming practices and the fragility of our ecosystem.

<https://www.clintonfoundation.org/clinton-global-initiative/commitments/farm-table-educating-youth-about-food-journey>

### 3.10 The Future of Farming and Agriculture depends on advances in technology and practices

This US documentary made by The Daily Conversation in 2017 promotes advances in agricultural technology and practices and has attracted over one million views. Technology is revolutionising farming. The film proclaims that's great news because by the year 2050 the earth's population will be 10 billion, so we need to almost double the amount of food we now produce.

<https://www.youtube.com/watch?v=Qmla9NLFBvU>



<https://www.youtube.com/watch?v=Qmla9NLFBvU>

### 3.11 Pioneer Seafoods Case Study – consumers keen to connect with fishermen

In the Port of San Francisco, one man is working to close the gap between commercial fishermen and their customers. Giuseppe Pennisi, of Pioneer Seafoods, owns and operates the last vessel in what was once a thriving ground trawl fleet working out of the bay area. Decades of rising costs, increasing pressure from inexpensive imported produce, less than favourable public perceptions around the environmental sustainability of an industry which Giuseppe's family have operated in continuously for more than a century and an inability to sell direct to customer led him to rethink his business model entirely.

The Fisherman's Wharf is one of San Francisco's most visited tourist destinations, attracting up to 14 million visitors a year. Very few if any of those visitors, however, are likely to meet an actual fisher at the "fisherman's" wharf, a situation created in part by a twenty-year ban on the sale of fish direct to public.

Giuseppe has successfully overturned this moratorium, finding perhaps unlikely allies in the San Francisco Port Authority and a number of restaurateurs, including the iconic Scoma's. Giuseppe ultimately prevailed over a raft of legal challenges brought against Pioneer Seafoods by disgruntled wholesalers and retailers who cried foul, and in conjunction with efforts to improve on public perceptions of his operation – which has included very progressive net designs which drastically reduce bottom interaction and catches of non-target species, as well as full transparency around his operation – he opened his back deck to public fish sales early in 2017, selling a modest 350 pounds on the first weekend.

This improved to 500 pounds the following weekend, which also brought with it a local television station which relayed the story on its social and traditional media channels. Weekend three resulted in lines 200m long, 10,000 pounds of fresh fish sold at three to four times Giuseppe's normal market rate and hundreds and hundreds of happy, returning customers who now know where their fish comes from. Such examples represent a shift toward acknowledgement of the value of commercial fishing operations not just from an economic perspective but also from a social, experiential perspective for tourists and locals.



### 3.12 Agri Beef Co. Ranch to Table demonstrates its responsibility to the public

Major agribusiness the Agri Beef Co produced a video in 2013 to demonstrate its commitment to responsible business practices as part of the red meat supply chain to consumers.

Agri Beef Co believes that being part of the food industry is both a privilege and a responsibility- to the public, to customers, and to those they work with.

The company is passionate about delivering the highest quality meats with a commitment to superior service, value, and innovation, while adhering to its fundamental principles of sustainability, total quality, animal well-being, and responsible business practices that guide all their actions.

Founded in 1968 the company started as a cattle ranching and feeding business, and has now grown to include every step of the beef lifecycle from ranch to table; including cow-calf operations, cattle feeding, animal nutrition, beef processing, marketing and sales. Agri Beef has developed a truly unique production model that incorporates a portfolio of the highest quality meat brands in the US.

<https://www.youtube.com/watch?v=5TYVAPEohs>



<https://www.youtube.com/watch?v=5TYVAPEohs>

### 3.13 Leading animal welfare expert Temple Grandin shows the public through a turkey farm

The National Turkey Federation and the American Meat Institute recruited an internationally renowned animal welfare expert in 2013 to show people through a turkey farm and processing plant to explain every stage of turkey production.

This video of a guided tour of a turkey farm and processing plant has attracted over two million views on YouTube. In the video leading animal welfare expert Temple Grandin PhD, professor of animal science at Colorado State University, guides the viewing public with an expert eye on the growth and delivery of 253 million turkeys each year.

The viewer gets an up-close look as Grandin interacts with a flock of 15,000 birds roaming easily down the football-field length of a climate-controlled turkey house. When readied for market, those turkeys ride up into conveyor loading trucks and to an orderly delivery at the processing plant. There, the process of humanely stunning the birds renders them unconscious before processing under the watchful presence of USDA government inspectors enforcing safe and sanitary preparation. At each step along the methodical movement of rinsing, cleaning and separating the meat from the carcass, Grandin provides context and common sense explanations. The reality of raising and preparing turkeys for market is revealed in the video for what it is: a modern process that is humane, safe and efficient.

<https://www.youtube.com/watch?v=852zxDEAR-Q>



<https://www.youtube.com/watch?v=852zxDEAR-Q>

## CANADA



### 3.14 Farm and Food Care – connecting consumers to food and farming

Canadian farmers, agricultural professionals, related businesses, government organisations and other groups formed Farm & Food Care to provide credible information on food and farming.

Farm & Food Care is an agricultural outreach organisation with a mandate to provide credible information on food and farming and to introduce the people producing their nation's food. There are three Canadian provinces involved in Farm & Food Care – Saskatchewan, Prince Edward Island and Ontario – with each spinning off the main FFC website to customised sites for the province so the language and content can be tailored for local relevance.

