



**We give voice to communities.  
We help our customers listen.**

**Voconiq**  
Engagement Science  
Insights

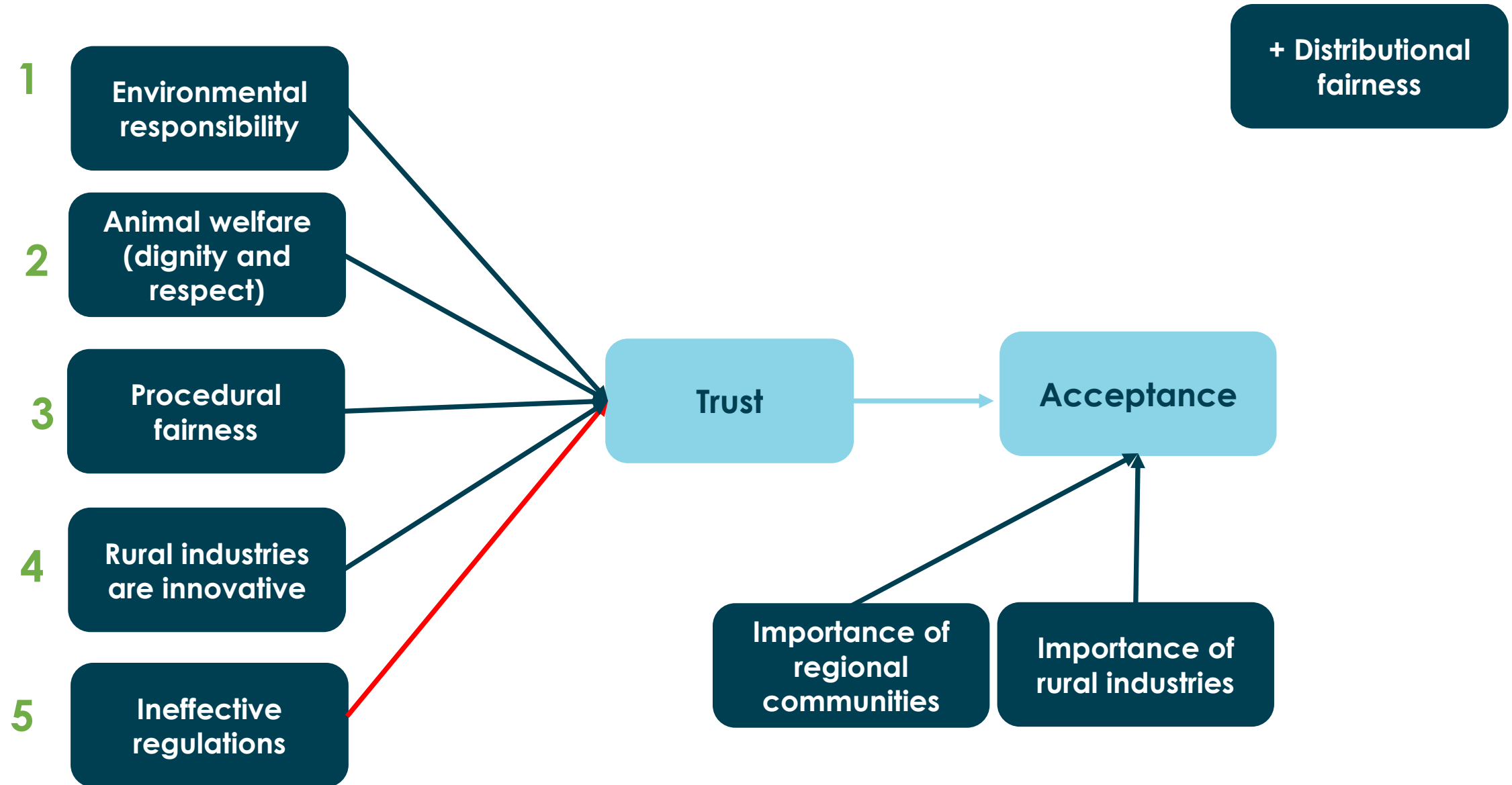
- Primary research
- Extension for understanding
- Learning and development for impact

