

JOIN US!

CFI (www.foodintegrity.org) is a non-profit organization founded in 2007 as a catalyst for food system change.



Our mission is to build consumer trust and confidence in today's food system by...

- Sharing accurate, balanced information
- Correcting misinformation
- Highlighting best practices that build trust
- Engaging stakeholders to build consensus on issues that are of concern to consumers

Sample Programming

- **Annual Consumer Trust Research** – Consumer attitudes on key food system issues are benchmarked and the data is used to identify programs and messages that are effective in bolstering consumer confidence.
- **Annual Food System Summit** – Food system leaders from across the country gather to discuss current consumer concerns and explore ways to build their trust in today's food system.
- **Best Food Facts** (www.bestfoodfacts.org) – Consumers seeking answers to their questions about today's food are connected with food system experts via an interactive web site.
- **Farmers Feed US** (www.farmersfeedus.org) – State-level campaigns use a grocery giveaway sweepstakes to draw consumers to a web site where they connect with “real” farmers.

For more information on additional CFI programming or membership, please contact Cliff Becker, cliff.becker@foodintegrity.org or Terry Fleck, terry.fleck@foodintegrity.org