Farm & Food Care believes that getting to know farmers and ranchers equals getting to know food and they strive to find new and innovative ways to introduce farmers, ranchers and others involved in food production to their customers and consumers to their food. Members represent most of the major agricultural groups, along with food processors, agri-business, government and individuals who support the vision of connecting consumers to food and farming.

Farm & Food Care organize a variety of programs to connect consumers to food production, farming and those who take great care in producing it. They host farm tours and educational events, and provide a resource for fact-based information and news on all the foods and food ingredients grown and raised in each province.

- We believe in providing unlimited access to information about how food is grown, raised, and processed.
- We believe in being transparent and honest.
- We believe in bringing people together, just like a good meal does.

**Vision:** Connecting consumers to food and farming.

**Mission:** To support farmers and food partners working together to build consumer trust and public confidence in Saskatchewan food production.



[www.farmfoodcare.org](http://www.farmfoodcare.org)

### Real Dirt on Farming

A related project is an e-booklet produced to provide information on all aspects of agriculture and food production across Canada called Real Dirt on Farming. The information rich booklets are available on line, with past editions also available.

<http://www.realdirtonfarming.ca/>

### Farm Food 360

This related website provides an opportunity to select an industry, learn about the key facts of that sector, then take a 360 tour to see what the industry looks like. An example is the tour of a working Saskatchewan grain farm run by a third generation farm family who explain how their crops are grown and how Canadian grain farmers are using technology to grow some of the best possible product.

There are options for virtual reality and 3D viewing, and capacity to click and drag on the film footage to get a 360 degree view on every image shown. A good example is the free run chicken farm video, where the viewer can literally look around every corner on every shot, demonstrating transparency and putting the viewer in the control seat. <https://www.youtube.com/watch?v=qNpQyJqglWk>

<https://www.farmfood360.ca/>



<https://www.youtube.com/watch?v=qNpQyJqglWk>



### 3.15 Agriculture More Than Ever - promoting modern Canadian agriculture

The Canadian agricultural industry has aligned around the Agriculture More Than Ever program to counter negative perceptions of modern agriculture.

Agriculture More Than Ever is an industry-driven cause made up of hundreds of partners and thousands of 'agvocates' from across Canada committed to improving perceptions, dispelling myths and creating positive dialogue about Canadian agriculture. From its website the program provides resources, images, webinars and a forum for agvocates to share their stories of agriculture to the wider community.

The vision is for the industry to reach its full potential and attract the people, investment and consumer confidence needed for future success. In response to the negative misconceptions about what happens in agriculture the industry identified that everyone working in agriculture had the power and responsibility to change community perceptions by sharing the stories of everyday farming.

#### Agvocates are encouraged to share their stories

The site describes an agvocate is an individual or group that actively promotes agriculture. Agvocates focus on the positive side of ag and use facts and personal experiences to tell the industry's story in respectful and meaningful ways, both formally and informally.

It recognises there will always be challenges in ag and focusing on the positives doesn't have to be at the expense of addressing concerns. But they also recognise the industry needs to make sure people know that agriculture's a vital and forward-thinking industry, ripe with opportunity; that farmers care about the environment, animal welfare and producing safe, healthy food for a growing world; and that the industry has the facts to back this up:

**98%**  
of Canadian farms are  
family farms

**1 in 8**  
Canadian jobs  
are in  
ag or agri-food

**Minimum tillage**  
saves over  
**170**  
million litres of  
fuel  
from being  
burned  
annually  
in Canada

The world will need  
**60%**  
more food by 2050  
**Canada**  
will be a major player  
in filling that demand

<https://www.agriculturemorethanever.ca>

The Canadian 'License to Farm' documentary explores the truth behind common misconceptions of agriculture and empowers farmers to stand up and advocate for their social license to farm.

Agriculture More Than Ever produced a thirty minute documentary driven by the need they saw in the conversation about food; the need for factual information, for credible voices, and for Canadian farmers to demonstrate leadership in agriculture advocacy. The project was partly funded by federal and provincial governments through the Growing Forward 2, Ag-Awareness Initiative.

By June 2016 the License to Farm documentary had been viewed over 171,000 times on YouTube; quickly becoming an international sensation that has reached 166 countries. Impressive for a short documentary that stemmed from a producer group in Saskatchewan.





The film focuses on building awareness of the issues of social license, and then delves into three common myths with expert comments provided on truths about the myths. The three myths include:

1. GMOs are not safe and have not been tested for safety.
2. Pesticides are liberally used by farmers and are unsafe.
3. Farms are owned by big corporations and farmers do not have the capacity to make their own choices about inputs.



The film concludes with a call to action for farmers to speak up on these issues: Don't let your silence take away your licence to farm. Farmers can play an integral role by engaging in meaningful conversations, opening the doors to their livelihood and building trust with their communities.

**NOTE:** A lesson to learn from the Canadian experiences across the platforms used by Agriculture More Than Ever is that using social media tools like Facebook, Instagram, YouTube will inevitably open the initiative to trolls and activist groups so it is important to prepare advocates with a social media policy that sets standards around the behaviours you expect from engagement with the public, and agree on how and whether comments functions will be used and monitored.

[https://www.youtube.com/watch?v=eJnAV\\_quG6Y](https://www.youtube.com/watch?v=eJnAV_quG6Y)

<https://www.agriculturemorethanever.ca/tag/social-license/>

### 3.16 Social Licence and the Canadian aquaculture industry

This discussion paper examines the role all parts of the Canadian aquaculture sector play in maintaining its social licence and assesses the current status of the industry's social licence.

