Global Report
Trust in the Food & Beverage Sector

Edelman Trust Barometer 2022

Edelman
Annual online survey in its 22nd year
Fieldwork conducted: Nov 1 – Nov 24, 2021

28 countries 36,000+ respondents 1,150+ respondents/country

GLOBAL AVERAGES vary based on the number of countries surveyed each year:

GLOBAL 27 does not include Nigeria*
GLOBAL 22 does not include Colombia, Kenya, Nigeria, Saudi Arabia, S. Africa and Thailand
GLOBAL 24 Not asked in China, Russia, Thailand

the sensitive nature of the question prevented this data from being collected in these markets

Other global averages detailed in technical appendix

*To prevent skewing the global results, Nigeria is not included in any global averages because the online population is not representative of the true population
22 YEARS OF TRUST

'01
Rising Influence of NGOs

'02
Fall of the Celebrity CEO

'03
Earned Media More Credible Than Advertising

'04
U.S. Companies in Europe Suffer Trust Discount

'05
Trust Shifts from “Authorities” to Peers

'06
A “Person Like Me” Emerges as Credible Spokesperson

'07
Business More Trusted Than Government and Media

'08
Young People Have More Trust in Business

'09
Trust in Business Plummet

'10
Performance and Transparency Essential to Trust

'11
Business Must Partner With Government to Regain Trust

'12
Fall of Government

'13
Crisis of Leadership

'14
Business to Lead the Debate for Change

'15
Trust is Essential to Innovation

'16
Growing Inequality of Trust

'17
Trust in Crisis

'18
The Battle for Truth

'19
Trust at Work

'20
Trust: Competence and Ethics

'21
Business Most Trusted

'22
The Cycle of Distrust
IN A DIVIDED AND DIVISIVE WORLD, BUSINESS MOST TRUSTED
TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY TRUSTED INSTITUTION

Percent trust

**Global 27**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Trust (60-100)</th>
<th>Neutral (50-59)</th>
<th>Distrust (1-49)</th>
<th>Change, 2021 to 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>61</td>
<td>52</td>
<td>0</td>
<td>+2</td>
</tr>
<tr>
<td>NGOs</td>
<td>59</td>
<td>50</td>
<td>-1</td>
<td>-1</td>
</tr>
<tr>
<td>Government</td>
<td>52</td>
<td>50</td>
<td>-1</td>
<td>0</td>
</tr>
<tr>
<td>Media</td>
<td>50</td>
<td>50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

IN MAY 2020, GOVERNMENT MOST TRUSTED

**Global 11**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Trust (60-100)</th>
<th>Neutral (50-59)</th>
<th>Distrust (1-49)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>62</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NGOs</td>
<td>62</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td>56</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2022 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust.

2020 Edelman Trust Barometer Spring Update. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

General population, 11-mkt avg.
GOVERNMENT AND MEDIA SEEN AS DIVISIVE

Percent who say

These institutions are…

- Government: a dividing force in society
- Media: a unifying force in society
- Business: a dividing force in society
- NGOs: a unifying force in society

**Gap, difference between unifying force vs. dividing force**

- Government: -12 pts
- Media: -11 pts
- Business: 14 pts
- NGOs: 21 pts

2022 Edelman Trust Barometer. In thinking about why you do or do not trust [institution], please specify where you think they fall on the scale between the two opposing descriptions. 11-point scale; top 5 box, positive; bottom 5 box, negative. Questions asked of half of the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand.
NEWS SOURCES FAIL TO FIX THEIR TRUST PROBLEM
Percent trust

