2024 Edelman Trust Barometer

Supplemental Report: Insights for the Food Sector

TOP 5

01

Trust in the Food and Beverage Sector doesn't guarantee trust in its innovation

There's a trust disconnect or innovations relative to their sector: food and beverage is trusted by 72 percent globally, but GMO foods only by 32 percent. Similarly, other sectors see the same trend - technology is trusted by 76 percent, but AI only by 50 percent; healthcare is trusted by 73 percent, but gene-based medicine only by 50 percent.

02

Acceptance is as important as invention

Respondents by nearly a two-to-one margin believe innovation is poorly managed (Lack of trust in business and NGOs to introduce innovations into society, belief that government cannot effectively regulate new technologies, belief that science is tainted by politics and money). Respondents need to know that the inventions have been evaluated by scientists and ethicists, are effectively regulated, and feel in control over the impact on their lives.

03

Implementation - and information - as important as invention

Mismanaged innovations are as likely to ignite backlash as advance society. Explaining the science, addressing consumers' concerns and managing impacts is essential to gain consumer acceptance.

04

Peers are on par with scientists

Seventy-four percent say they trust scientists and peers to tell the truth about new innovations. Among those who think innovation is poorly managed, peers have more trust (72 percent) than scientists (68 percent) Engaging a third-party voice is fundamental in making your voice heard and trusted.

05

Give me control over my future

When people feel in control over how innovations affect their lives, they are more likely to embrace them, not resist them. Listen for concerns, be open to questions.

Edelman