<https://static1.squarespace.com/static/56c20b66e707eb013dc65bab/t/577edb009de4bb3db0c1becb/1467931393406/Social+Licence+paper+-+Feb+27.pdf>

## UNITED KINGDOM

### 3.17 National Farmers Union promotes farming awareness and educational materials

The NFU's core campaign 'Back British Farming' champions the role that British farmers play in producing safe, traceable, quality domestic food.

The NFU represents nearly 50,000 farmers in England and Wales. An important part of its remit is to promote an understanding of the importance of farming and of modern farming methods.

<https://www.countrysideonline.co.uk/back-british-farming/>

As part of that NFU believes it is important that children grow up with a real understanding of the role farmers play in Britain and they form their opinions based on informed knowledge and understanding.

<https://www.countrysideonline.co.uk/back-british-farming/education/>

The NFU runs a children-focused educational roadshow 'Let's Talk Farming' and provides resources for school children to help them gain a greater understanding of how farming works in 21st century Britain. Let's Talk Farming Discovery Barn travels across England and Wales to teach 4-9 year olds about food provenance and the hard work British farmers do 365 days a year to produce food for the nation.

NFU is also a core funder of the charity, Farming and Countryside Education (FACE) and a partner of Countryside Classroom.

<https://education.nfuonline.com/>



### 3.18 Countryside Classroom links to all the best food and farming education resources

Countryside Classroom helps teachers to find resources, places to visit and school support relating to the themes of food, farming and the natural environment. The site contains a range of quality assured educational content from hundreds of contributors.

Countryside Classroom aims to inspire and enable teachers to use food, farming and the natural environment more often, in and out of the classroom, so all children to have the opportunity to learn about and experience these essential topics.

Countryside Classroom is managed by a partnership of organisations that represent the very best in food, farming and environment education who are committed to working together to increase the quality of services and reduce duplication in the sector.

The website provides links to 274 educational resources available to use in schools across the United Kingdom at: <https://www.countrysideclassroom.org.uk/resources?themes=farming> and links to 162 organisations that can assist with educational activities in schools at: <https://www.countrysideclassroom.org.uk/people>.

<https://www.countrysideclassroom.org.uk/>

### 3.19 LEAF – Linking Environment and Farming education initiatives

The UK's leading sustainable food and farming organisation has extended its educational role from within industry to demonstrate modern and sustainable farming to children and their families.



LEAF (Linking Environment And Farming) has a vision for a world where we are farming, eating and living sustainably. It recognises agriculture worldwide is facing one of its greatest challenges: to produce enough nutritional food to fulfil the needs of our current and future population, while at the same time, protecting the environment and human health. Finding and implementing innovative solutions to sustainability challenges cannot be addressed in isolation. It requires the involvement of a wide range of actors from across the food chain – farmers, retailers, researchers and NGO's.

*Our mission is to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.*

LEAF works with farmers, the food industry, scientists and consumers to inspire and enable sustainable farming. This involves working closely with producers, providing them with the right tools and services to make meaningful changes on the ground and inspiring retailers and consumers in pursuit of the ultimate goal - a more sustainable and resilient food and farming chain.

Over the last six years, LEAF has seen steady improvements in how producers are managing their soil and water, conserving energy, protecting their crops, enhancing wildlife habitats and reaching out to their local communities. All delivered through their producers' commitment to Integrated Farm Management (IFM) and their drive and determination to improve their farming practices.

<https://leafuk.org/>

#### Facetime a Farmer

<https://leafuk.org/facetimeafarmer>

FaceTime a Farmer is a fortnightly, ten minute Skype or FaceTime call between the farm and the classroom. Coordinated by LEAF the program is encouraging classroom learning, engaging children with where their food comes from, promoting healthy eating, and inspiring the future food production workforce.

LEAF Education's free FaceTime a Farmer initiative is transforming how farmers connect children with their food and where it comes from. FaceTime a Farmer is about harnessing the power of digital communications to inspire, engage and educate young people about not only the journey from farm to fork but also the ever-changing, diverse agricultural industry.

Children regularly chat live to their matched farmer from their classrooms through FaceTime or Skype, discuss ideas, ask questions, share knowledge and gain a 'real-time' understanding of the issues farmers face every day. Founded by farmer Tom Martin, co-ordinated by LEAF (Linking Environment And Farming), and sponsored by Sainsbury's and Strutt & Parker, the initiative pairs farmers with classes for a series of video calls throughout the year.

The students have the opportunity to ask questions, and see what happens on the other side of the farm gate, reinforcing curricular learning with real life examples in the UK countryside.

With nearly 150 school and farmer pairings already, 100% of farmer and student/teacher participants enjoyed the calls, and 100% of teachers said that their pupils/students were really engaged, and gained a better understanding of where their food comes from. Calls have covered subjects including geography, climate change, genetics, biology, food technology, animal welfare, the role of pollinators, engineering, environmental protection, and much more.

### LEAF Open Farm Sunday

For the fifth year running, in 2019 over a quarter of a million people connected with farming on LEAF Open Farm Sunday. This year 250,450 people went out onto 365 farms from Jersey to Shetland. To read the latest LEAF Open Farm Sunday 2019 figures [click here](#).

<https://farmsunday.org/>

### LEAF Open Farm School Days

LEAF Open Farm School Days is a nationwide UK initiative to get children out onto farms and learning about where their food comes from. Throughout June, farms open their gates and host educational visits for children to learn about how their food is produced and meet the farmers who grow it. LEAF Open Farm School Days run alongside the annual LEAF Open Farm Sunday - a number of farmers do both.



