



THE CENTER FOR
FOOD INTEGRITYSM

Consumer Panel Discussion

Millennial Panelists

- Primary grocery shopper
- Can not live on a farm
- Can not be a vegetarian
- Are being compensated
- Between the ages of 24 -39
 - Per New York Times Millennials were born between 1976-1998.
- Some have children at home; some do not
- Are “food aware”



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Panel Discussion

- Tell us about yourself
- Farmers and Farming
- Food Information Sources
- Environmental Impacts of Food Production & Government Regulation
- GMOs
- Food Purchase Drivers



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Farmers

- What is your image of today's farmer?
- How many acres does a farmer farm?
- What percentage of farms in the U.S. are family farms?
- Define a corporate farm.
- When you ride by a farm, can you tell if it is corporate or family owned?
- On average, how many years of education does a farmer have?



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Farmers

- What is the determining factor between a large farmer and a small farmer?
- If you were a farmer, what would be your primary focus?
- Would you trust a farmer to share objective food system information with you?



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Food System Information

- Where do you presently get your food system information?
- In a perfect world, what information would you like? How do you want to receive that information?



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Environmental Impacts of Farming

- Do you think food production impacts the environment?
- Do you believe farming is regulated by the government?
 - Heavily?
 - Moderately?
 - Slightly?
- Do you trust the government to regulated farming appropriately?



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GMO Foods

- What is a GMO?
- Do you look for GMO-free foods?
- What benefit do you derive from GMO-free foods?
- How much more would you be willing to pay for GMO-free foods?
- What if GMO's offered a solution to hunger in developing nations?
- What other benefit would have to be derived from GMOs for you to be supportive?



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Food Marketing

Do any of these labels make you feel better about your food choices?



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Would you be willing to pay more?

Tomorrow's Safe Food
Grown Today



Safe Food for Your Table

Small Farm



Family Farm

From Our Farm To Your Table

How much more? Why?



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