<table>
<thead>
<tr>
<th>Source</th>
<th>2022</th>
<th>Change, 2012 to 2022</th>
<th>Least-trusting countries for each source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search engines</td>
<td>59</td>
<td>-3</td>
<td>U.S. 45</td>
</tr>
<tr>
<td>Traditional media</td>
<td>57</td>
<td>-5</td>
<td>Australia 47</td>
</tr>
<tr>
<td>Owned media</td>
<td>43</td>
<td>+1</td>
<td>Russia 35, Japan 39, S. Korea, U.S. 43</td>
</tr>
<tr>
<td>Social media</td>
<td>37</td>
<td>-8</td>
<td>S. Korea 24, Russia 28, U.S. 28</td>
</tr>
</tbody>
</table>

*From 2012-2015, “Online Search Engines” were included as a media type. In 2016, this was changed to “Search Engines.”
FAKE NEWS CONCERNS AT ALL-TIME HIGHS

Percent who agree

I worry about false information or fake news being used as a weapon

Global 27

76%

Change, 2021 to 2022

2022 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 27-mkt avg. *Nigeria is not included in the global average.
GOVERNMENT NOT SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

Percent who say each is a strength of institutions

<table>
<thead>
<tr>
<th>Take a leadership role</th>
<th>Get results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordinate cross-institutional efforts to solve societal problems</td>
<td>Successfully execute plans and strategies that yield results</td>
</tr>
<tr>
<td>Majority do not see as strength</td>
<td></td>
</tr>
<tr>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>65</td>
</tr>
<tr>
<td>55</td>
<td>57</td>
</tr>
<tr>
<td>45</td>
<td>48</td>
</tr>
<tr>
<td>44</td>
<td>42</td>
</tr>
</tbody>
</table>

- Business
- NGOs
- Media
- Government

2022 Edelman Trust Barometer. CMP_ARE_[INS]. Thinking about [institution] as they are today, please indicate whether you consider each of the following dimensions to be one of their areas of strength or weakness. 5-point scale; top 2 box, strength. Question asked of half of the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand.
2022 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Some attributes asked of half the sample. General population, 27-mkt avg. “My coworkers” and “my CEO” only shown to those who are an employee of an organization (Q43/1).
MORE CONVINCED WE’RE BEING LIED TO BY SOCIETAL LEADERS

Percent who worry

Journalists and reporters: 67% (+8 pts)
My country’s government leaders: 66% (+9 pts)
Business leaders: 63% (+7 pts)

are purposely trying to mislead people by saying things they know are false or gross exaggerations

2022 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Attributes shown to half of the sample. General population, 27-mkt avg.
CYCLE OF DISTRUST
THREATENS
SOCIETAL STABILITY

Government and media feed cycle of division and disinformation for votes and clicks

NGOs and business pressured to take on societal problems beyond their abilities
TRUST IN FOOD AND BEVERAGE FACES HEADWINDS
## A Complex and Conflicted Landscape

**Food Justice = Social Justice**

Does Regenerative Agriculture Have a Race Problem?

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**Sustainability as Threat and Opportunity**

PepsiCo more than doubles revenue growth with framework prioritizing sustainability

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**Runaway Inflation**

THE WALL STREET JOURNAL

Food Prices Keep Going Up, Here’s What it Means for You

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**The Right to Food Movement: Fighting Hunger is About Justice, not Charity**

The Seattle Times

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**Almond Milk is Killing Billions of Honeybees**

People

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**Fertilizer prices just hit a record high sparking fears of global starvation and the worst food insecurity level since World War II**

FORTUNE

---

**How China plans to lead the world in sustainable food with latest five-year agricultural development plan**

South China Morning Post

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**Los alimentos se encarecieron un 28% en 2021, hasta máximos desde los años setenta**

EL PAÍS

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**War Has Brought the World to the Brink of a Food Crisis**

CNN

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TRUST INCREASES ACROSS MOST SECTORS