<https://farmsunday.org/schools>

### LEAF Farming Fortnight

Farming Fortnight (3-14 June 2019), developed by LEAF Education in partnership with Brockhill Park Performing Arts College in Kent, saw hundreds of primary and secondary schools across the UK shine a light on farming, what it delivers and the varied career opportunities available in the sector.

A wide range of engaging national curriculum linked resources and materials have been developed for schools to download. Topic sheets, lesson plans, case studies and videos will explore different farming sectors and support teachers in delivering inspiring lessons around food and farming.

Each day of the campaign has its own farming theme and accompanying social media hashtag – ranging from arable farming (#TractorTuesday), the sheep industry (#WoollyWednesday) through to fruit and vegetable production (#TastyTuesday) to careers in farming (#FutureFarming). Schools and students are encouraged to share their learning experiences on social media.

<https://www.countrysideclassroom.org.uk/farmingfortnight>

## 3.20 Farms for City Children opens the gate for first hand farm experiences

**The founders of Farms for City Children want kids to live and work on farms to connect with farming.**

Children's author Michael Morpurgo and his wife Clare founded Farms for City Children at Nethercott House in Devon in 1976. The charity offers urban children from all over the UK a unique opportunity to live and work together for a week at a time on a real farm in the heart of the countryside.

It is an intense, 'learning through doing' experience of a different life – for children who may not know where their food comes from and have limited opportunities to explore the outside world.

There are now three working farms, where the program welcomes around 3,000 children and 400 teachers a year.

[farmsforcitychildren.org/](https://farmsforcitychildren.org/)

### 3.21 Farm Attractions Network

With over 250 members, The National Farm Attractions Network (NFAN) unites the farm and rural attraction industry in the UK and is the only independent co-operative for farm and rural attractions.

It is estimated that over 10 million visits are made annually to NFAN member attractions. NFAN works with partner organisations to champion the benefits of school and education group visits to farm and rural attractions. Many NFAN members are CEVAS trained and offer a wide range of educational resources. It is estimated that 500,000 children a year visit NFAN member attractions as part of school trips.

Started in 1996, NFAN originally started as a networking organisation and continues to run regular events for Members ranging from the NFAN Annual Conference and two-day road shows to open days and knowledge sharing FarmHub Workshops. NFAN also provides tools for Members to increase their knowledge in specific areas. The NFAN Awards held annually provide an opportunity for the farm attraction industry to showcase their 'best in class' attractions.

<http://www.farmattractions.net/>

### 3.22 BBC's Harvest television documentary series brings the food harvest into living rooms

In this series produced by the BBC the team of reporters film aspects of the summer harvest of fresh food crops across the United Kingdom, showcasing different industry sectors and celebrating the abundance and provenance of the summer harvest. A great example of taking food and farming to prime time TV.

The story lines begin in the fields talking with farmers about a particular food crop, then break out into information about the nutrition and quality of that food. Presented in a lively, interactive format the documentaries engage viewers around the food story from paddock to plate and put a very human face on the industry by allowing farmers to tell their stories in a fun and lively way. The stories make the links to seasonal conditions, the soils and growing conditions of different regions of the UK and how crops are suited to these areas. The footage features modern farms incorporating technology and science into crop production. The reporters try their hand at driving a harvester and tasting the produce out in the field, then follow the produce through the processing stages to the final product. The positive stories and obvious pride in the industries is powerful viewing.

<https://www.youtube.com/watch?v=MPrtZUosFdU>



<https://www.youtube.com/watch?v=MPrtZUosFdU>

## NEW ZEALAND

### 3.23 How to earn and maintain social licence – it is all about trust

This presentation by NZ's first social licence consultant Penny Clark-Hall provides a great explanation of social licence and provides a warning from how quickly the NZ dairy industry became challenged by a loss of social licence.

In just five years, positive perceptions of New Zealand dairy farming have slipped from 78% to 47% for urban respondents as have rural respondent's views, though slightly higher, going from 83% to 50% (UMR Research, 2017). Penny Clark-Hall's research and presentation delivers three important messages for primary industries if they are to earn and maintain their social licence to operate:

1. Without trust you don't have a social licence.
2. When you fail, do it bravely and with empathy to avoid losing that trust.
3. Stakeholder engagement is how we earn and maintain trust.

Penny Clark-Hall, social licence consultant [sociallicenceconsulting@gmail.com](mailto:sociallicenceconsulting@gmail.com)

The How to Earn and Maintain Social Licence presentation by Penny Clark-Hall at the New Zealand's Grow 2019 Agri Summit is at: <https://www.youtube.com/watch?v=m29GQFc8bf4&feature=youtu.be>

<https://ruralleaders.co.nz/wp-content/uploads/2018/08/Penny-Clark-Hall-How-to-earn-your-Social-Licence-to-Operate.pdf>



<https://www.youtube.com/watch?v=m29GQFc8bf4&feature=youtu.be>



## Future 500 – trust building in practice

Penny Clark-Hall references Future 500 which is a US non-profit consultancy that builds trust between companies, advocates, investors, and philanthropists to advance business as a force for good.

Future 500 warns that in an increasingly polarised world, things are unlikely to get better if we continue to demonise, portraying every global threat as an “Us versus Them” battle. They argue that we need a paradigm shift – one built on humanisation. Future 500 believe that relationships are the first step towards solving the most pressing environmental and social challenges. By helping diverse organisations step out of their echo chambers and seek common ground in uncommon places, they aim to catalyse innovative, systemic solutions that enable both our planet and society to thrive.