**Being vulnerable with one another and having confidence that people will not take advantage of that vulnerability**

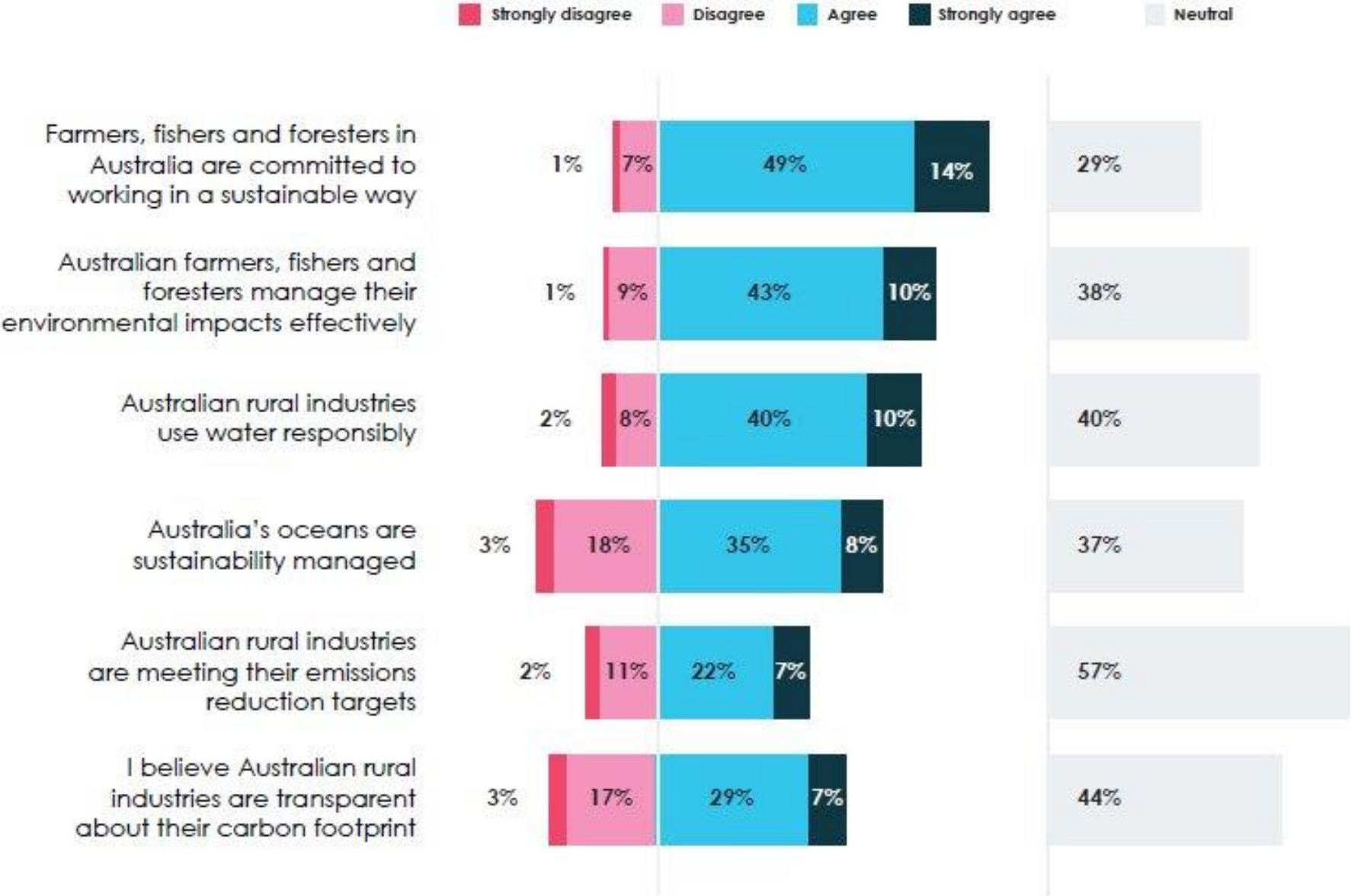
- Food production systems are under scrutiny.
- To the community, our products are deeply personal.
- We have seen examples of when this goes wrong.