Percent trust

<table>
<thead>
<tr>
<th>Industry</th>
<th>Trust 2022</th>
<th>Change 2021 to 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>74</td>
<td>+4</td>
</tr>
<tr>
<td>Education</td>
<td>69</td>
<td>+3</td>
</tr>
<tr>
<td>Healthcare</td>
<td>69</td>
<td>+3</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>69</td>
<td>+3</td>
</tr>
<tr>
<td>Food and beverage</td>
<td>68</td>
<td>+2</td>
</tr>
<tr>
<td>Automotive</td>
<td>66</td>
<td>+4</td>
</tr>
<tr>
<td>Retail</td>
<td>66</td>
<td>+2</td>
</tr>
<tr>
<td>Transportation</td>
<td>66</td>
<td>+3</td>
</tr>
<tr>
<td>Professional services</td>
<td>65</td>
<td>+3</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>64</td>
<td>+2</td>
</tr>
<tr>
<td>Entertainment</td>
<td>63</td>
<td>+2</td>
</tr>
<tr>
<td>Energy</td>
<td>62</td>
<td>+2</td>
</tr>
<tr>
<td>Consumer packaged goods</td>
<td>61</td>
<td>+1</td>
</tr>
<tr>
<td>Social media</td>
<td>58</td>
<td>0</td>
</tr>
<tr>
<td>Fashion</td>
<td>56</td>
<td>+3</td>
</tr>
<tr>
<td>Financial services</td>
<td>44</td>
<td>-2</td>
</tr>
</tbody>
</table>

Social media most distrusted and falls further

2022 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 27-mkt avg.
TRUST IN FOOD AND BEVERAGE SECTOR REMAINS BELOW PRE-PANDEMIC HIGHS

Percent trust in the food and beverage sector vs. trust in business

2021 Edelman Trust Barometer. TRU_IND. [FOOD AND BEVERAGE] Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. TRU_INS. [BUSINESS] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt avg.
INCOME-BASED TRUST INEQUALITY FOR FOOD REMAINS

Percent trust in the food and beverage sector

Global 22

Food sector income trust divide grows during pandemic

High income (Top 25%)

Low (Bottom 25%)

Top 5 countries with the greatest income-based trust inequality

<table>
<thead>
<tr>
<th>Country</th>
<th>Trust Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Netherlands</td>
<td>21 pts</td>
</tr>
<tr>
<td>Thailand</td>
<td>20 pts</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>18 pts</td>
</tr>
<tr>
<td>U.S.</td>
<td>17 pts</td>
</tr>
<tr>
<td>Indonesia</td>
<td>15 pts</td>
</tr>
</tbody>
</table>

2022 Edelman Trust Barometer. TRU_IND. [FOOD AND BEVERAGE] Please indicate how much you trust businesses in each of the following industries to do what is right, 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 22-mkt avg., by income.
FOOD AND BEVERAGE SECTOR NOT TRUSTED IN THREE OF WORLD’S LARGEST FOOD EXPORTERS

Percent trust, in food and beverage sector

2022 Edelman Trust Barometer. TRU_IND. [FOOD AND BEVERAGE] Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 27-mkt avg.

*Nigeria not included in the global average. Top five food exporters, in order: U.S., Germany, UK, China, France.
TRUST IN FOOD AND BEVERAGE SECTOR DIFFERS BY INCOME, GEOGRAPHY, RACE/ETHNICITY AND POLITICS

Percent trust, food and beverage sector

Global 27

Food and beverage

68

2022 Edelman Trust Barometer. TRU_IND. [FOOD AND BEVERAGE] Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 27-mkt avg, and by demographics; U.S. political affiliation, and Non-Hispanic White, Black, Hispanic, and Asian populations.
TRUST RISES IN 5 FOOD AND BEVERAGE SUBSECTORS

Percent trust, in food and beverage subsectors

<table>
<thead>
<tr>
<th>Sector</th>
<th>Trust</th>
<th>Change, 2021 to 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery stores</td>
<td>72</td>
<td>+3</td>
</tr>
<tr>
<td>Farming and fishery</td>
<td>71</td>
<td>+2</td>
</tr>
<tr>
<td>Food and beverage manufacturers</td>
<td>66</td>
<td>+3</td>
</tr>
<tr>
<td>Plant-based food manufacturers</td>
<td>63</td>
<td>n/a</td>
</tr>
<tr>
<td>Digital food delivery</td>
<td>61</td>
<td>+1</td>
</tr>
<tr>
<td>Fast food</td>
<td>56</td>
<td>0</td>
</tr>
<tr>
<td>Brewing and spirits</td>
<td>55</td>
<td>+1</td>
</tr>
</tbody>
</table>

