



Building Support for Choice in Hen Housing

***Charlie Arnot
2016 EFO Annual Meeting***



Consumers want meat, milk and eggs ...

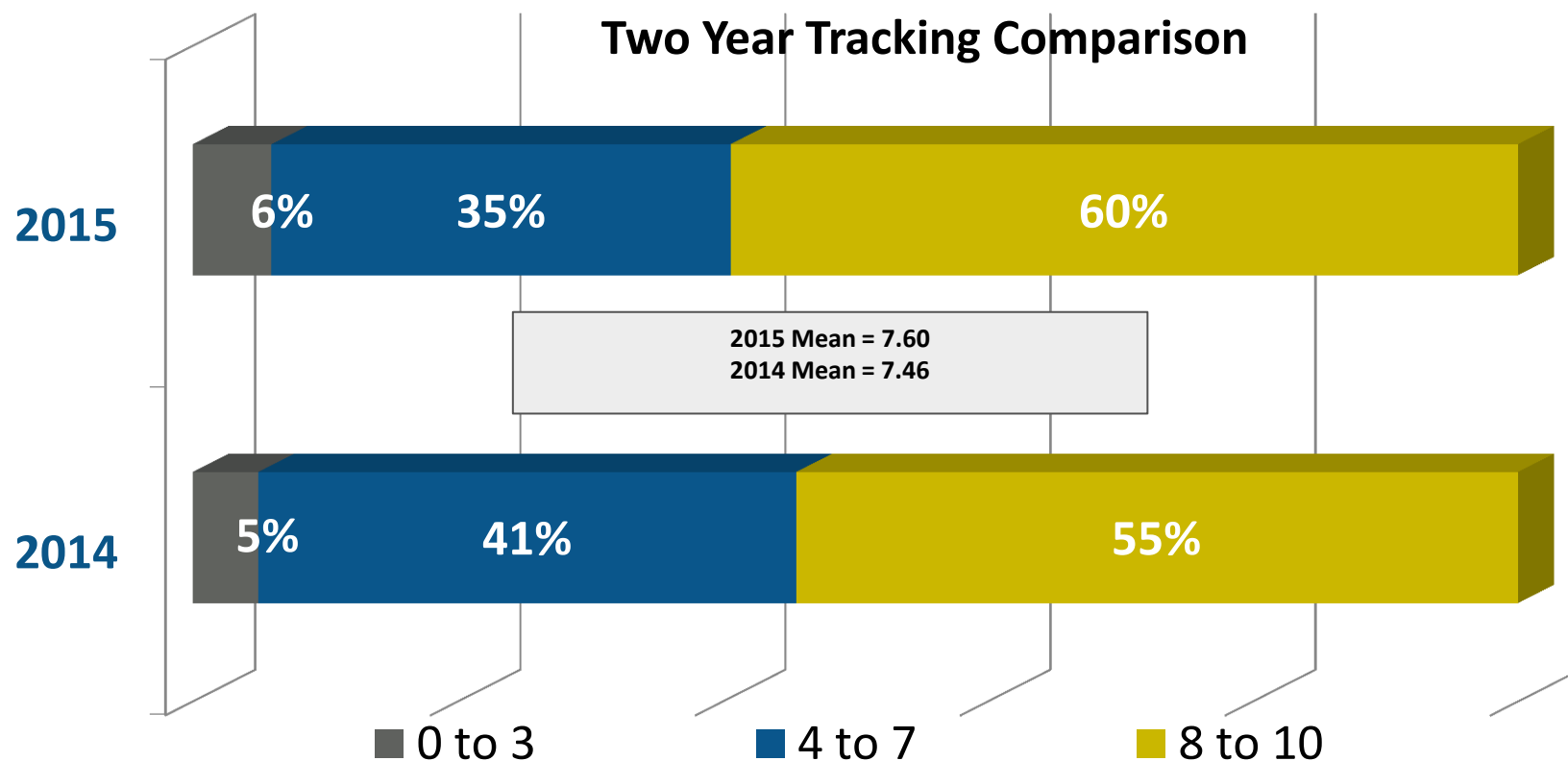


from humanely treated animals



CFI Survey Says:

