

THE FOOD DIALOGUES

Results from Surveys of Farmers, Ranchers and Consumers

We wanted to understand the attitudes and opinions of farmers and ranchers AND consumers, so we went straight to the source ...

2,417 consumers surveyed nationwide (July - August 2011)

1,002 farmers & ranchers surveyed nationwide (July - August 2011)

Research Highlights:

- Consumers think about food production constantly, yet know very little about how food is brought to the dinner table
- Overwhelmingly, farmers and ranchers share the same values as consumers
- Farmers and ranchers know a divide exists between consumers and their food
- Consumers are firmly divided on the direction of modern agriculture

Topics FARMERS & RANCHERS Feel Are Most Important to Educate Consumers About

Topics CONSUMERS Want More Information About

 The effect of pesticides, fertilizers and antibiotics on food

1

How chemicals are used 

 Where their food comes from in general

2

How pesticides are used 

 Proper care of livestock and poultry

3

Food safety standards 

 Effect of government regulations on farming/ranching

4

Effect of government regulations on farming 

 Economic value of agriculture

5

How antibiotics are used + Genetic engineering in crops 

CONSUMER Survey: Topics With the Most Confusing or Conflicting Information

Effect of gov't regulations on farming

#1

How pesticides are used

#2

Genetic engineering in crops

#3

How antibiotics are used

#4

How livestock and poultry are cared for

#5

79% of consumers say that producing healthy choices for all consumers is very important for farmers and ranchers to consider when planning farming and ranching practices



64% of consumers say keeping food prices low is very important



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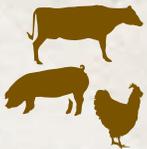
Results from Surveys of Farmers, Ranchers and Consumers *continued*

CONSUMER Survey:

Which topics do you believe should be a **PRIORITY** for those who grow and raise food?



1. How pesticides are used



2. How livestock and poultry are cared for



3. Effect of government regulations on farming



4. Food safety standards



5. How antibiotics are used

CONSUMER Survey:

Overall, would you say the US is heading in the right direction or off on the wrong track in the way we produce food?

Right direction **39%**

Don't know **19%**

Wrong track **42%**

FARMER & RANCHER Survey:

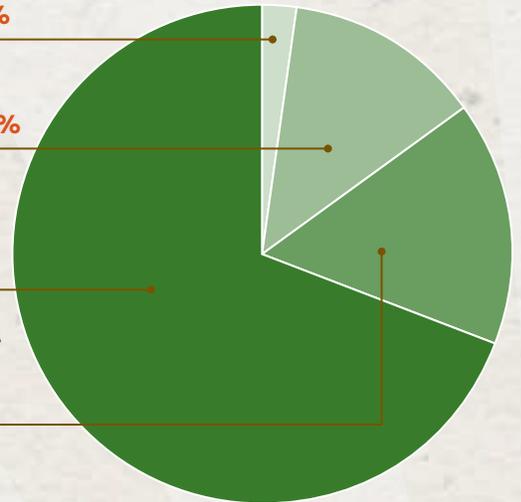
How much knowledge do you think the average consumer has about the modern farming and ranching industry in the United States?

A significant amount of knowledge **2%**

Some knowledge **13%**

Very little knowledge **70%**

No knowledge at all **16%**



FARMER & RANCHER Survey:

How accurate is consumer perception of modern farming and ranching?

Very accurate **2%**

Mostly accurate **5%**

Only somewhat accurate **35%**

Not accurate at all **58%**