2022 Edelman Trust Barometer. TRU_SUB_FBV. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.
MOST INDUSTRIES NOT TRUSTED ON CLIMATE CHANGE ACTION

Percent trust on climate change action

Renewable energy: 73
Technology: 65
Agriculture: 64
Food & beverage: 54
Electric utilities: 52
Retail: 49
Automotive: 48
Transportation: 47
Fashion: 43
Oil & gas: 43
Real estate developers: 40
Private equity: 39
Coal: 38

Distrust  Neutral  Trust
WIDESPREAD FEARS OF CLIMATE CHANGE

Percent who say

I worry about climate change leading to drought, rising sea levels and other natural disasters

2022 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Non-job loss attributes shown to half of the sample. General population, 27-mkt avg.

Callout among those employed in the food sector (Q420/8 and Q43/1). *Nigeria is not included in the global average.
CONSUMERS DON’T WANT TO PAY MORE FOR CLIMATE-FRIENDLY SOLUTIONS

Which are you more likely to believe?

To increase their use, the burden should be on brands to make environmentally-friendly products cheaper

or

the burden should be on people to be pay more for them

69%

2021 Edelman Trust Barometer Special Report: Climate Change. CLI_RFB. You are about to see a series of two choices. For each pair, we want you to choose the one that you are more likely to believe. General population, 14-mkt avg.
BUSINESS MUST ADDRESS FEARS TO BREAK THE CYCLE OF DISTRUST
NGOS AND BUSINESS MUST ACT AS STABILIZING FORCES

(Competence score, net ethical score)

2022 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_[INS]/1. Depending on the question it was either asked of the full of half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.
ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

Global 27

58% Buy or advocate for brands based on their beliefs and values
60% Choose a place to work based on their beliefs and values
64% Invest based on their beliefs and values

Global 7

88% of institutional investors subject ESG to the same scrutiny as operational and financial considerations

Source: 2021 Edelman Trust Barometer Special Report: Institutional Investors

2022 Edelman Trust Barometer. Belief-driven consumer, employee, and investor segments. General population, 27-mkt avg. Employee data is filtered to be among employees of an organization (Q43/1). Investor data is only among those who sell stocks, bonds, or mutual funds as a standalone or employer-sponsored investment (INVESTOR/1). See Technical Appendix for a full explanation of how belief-driven consumers, employees, and investors were measured. 2021 Edelman Trust Barometer Special Report: Institutional Investors. Q7. Please indicate the extent to which you agree or disagree with the following statements regarding shareholder activism. 4-point scale; top 2 box, agree. 7-mkt avg.
NEARLY 2 IN 3 FOOD & BEVERAGE WORKERS CHOSE EMPLOYER BASED ON BELIEFS

Percent who agree, among employees

I choose a place to work based on my beliefs and values

60%

2022 Edelman Trust Barometer. Belief-driven employee segments. General population, 27-mkt avg., and by sector employed in (Q420). Employee data is filtered to be among employees of an organization (Q43/1). See Technical Appendix for a full explanation of how belief-driven consumers, employees, and investors were measured.
CEOs EXPECTED TO BE THE FACE OF CHANGE

Percent who say

<table>
<thead>
<tr>
<th>CEOs should be personally visible when discussing public policy with external stakeholders or work their company has done to benefit society</th>
</tr>
</thead>
</table>

Global 27, General population

81\% (net)

When considering a job, I expect the CEO to speak publicly about controversial social and political issues that I care about

<table>
<thead>
<tr>
<th>Those employed in...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
</tr>
<tr>
<td>+11</td>
</tr>
</tbody>
</table>