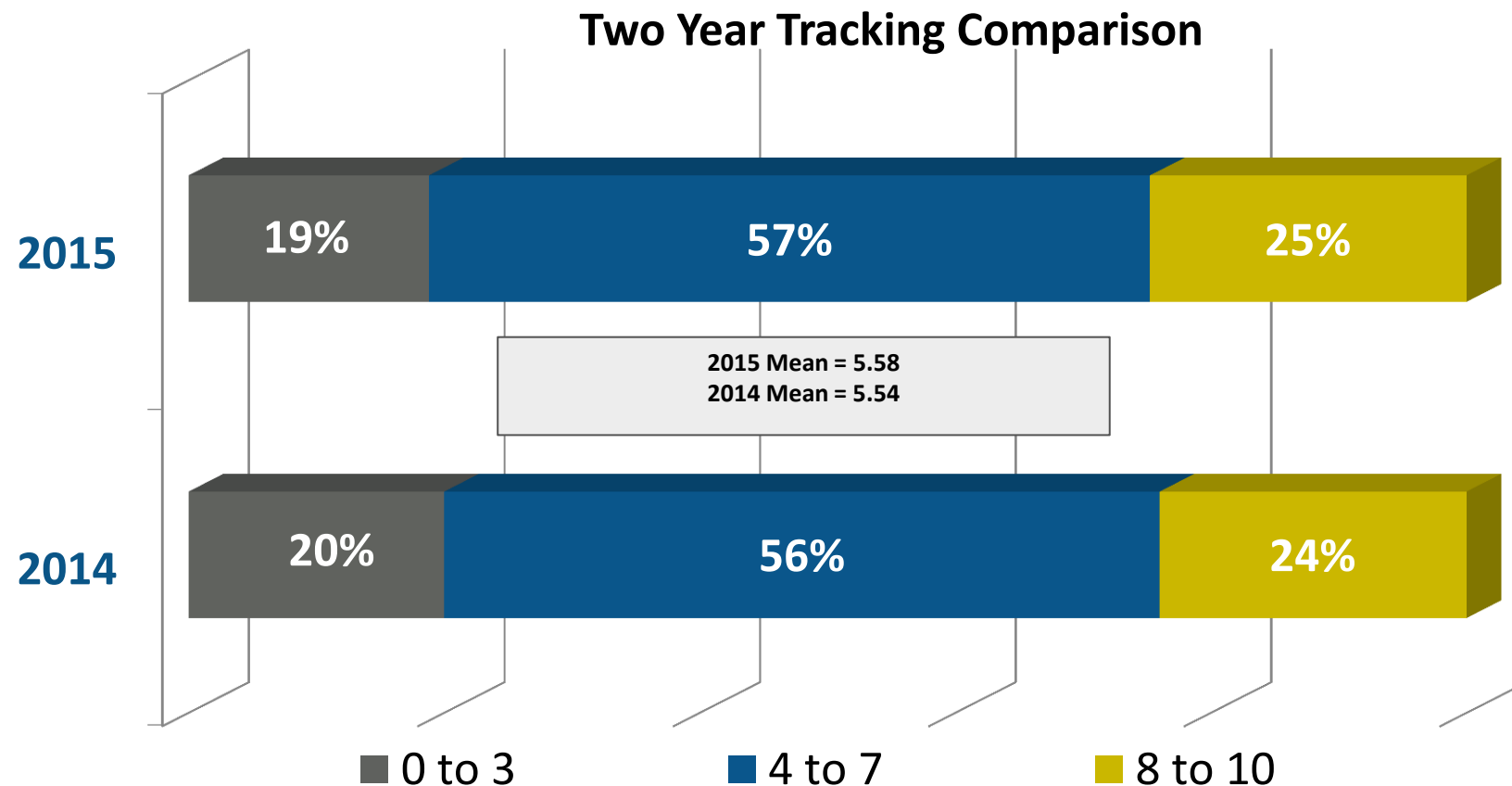
“If farm animals are treated decently and humanely, I have no problem consuming meat, milk and eggs.”