# Understanding Trust

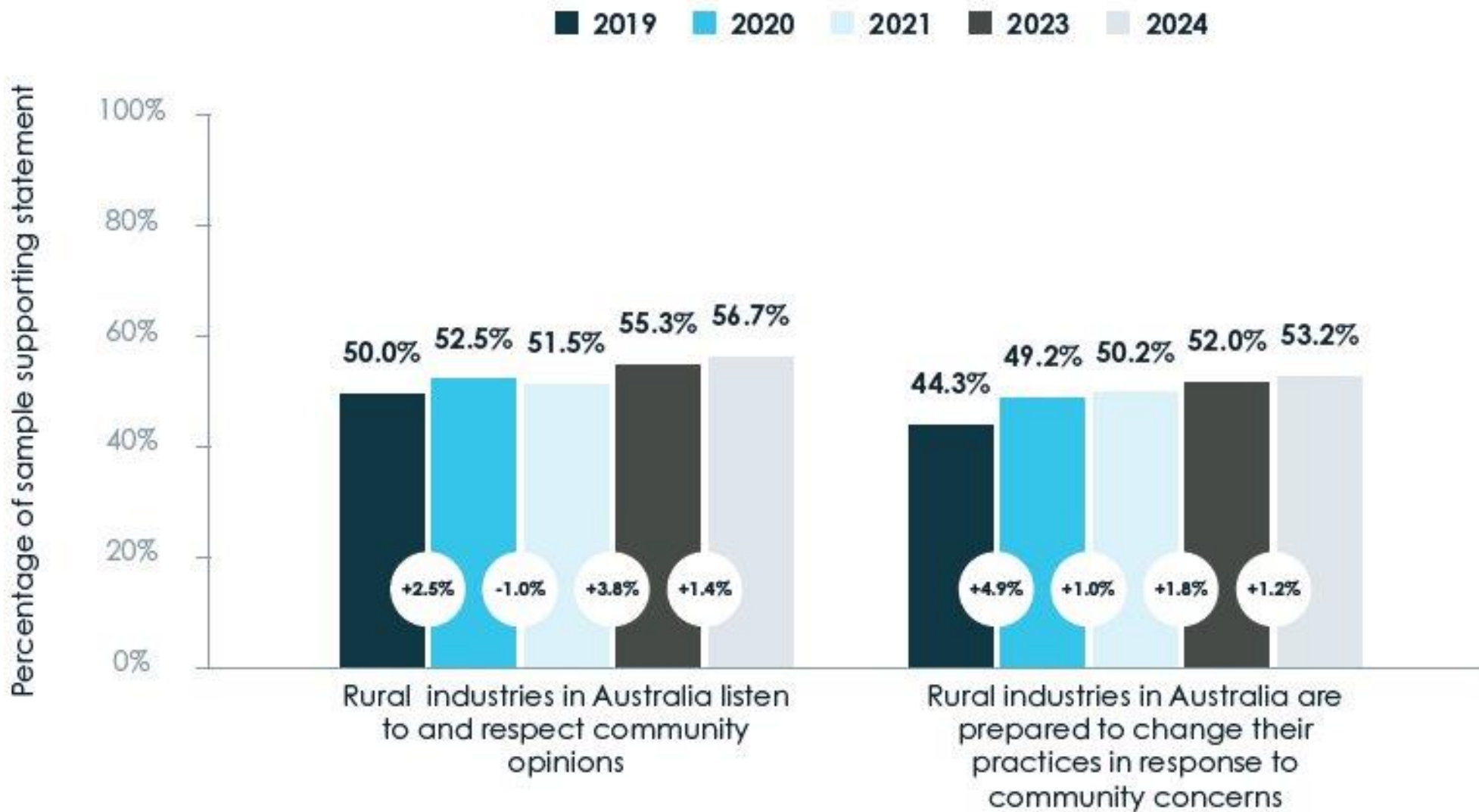


# Improving our relationships – Environmental concerns

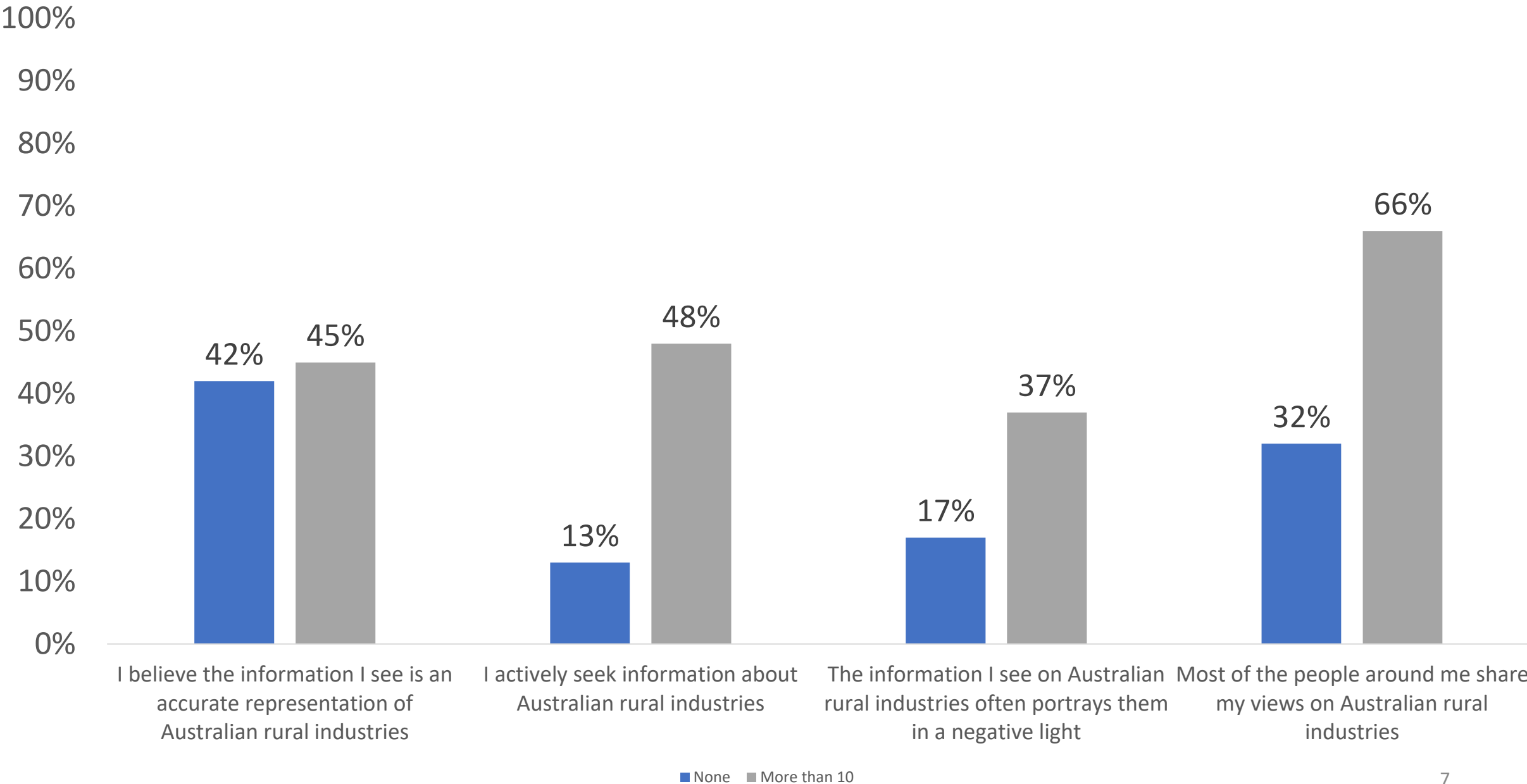




# Improving our relationships – Procedural fairness



# Improving our relationships – Information sources



# Improving our relationships – Retail

## Supermarkets

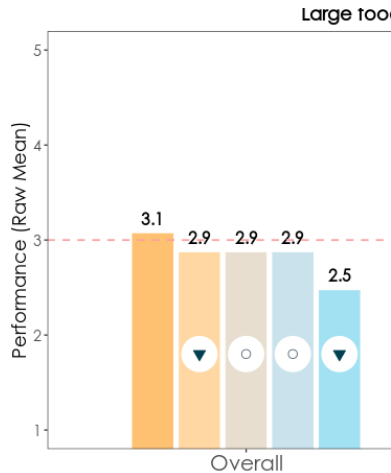
- When prices go up at my local food retailer, it negatively influences how I feel about food retailers in general
- When prices go up at my local food retailer, it negatively influences how I feel about Australian rural industries
- My local food retailer always has what I need
- My local food retailer actively promotes products from Australian rural industries
- Food retailers have my best interests at heart



Filters applied:

Disagree Strongly disagree Agree Strongly agree Neutral

Competence not humanity or integrity





## Key findings

1. Trust of rural industries remains stable over time, and acceptance is increasing
2. Environmental concerns continue to be significant
3. Rural identity and connectedness is important when understanding community perceptions
4. Trust in retailers has dropped significantly this year
5. Perceptions on information is influenced strongly by the number of people known in the industry

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