Global 25, All employees

60\% 

Change, 2019 to 2022

+5 pts

2022 Edelman Trust Barometer. CEO_VIS. How visible do you think a CEO should personally be in these different types of business situations? 9-point scale; top 4 box, visible. Question asked of half of the sample. General population, 27-mkt avg. Data shown is a net of attributes 2 and 10. EMP_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; top 2 box, important. Question asked of those who are an employee of an organization (Q43/1). General population, 25-mkt avg., and by sector employed in (Q420).
## CEOS EXPECTED TO INFORM POLICY ON JOBS, AUTOMATION, AND CLIMATE CHANGE

Percent who expect CEOs to **inform and shape conversations and policy debates** about each issue

<table>
<thead>
<tr>
<th>Issue</th>
<th>Strong/mandatory</th>
<th>Some expectation</th>
<th>Total expectation (among food sector employees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs/economy</td>
<td>54</td>
<td>22</td>
<td>76</td>
</tr>
<tr>
<td>Technology and automation</td>
<td>50</td>
<td>24</td>
<td>74</td>
</tr>
<tr>
<td>Wage inequality</td>
<td>53</td>
<td>20</td>
<td>73</td>
</tr>
<tr>
<td>Global warming and climate change</td>
<td>47</td>
<td>21</td>
<td>68</td>
</tr>
<tr>
<td>Prejudice and discrimination</td>
<td>44</td>
<td>21</td>
<td>65</td>
</tr>
<tr>
<td>Immigration and its impact on jobs</td>
<td>37</td>
<td>24</td>
<td>61</td>
</tr>
<tr>
<td>Improving <strong>education</strong> and healthcare systems</td>
<td>38</td>
<td>23</td>
<td>61</td>
</tr>
<tr>
<td>How to increase the <strong>COVID vaccination</strong> rate</td>
<td>36</td>
<td>21</td>
<td>57</td>
</tr>
<tr>
<td>Who the <strong>next leader of the country</strong> should be</td>
<td>23</td>
<td>17</td>
<td>40</td>
</tr>
</tbody>
</table>

shape ongoing conversations and policy debates, 5-point scale; codes 4-5, strong/mandatory; code 3, some expectation. Question asked of half the sample. General population, 27-mkt avg. "Improving education and healthcare" is an average of attributes 9 and 10. "Jobs/economy" is an average of attributes 11 and 12. Callout among those employed in the food sector (Q420/8 and Q43/1).
EMPLOYERS TRUSTED ACROSS SECTORS
Percent trust in my employer

Global 27, All employees

77
+1 pt

Those employed in...

Change, 2021 to 2022

Technology
Financial services
Telecoms
Energy
Professional services
Fashion
Insurance
Retail
Food and beverage
Managing
Automotive
CPG
Healthcare
Education
Transportation
Entertainment

General population, 27-mkt avg., and by sector employed in (Q420). “Your employer” only shown to those who are an employee of an organization (Q43/1).
MY EMPLOYER TRUSTED AROUND THE WORLD

Percent trust

Global 27

MY EMPLOYER

77

My employer more trusted than institutions

Business 61

NGOs 59

Government 52

Media 50

Americas GP

Americas F&B employees

APAC GP

APAC F&B employees

EMEA GP

EMEA F&B employees

78

72

78

75

76

81

-1

-10

+1

-3

+2

+8

2022 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg, by region and among those employed in the food sector (Q420/8 and Q43/1). “Your employer” only shown to those who are an employee of an organization (Q43/1).
### MY EMPLOYER MEDIA MOST BELIEVABLE

Percent who believe information from each source automatically, or after seeing it twice or less