Q16. Please rate the degree to which you agree or disagree with the following statements. You can use any number between 0 and 10 to express your opinion

Where the Gap Exists

“U.S. meat is derived from humanely treated animals.”



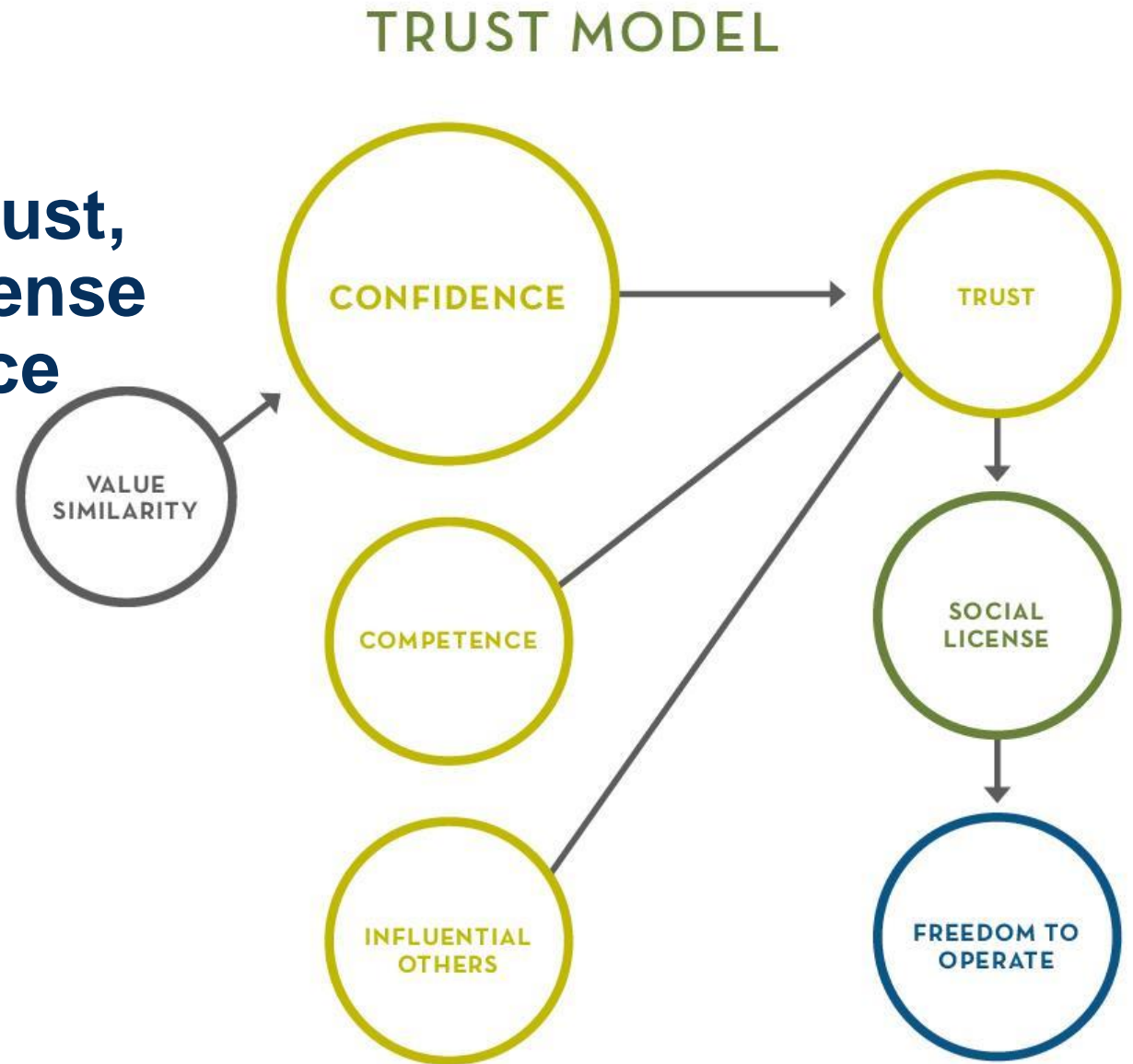
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**Consumers want
Transparency**

