

Edelman Trust Barometer 2022

TRUST IN
FOOD AND
BEVERAGE

TOP FIVE FINDINGS

01

Trust remains below pre-pandemic highs

From May 2020 to January 2021, all institutions saw dramatic decreases in trust, giving back most (if not all) of the gains they saw in the Spring of 2020. Since January 2021, the F&B sector has seen a slight increase, but if we compare the current levels of trust to those from 2019, the sector has seen a 2-point decline.

02

Trust inequality for food remains

From 2019 to 2020, we saw a significant decline (from 11 points to 7 points) in the trust gap between respondents with high income and those with low income when it comes to their trust in the food & beverage sector. However, that divide grew to 9 points in 2021, and it remains at that level in 2022, showing yet another effect of the pandemic on the perception of the sector.

03

Business still expected to act as stabilizing force; CEOs to be the face of change

When considering a job, 62 percent of F&B employees expect the CEO to speak publicly about controversial social and political issues that they care about, a 7-point increase since 2019.

04

Food and beverage employees are key to unlocking trust

Employees tend to trust their employers across sectors and markets (77 percent); and communications from “My Employer” are the most believable (66 percent) among all sources. F&B employees also want more, not less, business engagement on societal issues, including economic inequality, climate change and systemic injustice. For example, 50 percent believe employers are not doing enough in economic inequality, while only 10 percent believe they are overstepping.

05

Restoring trust is key to societal stability. To restore trust in food & beverage, we must:

- Break through the information barrier
- Build trust across the full food ecosystem
- Own the employer role in building trust
- Engage with other trusted institutions