Future 500 breaks down common stereotypes of companies and activists in an excellent video that asks: What is stakeholder engagement? <https://youtu.be/VHGTsEwbOJY>

[www.Future500.org](http://www.Future500.org)



<https://youtu.be/VHGTsEwbOJY>

## 3.24 Agrication promotes agriculture and career opportunities to New Zealand schools



Agrication is a joint initiative of the New Zealand Young Farmers and the Red Meat Profit Partnership to promote farming across the NZ school curriculum and promote future ag careers to kids.

NZ Young Farmers with support from CORE Education and funding from the Red Meat Profit Partnership have developed this website to support teachers and students to learn more about land based industries. The site contains a range of teaching and learning resources for primary and secondary students all aligned to the New Zealand Curriculum. There is information on a range of related events to support classroom learning opportunities and opportunities for farm visits.

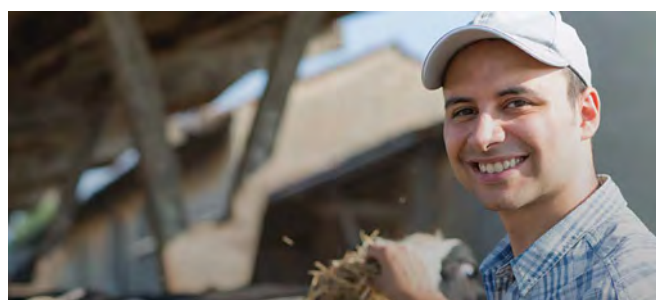
NZ Young Farmers have a team of Territory Managers across the country who are available to support schools by sourcing guest speakers, proposing options for field trips and providing further information about the topics covered in each of the resources.

At the tertiary level the Future Food Network gives students who are still involved in study an opportunity to establish their own networks with people working in various roles across the food production chain. This includes anyone from farmers and stock managers to national and international meat processing companies, trade envoys, sales and marketing managers, scientists, engineers, and industry organisations.

The idea is to support students to develop an industry network prior to leaving their education institution so there will be an increase in the number of motivated and high achieving graduates entering careers in primary industries.

The Teachers Day Out event is a professional development day for secondary school teachers to showcase careers across New Zealand's food production industry. Teachers can take a closer look at the science, technology and commerce involved to produce premium quality food, and take home tools to bring what they have learned to life in their classrooms.

<https://agrication.co.nz/>



### 3.25 DairyNZ invests in educating kids to build trust and understanding of dairy farming

DairyNZ has invested in developing resources across a range of mediums to educate children and the public about the importance of dairy farming in New Zealand.

#### DairyNZ Schools

The DairyNZ Schools website provides information and support for classroom teachers and access to free, curriculum-based, engaging learning resources available online which have been designed specifically by education specialists, School Kit. The resources align with the New Zealand school curriculum for Years 1-8 and are aimed at helping classroom teachers to teach children about where milk comes from, how it is processed and transported, and also what a varied and interesting sector dairying is. Teachers can also sign up to visit a farm and then share photos with other teachers and classes on [dairynzschoools.co.nz](http://dairynzschoools.co.nz).

Instead of teaching dairy as a specific subject, the programme looks at curriculum areas such as mathematics, science, technology, economics and geography, and uses a dairy context to teach modules within the compulsory curriculum areas. DairyNZ Schools teaching modules include a Teachers Guide, posters and fact sheets. A limited number of classroom Resource Kits are also available through School Kit to support the new modules each year.

#### Linking urban and rural

An annual activity in the education programme is the DairyNZ CLASS-ified Game of Moostery, which links 150 rural schools with 150 urban schools around New Zealand.

It challenges children to put on their detective hats and figure out their partner school's name and location using clues in the form of a photographic scavenger hunt and a video chat session. This resource aims to increase understanding and create empathy and real-world connections between rural and urban children.

#### A taste of science

Introducing 'dairy' as a topic into the science curriculum at an early age not only increases children's knowledge about dairy farming and where their milk comes from, but it can also spark an interest in a career in the dairy sector and introduce a pathway into agri-science.

A recent education module, 'Can it Ice Cream', took the approach of starting with the products children already know and love – ice cream and milk – and introducing them into the science curriculum area of investigating a change of state (in this case from liquid to solid). In addition, an extra challenge of creating a breakfast flavoured ice cream was thrown into the mix. In the module, children got to find out about what products are made from milk and where that milk comes from.



#### Farm visits

Teachers using DairyNZ's education resources in the classroom can also apply for a School Farm Visit. This provides experiences outside the classroom for children who may not otherwise have the opportunity to experience a real farm environment.

<https://www.dairynz.co.nz/about-us/education/dairynz-schools/>

With the help of volunteer farmers, DairyNZ's School Farm Visits provide children with a unique and memorable on-farm experience. Classroom teachers who have been working with the DairyNZ Schools resources and teaching modules can apply to visit a local farm so that children can experience what they've learnt in the classroom in a real farm environment.

Watch as the children from Fairhaven Primary School, Te Puke, visit Richard and Amy Fowler's farm to learn all about dairying. <https://www.youtube.com/watch?v=vPXwsSq96pM>. The school has been using DairyNZ's education resources in the classroom and a field trip to a local dairy farm proved to be a fantastic learning experience to complement and reinforce their classroom work.