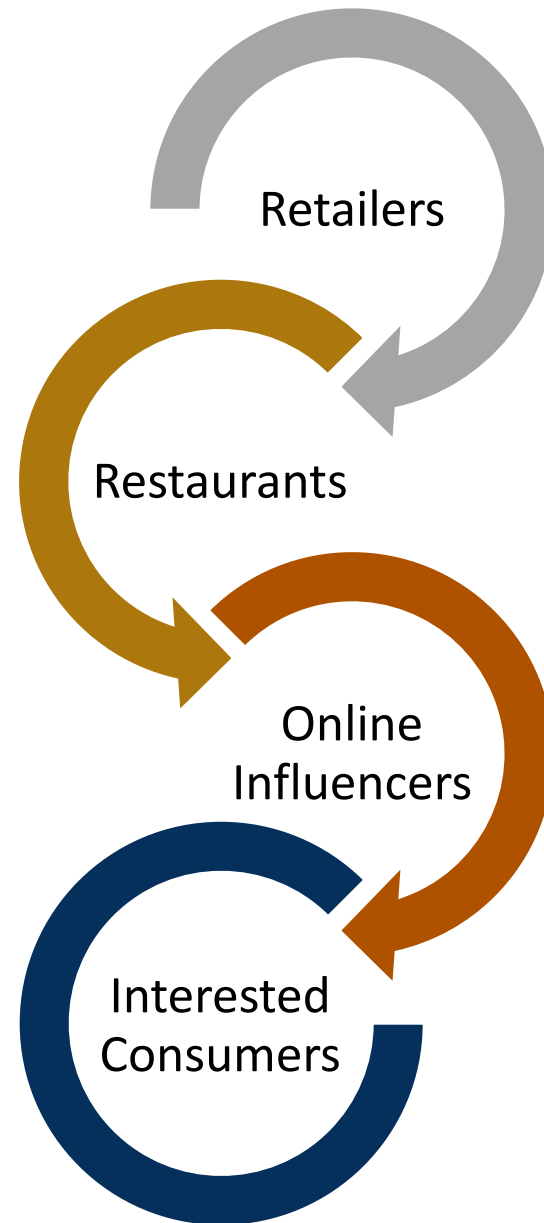


Demonstrating transparency and shared values will allow us to grow trust, maintain social license and preserve choice in hen housing.