<table>
<thead>
<tr>
<th>Communications from…</th>
<th>My employer</th>
<th>National government</th>
<th>Media reports, named source</th>
<th>Major corporations</th>
<th>Advertising</th>
<th>Media reports, anonymous source</th>
<th>My social media feed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>among f&amp;b</td>
<td>66</td>
<td>58</td>
<td>57</td>
<td>54</td>
<td>49</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>among all</td>
<td>65</td>
<td>53</td>
<td>52</td>
<td>52</td>
<td>48</td>
<td>38</td>
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<td></td>
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<td></td>
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<td>13</td>
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2022 Edelman Trust Barometer. HEAR_TIME1. When you see a new piece of information or a news story in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample. “Once or twice” is a sum of codes 2 and 3. General population, 27-mkt avg. “Employer communications” only shown to those who are an employee of an organization (Q43/1); and filtered by food employees (Q420/8 and Q43/1).
RESTORING TRUST IN FOOD AND BEVERAGE
WANT MORE, NOT LESS, BUSINESS ENGAGEMENT ON SOCIETAL ISSUES

Percent who say among food and beverage employees

On addressing each societal issue, business is…

<table>
<thead>
<tr>
<th>Issue</th>
<th>Not doing enough</th>
<th>Overstepping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic inequality</td>
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<td>10</td>
</tr>
<tr>
<td>Climate change</td>
<td>48</td>
<td>10</td>
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<tr>
<td>Systemic injustice</td>
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<td>10</td>
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<tr>
<td>Workforce reskilling</td>
<td>44</td>
<td>11</td>
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<tr>
<td>Access to healthcare</td>
<td>41</td>
<td>9</td>
</tr>
<tr>
<td>Trustworthy information</td>
<td>37</td>
<td>14</td>
</tr>
</tbody>
</table>

Gap, not doing enough vs. overstepping
- Economic inequality: 40pts
- Climate change: 38pts
- Systemic injustice: 35pts
- Workforce reskilling: 33pts
- Access to healthcare: 32pts
- Trustworthy information: 23pts

2022 Edelman Trust Barometer. BUS_BND. Think about business as an institution, and its current level of engagement in addressing societal needs and issues. When it comes to each of the following areas, please indicate if you think business is going too far and overstepping what it should be doing, is doing just the right amount in regard to this activity, or is not going far enough in its actions and should be doing more. 3-point scale; code 3, “not doing enough”; code 1, “overstepping”. General population, 27-mkt avg and among those employed in the food sector (Q420/8 and Q43/1).
GOOD INFORMATION CAN HELP CLOSE THE SOCIETAL DIVIDE

Trust Index

Global 22

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2022</th>
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</thead>
<tbody>
<tr>
<td>High income</td>
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<tr>
<td>Low income</td>
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</tbody>
</table>

When low-income respondents are well-informed, they are more trusting than high-income respondents who are not

Well-informed regularly do the following:

Follow news regularly
- Consult 3+ news sources daily
- Read business and/or public policy news

Seek quality information
- Consult news sources with which they disagree
- Check information against multiple sources

2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt av., by income. Media Consumption scale. General population, 22-mkt av., by income. For full details on how the Well-Informed Scale was built, please refer to the Technical Appendix.
RESTORING TRUST IS KEY TO SOCIETAL STABILITY

SOCIETAL STABILITY

- Sustainability
- Equity and inclusion
- Jobs and retraining
- Wage fairness

GOVERNMENT

BUSINESS

MEDIA

NGOs
RESTORING TRUST IN FOOD & BEVERAGE

1. Break through the information barrier
   Provide clear, credible, fact-based information; demonstrate leadership in areas of concern; elevate and amplify trusted voices.

2. Build trust across the full food ecosystem
   When trust in government lags, other institutions must play a larger role to build confidence in areas of concern. Engage in the societal issues your stakeholders care most about and demonstrate progress.

3. Own the employer role in building trust
   Leverage trust in owned channels, “my CEO” and colleagues; provide platforms to amplify employee voices.

4. Engage with other trusted institutions
   NGOs are doing important, effective work and strategically partnered, can help businesses with issues, actions and outcomes.