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Egg Farmers of Ontario

LOOK
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Building Consumer Trust and Stakeholder Support in Choice for Hen Housing

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Building Consumer Trust and Stakeholder Support

SUCCESS IS...

A range of egg choices continues to be available, as determined by consumer preferences, because food system stakeholders understand all types of hen housing provide high-quality care to hens and safe, nutritious and affordable eggs.

Variety of housing types continues to be supported – including enriched colony and in accordance with Canada's new Code of Practice.

“Success is ... in 10 years, the egg case looks just as it does now.”

- Scott Graham



Building Consumer Trust and Stakeholder Support **STRATEGIES**

Leverage collaborative interests in a coordinated approach to engage with a variety of stakeholders concerned about hen housing and choice.

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.

Building Consumer Trust and Stakeholder Support

STRATEGIES *Continued*

Engage consumers on digital platforms, in a way that showcases farmers demonstrating shared values (with a focus on animals).

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.

COORDINATED TACTICS



Building Consumer Trust and Stakeholder Support

2016 PROGRESS

Large-sample research of consumer beliefs and motivations, to effectively segment audiences for engagement

Eight on-farm videos featuring Ontario egg farmers telling their own stories about housing hens in enriched colony, free range, free run and aviary environments

Detailed engagement plans for a variety of stakeholders, including food system, academia, NGOs, media and consumers

Qualitative research with 1,000 consumers to measure driving factors in their egg purchases

Message development and testing with consumers to determine how messages resonated for confidence in egg purchases and hen housing

Understanding Purchase Decisions

CONSUMER PURCHASE RESEARCH

Conducted research among 1,000 Canadian consumers who are primary grocery shoppers (August 2016)

- Understand factors Ontario consumers use as they make egg purchase decisions
 - At retail
 - At restaurant, food service
- Use the findings to communicate with retailers and food system stakeholders

Identifying Effective Consumer Messages

MESSAGE TESTING

Conducted research with 1,000 consumers (September 2016)

- Identify message components that provide a believable, credible and favourable impression of egg farming and hen housing
 - Egg farmers love animals
 - Quality care can be provided in enriched colony **and** large group housing
 - Choice in available egg types should be maintained
- Assess awareness and reaction specifically to:
 - Impressions about reduced choice and the role of activists
 - Egg farmers' voluntary commitment to phase out conventional cages

Messages That Resonate Most Positively

BEST FOR THE BIRDS

“Ontario’s egg farmers weigh what is best for the birds when they decide how to house their hens, knowing the pros and cons of all housing environments.”

“Egg farmers in Ontario believe it’s their responsibility provide the best care for their hens, so over time, farmers have modified the way hens are housed as new information and research becomes available.”

“Egg farmers in Ontario believe high-quality care and safe, wholesome eggs can be achieved in a variety of hen housing environments.”



Uncovering True Motivators for Consumer Beliefs

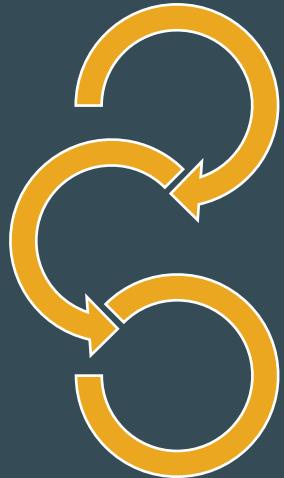
CONNECTING WITH SHARED VALUES

Ontarians are not confident that egg farmers share their values...

- **Some consumers** believe an egg farmer cannot empathize with their concerns or their guilt about hen housing
- **Some consumers** believe an egg farmer cannot be an animal lover

Rather than changing what others believe, we can better align what we do and how we engage to show shared values

- Demonstrate we understand their concerns
- Brand farmers as **animal lovers**



COORDINATED ENGAGEMENT

Graders & Processors



Farmers



Third Party Experts



CHANGING LIVES
IMPROVING LIFE



Retailers & Restaurants



Building Consumer Trust and Stakeholder Support

STAKEHOLDER OUTREACH PLANS

Developed and will implement a coordinated plan to connect with all key stakeholders

Primary stakeholders: Retailers, restaurants, food manufacturers and others in food production

Graders and processors are key to this outreach

Expected messages to food system:

Importance of choice

“Best for the bird”

Consumer purchase research

Egg affordability

Sustainability

Farmers are animal lovers

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LEARNINGS THAT SHAPE 2017 PLAN

Graders didn't want to go back to buyers until they have a new solution/strategy to offer

Consumers want to hear about hen care, not choice

Choice message can work with sellers

Need for certification program to illustrate practices as values in action

ADDING A MARKETING SOLUTION

Developing the engagement strategy involved discussions with graders plus restaurant, fast food and institutional buyers

The engagement strategy is essential – but it became clear that to be more successful, it needed to be paired with a marketing solution

That marketing solution could be a certification designation for all 'code-compliant' eggs

This certification would give retailers and restaurants an alternative to stating "cage-free" in their public commitments

We need to define our market in a way that works for retailers

Conventional

Enriched

Aviary

Free run

Free range



Certification designation
for ‘code-compliant’ eggs

We need to provide something to fill in the blank in purchasing commitments...

“voluntarily committing to the objective of purchasing _____ eggs by the end of 2025.”

PROVINCIAL AND NATIONAL CERTIFICATION RESEARCH

Ontario Quantitative research in Dec. 2016 – sample of 1,000
Conference calls with provinces, EFC and CPEPC
National Quantitative research in Feb. 2017 – sample of 3,000

Objectives were to assess consumer response to:
certification logo image concepts
text description of the certification
endorsement language
endorsement organizations

WHAT WE LEARNED ABOUT MESSAGING FOR CONSUMERS

We can make significant perception gains with an authentic Canadian “certification” umbrella

Research indicates a perception lift of about 3X with certification

Supported by significant communications, resources and marketing effort

A CERTIFICATION WITH REAL MEANING

Can represent:

Welfare/housing (*Animal Care Program*)

Food safety (*Start Clean-Stay CleanTM*)

Biosecurity (HACCP)

Environment (Environmental Farm Plans)

Traceability (stamped eggs)

ONE VALUE OF A CLEAR CERTIFICATION IDENTIFIER

80 %

of consumers don't know we are phasing out conventional

75 %

of consumers feel positive towards egg farmers when they know about the phase out

THE ROAD AHEAD

More consultation and strategy development with graders and other stakeholders

Develop agreement around a “certification” approach

Develop marketing and communication resources to support consumer choice

Launch consumer and stakeholder strategies

Post web pages on housing systems

Launch of hen housing videos

Launch of social media strategy

Launch of “certification” program

Thank You!



Questions?