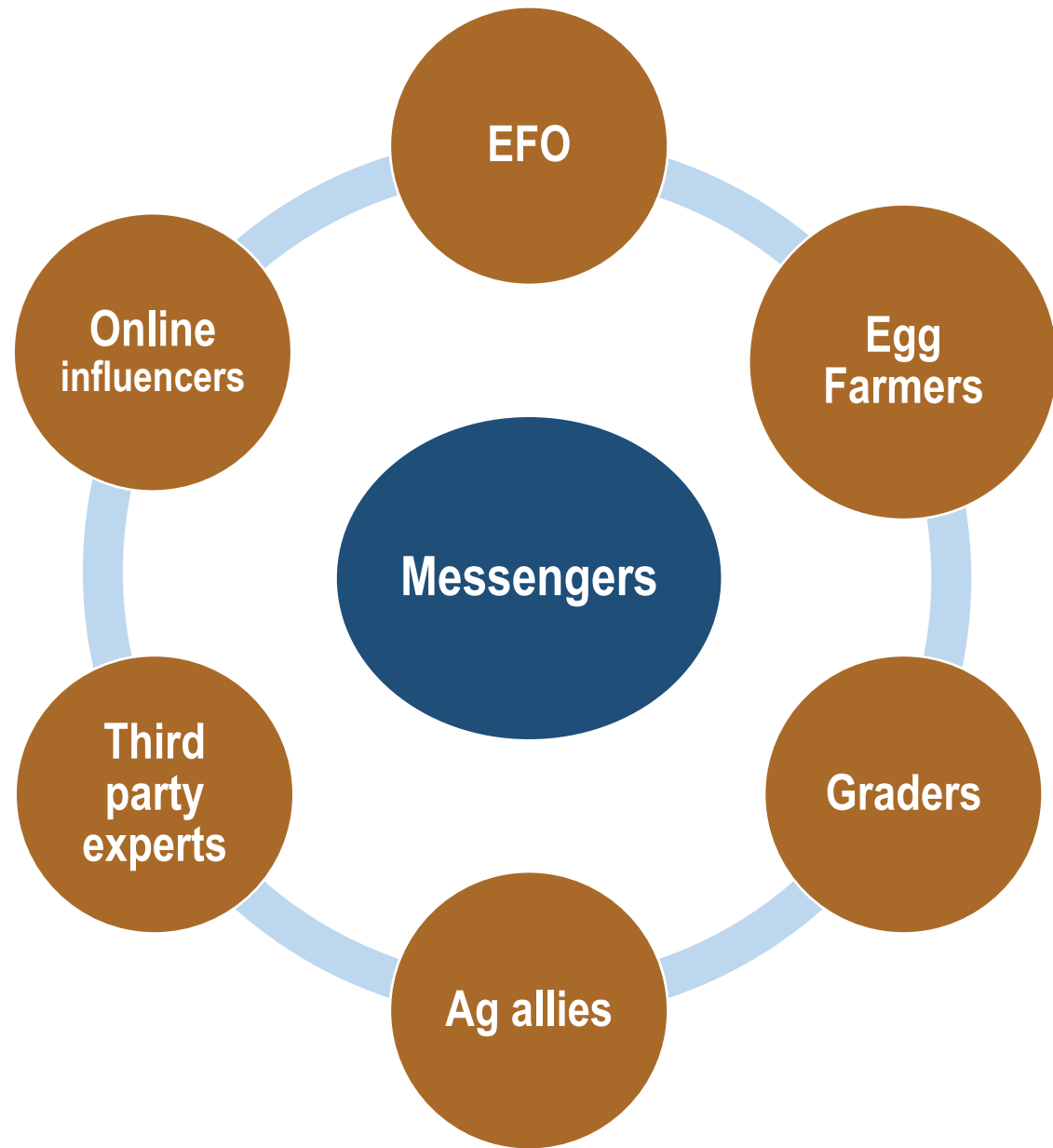


With Whom Will We Connect?





Who Will Share the Message?





What Will Success Look Like?

- Retailers and restaurants will consider sourcing eggs from a variety of systems.
- Egg farmers and graders are empowered to promote consumer choice.
- Farmers and graders seize opportunities to engage with the food system on hen housing.
- Enriched colony is recognized as one option for high-quality hen care.
- Food system and consumers understand farmers' commitment to hen care, continuous improvement and egg production.
- Canadian consumers vocalize their desire to have choice preserved in the marketplace.



Overarching Strategies

- Leverage collaborative interests in a coordinated approach to engage with a variety of stakeholders concerned about hen housing and choice.
- Establish enriched colony as the present “gold standard” for egg production in Canada.
- Demonstrate the prevailing commitment and passion of farm families and egg company employees by capturing and sharing their stories with full transparency of on-farm practices.
- Present hen housing from a variety of perspectives, including impacts on hen well-being, food safety, the environment, affordability of eggs and economic impacts.
- Engage thought-leading, influential consumers through a targeted digital campaign.
- Empower graders and brands to engage with retailers/egg customers, utilizing the strategic plans and resources provided.
- Support retailers by providing perspectives and materials to understand consumer purchase decisions and encourage conversation with consumers about choice.
- Develop short-term and long-term objectives and tactical elements to establish a coordinated, multi-year commitment to promoting hen housing choice.



**To preserve choice,
CMA proposes
a coordinated,
multi-faceted
approach.**





Where Will We Engage?

- Today's consumers are interested in and skeptical about food.
- Moms, millennials and foodies, in particular are asking questions, making conclusions and sharing information online.
- Influencers in food-focused discussion seek impartial, third-party sources to empower the recommendations they make.

Where Do Consumers Get Information?