<https://www.youtube.com/watch?v=vPXwsSq96pM>

## Rosie's World

The *Rosie's World* website educates children about the New Zealand dairy sector through videos, activities, interactive games, recipes and blogs. Rosie's World is the home of Rosie, New Zealand's dairy industry 'Cowbassador'. She is the young, enthusiastic face of New Zealand's 4.6 million dairy cows. Rosie's engagement with children through the website, media and events, is part of DairyNZ's education programme, which is all about connecting children with dairy farming and helping them learn where their milk comes from.

## Dairy Doing Good

Rosie's latest campaign 'Dairy Doing Good' helps children learn about the many ways dairy touches New Zealanders' lives. It takes children on the dairy journey, starting from their plate, with the dairy products they eat, back to the paddock and how milk is made.

In 2017, a competition was held to find a real-life co-star for Rosie. Nate Cunis from Whangarei stood out amongst hundreds of other entries from around New Zealand to win the starring role. He has been doing a fantastic job partnering with Rosie to help kids learn about dairy farming.

## Rosie's launch

Rosie's character was officially launched at the 2011 National Agricultural Field days where she was a huge hit with everyone from children to their grandparents! She is a Friesian-Jersey cross who leaves her farm to discover what makes the New Zealand dairy industry one of the best in the world.

Children (and adults) are still delighted to meet Rosie at events and will flock to Rosie for hugs, high fives, photos and Rosie goody bags. Rosie regularly attends national and regional field day events and open farm days around New Zealand.

Along with her own website Rosie's World, children of all ages can follow Rosie on Facebook and YouTube and join her fan club to receive regular emails and competition updates.

<https://www.dairynz.co.nz/about-us/education/rosies-world/>

<https://www.rosiesworld.co.nz/>

<https://www.rosiesworld.co.nz/movies/life-of-farmers-with-rosie-and-nate/>

<https://www.youtube.com/watch?v=kDG-sx5No34>



<https://www.youtube.com/watch?v=kDG-sx5No34>

## GoDairy

GoDairy is a website supporting young people and career changers to discover a career in the innovative dairy sector. The dairy sector needs the very best minds to solve scientific challenges as agri-scientists, work with farmers in agri-business, and dairy farm to produce the best milk in the world.

The website promotes that the dairy sector offers variety, challenges, financial rewards, and many opportunities. There is a GoDairy quiz that reveals possible workplaces and jobs. For each career path (agri-science, dairy farming, agri-business) the site helps students find out what and where to study and train using an interactive map. There are also stories about like-minded people and opportunities to connect with others via social media and in person to make it happen.

[GoDairy.co.nz](http://GoDairy.co.nz).





### 3.26 New Zealand fishing industry builds research and evidence to improve its social licence

Maintaining a social licence to operate has long been recognised as a challenge for the New Zealand aquaculture industry and in 2012 the Ministry for Primary Industries (MPI) Aquaculture Unit commissioned work to establish an improved evidence base on the socio-economic effects and benefits of aquaculture.

Early feedback received by MPI indicated research should focus on drivers that inform social licence, and provide industry with practical methods and actions to improve community engagement with the industry.

Around 70 percent of existing NZ marine farm consents expire in either 2024 or 2025. Permit holders will be required to submit new resource management consent applications, and it is anticipated by industry that improving the industry's 'social licence to operate' will be crucial to successful re-consenting outcomes. A similar argument applies to applications for new water space in future.

The MPI commissioned Robert Quigley (Quigley and Watts Ltd) and James Baines (Taylor Baines & Associates Ltd) to identify:

- What is social licence to operate and how is it characterised?
- The range of drivers to improve social licence associated with other industries.
- How industries have addressed these drivers, and developed better relationships with stakeholders/gained community approval.
- Practical examples of actions and methods industries have taken to overcome resistance to industry development.

Their research includes an example of a tool used to measure social licence in the mining industry.

How to improve your social licence to operate: A New Zealand Industry Perspective (Quigley and Baines 2014). See section 10 (page 10) for guidance on measuring progress.

<https://www.aquaculture.org.nz/wp-content/uploads/2014/04/2014-05-How-to-improve-your-social-licence-to-operate-1.pdf>

### 3.27 Tourism promotion 100% Pure New Zealand sells NZ food and wine to the world

Demonstrating a nation is proud of its food and wine has become central to New Zealand's international tourism strategies and influences perceptions of the food industry domestically as well.

The highly successful 100% Pure New Zealand advertising campaign featuring the food and wine industry is a great example of how another sector – tourism – with its significant promotional budgets can be influential in building positive perceptions of the food and farming sector and in building pride in the industry for domestic consumers as well.

With an integrated strategy that includes international and domestic advertising and very effective imagery and branding at all entry points the 100% Pure New Zealand campaign is reinforced in people's minds to a similar extent that an independent endorsement or quality stamp may have. With messaging like Taste your way around New Zealand, you'll discover food and wine that's original, world-class, and fresh from the source, and there is no better souvenir than experiencing New Zealand's unique food and wine there is constant reinforcement that food experiences are an essential part of experiencing New Zealand's culture.

<https://www.newzealand.com/ie/food-and-wine/>

<https://www.youtube.com/watch?v=hi5MPjbgj6c&list=PLG6IC2i5Blk5yoGzpfncTZ2a3khdZ4B3>



<https://www.youtube.com/watch?v=hi5MPjbgj6c&list=PLG6IC2i5Blk5yoGzpfncTZ2a3khdZ4B3>



## IRELAND

### 3.28 Can Ireland maintain its social licence to farm?

2018 Nuffield Scholar Lorcan Allen presents his findings from a global study tour looking at how other countries are addressing social licence to operate issues in agriculture in this presentation. He identifies that Ireland agriculture's currently strong social licence is challenged by policies and imperatives to increase scale and productivity to meet increasing global food demand. He argues that delivering on the public good agenda leads to a stronger social licence. Lorcan demonstrates a farm carbon balance sheet as an example of addressing public concerns to achieve carbon neutrality in a farming enterprise and promotes a vision of Ireland becoming the world's first carbon neutral agricultural industry.



