



Building Community Trust
From Eggs to the Ag Sector



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Community still in the black

- Large bulls eye
- Consumer and community mindsets
- The power of community research



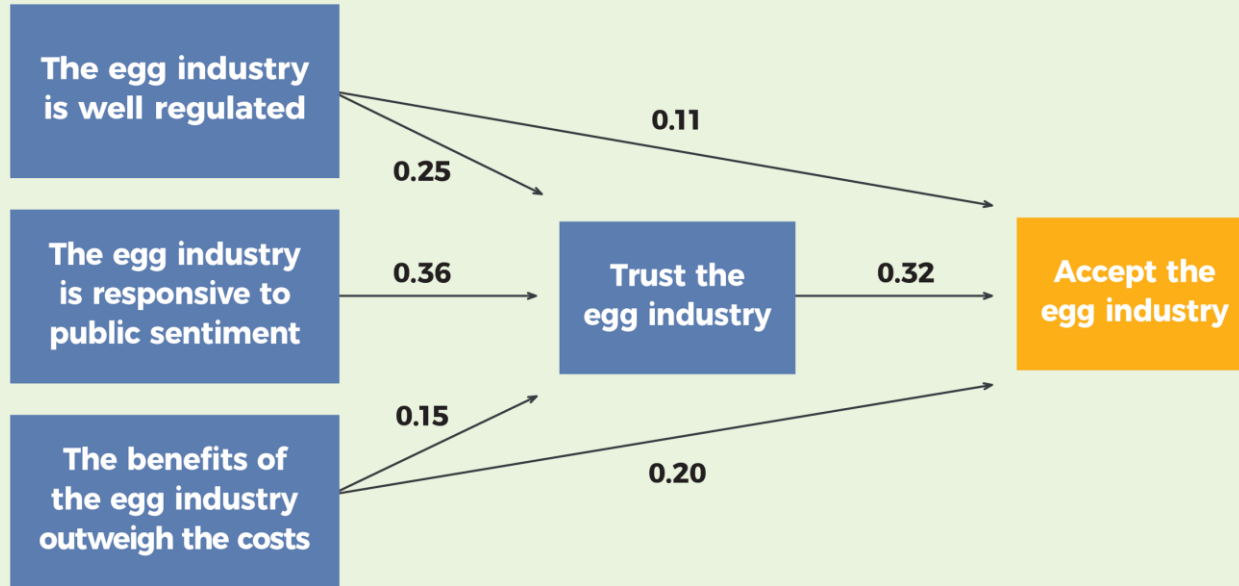
Three phase process

- **Industry – Australian Eggs Sustainability Framework**
- **Cross sector – Community trust in Rural Industries**
- **Cross-supply chain – SAI Platform**

Egg Industry Sustainability Framework



Issues and Drivers



Industry impact

- Drive right conversations
- Inform business decisions
- Managing reputational risks



Community Trust in Rural Industries



Project objectives

- Build awareness
- Common language and purpose
- Best practice approaches



Sector wide focus

- Values driving community attitudes
- Broad issues on whole of sector basis
- Demonstrate research in motion



Dissemination

- Research outputs
- Content and facilitation
- Representative member engagement





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