Ranked First as Info Source on Food System Issues



Web Sites
21%



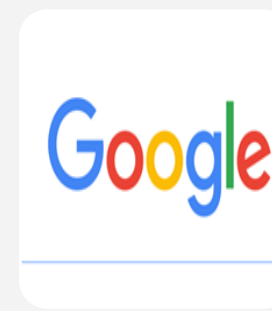
Local TV
Station
15%



Friends-
Not Online
13%



Family-Not
Online
13%



Google
10%

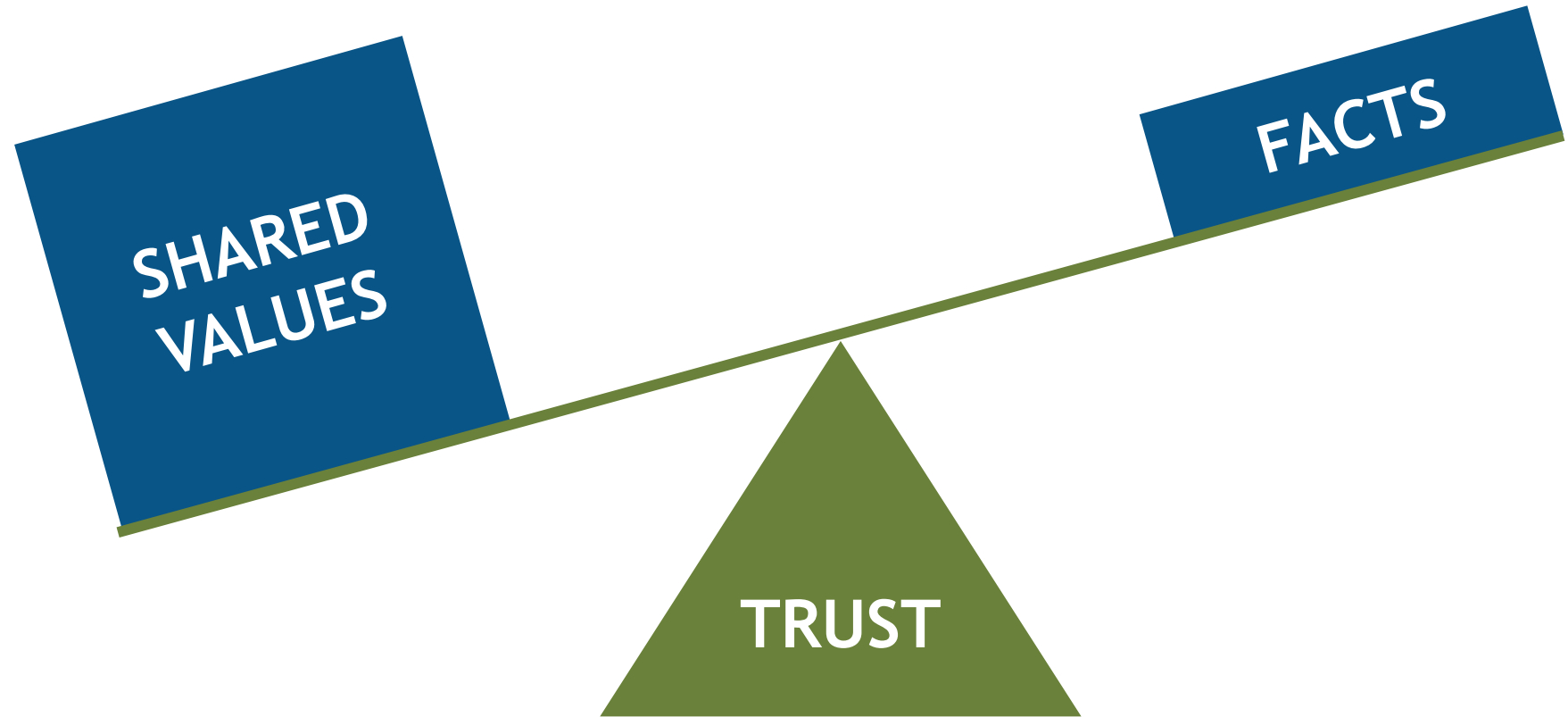


Balance for Communication Success





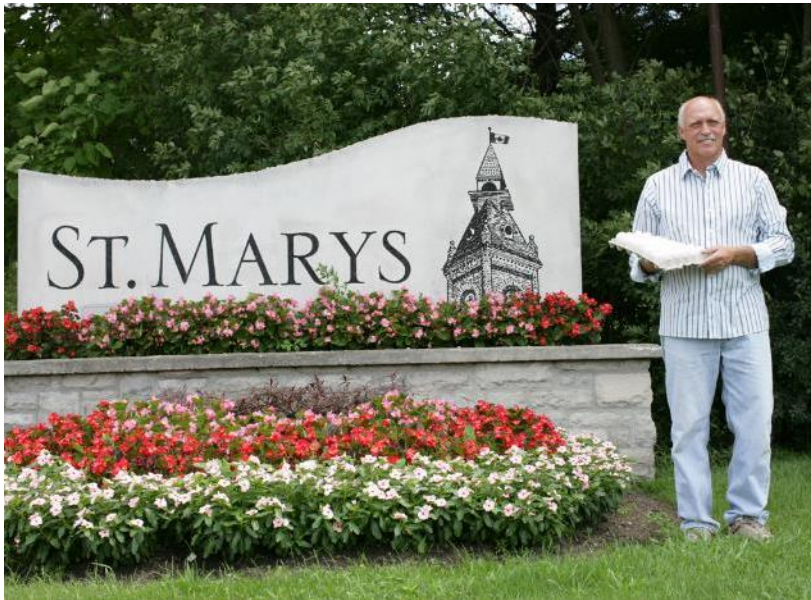
What Drives Consumer Trust?



Shared values are 3-5x more important in building trust than sharing facts or demonstrating technical skills/expertise