<https://www.youtube.com/watch?v=vdh1F2Hnu8M>

<https://www.youtube.com/watch?v=vdh1F2Hnu8M>

## ITALY

### 3.29 Measuring food and sustainability - a global index on food and sustainability

The Barilla Centre for Food and Nutrition Foundation and The Economist Intelligence Unit have developed an international index on food and sustainability to tackle the major food-related issues from an environmental, economic and social perspective.

The Food Sustainability Index (FSI) ranks 67 countries on food system sustainability. It is a quantitative and qualitative benchmarking model constructed from 38 indicators and 90 individual metrics that measure the sustainability of food systems across three categories: Food Loss and Waste, Sustainable Agriculture and Nutritional Challenges. The index has three key types of performance indicators—environmental, societal and economic.

The coexistence of hunger and obesity, the overexploitation of natural resources and the large amounts of food lost and wasted are the three food paradoxes identified by the Barilla Centre for Food & Nutrition Foundation (BCFN). The BCFN follows a multidisciplinary approach to tackle major food-related issues from an environmental, economic and social perspective, to secure the well-being and health of both people and the planet. With its action-oriented approach, the BCFN seeks to act as a catalyst to develop frontier ideas, promote solutions and identify new, innovative ways to generate a positive impact towards the achievements of the United Nations Sustainable Development Goals and the Paris Climate Change Agreement.

Through research, dissemination and public engagement, the BCFN's contribution to shift towards more sustainable food systems includes the *Nutritional and Environmental Double Pyramid*, the *Milan Protocol* as well as *Eating Planet*, the *Food Sustainability Media Award*, BCFNYES! and the educational programme *Food, Us and our Planet* and the MOOC on Sustainable Food Systems: A Mediterranean Perspective, in partnership with SDSN and SDG Academy.

BCFN says food sustainability is about culture, education, health, equity and respect for the planet. BCFN hopes that all these initiatives become useful tools for policy makers and civil society, for experts and trainers, and for anyone studying to work in the food system in the future. Eat better, eat less, food for all.

<http://foodsustainability.eiu.com/> <https://www.educazionedigitale.it/noilciboilplaneta/>

## NETHERLANDS

### 3.30 How the Netherlands led a food revolution

A Bloomberg documentary made in 2018 explained how, despite its small size and dense population, the Netherlands makes far more food than it can eat. This is how a nation that was once starving under the Nazis has now become a world leader in farming techniques and agriculture technologies. <https://www.youtube.com/watch?v=5EkgIVH6GM0>



[www.youtube.com/watch?v=5EkgIVH6GM0](https://www.youtube.com/watch?v=5EkgIVH6GM0)

### 3.31 Commonland – linking investors and farmers in landscape restoration

Based in Amsterdam, Commonland believes that landscape restoration offers untapped opportunities for sustainable economic development and to demonstrate this potential, they develop landscape restoration projects across seven countries that are based on business cases.

Multidisciplinary teams involve investors, companies and entrepreneurs in long-term restoration partnerships with farmers and land-users. Long-term commitment is important as it takes approximately 20 years – or one generation – to restore a landscape. Commonland believes a holistic restoration approach combines and connects natural and economic landscape zones and delivers 4 *returns*®.

Their goal is to realise large-scale landscape restoration with local farmers, land-users and experts, based on sustainable 4 returns business cases. Commonland contributes to the Bonn Challenge, a global effort to restore 150 million hectares of the world's deforested and degraded land by 2020 and 350 million hectares by 2030. Commonland is also stimulating the development of dedicated funding structures.

Commonland consists of a foundation and two impact companies: 4 Returns Landscapes and 4 Returns Partners. The foundation guards and develops the 4 returns restoration approach and works in close cooperation with scientific institutions, business schools, and experts from non-governmental organisations. 4 Returns Landscapes develops local companies' and farmers' initiatives that grow landscape restoration projects. They work on sustainable business cases and with local partners.

4 Returns Partners provides advisory services to third parties that wish to implement long-term restoration projects. They share the lessons learned with others who want to accelerate the process towards a restoration industry. Commonland is implementing the program in seven countries.

<https://www.commonland.com/en/>

### WA investment by Commonland

In WA Commonland are investors in Wide Open Agriculture which has listed on the ASX with 100 local stakeholders involved and 20+ business cases identified, and a food brand called Dirty Clean Food.

Wide Open Agriculture believes large opportunities lie in the restoration of the WA Wheatbelt and the goal is to transform this landscape by developing inspirational solutions to create new jobs and business opportunities; secure local food supplies; and restore biodiversity, soil and water quality. WOA believes it can convert the Wheatbelt into a world-class sustainable Foodbelt.

Their solutions include: innovative ecologically based farming practices enabled by sustainable water management systems; measures to restore the soils and biodiversity; bringing migrants – the 'new Australians' – to the area as employees or business partners; and an approach to scale-up, through listing on the Australian Stock Exchange, to attract equity from retail and institutional investors.

