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New Research Shows Consumers Streaming to Internet

CHICAGO (October 6, 2010) – New research released today by the Center for Food Integrity (CFI) indicates dramatic shifts in the primary sources consumers access for information on food system issues, and the organizations they view as most credible about the humane treatment of farm animals.

According to the research, early adopting consumers prefer online sources for information about the food system, followed by friends and family and their local television station. Traditional media sources, including newspapers and radio, were least preferred by early adopting consumers.

The research also shows that consumers view non-governmental organizations as the most credible sources about the humane treatment of farm animals. According to Charlie Arnot, chief executive officer of CFI, consumer impressions about profit motivation drive them to seek information from sources they consider non-biased.

“The research indicates consumers feel information from a non-governmental organization is significantly more credible than a group that profits from the meat industry,” Arnot said. “The closer you are to the money, the less credible your information.”

Following non-governmental organizations, consumers view farm animal veterinarians and university experts as the most credible sources of information about the humane treatment of farm animals.

“These results make it increasingly important for food system organizations to partner with credible groups and connect with consumers using shared values,” Arnot said. “Demonstrating we share an ethical obligation to ensure animals are well cared for is more important than ever before.”

CFI's research was presented today at the organization's 2010 Food System Summit in Chicago. The web-based survey was completed by 2002 respondents who reflect the overall composition of the population. The survey has a sampling error at the 95% confidence level (+/- 2.2%).

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The Center for Food Integrity is a not-for-profit organization established to build consumer trust and confidence in today's food system. Our members, who represent every segment of the food system, are committed to providing accurate information and addressing important issues among all food system stakeholders. The Center does not lobby or advocate for individual food companies or brands. For more information, visit www.foodintegrity.org.