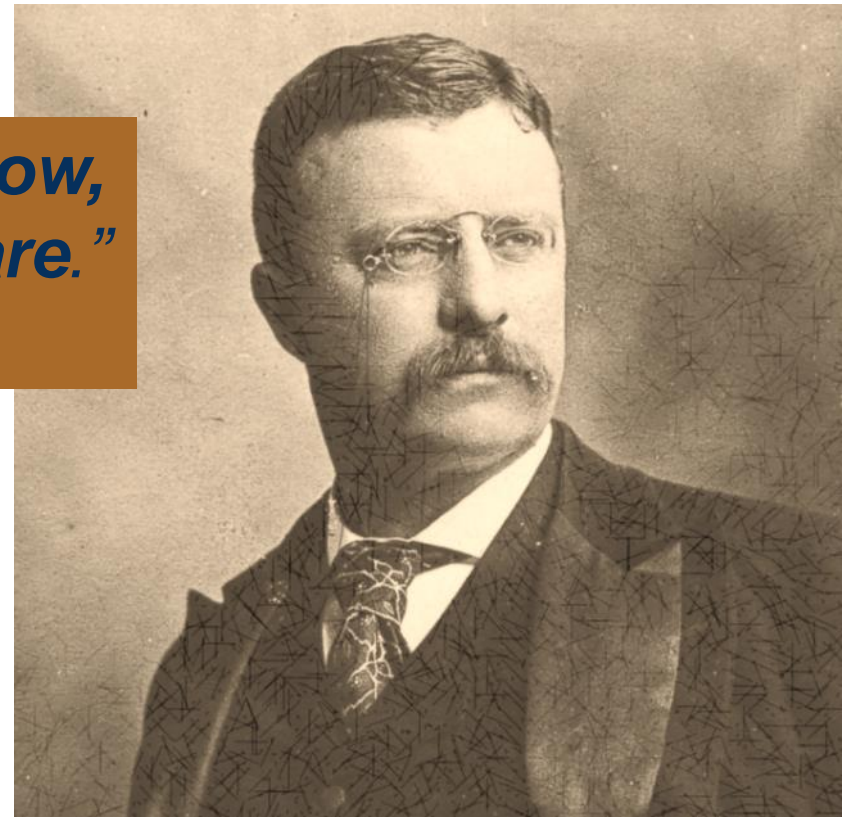
**We will *not* abandon
science and facts.**



**We will lead with *Shared
Values* to build trust.**



***“No one cares *how much you know*,
until they know *how much you care*.”***
- Theodore Roosevelt



**As we engage with consumers and food
system stakeholders about hen housing,
we will leverage the genuine care and
shared values of Ontario egg farmers.**



Thank You!