<http://www.wideopenagriculture.com.au/>

## SWITZERLAND

### 3.32 Swiss Farmers – keeping the land alive promotional film

Switzerland has also produced a promotional film that features its agricultural industry and links the industry as an integral part of the Swiss culture. “To be a farmer is not just a profession, but a vocation and an important integral part of Swiss culture.” <https://www.youtube.com/watch?v=vQ5jBdNrPD4>



<https://www.youtube.com/watch?v=vQ5jBdNrPD4>

## AUSTRIA

### 3.33 Austria's Agriculture – growing the future

This promotional agriculture and forestry video made in 2012 demonstrated the Austrian industry's economic and social value and environmental credentials including carbon dioxide emissions reduction in agriculture of 11 per cent under the Kyoto targets. It quotes community attitudes data that over 70 per cent of Austrians believe subsidies paid to farmers are a good investment, and notably 20 per cent of farm income is from subsidies.

<https://www.youtube.com/watch?v=PheMlyPfGeg>



<https://www.youtube.com/watch?v=PheMlyPfGeg>

## ISRAEL

### 3.34 Made in Israel documentary celebrates agricultural innovation

This television documentary filmed in 2013 looks at Israel's remarkable agricultural innovation, with a special focus on the role of the kibbutz in Israel's agricultural success, growing crops and orchards in desert, rocky land and swamps with hard work and ingenuity.

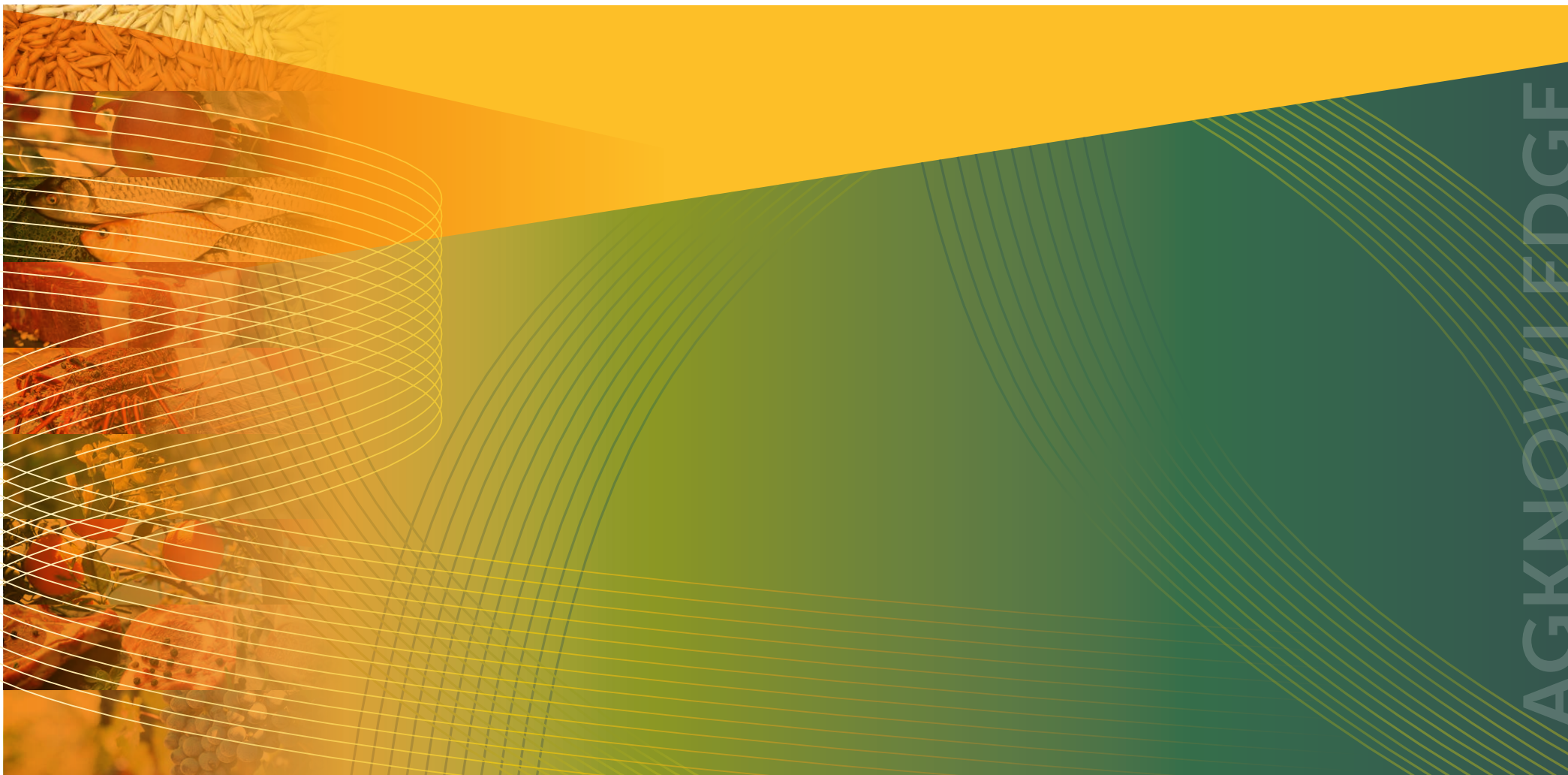
<https://www.youtube.com/watch?v=oxxYmn3HpDU>



<https://www.youtube.com/watch?v=oxxYmn3HpDU>







**AGknowledge®**  
CONNECTING AGRICULTURE