

2025 Edelman Trust Barometer

Supplemental Report: Insights for the Food & Beverage Sector

Top 5 Actions to Build Trust

01 Address grievances transparently

Actively acknowledge and address consumer and community concerns (e.g., health impacts, labor practices, sustainability, rising food costs). Launch stakeholder listening tours or regular consumer sentiment audits. Transparently communicate changes made in response to feedback (e.g., cleaner labels, improved sourcing).

02 Use your license to lead on societal issues

Take a proactive role in solving social challenges—especially food-related inequality, misinformation, and access. Impact what you can: your ingredients, and overall supply chain. Invest in community nutrition programs or food security initiatives. Support clearer, science-backed messaging around food and health to combat misinformation.

03 Build partnerships to multiply impact

Collaborate with public institutions, NGOs, and trusted experts to increase your credibility and reach. Join or form coalitions to tackle systemic food system issues. Co-create educational content or local programs with public health organizations or schools.

04 Rebuild and prioritize trust to foster optimism

Make trust a central pillar of communication and operations. Fear of misinformation impacts food-related decisions. Emphasize traceability in sourcing and transparency in manufacturing. Train spokespersons and frontline staff to communicate with empathy, clarity, and consistency.

05 Operationalize trust

Drive internal accountability around trust-building. Set KPIs tied to consumer trust, employee engagement, and community impact — not just revenue. Regularly audit brand reputation and stakeholder trust scores.

To learn more about the Edelman Trust Barometer, visit www.edelman.com/trust/2025/trust-barometer #TrustBarometer

All data is based on general population sample unless otherwise noted.

